

Read Across America Post-Project Evaluation

Accomplishments and how grant funds were utilized

The 13th annual Read Across America Community Celebration utilized funding from the Urbana Arts Grant to keep the event in Urbana and to highlight four professional storytellers.

The impact that the grant funds had on artistic or organizational development

This year, Read Across America was able to provide a family festival in Urbana due to the funding which was provided by the City of Urbana Arts Grant. It has become more difficult to find locations in the city that will accommodate a thousand children and their families, hundreds of volunteers and over thirty hands-on literacy related activities. Lincoln Square is still the preferred location due to its accessibility for young children. Thirteen years ago, this event chose Lincoln Square because one of its founding members of the planning committee, The Reading Group, was located in Lincoln Square and the space and equipment were provided at no charge. Today the cost to have the event there is over \$2,000, including rental of chairs, tables, stages, P.A. systems and labor. The Urbana Arts Grant enabled the planning committee to keep the Read Across America Community Celebration in Urbana for the 13th year. It also provided for four local storytellers to perform during the entire event and enhance the festival. The professionalism of these storytellers engaged the children and their parents and made it an event that was worth attending, even for families who have attended for multiple years.

The number of hours spent

The event was held between the hours of 10:00am to 1:00am, and it is overwhelming to conceive of the amount of time that is needed to prepare for the event. But on March 2nd, Lincoln Square was bustling as early as 7:00 am in order to set up for this event. This year, the planning committee grew to eighteen community members, including two co-chairs. We had a shorter planning window, as the committee started in early November this year. There were only 6 committee meetings this year, but over 450 hours were spent during this time by the co-chairs and committee members to make contacts with agencies and volunteers, to publicize the event, to communicate with other sponsors and potential participants.

The number of participants

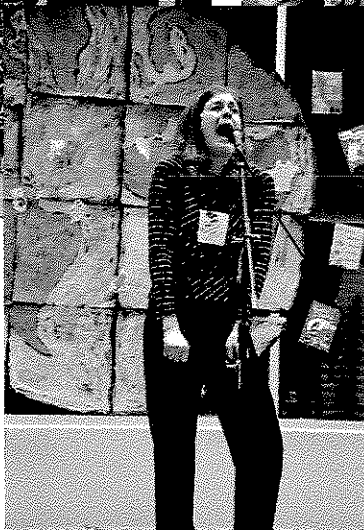
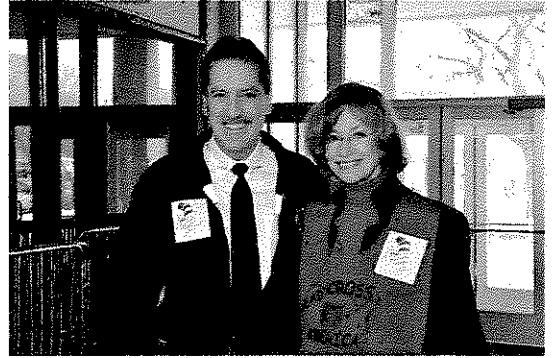
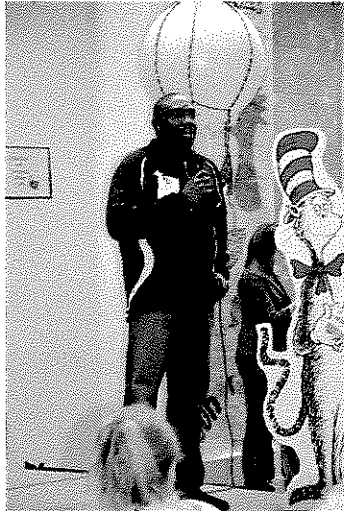
Again, more than 1000 children attended with their parents, grandparents and other community members. There were over 100 University students, Rotarians, Altrusans, Lincoln's Challenge cadets and other community volunteers. Fifty volunteers from various schools and agencies provided activities for young children throughout the mall. In all, it is estimated that almost 3,000 people were in Lincoln Square on March 2nd.

Description of experience working with collaborating partners

Very professional, cooperative, collaborative, supportive. We now have one less member of the planning committee. Amy George, from the News Gazette, has moved out of state this month. She was the backbone of the planning committee. Her organizational skills, as well as News Gazette's resources, helped to make this event more professional with its communication with the public. Her parting words were, "Thank you, I will miss our team. Best group of ladies (and a guy) in the county."

