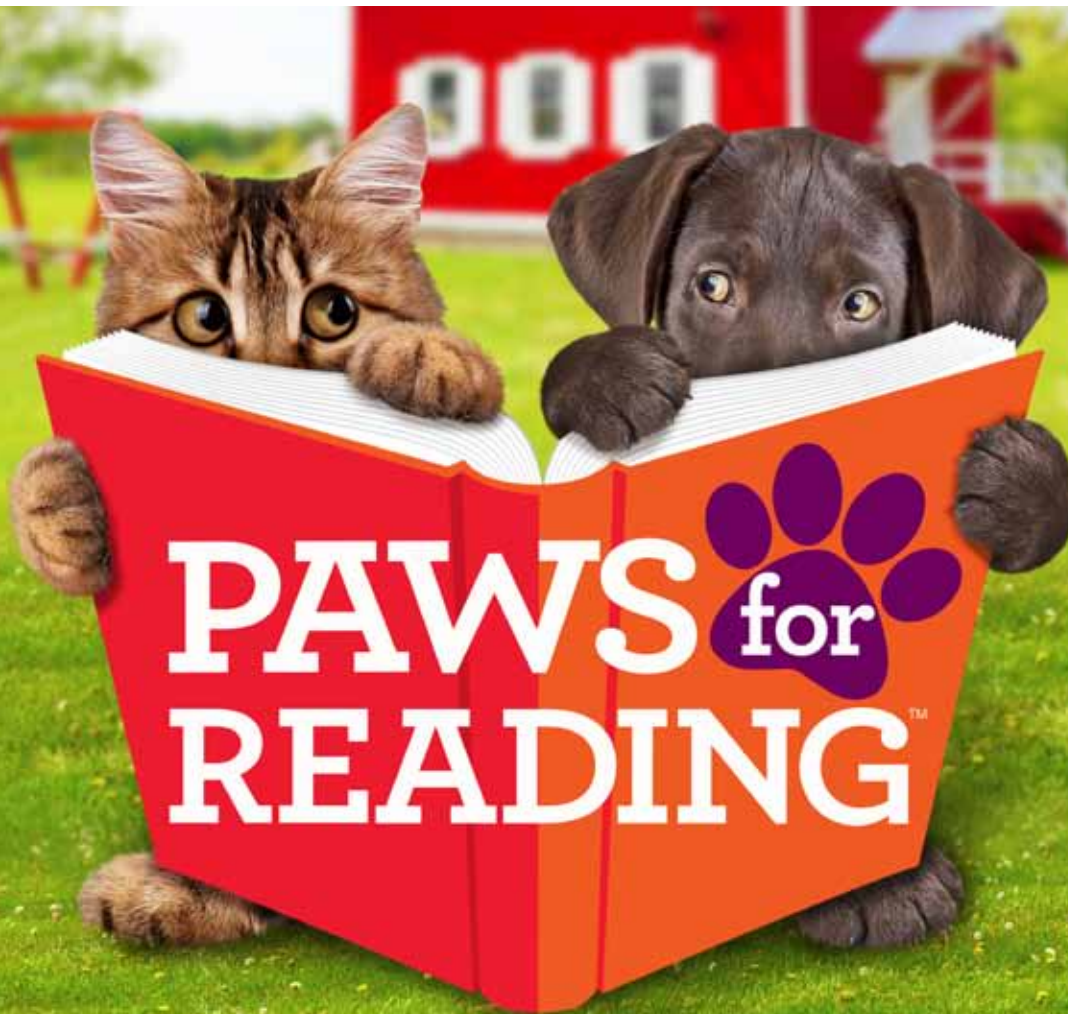


# PAWS for READING

## A *FURS*-CLASS MESSAGE



In the Fall of 2012,  
kids across the  
country were asked to  
side with either cats  
or dogs in **a pledge**  
**to read every day** to  
help make their team  
reading champs—  
while also **helping to**  
**donate books to kids**  
**in need.**

That  
sounds like  
fun!

Well,  
that's the  
point...



Reading  
at home is  
**FUN!**



# READING AT HOME IS PAWS-ITIVELY ESSENTIAL

For over 60 years, Scholastic Book Clubs has been partnering with teachers and parents to promote reading in the classroom, and to extend literacy success from the school to the home.

Reading at home is like a bowl of chow for a kid's brain!

Especially when they sign up to read for the cat team.

Er, dog team.

Cat team.

Dog team!

Cat team.

Dog team!!

Cat team.

