



“The more you **read**  
the more **things** you know.  
The more that you **learn**  
the more **places** you’ll go.”  
-Dr. Seuss

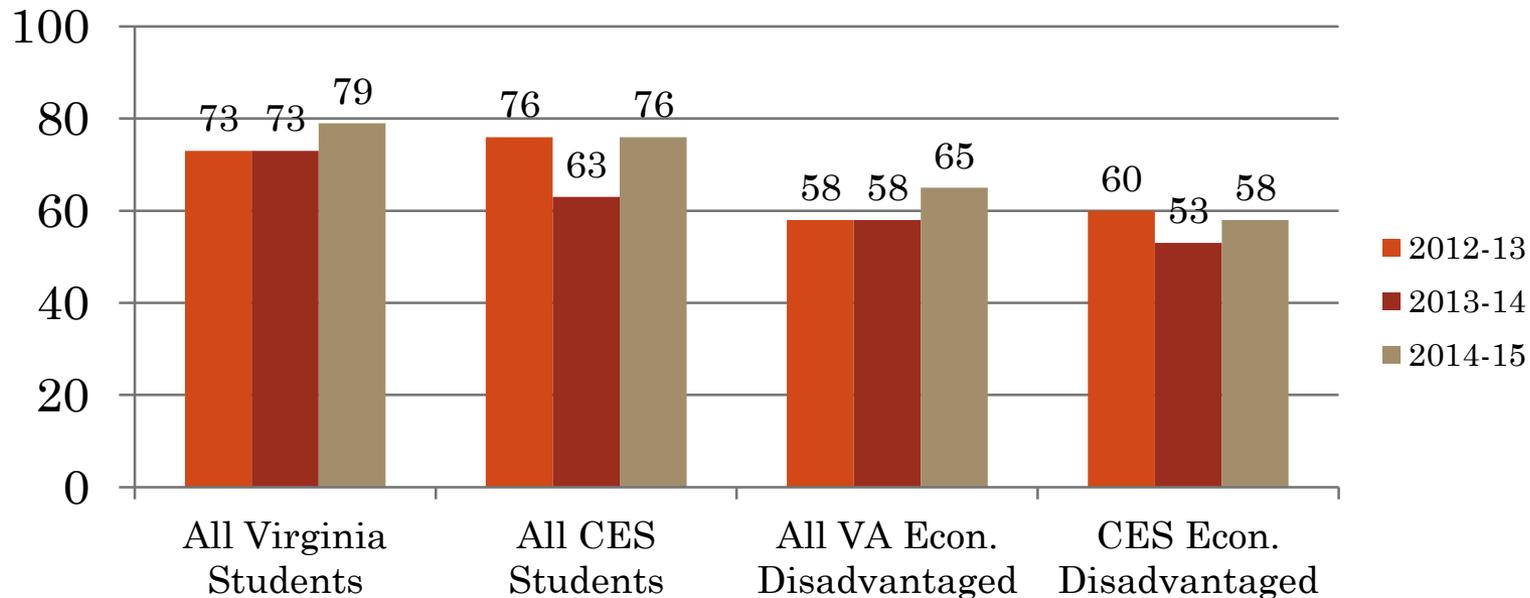
# READ. LEAD. SUCCEED.

A Leadership Service in Action Project  
Fort Defiance FCCLA  
2015 – 2016

# THE PROBLEM

- Poverty levels in our school district have risen over the last 10 years and continue to rise.
- Reading SOL scores, especially among the economically disadvantaged students at Clymore Elementary School (CES) are below the state average.
- Students must be able to read in order to succeed in other school subjects and in life outside of the classroom.
- Economically disadvantaged students do not always have the resources to practice/further their academic skills as their more affluent peers.

## Reading SOL Scores at Clymore Elementary



# THE PROJECT - PREPARATION

- Obtained \$500 from the Virginia FCCLA Leadership Foundation
- Contacted Green Valley Book Fair (local book wholesaler) about a partnership
- Green Valley offered us 50¢ for every \$1 spent with them, up to \$250
- Procured list of students with reading levels from CES guidance office





# BUDGET



Item	Cost	
Books	\$756.30	<ul style="list-style-type: none"><li>• \$500 from Mini-Grant</li><li>• \$250 Matching gift from Green Valley Book Fair</li><li>• \$1.30 Overage – Covered by Book Fair</li></ul>
Bags	\$58.88	<ul style="list-style-type: none"><li>• Anonymous Donor</li></ul>
Labels & Cardstock	\$7.00	<ul style="list-style-type: none"><li>• Fort Defiance FCCLA</li></ul>
Printing Supplies	\$3.00	<ul style="list-style-type: none"><li>• Fort Defiance FCCLA</li></ul>



