

# YOUTH SUCCESS

## Building the foundations for literacy and **long-term academic success**

### Just how important is early literacy?

Studies have shown that 90 percent of a child's brain develops in the first five years. From language and motor skills to social, emotional and intellectual development, the foundations for learning, health and behavior are built during these early years. In fact, the number of words spoken to a young child in a household can have a profound impact on their ability to read and comprehend language later in life.

#### **FACT:**

- There are more than a dozen books per child in middle-income neighborhoods, and in low-income neighborhoods, the ratio is approximately one book for every three hundred children.<sup>1</sup>
- Reading aloud to young children is not only one of the best activities to stimulate language and cognitive skills; it also builds motivation, curiosity, and memory.<sup>2</sup>

**Together, by 2030 we will ensure 90% of children in our region read on grade level by the end of third grade**



### United Way

**SUCCESS BY 6™**

Our Success By 6® initiative is focused on providing the resources, supports and advocacy needed to ensure quality early learning experiences for our children. Together with our partners, we are:

- Investing in early literacy programs that support strong parent and caregiver engagement and build at-home libraries with age-appropriate books in underserved communities
- Advocating for the expansion of and access to quality pre-k for more children in NJ and PA
- Building capacity in childcare facilities so that more teachers, caregivers and parents can provide quality early learning opportunities

1. Hart, B. & Risley, T.R. (1995). Meaningful Differences in the Everyday Experience of Young American Children. Baltimore, MD: Brookes Publishing.  
2. Bardige, B. Talk to Me, Baby!(2009), Paul H Brookes Pub Co.



United Way  
of Greater Philadelphia  
and Southern New Jersey

## Success By 6 Programs In Our Southern New Jersey Communities

Through support from Women United, a diverse network of local women leaders and United Way's Impact Fund, children and caregivers from across the region have access to supports for early literacy and learning.

**“No single set of skills predicts lifelong learning success so strongly as early literacy.”**



– Claudine Keenan, Women United Member,  
Dean of Education at Stockton University

### First Book

- Book grants provide quality, age-appropriate books to children to build at-home libraries
- Teachers can choose titles and build classroom curriculum around their selections
- Initiated in 11 childcare centers and community programs, serving approximately 1,200+ children this year

### Kindergarten Readiness Calendars

- 365 early learning activities that increase kindergarten preparedness, and healthy social and emotional development
- Distributed to libraries, parenting programs and childcare centers in Atlantic, Burlington, Camden, Cape May and Cumberland counties
- 5,000 calendars are available in English and Spanish

### Ready, Set, READ!

- Caring volunteer readers visit local pre-schools to share the experience of reading and provide each child with a book to take home and share
- Program is supported by Women United and the American University Association of University Women
- More than 60 classrooms have been visited serving nearly 1,000+ children across Atlantic County so far

### Born Learning Trails

- An interactive trail designed to help parents and caregivers create easy and effective learning moments with children at parks and community spaces
- Each activity focuses on boosting language and literacy development and guides learning opportunities in everyday moments
- Trails are constructed in seven sites across Atlantic and Cape May Counties

To learn more about Success By 6 initiatives contact **Fran Wise** at **609-568-1186** or **[fwise@uwgpsnj.org](mailto:fwise@uwgpsnj.org)**.

Interested in volunteering and supporting this work by joining Women United? Contact **Megan McNeely** at **609-845-1004** or **[wli@uwgpsnj.org](mailto:wli@uwgpsnj.org)**.



Through a commitment to leadership, philanthropy and volunteerism, Women United is focused on building a generation of youth who are poised for success.



Learn more at **[UnitedForImpact.org/Successby6](https://UnitedForImpact.org/Successby6)**.

Follow us @PhillySJUnited

