

New Schools Adopted, New Hope for At-Risk Kids

In recent months, two new schools in Las Vegas became a part of the Spread the Word Nevada: Kids to Kids children's literacy family.



Children at Elbert Edwards Elementary School and Dean Petersen Professional Development school now receive monthly book deliveries so at-risk students can build home libraries, inspiring brighter futures.

The launch at Elbert Edwards Elementary School was made possible by The Venetian Foundation. Adoption of Dean Petersen Professional Development school was the result of a grant from the NV Energy Foundation.

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Pennies for Pages Read-a-Thon a Success

Spread the Word Nevada raised more than \$15,000 during its annual Pennies for Pages Read-a-Thon.

The event encouraged students from local schools to read and raise money in order for the programs of Spread the Word Nevada to continue providing books to students in the Clark County School District.

More than 223,800 pages were read by 13 partner schools. Community partners participating

in sponsoring adopted schools included Silver State Schools Credit Union, Wells Fargo Foundation and Boulder City Sunrise Rotary.

Thirteen schools coordinated book drives during the read-a-thon. The top three schools collecting the most books were Goolsby Elementary (7,000 books), Darnell Elementary (4,700) and Newton Elementary (3,000). More than 28,000 books were collected.

Spread the Word Nevada and the Kids to Kids literacy program began in 2001. The focus of the program is to provide books for keep-at-home libraries to pre-kindergarten through fifth grade students in at-risk schools. To date, more than 1.2 million books have been distributed to more than 140,800 children.

We Welcome Your Support

At Kids to Kids, we're always looking for volunteers, books and financial contributions. We'd love to hear from you:

Spread the Word Nevada
260 E. Desert Rose Drive
Henderson, NV 89015
Phone: 702.564.7809
E-mail: info@
SpreadtheWordNevada.org

Tax deductible receipts are issued for all donations. Spread the Word Nevada, Inc. is a 501(c)(3) nonprofit corporation.

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Two New Schools Adopted

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Our amazing partners are truly making a profound difference in our community.

At each of the two launch events, bringing the total number of Kids to Kids-adopted schools to 18, children were treated to storytelling by Spread the Word Nevada Founder Laurie Hartig, words of inspiration from Lisa Habighorst, Executive Director of Spread the Word Nevada, and skits illustrating the power of community (below).



The event at Dean Petersen Professional Development school, May 21, included a special appearance by music icon Donny Osmond. He remarked, “I never had the opportunity to go to a traditional public school since most of my education was done through the mail. Books were very important to me. This event gave me an opportunity to share the importance of books with my son, Joshua, who is currently a fifth grader, and to have him help support Spread the Word Nevada’s literacy programs.”

Help us continue our mission! Become a community partner, donor or volunteer. Find out more, and see more event photos at our Web site, SpreadtheWordNevada.org.

50,000 Books Distributed to At-Risk Children in One Day

Spread the Word Nevada: Kids to Kids recently spearheaded an effort to distribute more than 50,000 books to schools and community organizations in Southern Nevada. In a single day.

Nearly 30 dedicated volunteers, and Spread the Word Nevada: Kids to Kids Board members and staff, helped distribute books to 45 groups including schools, health groups, charities and religious organizations.

Representatives of the groups receiving the books make pick-ups at a warehouse, operated by Czarnowski, an event and exhibit services company, just off the Strip in Las Vegas.

The quantity of books loaded into vehicles varied from 20-30 boxes to full pallets of 50 boxes. A Czarnowski forklift was on-hand to assist with loading the larger quantities of books into pick-up trucks and flatbed trailers.

The massive number of books was available for distribution because of a donation by First Book, a national nonprofit organization established to provide new books to children in need.



Your Exclusive Invitation: Storybook Gala Set for September 12

Mark the date! The Seventh Annual Storybook Gala, “Unlock the World of Literacy,” is scheduled for Saturday, September 12, 2009 at the Venetian Resort Hotel Casino. Cocktails start at 5:30 p.m., with the evening’s program commencing at 7:00 p.m. The glamorous event will honor Irene and Duncan Lee, and will include a heartwarming program and exciting live auction. The evening will also feature “Library of Dreams,” where guests will have an opportunity to win prizes when they make a “Library of Dreams” book purchase. Join us for an evening of literacy, laughter and the chance to make a difference in the lives of Southern Nevada’s children. More details to come! Visit SpreadtheWordNevada.org for all the latest details. To make a reservation, call 702-715-5699.

Spread the Word Nevada Honored by the Las Vegas City Council

The Las Vegas City Council has been so impressed with the effectiveness of Spread the Word Nevada, they recently declared a “Spread the Word Nevada: Kids to Kids Day.” At a special event, Councilwoman Lois Tarkanian presented an official Proclamation to Spread the Word Nevada founder, Laurie Hartig, as a representative of the organization.

