

# What's New in the South Coast Area

Serving Coos, Curry, and western Douglas counties



# SMART NEWSLETTER

SUMMER / FALL 2020

## We're Grateful for YOU!

SMART Reading wouldn't be possible without our incredible Site Coordinators, Readers, donors, educators, and advocates who partner with us to bring a love of reading and learning to local kids. Especially in this challenging time, we're so grateful to be part of an amazing community of Oregonians who are committed to ensuring all children can realize their full potential through reading. Thank you!

### Corporate and Foundation Sponsors

Many thanks to these businesses and partners for helping us spark a love of reading and learning for kids in our community:

Coquille Tribal Community Fund, Ford Family Foundation, Gordon Elwood Foundation, Cities of Bandon, Coquille, and North Bend for their Revenue Sharing programs, Pony Village Mall

## In the Face of Challenge, Book Distribution Goes On!

This spring, despite school closures, we were still able to distribute more than 2,100 books to all 15 of our local sites. We know that access to books outside the classroom is a critical component of early literacy development and we're so grateful to be able to work with our schools and partner organizations to ensure kids continue to have access to new books to read and share with their families.



Thanks to a generous grant from the Ford Family Foundation, we were able to distribute 600 books to kids enrolled in Head Start who are not currently served by SMART Reading!

## SMART South Coast Area Staff

Cheryl Brown, Area Manager  
Kris Dellsite, Area Administrator

## Celebrating Our Local Volunteer of the Year



Congratulations to Sara Lovendahl, the Site Coordinator at Driftwood Elementary in Port Orford, our 2019-20 South Coast Volunteer of the Year! Sara's positivity, adaptability, and dedication go above and beyond and we're so grateful that she shares her time and talents with us. As one of her volunteer

Readers said, "everything runs smoothly under her expert guidance." Thank you, Sara, for all you do for young readers!

## Sponsor A SMART School in South Coast

SMART School Sponsors make a direct impact on schools in our community by providing the financial support and often the employee volunteers to help SMART Reading students thrive. Huge thanks to these local sponsors:



The Beetham Family, Jaci & Hugh Pinkston, John & Teri Whitty

## 2019-20 Local Impact



15 Sites



186 Volunteers



554 Students



7,343 Books Given



## Greetings Friends:

I hope this finds you healthy and well in the midst of a very different summer than we'd imagined. It's been a challenging time in our state and country to say the least, and I'm grateful for the opportunity to connect with you -- our SMART Reading family.

While the 2019-20 school year came to an unexpected early ending and brought many unforeseen challenges, we still achieved two very exciting milestones: We served 11,739 students with one-on-one reading and books to keep -- an all-time high in our 28-year history -- and we gave our students 138,169 books to keep, surpassing 3 million books given throughout our history. These accomplishments are worth celebrating!

Importantly, we did all of this thanks to our broad community of supporters -- thousands of volunteers, educators, donors, partners and families across Oregon. Thank you for making it possible for SMART Reading to bring the joy of books and reading to thousands of kids and families.

As we look to the fall, we're working hard to adapt our programming to meet the challenges of our new normal. With a capable team of SMARTies and dedicated family of volunteers, I'm confident in our ability to continue delivering on our mission -- and I'm hard pressed to think of a time when our services were more needed and relevant.

After experiencing interruptions in learning and potentially other traumas related to the pandemic and racial injustice, students will head back to school with heightened academic and emotional needs. Educational researchers are concerned that children won't be able to catch up from the ground they've lost, and the impacts of recent events will last for generations to come. We stand poised and ready to partner with our educators, volunteers and families as a key source of support for Oregon kids.

While much is uncertain, what remains is this: we need each other now more than ever. Our deepest thanks and gratitude for joining us in the charge to spark joy and opportunity through the magic of a shared book.

Here's to a summer of good health, good books, hard conversations, and better times ahead.



With appreciation,  
Chris Otis, SMART Executive Director

## 2019-20 Statewide Impact



290 Sites



5,144 Volunteers



11,739 Students



138,169 Books Given



105,655 Volunteer Hours



\$2.8 million Donated Value of Volunteer Hours

## Executive Staff:

**Chris Otis**  
Executive Director

**Jessica Bowersox**  
Communications Director

**Afrita Davis**  
Program Director

**Zack Frey**  
Assistant Program Director

**Amanda Green**  
Director of Finance and Administration

**Beth Katona**  
Director of Development Operations

## Board of Directors:

**Karin Holsinger**  
Chair

**Anna Madill**  
Vice Chair

**Karin Holsinger**  
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**Krista Tappan**

**Jane Teater**

**Becky Tymchuk**

**Becky Versteeg**

**Angela Wilhelms**

## Our Commitment to Racial Justice

In May, the murder of George Floyd sparked international grief, anger and unrest around racial injustice. These recent events and resulting conversations have affirmed our commitment to racial equity and underscore the link between our vision of an Oregon where all children can realize their full potential through reading and the fact that not all children have an equal opportunity at success.

In 1992, our founders recognized this fact and created our model to serve children from low-income communities, knowing that they faced greater barriers to educational success.

Our work has continued and deepened over the decades. In 2014, we began a racial equity journey as

an evolution of our mission, rooted in the fact that an alarming education gap exists between white students and students of color. As a result of this equity journey, we've made deliberate strides to advance racial justice in our program, organization and communities. We're poised to learn more and do better as we continue to work with our community of supporters, partners and families as we inspire the next generation of readers and learners.

To read more about our work on equity, including a statement from Executive Director Chris Otis and our Board of Directors, please visit [www.SMARTReading.org/about-us/equity](http://www.SMARTReading.org/about-us/equity).

