



BECOME A

LITERACY CHAMPION

The United Way of Passaic County fights for the health, education, and financial stability of every person in our community.

United Way of Passaic County has been meeting the needs of the community for over 80 years.

Our mission is to mobilize communities to advocate, volunteer and donate to improve people's health, education, financial security + community resilience.

The catalyst for change begins with YOU!

Each Literacy Kit includes:

- A carefully selected children's book.
- Interactive and literacy skill supporting activities.
- Instructions for the parent or caregiver on how to use the kit.

Why Become A Literacy Champion?

- Children who are read to often and have books in the home gain language and literacy skills that support long-term academic success. Data shows that children who cannot read proficiently at the end of 3rd grade are four times more likely to drop out of high school than their peers.
- The City of Paterson faces a critical need for improved literacy, with only 14% of third-grade students meeting state standards in English Language Arts during the 2022-2023 school year.
- The Literacy Champion program hosts Read Aloud events for elementary students in Paterson schools, bringing books to life and inspiring a love of reading.
- At each reading event, every child receives a grade-appropriate book and a custom literacy kit with related activities, for free. This fosters meaningful one-on-one interactions with parents or caregivers, while also cultivating a culture of reading at home and supporting the development of lifelong learning habits.
- By creating Literacy Kits, volunteers will have a hands-on opportunity to make a meaningful impact, directly contributing to the future success of the children in their community.



Sponsorship Packages

The Grand Storyteller - \$10,000

- Sponsor a book fair for the **entire school**
- Every child will receive a free book of their choice at the fair
- 15-20 event volunteers as assistant book shoppers for the students

Reading Revolutionary - \$ 7,500

- Books and corresponding literacy kits provided for **3 grade levels** (4-5 classrooms of 30-35 students each)
- Assembling of literacy kits prior to the event
- 12-15 event volunteers (1 reader per grade)

Story Superhero- \$5,000

- Books and corresponding literacy kits provided for **2 grade levels** (4-5 classrooms of 30-35 students each)
- Assembling of literacy kits prior to the event
- 8-10 event volunteers (1 reader per grade)

Chapter Crusader - \$ 2,500

- Books and corresponding literacy kits provided to **one grade level** (4-5 classrooms of 30-35 students)
- Assembling of literacy kits prior to the event
- 4-5 event volunteers (1 reader per grade)

All sponsorships include:

- Social media recognition of the event on all our platforms (IG, FB, Linked In, website)

Story Superhero includes:

- Opportunities to include age-appropriate promotional items such as pencils, rulers. Items must be approved by UWPC staff prior to event.

Reading Revolutionary includes all above and:

- Logo recognition on the United Way of the Passaic County homepage for the school year

The Grand Storyteller includes all above and:

- Press release with company recognition
- Featured internal E-newsletter of event