



Help Kids in Need Love to Read!

During National Reading Month help us raise \$100,000 to take our one-on-one mentoring program from schools to screens

Donate at
ReadtoAChild.org



SNAPSHOT OF OUR REACH

Students Served
By the Numbers

4,500+

In 5 States Nationwide
Since 2014



Volunteers
By the Numbers

5,300+

Volunteers Since 2014



Corporate Partners
By the numbers

150+

Corporate Partners



Newsletter
By the Numbers

10,000+
Circulation



Social Media
By the Numbers

4,500+

Followers
Across All Platforms



8TH ANNUAL ONLINE FUNDRAISING CAMPAIGN: "HELP KIDS IN NEED LOVE TO READ"

Read to a Child's annual online fundraising campaign 'Help Kids in Need Love to Read' will be held during National Reading Month from March 1-31, 2021. The primary goal of this year's Campaign is to raise funds to **support the continued transition of the Read Aloud Mentoring Program to online platforms and to reunite (or establish) virtual reading pairs** of students and reading mentors. This effort is extremely important to the children and families that we serve and, based upon COVID learning loss, **our students need us now more than ever.** Our Campaign will be supported by sponsorship dollars and funds raised through individual fundraising pages.

ABOUT READ TO A CHILD

Read to a Child is a national nonprofit literacy and mentoring organization that **inspires caring adults to read aloud regularly to children to create better opportunities for the child's future.** Read to a Child's Read Aloud Mentoring Program utilizes 1,800 volunteer mentors from more than 150 socially-minded organizations who read one-on-one to more than 1,400 at-risk elementary school students in the metro areas of Boston, Detroit, Hartford, Los Angeles & Miami. Due to the COVID-19 pandemic, we are shifting our program model to the virtual space and **our focus is on reuniting and pairing mentors with students for virtual one-on-one reading sessions.**



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SPONSORSHIP OPPORTUNITIES

VISIONARY \$10,000

- Support 600 virtual Read Aloud Mentoring Program sessions
- Premier branding opportunity through large logo placement on Online Campaign fundraiser page with link to company website, as well as logo and link on Read to a Child's homepage as "Major Supporter"
- Prominently featured in an upcoming Read to a Child Newsletter
- Prominently featured in Online Campaign email blasts to more than 10,000 supporters
- Social media post about partnership with your company
- Logo, link and write-up on "Major Supporter" page of Read to a Child's website
- Logo in Read to a Child's FY 21 Annual Report
- Prominently featured in Campaign press release

CHAMPION \$5,000

- Support 300 virtual Read Aloud Mentoring Program sessions
- Medium size logo placement on Online Campaign fundraiser page with link to company website
- Featured in an upcoming Read to a Child Newsletter
- Featured in Online Campaign email blasts to more than 10,000 supporters
- Social media post about partnership with your company
- Logo in Regional supporter page of Read to a Child's website with link to company website
- Listing in Read to a Child's FY 21 Annual Report
- Featured in Campaign press release

TRAILBLAZER \$2,500

- Support 150 virtual Read Aloud Mentoring Program sessions
- Listing on Online Campaign fundraiser page with link to Company website
- Highlighted in an upcoming Read to a Child Newsletter
- Highlighted in Online Campaign email blasts to more than 10,000 supporters
- Social media post about partnership with your company
- Listing in Regional supporter page of Read to a Child's website with link to company website
- Listing in Read to a Child's FY 21 Annual Report
- Highlighted in Campaign press release

ADVOCATE \$1,000*

- Support 60 virtual Read Aloud Mentoring Program sessions
- Listing in Regional supporter page of Read to a Child's website with link to company website
- Listing in Read to a Child's FY 21 Annual Report
- *Individuals or Families who sponsor or donate at \$1,000 or above will automatically become members of "Seuss Circle," Read to a Child's Leadership Giving Level.

For additional information, please contact us at (781) 489-5910 or natalie.ellis@readtoachild.org