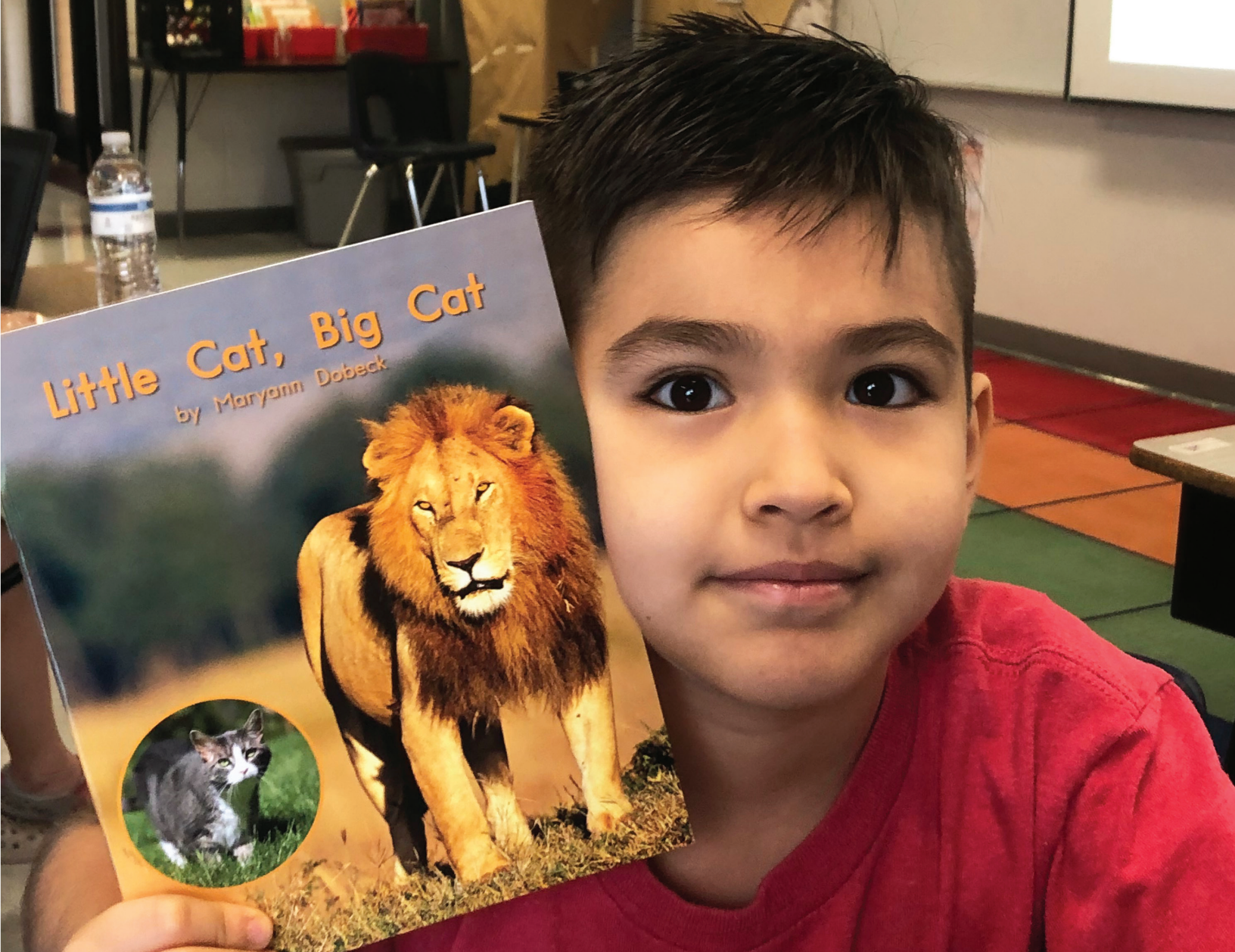


YOUR IMPACT

UNITED WAY OF PICKENS COUNTY NEWSLETTER | NOVEMBER 2020



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BREAKING NEWS!

VIRTUAL OR ONSITE: CAMP iROCK WORKS!

Camp iRock students thrived this summer because of you!

What do you see when you look in a mirror? A HERO...someone who stepped up in the face of adversity and saved the day because they care about the future of struggling readers.

Camp iRock Year 6 happened because heroes like YOU wouldn't give up.

Because of you, teachers and staff used creativity to make virtual learning exciting. Volunteers joined the "United Way Prize Patrol" to make home deliveries of materials and supplies. Families made sure their children were online and learning. The children learned to read and they learned to LOVE reading...virtually and in person.

The last eight days of Camp iRock were in person at two sites. Parents had the choice of live or virtual. We are thrilled to report that ALL children thrived regardless

of the format. The kiddos understood social distancing and why wearing a mask is important. Elbow bumps and "airplane" arms reinforced safety in a fun way.

You made a counselling component possible this year...SO important for everyone living through a pandemic like coronavirus! Everyone learned coping skills. The children were very forthcoming about their worries and fears. Their ability to express how they were feeling made almost an immediate positive outcome in behavior. The children were more empathetic to the feelings of their classmates. When they noticed a classmate acting out or feeling bad, they readily sought help from a teacher. Everyone was more sensitive than usual to the emotional climate of the classroom. **I hope you feel like a hero today, because YOU made this possible.**

THE TALE OF TWO BROTHERS



You changed the lives of these two brothers.

Jacob and RJ are two little boys who struggled with reading. Jacob, the oldest, attended Camp iRock in 2019. His mother was worried about Jacob's third grade reading scores...but thanks to you, in just eight weeks at Camp iRock, Jacob moved up a reading level and aced the test. Because you believe in the power of reading, this little boy is on his way to an amazing future.

"He came out of his shell and gained so much confidence. He found out who he is. A grown up man moved into our house. He does chores and his teacher even sent home a letter about how much he's improved", said his mother.

RJ, the youngest, is a perfectionist. He puts so much pressure on himself to succeed. Reading came hard to him and the more he struggled the worse he felt. He called himself stupid. He felt lost. At first, RJ was disappointed he had to attend Camp iRock "virtually." With his family's commitment to education, RJ was there every day. He even won a perfect attendance award. He had so much fun...and his reading improved. He went up a WHOLE level. Because of your commitment to early education, RJ sailed into second grade and he is having a blast!

Jacob and RJ's mom wants you to know that you changed the lives of her sons. She is SO grateful that you made sure Camp iRock was there for them. Camp iRock happened because you care so much about children. THANK YOU!

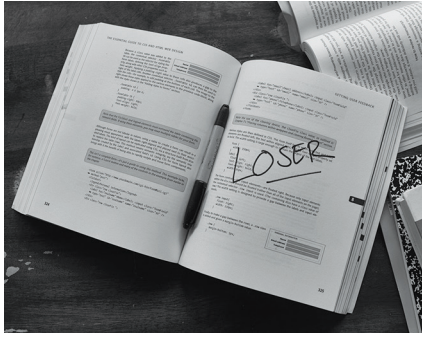
2020 CAMP iROCK RESULTS

66% of students showed growth in reading

27% of students maintained their reading level

93% of students showed growth or maintained their reading levels

WHAT ABOUT THE CHILDREN?



Children who can't read on grade level by 3rd grade face a dismal future.

When the coronavirus pandemic abruptly closed public schools in March, second grader, Jessica, was already struggling with reading.

A child like Jessica, who struggles in school, feels hopeless and worthless. If something doesn't change, her future remains dim.

Research proves it. If Jessica doesn't read at grade level by third grade, it is nearly impossible for her to catch up. Chances are she will not graduate on time or get a good job. Those feelings of helplessness and worthlessness will stay with her into adulthood.

But with your gift, Jessica can attend Camp iRock next summer. Intensive literacy programs like Camp iRock are so important. You play such an important role in her life and her future.

Hundreds of Pickens County children are struggling every day. Without you, Jessica's future and hundreds of children like her, hangs in the wings.

JESSICA NEEDS YOU FOR SOMETHING BIG

Third grade reading levels predict nearly every societal problem you can imagine. Reading on grade level is so critical to our community's future that United Way of Pickens County has set a bold goal that at least 70% of Pickens County third graders will read at grade level by 2025. To be honest with you, the coronavirus has been a huge obstacle to overcome. Virtual or in person, literacy intervention must happen. A child's future depends on it.

Will you make sure that one struggling reader like Jessica is able to benefit from the Camp iRock experience next summer?

YES, I will support a struggling reader at Camp iRock next summer!

- ☐ \$52 One magical day of Camp iRock for one child
- ☐ \$260 One spectacular week of Camp iRock for one child
- ☐ \$520 Two amazing weeks of Camp iRock for one child
- ☐ \$2,080 A full life-changing summer at Camp iRock for one child
- ☐ \$ _____ Other special gift to support a struggling reader

