EVERY CHILD READS

Through our Every Child Reads program, Stand for Children focuses on collaboratively working with school districts to:

1. **Educate and encourage parents** to enroll their children in high-quality, full-day kindergarten programs.
2. **Share critical information with parents about high-quality ELL alternative models**, their rights, and how they can provide support.
3. **Reduce chronic absenteeism** rates because if kids aren’t in school, they aren’t learning.
4. **Improve literacy** through Every Child Reads at Home, a simple and effective family reading program.

1. **INCREASING KINDERGARTEN ENROLLMENT**

Stand for Children’s kindergarten enrollment campaign is geared at helping parents and the community understand the advantages their children receive when they participate in a high-quality program.

**To increase enrollment we:**
- Educate parents on what a high-quality, full-day kindergarten looks like.
- Work with the school districts marketing department to create new recruitment materials including videos, brochures, mailers, palm cards, etc.
- Strategize how best to create high-quality schools that are an appealing choice to the local community.

2. **SUPPORTING ENGLISH LANGUAGE LEARNERS**

Stand for Children aims to work with school districts to educate parents about their ELL rights, options, processes, and resources.

**We support ELL students by:**
- Advocating for a statewide solution that gives local districts the flexibility to adopt their own high-quality programs to teach children English faster.
- We will work with parents in the community to opt-out their children so the school district may have the flexibility to adopt a high quality model.

3. **REDUCING CHRONIC ABSENTEEISM**

If kids aren’t in school, they aren’t learning. Stand for Children works with school districts to increase overall attendance rates. Research shows that missing just three days a month can set a child back one to two years!

**We help reduce absenteeism by:**
- Providing interactive parent workshops about the importance of school attendance.
- Reaching out to families of chronically absent students and providing accountability and education.

4. **HELPING STRUGGLING READERS**

By using our Every Child Reads at Home family literacy program, families receive access to support, resources, and opportunities.

**We help struggling readers by:**
- Bringing interactive technologies to host reading events that are fun and engaging for parents and children alike.
- Giving parents helpful tips to help improve their child’s reading skills.
- Supporting the district’s commitment to an increased importance on reading through marketing on digital platforms.