



Why United Way?

Our Goal

By 2020, double the number of children in northern Nevada reading proficiently by the end of 3rd grade.



LIVE UNITED

United Way of Northern Nevada and the Sierra

Why United Way?

Early readers mean a successful northern Nevada. There is a direct, proven relationship between 3rd grade reading scores and high school graduation rates. And high school graduation is a key factor in life success and our state's economy.

How We're Doing It:

1

Strengthening Families

Family is the foundation to early childhood reading.

Food, safety, access to healthcare and education — after a family's basic needs are addressed, we begin to accomplish our mission.

2

Early Learning & Development

Invest in the first five.

90% of physical brain development happens within the first 5 years of life — it's an impact for a lifetime.

3

Kindergarten Readiness & Early Literacy

Learning takes practice, practice, practice.

A child can't be expected to start kindergarten ready to learn if they have not practiced before.

4

Early Grade Success

Stay on track now, succeed in the future.

Through 3rd grade is when we learn to read — after that, we should be reading to learn.

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What We Do:

- » Help families meet their basic needs
- » Sponsor education and training for parents
- » Promote early intervention
- » Support at-home libraries
- » Support reading programs and out-of-school tutoring
- » Promote school attendance
- » Support children in progressing from reading below grade level to reading at grade level

Why We Do It:

- ! **ALMOST 70% OF CHILDREN** in Nevada are not reading at grade level
- ! **1 IN 4 CHILDREN** under 5 in Nevada lives below the poverty level
- ! Children in poverty may hear **30 MILLION FEWER WORDS** by the time they are 3
- ! Every "drop-out" costs the community an estimated **\$260,000**
- ! **¾ OF STUDENTS** who were poor readers in 3rd grade **REMAINED POOR READERS IN HIGH SCHOOL**



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Let's fix this together!

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Tax ID# : 88-0059327