Other officials who participated included Mayor Oscar B. Goodman, Councilman Steve Wolfson, Mayor Pro Tem Councilman Gary Reese, Councilman David W. Steinman, Councilman Steven D. Ross and Councilman Ricki Y. Barlow.

Laurie Hartig said, “This is truly a community effort, so any acknowledgment we may receive belongs to everyone whose dedication and generosity have helped distribute more than a million books to at-risk children.”

Book Collection Sites

We're always happy to receive new and gently-used books. These drop-off sites make donation easy.

- Barnes & Noble Booksellers
All Las Vegas Locations
- The Dance Zone
11221 S. Eastern Ave. #100, Henderson
- Exit Realty
55 S. Valle Verde Pkwy. #470, Henderson
- Henderson Business Resource Center
112 Water St. Suite 101, Henderson
- My Gym
2255 Village Walk Dr., Henderson
9512 W. Flamingo Rd., Las Vegas
- PostNet
209 S. Stephanie St., Suite B, Henderson
- Tower of Jewels
Galleria Mall (upper level), Henderson
1025 S. Rampart, Las Vegas 89145

Your book donations make all the difference!

Some of Our Fondest Wishes Have Been Granted

Our organization could not accomplish all it has without the generosity of business and community partners. Grants are one of the ways our supporters ensure children receive the promise afforded by books and reading.

Spread the Word Nevada recently received a \$10,000 grant from the Mattel Children's Foundation. The foundation received more than 1,100 grant applications from organizations throughout the country. The company's grant program supports “healthy lives and active play, literacy, girls' empowerment and joy for children in need.” Spread the Word Nevada was one of just one of 20 organizations awarded the grant.

A \$10,000 grant was also received from Speedway Children's Charities. Janae Melvin, Director of the Las Vegas Chapter of Speedway Children's Charities commented, “Speedway Children's Charities is proud to support the mission of Spread the Word Nevada for the sixth consecutive year. We recognize the importance of books in a young person's life and believe that every child deserves the opportunity to hear a bedtime story or spend time with his or her family exploring the wonderful, imaginative world that a good book provides.”

There Are Many Ways to Help

The desire to help fight illiteracy comes in many forms, and from varied sources.

For example, Rotary International, as part of its Wide World of Books project, collected more than 240,000 books at its convention in Los Angeles, then donated 24,000 of those books to Spread the Word Nevada: Kids to Kids.

In another example of corporate generosity, Barnes & Noble held a book drive late last year and ultimately donated more than 3,100 books to Spread the Word Nevada: Kids to Kids.

The donated books were distributed to at-risk students attending Twin Lakes Elementary School, Robert Taylor Elementary and Paradise Elementary here in Las Vegas.

Ask us how you, or your company, can help, too!

Thank You to Our Amazing 2008-2009 Sponsors

Thank you to these individuals, organizations and corporations for their generous financial support and donations of books, products, services and assistance in 2008-2009.

Guardian Angel

(\$50,000-\$100,000+)
City of Las Vegas CDBG Funds
City of North Las Vegas CDBG Funds
First Book
Goodwill Industries
International Rotary
KLAS-TV Channel 8
Lamar Advertising Company
Lee's Discount Liquor
Majestic Realty Foundation
MGM Mirage Voice Foundation
Susan & Monte Miller
NV Energy
Robert R. Banks Foundation
Toys for Tots
Venetian Hotel Resort Casino & The Venetian Foundation

Enchanted Kingdom

(\$25,000-\$49,999)
Bank of America Charitable Foundation
Barnes & Noble Booksellers
Duncan & Irene Lee
Mattel Corporation
Nevada Community Foundation
Scott Roeben
Speedway Charities

Imperial Crown

(\$10,000-\$24,999)
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Fairy Godmother

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Lamping Elementary School
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(\$500-\$999)
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UNLV Athletic Department
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Carrie Nelson
Wendalynn Nelson
Joy O'Neill
Carol Ong
Piaget
Preferred Public Relations & Marketing
Reedom Elementary School
Rita Rudner
Sahara Hotel and Casino
Saks Fifth Avenue
Sammy's Woodfire Pizza
Rick & Amy Schaller
Silver State Chapter, NSDAR
Starbucks Coffee
Stomp Out Loud
Tiger Todd
Stacey Wedding

