



The Rotary Club of Greater Rochester

September 2017

Dear Fellow GRRotarians:

We are writing to you today to ask again for your financial support of our 2017 Dictionary Project. In this 10th year of the project, we will be distributing a beautiful, hardcover Scholastic Dictionary to every third grader in Rochester-- more than 1,600 third graders! For those of you who are new to Greater Rochester Rotary, and to those of you who are veterans, here is a summary of the project and how we do it.

Literacy has long been a focus of Rotary. We know that reading proficiency by third grade is the most important predictor of high school graduation and career success; that some states use 3rd and 4th grade literacy statistics to determine future prison bed needs; and that the number of books in a home is also a predictor of the literacy of its occupants.

Rochester is no stranger to literacy issues, and in 2008, we began this project to improve our community. In December, two of us visit each 3rd grade classroom to describe Rotary, to deliver the dictionaries and to lead an exercise to familiarize the students with their book. The students take the dictionaries home to use as a resource. They learn that there are adults (other than their teachers and parents) who care about their success. In this stage of development, third graders value ownership and are just learning dictionary skills.

This project costs \$18,500 each year: the dictionaries, which retail for \$19.99, are available to us for \$11.25 each. The additional costs are for paper, labels, and ink.

For the last eight years, we have financed this project through the generosity of you, our members; and also through the support of corporations, donor advised funds, foundations, and other individuals. This was the second year of the GRR "Believe in Me" Bike Ride, established to fund the Dictionary Project and our other humanitarian projects. The Bike Ride is getting better every year! This year, the GRR Board has allocated \$6,000 from the proceeds of the ride to the Dictionary Project. We have made requests from other sources, but we are about \$8,500 from our goal at this time.

Many of you contributed to the Bike Ride. If you didn't make a gift to the fundraiser (or even if you did, and just find that you want to make an additional gift), please consider making a contribution to the Dictionary Project at this time. Let one of us know of your intention, and make your check payable to GRR Foundation. Or make a gift by credit card: go to our new website homepage and click on the Dictionary button. As you know, for each \$11.25 you contribute, you will be identified by a label inside a book as the sponsor. Please contact one of us if you have any questions about this important literacy project.

Yours in Rotary Service,

Denise Kelly
Literacy Chair