

Introducing SMART Reading



Why the new brand?

We've been sparking a love of reading and learning in kids across Oregon for nearly three decades. In that time, we've experienced many changes inside and outside our organization. In 2018, we decided our brand needed a refresh to better represent who we are today. The rebrand gives us a clearer vision and sense of who we are, as well as a new look and new language that allows us to tell our story with fresh perspective and resonance in order to **attract supporters to our mission.**



What's changing?

A lot of our articulation and the way we talk about ourselves is changing, but the two most visible changes we're making are a new **name** and **logo**.

New Name

Our name has been streamlined from Oregon Children's Foundation dba SMART (Start Making A Reader Today) to SMART Reading. This change makes our name easier to say and remember, and clears up confusion created by our legal name.

What about Start Making A Reader Today?

Start making a reader today is a compelling phrase and strong call to action. It is still our origin story and still the answer to the question: what does SMART stand for?

New Logo

We sought a new logo that represents the essence and energy of SMART Reading. The body of the symbol is a book-shaped word balloon alluding to the interactive, student-led, one-on-one nature of SMART Reading's model. The starburst above the word balloon indicates the vibrancy and fun of the experience, but also suggests fanned pages, a rising sun, or even a child's hair/head behind the book.



Who are we?

SMART Reading is a children's literacy nonprofit that serves kids in Oregon's highest-need schools with two ingredients critical for literacy and learning success: one-on-one reading time and access to books. We mobilize volunteers to read with PreK through third-grade children, building confidence, literacy skills and a love of reading. SMART Reading provides a meaningful way for Oregonians to make a direct impact in their communities.

Why do we exist? What's our mission?

To spark joy and opportunity through the magic of a shared book.

Where are we going? What's our vision?

An Oregon where all children can realize their full potential through reading.

Why is our work important?

Because reading matters.

Simply put, life is harder when children can't read proficiently. Reading is a critical gateway skill that paves the pathway for successful futures. Without it, kids are less likely to graduate from high school or find gainful employment as adults, leading to a host of additional hardships. Building a strong foundation of literacy can change a child's life trajectory, and can help prevent and alleviate issues of poverty, homelessness, hunger, and injustice.

What are the principles that guide us?

- ▶ Kids First
- ▶ Community
- ▶ Inclusivity
- ▶ Access
- ▶ Joy

To learn more:

If you have any questions or need more information, please let your SMART Reading staff contact know and they'll connect you to our Communications Department.

Note our new URL: www.SMARTReading.org