Read Across America

March 2, 2013



Join the FUN!

13th Annual Read Across America Day

Saturday, March 2 • 10 a.m. to 1 p.m.
Lincoln Square, Urbana

- Community Celebrity Greeters
- Appearance by a special guest!
- English and other languages storytelling by celebrity readers & Rock n' Read Rotary Volunteers
- Parent and toddlers area
- Tons of fun hands-on educational activities
- Free book and bag for the first 1,000 children!

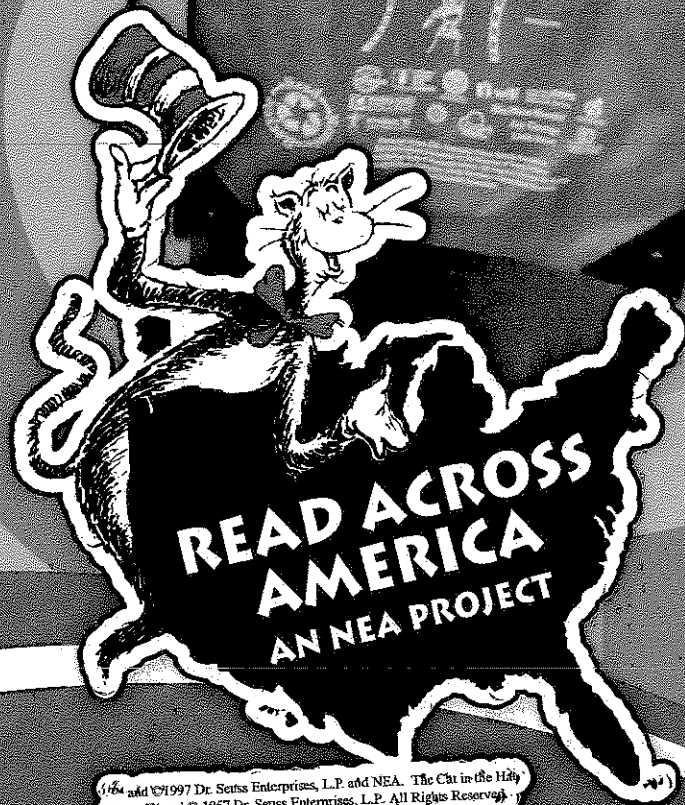
COORDINATED BY:

Altrusa International of Champaign-Urbana
Birth to 5 Council
Champaign Library Douglass Branch
Child Care Resource Center
Community Elements
Illinois Early Intervention Clearinghouse
Ju Canto Spanish
Leal PTA
The News-Gazette
Parkland College
The Reading Group
Urbana Adult Education
Urbana Free Library
Urbana Park District

SPONSORED BY:

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East-Central Illinois Association
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Regions 8 & 9 IEA-NEA and IEA-NEA Retired
Rotary Club of Champaign
University of Illinois Extension
Urbana Adult Education IEA-NEA
Urbana Education Association
Urbana Rotary Club

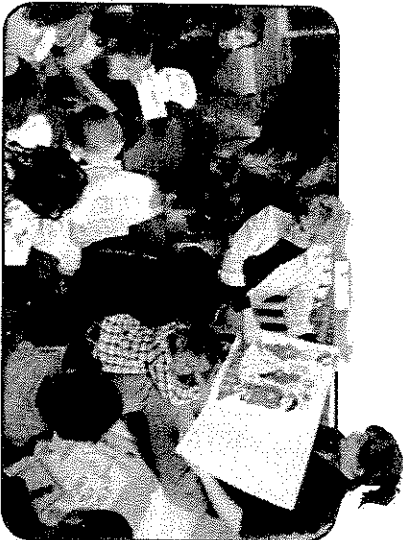


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For more information call 328-7880.

Read Across America Day

Read Across America Day has become the nation's largest reading event. All across the country, young children and their families will come together to hear stories, meet their favorite book characters, and participate in **FUN** activities.



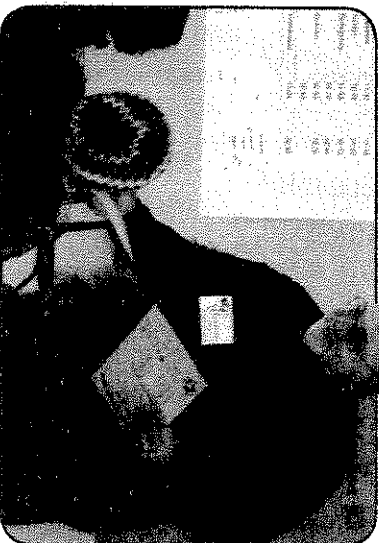
Readers from Rotary Clubs read to children throughout the mall.