**DOG TEAM!!**



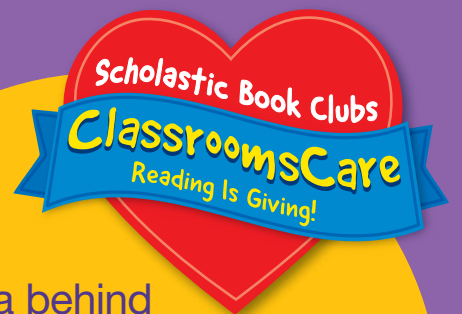
## READING AT HOME

in particular plays an important part in a child's success in school. According to a report from the National Endowment for the Arts, nationwide studies on reading and education show that at every reading level, out-of-school reading contributes to increased academic success, as well as vocabulary and knowledge growth.<sup>1</sup>

<sup>1</sup>To Read or Not to Read: A Question of National Importance. Research report no. 47. Washington, DC: National Endowment for the Arts, 2007: 14.

# A PAWSOME IDEA: HOW TO MAKE READING AT HOME FUN

Each year, through its philanthropy-based literacy campaign ClassroomsCare, Scholastic Book Clubs empowers students to help those in need through reading. By partnering with charities to give children in need access to quality books, Scholastic Book Clubs ClassroomsCare has donated over 10 million books since 2001, each time matching the amount of the donation to the number of books students read in school. Students who participate in ClassroomsCare programs develop reading skills while learning that **their actions can impact the world in positive ways.**



The idea behind Paws for Reading was to promote **more** ClassroomsCare participants to **read their books at home.** And to **make it fun for every child** involved.

“We had to make reading at home something kids would really want to do, whether boy or girl, from PreK to sixth grade and up. Then one day, while looking at postings of animal pictures with clever sayings on Facebook, I was seized with the universality of cats and dogs. Everyone could relate to these animals that could be both cute and edgy. That was the day that PAWS FOR READING was born. Scholastic Book Clubs president Judy Newman gave the project the ‘green light’, and with her continued support, the cats and dogs were off and running.”

Nice quote.  
Who’s it  
from?

He’s one  
smart dog.

David Vozar\*.  
He’s the guy who  
came up with the idea  
for Paws for Reading.  
\*Senior Executive Vice President,  
Scholastic Book Clubs



# MEET OUR LITERACY PAWTFNERS

## PAWS FOR HEALING

**Mending hearts, minds, and bodies with loving paws and guiding hands.**

Paws for Healing trains and certifies canine-assisted therapy teams for programs improving the quality of life for people with special needs in educational and health care facilities. Through its literacy program, Paws for Healing places volunteers and their dogs in libraries, classrooms, and after-school programs where children can partner with a canine "Reading Buddy" as an incentive to read. The children view the dogs as lovable and nonjudgmental, and reading aloud builds their reading confidence and increases their social skills.



## REACH OUT AND READ

**Preparing America's youngest children to succeed in school.**

Reach Out and Read promotes early literacy and school readiness by partnering with medical personnel to prescribe books and encourage families to read together. During regular pediatric checkups from six months through five years of age, children receive a new book as a trained doctor, nurse practitioner, or other medical professional speaks with parents about the importance of reading aloud at home. The program serves more than four million children via nearly 5,000 pediatric practices, health centers, and hospitals across the country, with a special emphasis on serving those in low-income communities.

## SAVE THE CHILDREN

**Taking on the challenges of early childhood development, health, and education.**

Save the Children's literacy program is implemented in more than 200 communities nationwide. Struggling readers are paired with books appropriate for their individual reading level, and their reading progress is supported and closely monitored during the hour-long literacy block. In 2011, Scholastic donated more than 140,000 books to the literacy program. The books are used to help students build home libraries to reinforce the lessons learned at home with their families. The majority of children in the program had never had a book of their own before Scholastic's donations.



**Save the Children®**

## THE LISA LIBRARIES

**Donating books to organizations that work with underserved children.**

Since 1990, The Lisa Libraries has contributed over 300,000 books to nonprofit organizations across the country, providing books to many children who may never have owned a book before. Among the sites receiving donations are prison visiting rooms where children can spend time with an incarcerated parent, Head Start programs for disadvantaged PreK children, after-school programs, food pantries, and homeless shelters. Scholastic's Paws for Reading program has been a key supporter, donating 18,710 books in 2012, and 10,000 books promised in 2013.

Research shows that book ownership represents an important component of children's literacy.

That's why I own the complete works of *Dostoyevsky!*

The complete works of *Dostoyevsky.*

That's what I said!



# HOW PAWS READING WORKED



**1** Students picked sides and signed up with either the Cat Team or the Dog Team.

**2** Students logged their reading minutes on the Paws for Reading microsite, keeping track of the 20 minutes they read at home every day.

**3** Students donated books through Scholastic Book Clubs ClassroomsCare and its literacy partners. Every 20 minutes of reading logged counted toward a free book for a child in need.

## AND BOY, DID IT EVER WORK!

In four short months, students took to reading at home—and giving to other kids—in record numbers:

**22,000** Teachers Registered

**425,000** Unique Visitors

**774,000** Kid Accounts Created

**1,000,000** Books Donated to Kids in Need

**160,424,435** Total Reading Minutes Logged

So which team won?



Not so fast! You've got to keep reading. Because...

Reading  
at home is  
**FUN!**





I like  
to read when  
I'm in the  
doghouse.