

SHOWING OREGON WHY READING MATTERS



Hello, SMART friends:

It has been another great year at SMART, and I'm once again struck by how fortunate I am to be part of this wonderful organization providing an essential service for Oregon kids.

This school year, nearly 5,000 SMART Readers spent focused, one-on-one time each week reading with more than 9,100 PreK through third-grade students in 250 sites across the state. These committed, caring volunteers ignite a passion for reading in these children, and help them develop the skills and self-confidence they need to succeed in school and beyond. These students also received 74,131 books to take home and keep this year, building their home libraries and extending SMART's passion to inspire young readers into homes across Oregon.

We are excited about the launch of our new awareness campaign, *Reading Matters*, which is all about the importance of reading with children. *Reading Matters* provides resources for parents to support children's literacy development at home; provides volunteers with tools to talk about SMART in their communities; and enlists community leaders statewide to share why reading has mattered in their lives. Stay tuned and join us in showing Oregon why *Reading Matters*.

I'm excited about SMART's future, and proud of our ability to effectively improve reading and learning outcomes for Oregon children. With our education partners continually focused on improving third-grade reading in our state, SMART is an increasingly relevant solution. We support the reading instruction happening in the classroom with important one-on-one focus, building confidence and enthusiasm for reading – vital ingredients in a successful education.

Your friend in reading,



Chris Otis
SMART Executive Director



STATEWIDE SERVICE NUMBERS: 2013-14



SITES:
251



CHILDREN SERVED:
9,100



VOLUNTEERS:
4,946



VOLUNTEER HOURS:
114,004



BOOKS GIVEN:
74,131

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— 2014-17 STRATEGIC PLAN OVERVIEW —

Since developing a comprehensive three-year strategic plan in 2011, SMART has been extremely successful in delivering the envisioned results. In April 2014, SMART's Board of Directors and staff leadership met to refresh that strategic plan and determine our next phase in expanding program impact. Considering what we do best, and in light of shifts we see on the horizon, we solidified eight strategic priorities for the coming three years:

Reach: WE ARE FOCUSED ON SERVING MORE CHILDREN AND SCHOOLS THAT NEED US MOST WITH THE HIGHEST QUALITY PROGRAM POSSIBLE.

1. Adopt and implement an equity lens for the organization
2. Research program efficacy
3. Develop and implement a responsive growth strategy

Awareness: WE WILL CONTINUE TO BUILD OUR STATEWIDE PROFILE AS A LEADER IN PREPARING CHILDREN FOR READING AND LEARNING SUCCESS.

4. Become a leader and convener
5. Build and communicate our effectiveness and ROI story

SUSTAINABILITY: WE WILL CONTINUE DEVELOPING STAFF AND CULTIVATING A CULTURE OF PHILANTHROPY IN A WAY THAT LEADS TO ONGOING ORGANIZATIONAL SUSTAINABILITY.

6. Develop staff
7. Develop an organizational culture of philanthropy
8. Fund staff and infrastructure to support growth and improve quality.

— SMART PARTNERS —

Partnerships play a huge role in SMART's success as an organization; we are always looking for opportunities to work with organizations and providers meeting important needs in our communities. Highlighted below are two examples of partners we're working with to leverage mutual connections and supporter bases:

OREGON PTA

The Oregon Parent Teacher Association and SMART are partnering to promote our mutual interests of improving public education and increasing parental engagement among our constituents and the public at large. With 240 sites statewide, the Oregon PTA is our state's largest parent network, partnering with educators to be a powerful voice for children, an important resource for parents and an advocate for public education. With our geographic overlap and interest in improving lives for Oregon children, we are natural partners.

REACH OUT AND READ

Reach Out and Read is a national organization that distributes books and information about the importance of reading with children, using the pediatrician's office as a point of connection and information exchange. We are currently working together to find opportunities to combine our services in communities throughout Oregon to broaden our mutual abilities to get the word out about the importance of reading.

— NEW INITIATIVES FOR SUPPORTING SMART —

This year we launched two new initiatives for supporting SMART: Sponsor A SMART School, and Leaders for Literacy.

SPONSOR A SMART SCHOOL

Thank you to our generous business partners who have participated in the Sponsor A SMART School initiative. These collaborative companies help SMART sites in their communities thrive by providing essential funding and volunteer support.

EMPOWERMENT TO SUCCEED SCHOOL SPONSORS:

First Tech Federal Credit Union – Beaverton
Iberdrola Renewables – Klamath Falls and Portland
L.P. Brown Foundation – Portland

LEADING FOR LITERACY SCHOOL SPONSORS:

Nike – Beaverton
Oregon Health & Science University – Portland

BUILDING SELF-CONFIDENCE SCHOOL SPONSORS:

G5 – Bend
InnSight Hotel Management Group – Springfield
Kiwanis Club of Klamath Falls – Klamath Falls
Moda Health – Medford
Sterling Bank – Coos Bay
Wieden+Kennedy – Portland

LEADERS for LITERACY

Leaders for Literacy is SMART's major donor society recognizing our most generous supporters. Members receive invitations to special events, meet and hear from SMART's executive leadership, and are offered the chance to visit a local SMART site to see the program in action. For a full list of SMART's major supporters, please visit www.getSMARToregon.org/our-community/our-supporters.