Brian "Fox" Ellis and other celebrity readers entertain children from the main stage.

The Read Across America Committee invites you to participate in this year's activities on Saturday, March 2, 2013.

Last year more than 30 community agencies and 100 corporate, community and university student volunteers worked that day to provide literacy-related activities to more than 1000 children and their parents and grandparents. Each agency led a literacy-related activity or game.



Local Celebrities distribute a new book bag to each child, thanks to our sponsors.

Please join us by participating in the celebration and providing a literacy-related activity on Saturday, March 2, 2013 (10 AM - 1 PM)

For more information, contact:

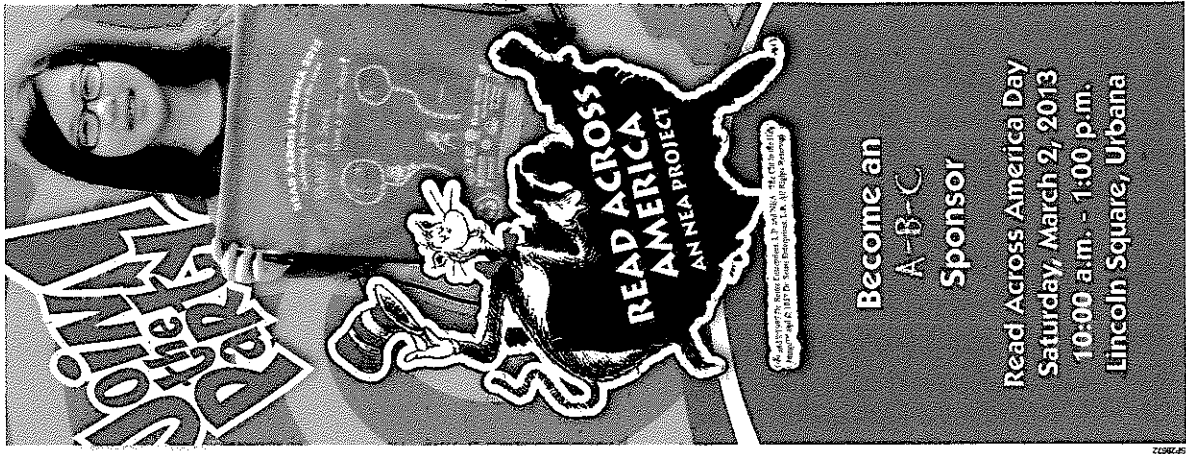
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Jean Breeze
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There are special guests to greet the children.



Special thanks to last year's sponsors:

A Sponsors

- Orange Krush
- Urbana Public Arts Program
- Altrusa International of Champaign-Urbana, IL
- Joy George
- WILL-AM-FM-TV
- Child Care Resource Service
- Parkland College
- Rotary International, Inc.
- Carter's Furniture
- The News-Gazette
- Lincoln Square
- Project Te
- Kohli's
- Fluid Events

B Sponsors

- Champaign Urbana Schools Foundation
- East Central Illinois Association for the Education of Young Children
- First Federal Savings Bank of Champaign-Urbana
- IEA Regions 8 and 9 and IEA Retired
- U of I Extension
- Urbana Adult Education
- Urbana Education Association
- CU-MTD

C Sponsors

- Dr. Chifan Cheng and Dr. Vickie Hemann
- Illini Reading Council
- Target

Become an
A-B-C
Sponsor

Read Across America Day
Saturday, March 2, 2013
10:00 a.m. - 1:00 p.m.
Lincoln Square, Urbana

Read Across America Day

Started in 1998 as a way to get children excited about reading, Read Across America Day has become the nation's largest reading event. All across the country, young children and their families will come together to hear stories, meet their favorite book characters, and participate in FUN activities.



Readers from Rotary Clubs read to children throughout the mall.



Brian "Fox" Ellis and other celebrity readers entertain children from the main stage.



There are special guests to greet the children.

**2008 Best
Nationally Sponsored
Event Awarded by NEA**