Glass Slipper

(Under \$249)
Adrienne Adams
Leary Adams
Linda Anderson
Wilma Andrews
Jen & Roy Arias
Art Starts Here
Angela Berg
Robert & Kim Berg
Gavin Black
Colleen Blau
Edward Boyadjian
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Wendy Brown, Joleon Salon
Debra & Jack Brumfield
Richard & Bonnie Bryan
Steve & Colleen Budin
Christopher Carter
Heather Carter
Trudy Casey
Matthew Christian
Mary Dale Deacon
Maureen Delaney
Gregory DeSart
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Matthew Dushoff
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Sue Kohl
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Helen Krohn
Dan & Pam Lang
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Lisa & David Lucchese
Chantelle Mark
McCormick & Schmick's
Merrie Mears
Janet Medchill
Alan Meyer
Millenium Awards
Mimi's Cafe
Tiffany Moore
Nicole Moran
Jenna Morton
Cynthia Mun
Phyllis Murray
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Sharon Tilden
Annemarie Thompson
Utah Shakespeare Festival
Toni Valdez
Village East Cleaners
Richard & Ann Marie
Villaescusa
Carolyn Wagner
Lemlem Withers
Kennon Wolff
Edith Zinn

Words of Support and Hope

We love getting feedback about our initiatives!

This note was received from a faculty member:

“Thank you so much for coming to Whitney Elementary every month to provide breakfast and books to take home, and to read to our families. So many of our families don’t have food to eat at home, let alone books to read at home. Your donations are so greatly appreciated. Thank you for giving so generously. You are making a huge difference in the lives of children at Whitney Elementary.”

This message came from a student at Whitney:

“I really liked the books you donated. I think they are interesting. I am so happy to have them. Now my mom is happy because I am being quiet because I am reading. Ever since I have been reading my grades have been going up. Now I have a B in reading. My mom and dad have never been so proud. Now I love to read. Thank you very much.”

Our Adopted Schools

We’re proud to serve 18 elementary schools in Southern Nevada as part of our Kids to Kids program. Our partner schools are:

- Dean Petersen Professional Development School
- Elbert Edwards Elementary School
- C.T. Sewell Elementary School
- Paul E. Culley Elementary School
- 100 Academy of Excellence
- Myrtle Tate Elementary School
- Whitney Elementary School
- Jay Jeffers Elementary School
- Fay Herron Elementary School
- Indian Springs Elementary School
- Lois Craig Elementary School
- Twin Lakes Elementary School
- Rex Bell Elementary School
- Paradise Professional Development School
- Robert Taylor Elementary School
- Elaine Wynn Elementary School
- C.P. Squires Elementary School
- Sunrise Acres Elementary School



Changing Lives, One Book and One Program, at a Time

The programs of Spread the Word Nevada are creating positive change in Nevada. Take a look!

Kids to Kids

Kids to Kids is our flagship program, providing the chance for children to create home libraries. Kids to Kids books are often the only books these vulnerable children have ever owned. When our program launches at a school, children are given a tote bag and five books. They then receive an additional book each month thereafter. To-date, more than 1.2 million books have been distributed to more than 140,800 children.

Breakfast with Books

Breakfast with Books, a family literacy project that compliments Kids to Kids, celebrates books and reading, encouraging the participation of parents and siblings. Families attend a breakfast before school where they are given a snack and a story presentation, as well as take-home activities that advance the reading experience.

Books & Buddies

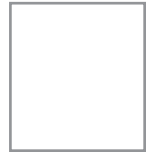
In this program, one-on-one mentoring brings the joy of reading directly to individual children. Volunteers partner with children to read together one hour a week for a minimum of 12 weeks. The children receiving the individual attention blossom academically and emotionally. Many children demonstrate an improvement of a full grade level during their Books & Buddies tutoring.

Volunteers and mentors are always needed for our programs. Contact us about volunteer opportunities. Learn more at SpreadtheWordNevada.org, or write to info@spreadthewordnevada.org.



260 E. Desert Rose Drive
Henderson, NV 89015

SpreadtheWordNevada.org



*Inspire
a child.
Give the
gift of
reading.*

School Adoptions, Important Successes and More!

We Need Your Help, Now More Than Ever

Dear Kids to Kids:

I usually hate reading, but now that I started reading the Kids to Kids books, I love reading. Thank you again for all that you have done.

~ Sincerely, Cassea

Thank you for your books. You are helping my brain to learn. You are nice people to us.

~ Sincerely, Justin

Donation Form

Clip this form and mail your donation to: Kids to Kids, 260 E. Desert Rose Dr., Henderson, NV 89015.

Name: _____

Company Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

E-mail: _____

We Accept: Visa MasterCard American Express

Account Number: _____

Expiration Date: _____

Signature: _____

Amount Enclosed: _____

Spread the Word: Kids to Kids is a 501(c)(3) non-profit organization. All contributions are tax-deductible to the extent provided by law.