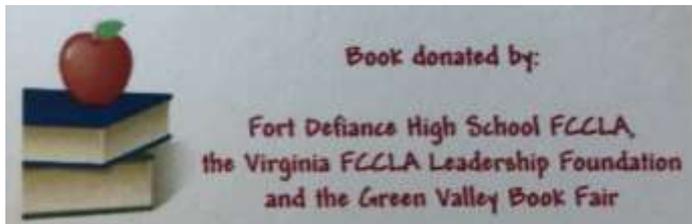
# THE PROJECT – PACKAGING AND DELIVERY

- Packaged each student's books in a plain craft bag so as not to draw attention when delivered
- Added note card about project to each bag
- Label bags with ID numbers provided by CES guidance department
- Delivered bags to CES



# THE PROJECT – EXTRA BOOKS

- 346 books given to CES students
- Remaining 32 books distributed to:
  - Valley Mission children's library (homeless shelter)
  - Augusta Health
  - UVA Children's Hospital
  - Ronald McDonald House of Charlottesville
- Each book labeled to inform readers that book was part of this project



# THE PROJECT – THINGS CHANGE

Original Plan	Actual Project	Rationale
Deliver books by going around to classrooms dressed as super heroes	Delivered bags to CES to be distributed by guidance counselors	CES wanted to keep the project low-key so as not to single-out students receiving books and/or upset others that did not receive books
Cloth bags for books with reading message	Plain craft bags	Plain craft bags were more understated as requested by CES staff; craft bags were also donated and left more money in budget for purchase of additional books
Collect gently-used books to be re-gifted to students	Bought new books for students	The used books we received were in rough shape; students are more likely to be excited about shiny, new books than old, worn books
Books will be delivered December 18 – the last day before Winter Break	Books were delivered on January 3	School was due to cancelled Dec. 18 for unforeseen circumstances and delivery had to be postponed until after the winter holidays



# PUBLICITY

- Inserts in book bags
  - >190 views
- Facebook
  - Augusta County Public Schools – 3,370 followers
  - Fort FCCLA – 73 followers
- Labels in books given to children's libraries
  - Assuming at least 10 views over course of books lifetime
  - 32 books x 100 views = 3,200 views
- Submitted article to local newspaper, *The Newsleader*
  - Circulation 18,667
- Submitted article to *Teen Times*

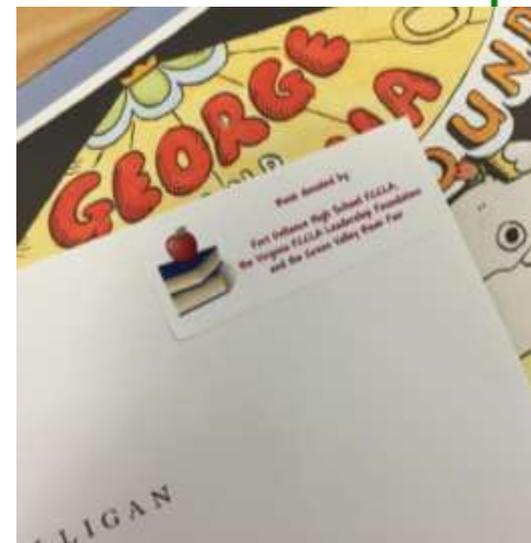


Make reading your super power with this bag of your very own books. We hope you enjoy reading them as much as we enjoyed selecting them for you!

Happy Holidays!