Thank you to these individuals across Oregon for their incredible generosity and investment in brighter futures for kids across our state.

To learn more about Leaders for Literacy or Sponsor A SMART School, please contact your local SMART office (see your local insert for contact information).

2014 SMART GALA: A SMASHING SUCCESS

The 2014 SMART Gala was, by all accounts, a smashing success. Held on Friday, Feb. 21 at the Portland Art Museum, the event drew 500 guests and raised more than \$462,000 to support SMART programs statewide.

Thank you to our generous friends, volunteers, supporters and sponsors who helped make this tremendous feat possible. Mark your calendars for the 2015 SMART Gala on Friday, Feb. 20, 2015!

PRESENTING SPONSOR:



GOLD SPONSORS:



SILVER SPONSORS:



WINE SPONSOR:



At the Gala, SMART Executive Director Chris Otis (right) presented the 2014 Outstanding Volunteer Award to Rick Rogoway, a 14-year SMART Reader from Portland.

THE NITTY GRITTY: NONCOGNITIVE FACTORS & HOW THEY INFLUENCE LEARNING

The phrase “noncognitive factors” has recently caught the attention of educators, policy makers, and parents alike. So what exactly does this phrase mean? The U.S. Department of Education defines it as “attributes, dispositions, social skills, attitudes, and intrapersonal resources, independent of intellectual ability.” The term “noncognitive” was popularized by economist James Heckman, who maintains that beyond academic knowledge and technical skills, noncognitive factors – sometimes referred to as “grit” – play a large part in a person’s success.

HOW DO NONCOGNITIVE FACTORS INFLUENCE A CHILD’S SUCCESS?

In today’s world, children must be able to adapt to adverse circumstances and social change. Beyond what they’re learning in the classroom, research shows that skills such as communication; teamwork; assertiveness; self-evaluation; flexibility; and the ability to persevere despite failure, are also critical to a child’s ability to succeed academically and socially.

HOW DOES SMART PLAY A ROLE IN DEVELOPING THESE SKILLS?

Research shows that children are more likely to persist in their studies when they have a constant, caring adult presence; SMART provides exactly that. Our volunteers work with PreK through third-grade children in weekly one-on-one reading sessions, sharing positive experiences around books and reading. As a result, a special connection is formed, which leads to a higher likelihood that a child will develop the self-belief and grit to try again after failure.

DOES “INDEPENDENT OF INTELLECTUAL ABILITY” MEAN NONCOGNITIVE SKILLS DON’T AFFECT A CHILD’S LEARNING?

A range of studies have found that noncognitive factors have positive correlation with students’ school performance and future outcomes. SMART helps students develop confidence in their abilities as learners. We do this by having our volunteers create a nurturing, child-guided environment in which the child can direct the experience and practice new skills they’re learning in the classroom.

SMART STUDENT OUTCOMES: NONCOGNITIVE FACTORS

Each April, teachers with students participating in SMART report progress they observed throughout the year on a variety of outcomes, including attitudinal factors.

Data collected for 4,218 SMART students in 2012-13 reflected improvement across all categories of measurement. Nine in 10 SMART students showed improvement in enthusiasm about reading, confidence and self-esteem, vocabulary and eagerness to interact with books.



TIPS FOR ENGAGING KIDS IN READING

Whether you're a parent, aunt or uncle, grandparent, brother or sister, or friend, there are simple things you can do while reading with children in your life to help them develop the skills they need for reading and learning success.

FACTS ABOUT READING:

- Students who don't read at grade level by third grade are four times more likely to drop out of school than students who read at grade level. The number rises when those kids also come from poverty.
- Reading to very young children every day can help them develop important early language and reading skills – 20 minutes a day can help.



READ TOGETHER



20 MINUTES EVERY DAY



ASK QUESTIONS
& DISCUSS THE BOOK



BEFORE READING:

- Find and read the title and author's name.
- Look at the front cover and talk about what you think the book might be about.
- Ask the child, "what do you think the story will be about?"

DURING READING:

- As you read, encourage the child to comment on the pictures, ask questions, and guess what will happen next in the story. Simply asking these questions will get the child thinking through the context of the book and developing important skills needed for learning.

AFTER READING:

- Help children think about what they learned from the story by asking questions like:
 - "What was the one thing you learned"
 - "Can you tell me about the story we just read?"
 - "Did you like the book? Why or why not?"

Simple Ways To Support Smart

FRED MEYER COMMUNITY REWARDS

Fred Meyer is donating \$2.5 million per year to nonprofits through their Community Rewards Program. Here's how it works: Link your Fred Meyer Rewards Card to SMART at www.fredmeyer.com/communityrewards. You can search for us by name or by our nonprofit number: 91652. Then, every time you shop and use your Rewards Card, you are helping SMART earn a donation!

AMAZON SMILE

Did you know your Amazon purchases can earn money for SMART through the Amazon Smile program? Do your shopping from smile.amazon.com, and select SMART as your charity of choice (you'll find us under Oregon Children's Foundation). Then, 0.5% of the price you pay for items on Amazon will be donated to SMART. It's as simple as that!

Thank You, SMART Board of Directors!

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