



IMAGINE WHAT WE
CAN DO TOGETHER

Origin of Work: 3rd Grade Literacy

In 2011, Mile High United Way began a campaign to address 3rd Grade Literacy

The campaign was kicked off by a statewide bus tour with business leaders, the Lt. Governor and other stakeholders

Mile High United Way also received a Social Innovation Fund grant tailored to early literacy.

We needed to develop ways to engage our 800 corporate partners in the work



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Why Third Grade Literacy Matters

How many students in DPS are proficient at the end of third grade?

60.5%

How many students in DPS are graduating on time?

53%

Students are four times more likely to dropout if they cannot read proficiently at third grade

Annie E Casey Foundation, 2012



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Why Third Grade Literacy Matters

“What we need is a second shift of caring adults to support children.”

—Professor Bob Balfanz
Johns Hopkins University

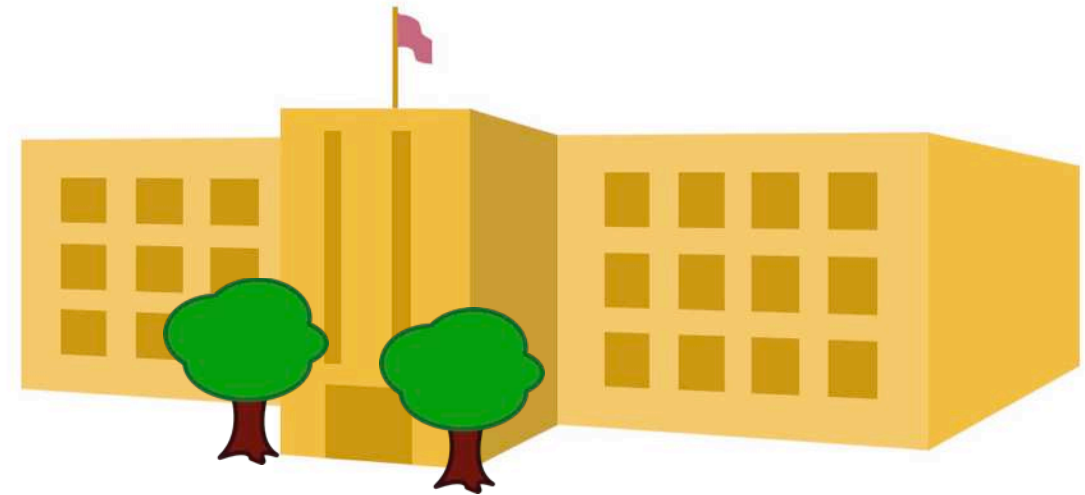


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Bringing together businesses and schools to help students achieve their dreams



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Key Strategies and Ways to Partner

Power Lunch - Companies 'adopt' a 2nd or 3rd grade classroom, and pair volunteers with students throughout the year

TutorMate - Companies 'adopt' a 1 grade classroom and virtually pair volunteers with students throughout the year

CTE/STEM - Companies engage in a variety of programming designed to help students gain exposure to industry

Customized Partnerships - Tailor made partnerships requiring at least four major activities throughout the year



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Power Lunch

- ❖ Power Lunch brings together businesses and schools to help students develop a love of reading.
- ❖ Launched in 2012 with 5 classrooms, the program doubled to 10 classrooms in 2013-14
- ❖ Last year, 423 volunteers served over 4,300 hours and reached 315 students



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TutorMate

- ❖ Corporate volunteers and students are paired for weekly, 30-minute reading sessions.
- ❖ Sessions are conducted virtually, through a telephone and online software developed by Innovations for Learning
- ❖ Last year, 214 volunteers served over 2,048 hours and reached 190 students



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CTE/STEM

- ❖ Emerging opportunity aided by a Department of Labor Grant received by DPS
- ❖ Partnership Opportunities include:
 - Job Shadow Days
 - Mentoring
 - Internships
 - Teacher Externships
 - Other customized partnerships
- ❖ Goals for 2016 include engaging 1,000+ mentors, exposing over 2,500 students to job shadow days and recruiting businesses to host 400 internships



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Customized Partnerships

Here are **just a few ways** you could get involved throughout the course of the year:

SEP – JUN	SEP – DEC	DEC – JAN	JAN – APR	MAY – JUN
<p>Year-round:</p> <p>Host a job shadow or Career Day to help students learn about your business or trade.</p> <p>Join the Collaborative School Committee (monthly meetings)</p> <p>Spotlight a “Student of the Month” each month</p>	<p>Fall:</p> <p>Collect and distribute school supplies</p> <p>Host a “welcome back” breakfast or lunch for teachers</p> <p>Donate alarm clocks for students to help support attendance</p> <p>Mentor high school seniors as they apply for college</p>	<p>Holiday:</p> <p>Collect and donate new books for holiday gifts</p> <p>Invite a student musical group to perform at a company holiday gathering</p> <p>Provide holiday baskets for families in need</p> <p>Incorporate student artwork in your company holiday card</p>	<p>Winter:</p> <p>Tutor students in academic subjects to help them prepare for TCAP (state tests)</p> <p>Donate warm hats and mittens</p> <p>Provide TCAP snack bags</p> <p>Volunteer as Science Fair judges</p>	<p>Spring:</p> <p>Attend a commencement ceremony to celebrate the accomplishments of students and teachers</p> <p>Volunteer to work in the school garden</p> <p>Volunteer at Field Day</p> <p>Host teacher appreciation events to honor the hard work of our educators</p>



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Results: Power Lunch

- ❖ Matched Pairs study revealed students participating in the program performed .2 grade-level points higher than peers who did not.
- ❖ 95% of 194 volunteers surveyed would recommend Power Lunch
- ❖ 91% of volunteers said it made their workday more enjoyable
- ❖ 10 out of 10 teachers said that Power Lunch improved their students' attitudes towards reading, improved students' overall proficiency and provided students with positive role models



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Results: TutorMate

- ❖ Select classrooms have been studied and have revealed 10 percentage point increase in students participating in TutorMate
- ❖ 93% of volunteers surveyed have reported that they would recommend the program to a colleague.
- ❖ TutorMate is currently undergoing a rigorous evaluative study examining the program's effectiveness in several cities across the country



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Other Results: School Partners

- ❖ Mile High United Way has seen individual contributions raise by an average of 20% with Power Lunch volunteers
- ❖ School Partners has been instrumental in Mile High United Way acquiring several new campaigns
- ❖ Denver Public Schools has seen contributions jump since the inception of the program, the DPSF raised over \$14 million last year
- ❖ Power Lunch has served as a key engagement strategy for affinity groups like Women's United



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Opportunities Going Forward

- ❖ Mile High United Way is currently developing a revenue model for School Partners with fee structures for each program
- ❖ Additional school districts have expressed interest in the program
- ❖ The CTE/STEM engagement opportunities are attractive for a variety of industries interested in workforce development
- ❖ Additional partners can include professional affinity groups (Rotary, Young Professionals, etc.) and retirement communities.



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Lessons Learned

- ❖ Having a school partner who can manage school-based logistics is key
- ❖ The program provides the opportunity for United Way to be the face of corporate engagement in the schools
- ❖ AmeriCorps members can play a vital and affordable role in customer service and day-to-day logistics
- ❖ School Partners can fulfill corporate service obligations without losing corporate connection to another nonprofit



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Questions?



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