## A Look Ahead: SMART Reading in 2020-21

The coronavirus pandemic has transformed public education. While physical distancing and limitations on visitors in school buildings make elements of our program impossible, we're determined to adapt to continue serving Oregon children when they need it most.

To re-envision our programming and identify adaptations, we deployed our statewide staff into future planning task forces that explored various models, while keeping volunteer engagement top of mind. Based on our work, feedback from educators and families, and guidance from the Oregon Department of Education, we've identified two viable adaptations for the 2020-21 school year, which we expect to have finalized in August:

- **Book Distribution:** Providing access to books is a crucial way we can support families in 2020-21. We gave away over 33,000 books after schools closed in

March and we're building upon what we learned to expand distribution next year. Potential adaptations include serving full classrooms of students and complementing book giveaways with online read-alouds to support learning and student choice. And, we're mindful of easing the burden on educators and families along the way.

- **Virtual Reading:** We plan to provide virtual reading options for students and volunteers, including pre-recorded and live offerings. While working on the implementation details, we're also factoring in legalities and security considerations and incorporating feedback from educators and families.

We'll keep our community informed as we finalize our plans and the opportunities for engagement and support as we move forward.



## Celebrating Our Statewide Volunteer of the Year

Congratulations to Apollonia Quale, the Site Coordinator at Marysville Elementary in Portland, who was named our 2019-20 Statewide Volunteer of the Year! Apollonia has been involved with SMART Reading for 11 years, and is an incredibly dedicated ambassador for our work. She is active in recruiting volunteers, creating a beautiful and welcoming reading space, following our policies and procedures to a "T" and sharing her passion for books and reading with kids and adults alike. Huge thanks to Apollonia for her many contributions to SMART Reading!

## The SMART Bookshelf

We're all about kids' books at SMART Reading, but our staff loves reading books for grown-ups too. Here are a few of the books our team has enjoyed this summer:

- *Dear Teen Me* edited by Miranda Kenneally and E. Kristin Anderson. Recommended by Holly Stork, South Central Area Manager.
- *Stella by Starlight* by Sharon M. Draper. Recommended by Sharon Benson, Senior Development Officer.
- *A People's History of the United States* by Howard Zinn and *Passing* by Nella Larsen. Recommended by Gainell Irving, Metro Area Senior Program Manager.
- *An American Marriage* by Tayari Jones and *The Prettiest Star* by Carter Sickels. Recommended by Amanda Green, Director of Finance & Administration.

## Stay SMART

The year ahead will be one filled with new challenges and opportunities. While we adjust to our new reality, adapt to continue fulfilling our mission, and face unknown financial impacts, we encourage our community to stay connected with us. Here are some ways you can stay SMART:

- **Financial Support:**
  - Join the SMART Book Club by becoming a sustaining donor.
  - Sponsor books for kids in your community.
  - Leverage your connections. Host a Facebook fundraiser or celebrate a special event with a personal campaign for SMART Reading.
  - Learn more at [www.SMARTReading.org/ways-to-give](http://www.SMARTReading.org/ways-to-give)
- **Volunteering:** We know our family of 5,000 volunteers is eager to engage with us, and we're working hard on our list of new volunteer opportunities including roles such as supporting book distribution, participating in virtual reading sessions, joining our "Tech Team" of volunteers to support training needs, and staying connected to students via a Pen Pal program. Stay tuned for more information on how you can engage with us in the 2020-21 school year!

## Stoller Helps Us Sip SMART!

SMART Reading and Stoller Family Estate are teaming up to help you wine down at home this fall. Beginning Sept. 1 through the end of October, Stoller will donate 30% of sales from bottles sold of [insert name of Pinot] -- featuring a custom, co-branded SMART Reading label. You can purchase a special three-bottle package featuring each of our three custom labels, or purchase single bottles. Please visit [URL] to purchase your bottle(s) today:

Thank you to Stoller for this generosity and support during this uncertain time. Sip safe, sip SMART!

## 2020 Alphabet Ball Raises Statewide Support for SMART Reading

Our annual statewide fundraiser, the Alphabet Ball, was held on Friday, Feb. 21 at The Nines Hotel in downtown Portland. By all accounts, the event was a great success! Over 300 guests joined us to celebrate books and the powerful ideas they can ignite for kids. Thanks to our generous community, we were able to raise over \$530,000 for SMART Reading operations throughout the state! Thank you to all of our supporters and sponsors, including our presenting sponsor, First Tech Federal Credit Union.



## Kid's Corner

Each year, we hold the SMART Book Award giving kids across the state the chance to vote for their favorite book from nominated titles. This year's books, all available in English and Spanish, were a huge hit with kids and adults alike!

- *If You Ever Want to Bring an Alligator to School, Don't!/Si piensas traer un cocodrilo a la escuela, no lo hagas!* by Elise Parsley
- *Lucia the Luchadora/Lucía la Luchadora* by Cynthia Leonor Garza
- *Splat the Cat/El gato Splat* by Rob Scotton
- *What if You Had Animal Teeth?/¿Y si tuvieras dientes de animal?* by Sandra Markle

When the final votes were tallied, it was a close race but the winner of this year's SMART Book Award is *What if You Had Animal Teeth* by Sandra Markle.

## Oregon Reads Aloud: A SMART Read-A-Thon

We held our first virtual read-a-thon on May 16, featuring 12 hours of children's book read-alouds by more than 80 Oregonians from all corners of our state. It included special guest appearances by Gov. Kate Brown, Portland Trail Blazer CJ McCollum, Portland Timbers mascot Timber Joey, and WNBA player Ruthy Hebard. The event was also a fundraiser, raising over \$34,000 to help us provide new books to kids.

Special thanks to our statewide sponsors:

