

GRANT AWARD FORM

Grant Award Form: Please complete the Project Questions below and include this page in your Final Report materials submitted to the address below.

The information provided in question #1 - 5 should be the same as the information on your Urbana Arts Grant Agreement with the City.

1. **GRANTEE:** Name of Applicant or Primary Contact:

Sheri Langendorf

Address:

1508 Trails Dr. Urbana 61802

Project Title:

Read Across America Celebration

2. **TOTAL AMOUNT OF GRANT FUNDS AWARDED:** \$ 1000 .00

3. **TOTAL AMOUNT OF GRANT FUNDS RECEIVED TO DATE:** \$ 1000 .00

4. **GRANT PERIOD:** _____, 20__ through _____, 20__.

5. **EXPENDITURE DEADLINE:** _____, 20__.

6. **DATE OF PROJECT COMPLETION:** March 7, 2015.



I hereby certify that I am authorized to approve this Report, that I have reviewed the attached invoices in the amount of \$1,000; that all costs claimed have been incurred for the Project in accordance with the Agreement between Read Across America Planning Committee and the CITY OF URBANA; that all submitted invoices have been paid; and no costs included herein have been previously submitted.

Thank you again for your support of this community-wide literacy event. Because of your support, this popular event could be held in Urbana for 15 consecutive years.

Respectfully Submitted,

Sheri Langendorf
Co-Chair

Post-Project Evaluation

1. Accomplishments and how grant funds were utilized

The 15th Annual Read Across America Celebration was made possible due to receiving the Urbana Public Arts Program Grant. The entire \$1,000 was used to pay the rental costs for continuing to host the event at Lincoln Square Mall in Urbana. Without this award, it would be difficult to locate another venue to accommodate the 3,000+ attendees who participated in this year's Read Across America Community Celebration.

2. The impact that the grant funds had on artistic or organizational development

Lincoln Square is still the preferred location due to its accessibility for young children. After reading the parents' surveys which were completed at the event, numerous families indicated that they believe that the preferred site is still Lincoln Square due to its location and the availability of parking and public transportation. The Urbana Arts Grant enabled the planning committee to keep the Read Across America Community Celebration in Urbana for the 15th consecutive year.

3. The number of hours spent in completing the project, including planning, administration, promotion, production, and the final presentation.

The event was held between the hours of 10:00am to 1:00pm, and it is overwhelming to conceive of the amount of time that is needed to prepare for the event. But on March 7th, Lincoln Square was bustling as early as 7:00 am in order to set up for this event. The planning committee consisted of twelve members who attended monthly meetings from September to March and spent much of their own time to follow up on individual assignments and responsibilities. It is estimated that over 400 hours were spent during this time by the co-chairs and committee members to make contacts with agencies and volunteers, to publicize the event, to communicate with other sponsors and potential participants.

4. The number of participants in events or activities to your grant project.

More than 1000 children attended with their parents, grandparents and other community members. There were 100 University students, Rotarians, Altrusans, and other community volunteers. Fifty volunteers from various schools and agencies staffed booths which provided literacy related educational hands-on activities for young children throughout the mall. In all, it is estimated that almost 3,000 people were in Lincoln Square on March 7th. There were also 7 professional storytellers and a children's author and bilingual storyteller entertaining the families throughout the day.

5. Description of experience working with collaborating partners.

We continue to have a strong supportive working relationship with the women members of Altrusa International of Champaign-Urbana. Because of their commitment to this project, we are able to continue to provide this event to the community. They have been very generous with their annual funding and also with overseeing the activities on the day of the event. This year they also sponsored the children's author from Chicago. We also requested additional support from the members of 6 local Rotary Clubs at this year's event. In the past each Rotary Club provided some funding and many volunteers to read to children at the event. This year, we requested additional funding (from \$150 to \$500) so that each Rotary Club sponsored a professional storyteller more entertainment and stimulating language experiences throughout the day.

Project Documentation:

1. Attached are photos from this year's event.
2. There is also a video which can be seen online : <https://vimeo.com/122613791>
It was produced and narrated by Xuanyan Ouyang, a University of Illinois student in journalism and televised on UI-7.
3. Attached is this year's brochure.
4. Attached is this year's poster.

Fiscal Report

The entire grant was spent on rental fees (see invoice from Lincoln Square).



Why become an A-B-C Sponsor?

Read Across America Day supports reading and literacy and provides great exposure for your business or organization!

Last year, nearly 1,000 children from pre-school through elementary school came to Lincoln Square for Read Across America Day. And they didn't come alone – they brought family and friends.



To commemorate Dr. Seuss's birthday and to encourage families to read together at home, we plan to send every child home with a free bookbag and a new book. Your gift will make this possible.

A-B-C Sponsorship Levels

A \$500 contribution

Your name will go on promotional material distributed throughout Champaign County schools and daycare centers. Plus, your logo will be included on the 1,000 free book bags to be given to children who participate. Your organization will receive post event recognition.

B \$250 contribution

Your name will go on promotional material and canvas book bags. Your organization will receive post event recognition.

C \$100 contribution

Your name will appear in post event acknowledgements.

Note: We will also accept many "Gifts-in-Kind." Please call and we'll be happy to discuss some options.

Special thanks to last year's sponsors:

A Sponsors

- Champaign Co. Retired Teachers Association
- Orange Krush
- Urbana Public Arts Program
- Altrusa Int'l of C-U, Illinois, Inc.
- Child Care Resource Service
- Rotary Club of Champaign
- Joy George
- The News-Gazette
- Parkland College

B Sponsors

- Champaign Urbana MTD
- East Central Illinois Association for the Education of Young Children
- O'Brien Auto Park of Urbana
- Regions 8 & 9 IEA-NEA and IEA-NEA Retired
- First Federal Savings Bank of Champaign-Urbana
- University of Illinois Extension
- Urbana Adult Education
- Urbana Education Association
- Rotary Club of Urbana

C Sponsors

- Dr. Chifan Cheng and Dr. Vickie Hemann
- Rotary Club of Champaign West
- Illini Reading Council
- Carter's Furniture
- CU Sunrise Rotary Club
- Rotary Club of CU Illini After 5
- Rotary Club of Mahomet



Thanks to our sponsors, every child who attends receives a brand new book.

Photos by
Ashleigh Martin
& Glenn Weiss

A large, colorful poster for Read Across America Day. At the top, it says "Join the Party!" in a stylized font. Below that is a photo of a smiling young girl holding a blue book bag that says "READ ACROSS AMERICA 2014 Sink your teeth into a good book!". In the center is a cartoon illustration of the Cat in the Hat riding a silhouette of the United States map. The text "READ ACROSS AMERICA AN NEA PROJECT" is written across the map. At the bottom, it says "READ ACROSS AMERICA DAY Saturday, March 7, 2015 10 AM - 1 PM Lincoln Square, Urbana" and "2008 National Winner of NEA's Best Sponsored Event".

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Read Across America Day

Read Across America Day has become the nation's largest reading event.

All across the country, young children and their families will come together to hear stories, meet their favorite book characters, and participate in **FUN** activities.



Readers from Rotary Clubs and other agencies read to children throughout the mall. Stories are read in different languages, too.



Story tellers and other celebrities entertain children from the main stage. Celebrity greeters welcome families as they arrive.

The Read Across America Committee invites you to participate in this year's activities on Saturday, March 7, 2015.

Last year more than 30 community agencies and 100 corporate, community and university student volunteers worked that day to provide literacy-related activities to more than 1000 children and their parents and grandparents. Each agency led a literacy-related activity or game.



Young readers participate in dozens of literacy related activities.

Last Year's Activities Included:

- Celebrity Readers
- Games
- Make-a-Puppet
- Storytelling
- Making Books
- Toddler Area
- Sensory Learning Activities
- Fishing Game
- Free Learning Materials
- Face Painting
- Newspaper Scavenger Hunt
- Bookmarks
- Stamping Fun
- Activities for Older Children

For more information, contact:

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2014 Booth Sponsors:

- Altrusa Int'l of C-U, Illinois, Inc.
- Carle Auditory Oral School
- Chambana Moms
- Champaign County Birth to 6 Council
- Champaign County Head Start
- Champaign Public Library & Champaign Douglass Branch Library
- Child Care Resource Service
- Community Elements
- Delta Kappa Delta
- Developmental Service Center
- Dr. G's Brain Works
- Early Learning
- Goals Project/University of IL. Dinning Services
- Illinois Early Intervention Clearinghouse
- KinderCare Learning Center
- Motherlands Culture Club
- Mothers & More
- Smile Healthy
- The News-Gazette
- The Reading Group
- The Urbana Free Library
- University of Illinois Extension
- University of Illinois Spanish in the Community
- Urbana Early Childhood
- Urbana Park District
- Urbana Pops Orchestra
- Usborne Books



There are special guests to meet the children.

Join the FUN!

15th Annual Read Across America Day

Saturday, March 7 • 10 a.m. to 1 p.m.
Lincoln Square, Urbana

- Entertainment by Professional Storytellers
- Community Celebrity Greeters
- Appearance by a special guest!
- English and other languages storytelling by celebrity readers & Rock n' Read Rotary Volunteers
- Parent and toddlers area
- Tons of fun hands-on educational activities
- Free book and bag for the first 1,000 children!

COORDINATED BY:

Altrusa International of Champaign-Urbana
Champaign County Retired
Teachers Association/IRTA
Champaign Public Library
Child Care Resource Service
Illinois Early Intervention Clearinghouse
Ju Canto Spanish
Urbana Adult Education Center
Urbana Business Association
Urbana Free Library
Urbana Park District

SPONSORED BY:

Altrusa International of Champaign-Urbana
Chambanamoms
Champaign-Urbana MTD
Champaign County Retired Teachers Association
Child Care Resource Service
Joy George
Lincoln Square
Linda Scott
Orange Krush
Project Te
Rotary Club of Champaign
Meijer of Urbana
The News-Gazette
The Reading Group
Urbana Public Arts Program

Dr. Jeffrey Frerichs, DDS
First Federal Savings Bank of Champaign Urbana
O'Brien Auto Park of Urbana
Parkland College
Rotary Club of Urbana
Rotary Club of Champaign West
Regions 8 & 9 IEA-NEA and IEA-NEA Retired
Urbana Adult Education, IEA-NEA
Urbana Education Association
East Central Illinois Association for
the Education of Young Children



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For more information call 344-3872.