



Share the Magic of Reading with a Child in Your Home and in Your Community!

Corporate Engagement Guide 2017



Join Turn the Page KC as we instigate Kansas City's most positive future through 3rd grade reading!

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Our History and Mission

Not long after his election in 2011, Mayor Sly James launched a citywide initiative to focus on 3rd grade reading, identifying it as the most important economic development initiative for the city. This initiative has evolved into the 501(c)(3) organization Turn the Page KC. *Our mission is to mobilize the community to achieve reading proficiency at grade level or above by the end of third grade for all students in Kansas City, MO.* If a student cannot read proficiently by the end of third grade their likelihood of future academic success drops. Right now, about half of all students in Kansas City, MO are reading at grade level or above by the end of third grade. Since our inception, the number of 3rd graders reading at grade-level and above has increased every year, enrollment in academic summer programs has quadrupled, and chronic student absenteeism has dropped 4%. With a staff of five and over 800 volunteers, Turn the Page KC has made huge impact in a short amount of time. We are now located in Kansas City's newly established "EduHub," a co-working space spearheaded by Turn the Page KC located in Westport at 4049 Pennsylvania Avenue.

The Problem and Solution is Clear

Kids that can't read by the end of 3rd grade are on the high school drop out track, putting them at an increased risk for poverty and incarceration. Double Jeopardy, a research report funded by the Annie E. Casey Foundation, found that 16 percent of students in the study that were not reading at grade level by 3rd grade failed to graduate from high school by the age of 19. This was four times higher than students who did read at grade level by 3rd grade.

Third grade reading is the critical dividing line between learning to read and reading to learn. Three quarters of children who do not learn to read by third grade never catch up. They struggle to learn new concepts and ideas in social studies, science, and math. Consequently, these students begin to manifest coping behaviors like acting out and disrupting the classroom. Ultimately, these students are in danger of dropping out of school. Since high school dropouts are more likely to go to prison and/or become teen parents, it is clear why 3rd grade reading is such a crucial and urgent issue.

Partner with us!

Turn the Page KC has many exciting programs to educate families and caregivers on the importance of literacy for the new year. Turn the Page KC has developed a very positive brand, and we invite you to join us in our quest to make our vision of all students reading proficiently by third grade a reality. In short, we are known in the community as an exciting organization that is working hard to instigate Kansas City's most positive future. The sponsorship programs that follow provide opportunities for your company or organization to support our work while letting people know that you are great corporate citizens.

Featured Turn the Page KC Sponsorship Opportunities

Core Mission Investment:

At Turn the Page KC we strive to make Kansas City a role-model for third grade reading initiatives. The progress we have made is striking, however there is still much to be done to ensure that our programs are working and sustainable.

Books, Books, Books!



Turn the Page KC works with many experts and service providers to get kids reading. We also provide books for free, for children in Kansas City, MO. Donations accepted at Turn the Page KC are often used to get books into schools, daycares, and a child's home.

Spring Suspension Summit: May 2017

We know that when students are not in school, they are not building a strong foundation for learning. Studies have shown that boys of color, specifically African-American boys, have a greater likeliness to be suspended from school. Missouri is one of eleven states who reported higher gaps than the national average between the suspension rates of black students and white students for both boys and girls. One in four KCMO black male K-3 students were suspended in 2015.

On May 25th, Turn the Page KC, the KC Health Department, and the Mayor's Office will convene district and building administrators – the leaders of Kansas City, MO elementary schools – to review aggregate and building level suspension data. At the Kauffman Foundation Center, each school will be provided with a booklet that includes (a) city-wide aggregate data analyzed in several ways, and (b) exclusive building level data. After reviewing the findings and bright spots where leaders have successfully reduced suspensions, attendees will be invited to draft proposals of policies/programs they want to implement in their schools. Technical assistance will be offered to schools to measure whether policy changes at the school level significantly affected student outcomes. This incentive – in the form of technical assistance evaluation services – will be awarded to the most promising solutions.

Summer Reading Festival: June 2017



One of Turn the Page KC's focus areas is Summer Learning. Summer used to be a time of learning loss, but not anymore. Turn the Page KC is working closely with community partners in order to ensure that K-3 students begin the next year in the best position to succeed. In June, Turn the Page KC will shine a light on summer learning by hosting a celebration. This event, which will be attended by 1,000 elementary school students, parents, and community leaders, will take place at the Sprint Center. With an overarching theme of, "Build a Better World," Mayor Sly James and Turn the Page KC volunteers will lead a day of activities that highlight why reading is so important and fun.

Early Learning Hub (“House on the Hill”):

To address school readiness Turn the Page KC focuses on engaging and educating parents and caregivers about the importance of building a strong foundation for learning. Our recently opened EduHub, or “House on the Hill,” is a safe space for families to receive free resources, attend playgroups, and visit with our Family Engagement Coordinator. Free services offered at the House on the Hill include: Developmental screenings, follow-ups, and referrals; Success by Six book and toy check out program; Born Learning Trail; Community Garden Area; Parenting Classes; Guided Playgroups by Planet Play; VROOM cognitive development tips; and KC Public Library Early Literacy Resources.

Book Drives:

Rally the team at your office to participate in a book drive! Turn the Page KC provides New and Gently Used books to children all over the city. This easy and fun way to support Turn the Page KC will not only benefit schools, daycares, and families, but also give you a great reason to clear out books that you can donate!

Our Home, Kansas City:



In order to elevate the Kansas City community’s awareness for the importance of early literacy, Turn the Page KC developed a children’s book in partnership with a local company called Spirit Marketing. Local vendors are currently selling these books, showcasing our city’s unique high-lights, and the importance of reading.

Corporate Volunteer Partnerships:



Turn the Page KC works in partnership with the Lead to Read KC program to engage volunteers in classrooms across the city. Lead to Read KC connects caring, trusted adults with elementary students. Volunteers spend 30 minutes once a week over their lunch hour to read with students at local schools. Lead to Read KC and Turn the Page KC share the goal of connecting every child in the city with a reading mentor. Large organizations like Burns and McDonnell, LiveKC, DST, Populous, and CBIZ are leading the way by championing entire

classrooms in pursuit of this goal. These corporate partnerships, along with many philanthropic organizations and individual volunteers, are helping to build a community of readers.

EduHub KC Network Development

EduHub KC envisions a city that is world renowned for K-12 educational opportunities. Literally working side by side, coworking organizations trade insights and pool resources to elicit the most substantive, positive impact on Kansas city’s educational outcome. To further facilitate collaboration, Turn the Page KC hosts meetings for EduHub KC organizations with the goal of advancing our understanding and connections within Kansas City’s education ecosystem.