



Early Childhood Literacy Committee
Report Update

Winter 2024



**Together, we're raising the next
generations of readers!**

Prepared by:



Investing in a child's right to read

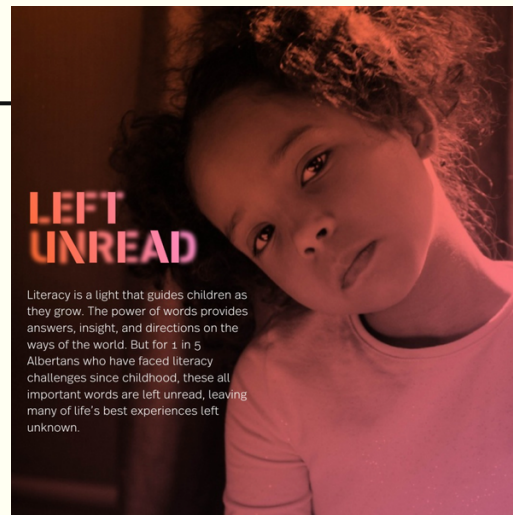
Rotary Club of Calgary's Early Childhood Literacy Committee is pleased to share a new set of investments that use Big Book Sale proceeds to help spread the joy of reading in Calgary.

\$30,000

Canadian Children's Literacy Foundation

Through the LeftUnread advocacy campaign, we raise awareness about what's at stake when children don't get the critical reading support they need before Grade 3.

Left Unread was launched at Big Book Sale last spring, and now CCLF, a national literacy organization is exploring adopting the campaign and taking it national.



YW Calgary

\$18,500

This funding has allowed Early Talks (formerly LENA Start) to be offered in two new locations – Inglewood (within the Little Red Reading House) and also at YCC Forest Lawn.

This award-winning program helps caregivers to improve back-and-forth talk with infants and toddlers. The more words a child hears, the more words they know as they enter school and learn to read!



small seed grants



Early childhood literacy initiatives can apply for Rotary ECLC 'seed' grants through the YYC Helps application process.

All grants would be for \$5,000 or less.

For this first round, we approved these two requests from registered charities:



Families Matter \$5,000

Families Matter is home to one of the Reading Place Affiliates, where caregivers and children can embrace the stillness and bonding of reading together.

With this investment, new design and sensory elements will be added to their Family Resource Reading Places, located in two low-income/high needs communities in the NE (near airport) and SE (Midnapore).

Families Matter has a strong commitment to supporting early literacy with young preschool children and families.

\$4,000

Learning Disabilities Association of Alberta

Funds supported the screening of the movie 'The Right To Read.'

This is a powerful movie. Communities must buy the rights to share it with the public. On the same evening, literacy organizations hosted info booths and an expert panel was part of the event.

Rotary was profiled as a partner with other literacy organizations.





Rotarians spreading the joy of reading

When children have books of their very own and can read with confidence and joy—we set them up for a bright start in school and in life. The Calgary Reads Big Book Sale supports the local Book Bank and important early literacy work in our community.

This year marks our 20th Big Book Sale and it will be held May 10-20 at the Calgary Curling Club, 720-3rd Street NW. The Big Book Sale is the biggest sale of gently used books in Calgary and the biggest recycle/reuse event in the city.

In 2023, thanks to the generosity of Calgarians and the skills of our 1,200 enthusiastic volunteers, we collected, sorted, set up, and sold approximately 139,000 books to 14,000+ shoppers. And, best of all, we raised \$475,000 to support children's literacy!

As returning stewards of the upcoming 20th sale, Calgary Rotarians have an especially exciting role in helping to grow a thriving reading community.

How you and your club can help:

1. Host a book drive (get a handy kit on the website under 'donate books')
2. Volunteer on your own or in groups (sign up online and sign up for the same shifts)
3. Help others learn how they can donate books, volunteer and shop

volunteer

April 26-May 22

donate books

April 26-May 5

shop

May 10-22

THANK
YOU!



BigBookSale.ca



@calgaryreadsbigbooksale