



## **Raising a Reader** **Orientation 2011**

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### ***What is the Raising a Reader Program?***



The Raising a Reading Program is a national program introduced to Arizona families by Southwest Human Development in early 2010. It is designed to educate parents about the importance of early literacy skills and how they can build these skills in young children in order to help them enter school ready to learn.

Arizona's children are in dire need of quality programs such as these as many communities statewide are facing elimination of programs such as Pre-K, Kindergarten and Reading instruction. Raising a Reader is a proven method that communities can implement to help families which are facing these challenges by preparing children for school.

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### ***How and why was your community selected?***

Thanks to financial support from First Things First and JP Morgan Chase, Southwest Human Development was bestowed the opportunity to offer this successful program in the various regions throughout the City of Phoenix.

Properties situated in Phoenix neighborhoods that have been awarded this financial support to help families get their youngest children ready for the schools are among the first to participate in Arizona



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### ***What are the benefits of having a Raising a Reader Program for my property?***

Southwest Human Development Raising a Reader partnered with the Arizona Multihousing Association in order to provide a high quality family oriented educational program in a convenient and effective setting. That setting was identified as the apartment community where large numbers of families with young children reside. Many of our apartment communities are located within proximity to one of the county's many libraries making this another supporting feature to this partnership.



In addition, to the goal of serving families at our member communities, the AMA also set out to meet the needs of properties by providing programs that enhance the value of their properties. Raising a Reader met this demand by providing the following:

- Happy and cooperative residents
- Paying residents
- Great community building
- Great community exposure



- Community promotion & integrity
- Exposure of your hard to work to peers and supervisors

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## ***What requirements are necessary to participate?***

Due to the unique mission of this program to give every child an equal opportunity for achievement by engaging parents in a routine of daily book sharing, fostering healthy brain development and support parent-child bonding, the families and managers involved must first establish the commitment necessary to successfully carry out the goals of this mission. Basic requirements include:

### Southwest Requirements

- An 8- week commitment (with trainings occurring one day a week for 2 hours per day.)
- Schedule flexibility (after work, weekends as necessary)
- A required minimum of 10 families (both on site residents, or neighboring community families may participate.)
- ***Children must be ages 0-5 and parents and caregivers MUST BE PRESENT-*** this is not a reading program for children it is a literacy training for parents AND children.

### AMA Requirements

- You must be 5 STAR certified or in the process of becoming compliant. This is absolutely necessary for properties that are participating with this and other family based and community based programs now offered at the AMA
- Community ***must be an active*** member of the AMA.

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## ***Next Steps***

Interested properties will return a completed application. Once notified of confirmed dates, managers will be required to recruit families and provide proof to Southwest Human Development.

All properties must be in good standing with the AMA. For more information about this call the AMA at 602 296 6200.

As with many gatherings you may already hold at your community snacks and beverages may be provided, or start a rotation with parents to provide a snack for the group once a week.

***\*\*Water is highly encouraged especially during the summer months\*\****

Please contact Lucina Chavez, Community Relations Manager for more information [lchavez@azama.org](mailto:lchavez@azama.org), or (602) 296-6213.