



ANNUAL REPORT TO THE COMMUNITY

- 2007-



READ WITH A CHILD...THE MOST IMPORTANT 20 MINUTES OF THE DAY!

In summary, TVRF has utilized billboards, 200,000 full-color brochures, television, movie theaters, radio, Spanish radio and newspaper ads to get our important message to the public.

With the help of numerous school districts and community partners, TVRF has had successes in distributing over 342,939 books in our first five years (2002 - 2007). The combined value of the books for low-income children is \$2,041,825.10.



MISSION

The mission of the Treasure Valley Reading Foundation is to assure that all children learn to read early and well by encouraging families and caring adults to read aloud with children 20 minutes a day from birth. Additionally, the Foundation provides free books, information and resources so all children grow up in a literacy rich environment. Families and the community are the foundation of this reading effort

BOARD OF DIRECTORS

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ACTIVITIES IN 2007

- Twenty-six community organization targeted low-income children for new books valued at over \$587,330.00 dollars. An estimated 35,000 low-income children from infants to third grade will receive the new books
- Nine participating school districts also defrayed freight costs for 37,200 additional books for middle school and high school aged students. The retail value of these books is over \$318,500.00.
- This summer, KWEI Spanish Radio will provide \$32,000.00 in public service announcements reminding parents to read aloud with a child 20 minutes every day.
- This summer, KTVB News Channel 7 will provide \$5,000.00 in public service announcements reminding parents to read aloud with a child 20 minutes every day.

Special Thanks to our community partners and member school districts for their support of children's literacy: **Media:** Idaho Press-Tribune; KWEI Spanish Radio; KTRV FOX 12 NEWS; KTVB Idaho's News Channel 7; Idaho Statesman; Lamar OUTDOOR Advertising; D. R. & Associates **Funding:** Giving Hands; Ed Ahrens, Trustee Schindel Foundation; Capitol Educators Federal Credit Union; Thorne Printing; Shilo Plumbing; St Vincent de Paul; Sign Pro; Albertson, Boise OPEN PGA Tours; Kiwanis Club of Nampa; Healthy Nampa Healthy Youth Coalition; Idaho Power Company; Vallivue Education Foundation; IFA Systems, a subsidiary of Nelnet, Inc.; Clawson Group; Key Bank; United Way Federal Campaign; Idaho Independent Bank; Idaho Stampede; Albertson College of Idaho Student Philanthropy Council; Rotary Club of Nampa, Greater Boise Rotary Club; **Literacy:** Operation WishBook; Learning Lab; Lee Pesky Learning Center; Boise State University, Adult Basic Education; Boise State University, Literacy Department; **Books:** First Book, National Book Bank and Idaho Student Council Association; **Transportation:** ABF-U Pack; Hot Shots, Inc.; Shilo Automatic Sprinklers.

Member School Districts

Bonneville, Caldwell, Council, Firth, Horseshoe Bend, Melba, Middleton, Vallivue