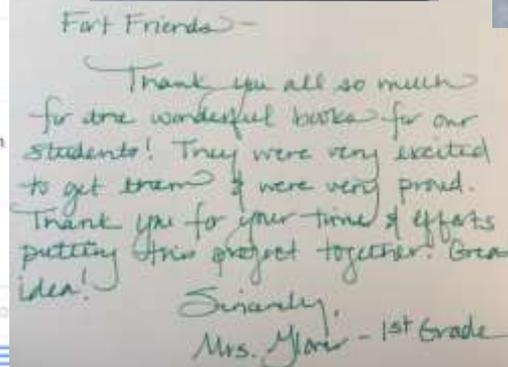
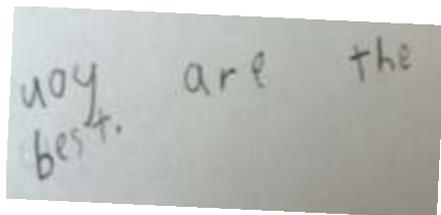
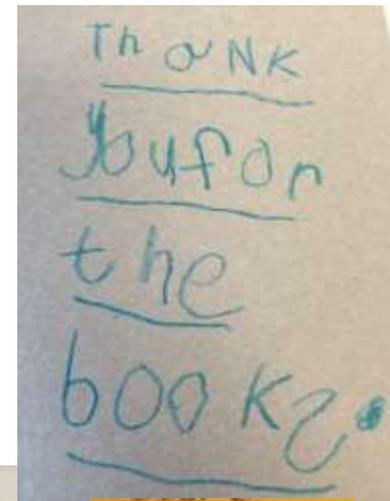
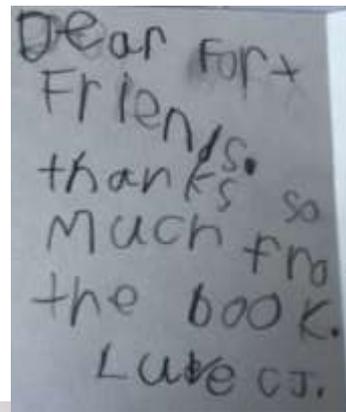
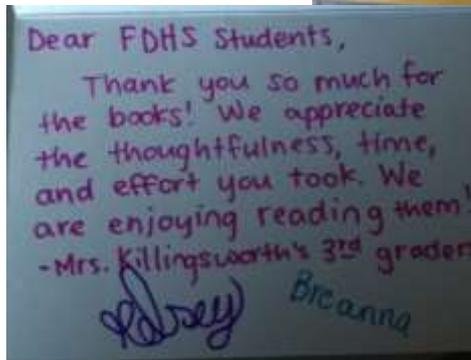
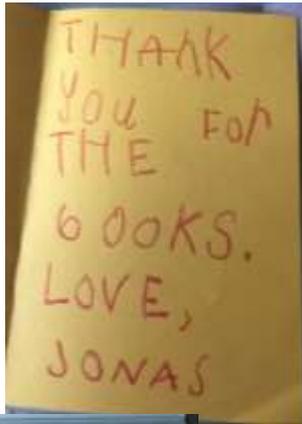
Angelique, Autumn and Emily

*This gift was made possible thanks to the Fort Defiance Leadership Class, Green Valley Book Fair and the Virginia FCCLA Leadership Foundation.*



# THE PROJECT - RESPONSE

- Received pictures and letters from Clymore students in appreciation
- Several positive comments via Facebook



# LESSONS LEARNED

At first, we were really bummed because we couldn't deliver the books to the students ourselves. After spending so much time obtaining funds for the project and selecting just the right books, we wanted to see the children's excitement upon receiving their bag of goodies. To add to our disappointment, after dropping the books off at Clymore we didn't get any type of response. No "thank you's" or "what a neat project" – just silence. To be quite honest, our feelings were hurt. Several weeks later, we talked to the school principal who was extremely grateful and received cards and letters from the kids. This experience taught us two valuable lessons though: one, it is extremely important to show thanks to others upon receiving a gift; and two, we need to approach community service projects with a truly giving heart. Our gifts should not come with expectations; we should give because the cause is worthy and we want to make someone else's life better.



# MORE LESSONS LEARNED

- Improved communication skills through numerous emails, letters and face-to-face conversations with CES staff, Green Valley Book Fair and FCCLA adviser
- How to prioritize when making decisions involving money
- Organization, organization, organization!
- Determine the GLE reading level of books
- Improved budgeting and record-keeping skills
- Time-management – buying 368 books in 3 ½ hours is not easy!
- Flexibility



# APPRECIATION

To the Virginia FCCLA Leadership Foundation,

We would like to express our deep and sincere gratitude for selecting our project as a recipient of a 2015-2016 mini-grant. Our project would not have been possible without your monetary support. As teenagers who love books and reading, this project meant a lot to us. We hope that these books will bring much joy and educational success to their readers. Thank you again for your support and for helping us make a difference in our community.

The text "thank you!" is written in a playful, multi-colored font. The word "thank" is in yellow, green, and blue, while "you!" is in red and blue. The letters are slightly overlapping and have a soft shadow effect.

Sincerely,

Fort Defiance FCCLA



# REMEMBER...

*"Reading is to the mind what  
exercise is to the body."*

*Joseph Addison*

