Cleveland READS Recap
15 February 2024
Campaign Vision & Goals

Vision: A city that reads is a city that succeeds.

Goal: To raise awareness on the importance of reading literacy & to nurture a love of reading. 1 million books and/or minutes 10 million minutes read by Cleveland readers.
Cleveland READS Campaign Co-Chairs

Felton Thomas, Jr.
Cleveland Public Library
Executive Director, CEO

Connie Hill-Johnson
Cleveland Foundation Board
Chairperson

Thomas Dewey
Medical Mutual
Executive Vice President, Corporate Initiatives and Chief People Officer
Cleveland READS Honorary Chairs

Justin M. Bibb
City of Cleveland
Mayor

Blaine A. Griffin
Cleveland City Council
President

Chris Ronayne
Cuyahoga County
Cuyahoga County Executive
Campaign Audiences & Metrics

Audience(s):
- Scholars – Ages 0-18
- Strivers – Ages 19 – 54
- Seniors – Ages 55+

Metrics:
- # of books read
- # of minutes read
- # of CPL card sign ups
- # of books distributed/give-a-ways
- # of reading literacy strategies shared with families and educators
- # of people attending Cleveland READS events/programs
Metrics: Results

• Readers: Over 28,000

• Books Read: More than 1.6 million

• Minutes Read: Over 10,000,000

• Badges Earned: 92,000+
Books Distributed
Over 400,000
Out of 419 completed surveys, the results were resoundingly positive.

Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 96% learned something new from what they read or experienced
- 90% read more often
- 91% enjoy reading more
- 92% want to use the library more often
Survey Results

In addition, library circulation for CMSD students increased 234%, up from 6,768 to 22,606 this past year!
Events & Programs
Marketing
Telling Our Story
ADVERTISING
TV, Radio, Print, Social Media

SOCIAL MEDIA
FB, IG, X, LinkedIn

WEBSITE
cpl.org & clevelandreads.com

DIGITAL DISPLAYS
CPL, City of Cleveland

E-NEWSLETTERS & E-BLASTS

EARNED MEDIA
TV, Radio, Print

PARTNERS & OUTREACH
E-Newsletters, Email, Social Media, Websites, Word of Mouth

VIDEO

ROBOCALLS
CMSD, City of Cleveland

PRINTED MATERIALS
Postcards, Posters, Banners, Bookmarks, Stickers

DIRECT MAIL

CMSD, City of Cleveland

DIGITAL DISPLAYS
CPL, City of Cleveland
Telling Our Story

Cleveland READS
FREE BOOK BASH

Join the Cleveland Reads Challenge for a Chance to Win Prizes & a Lifetime of Positive Results
Sign up at clevelandreads.com

Readers Unplugged

Telling Our Story

Read to Win!

Join the challenge! clevelandreads.com

I love READING

READ More BooKS

Let’s Celebrate!

parADE in Cuyahoga County

Cleveland READS Results

Victory PARTY in Public Auditorium
January 1 – December 1, 2023

Cleveland Reads

parADE in Cuyahoga County

January 1 – December 1, 2023

Calling ALL READERS!
FREEZE READING FLASH MOB
Saturday, November 4 | 11:00 a.m.
Cleveland Public Library, Main Library
Fundraising
Goal: $279,300
Raised: $297,524
107% of Goal
Neighborhood Reading Ambassadors

$25,000 grant from the Gund Foundation
<table>
<thead>
<tr>
<th>Donor</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Molina Foundation</td>
<td>$314,000.00</td>
<td>113,000 giveaway books</td>
</tr>
<tr>
<td>Molina Foundation</td>
<td>$250,000.00</td>
<td>90,000 giveaway books</td>
</tr>
<tr>
<td>Northeast Ohio Goodsbank</td>
<td>$164,200.00</td>
<td>13,500 giveaway toys</td>
</tr>
<tr>
<td>Lighthouse Immersive</td>
<td>$7,000.00</td>
<td>Disney Animation Immersive Experience (200 tickets)</td>
</tr>
<tr>
<td>Mitchell’s Ice Cream</td>
<td>$4,650.00</td>
<td>1,000 free scoop coupons</td>
</tr>
<tr>
<td>Cleveland International Film Festival</td>
<td>$2,100.00</td>
<td>21 tickets to opening night</td>
</tr>
<tr>
<td>Kalahari</td>
<td>$2,000.00</td>
<td>10 “Family Four Packs”</td>
</tr>
<tr>
<td>North Pointe Ballet</td>
<td>$88.00</td>
<td>Family Four pack</td>
</tr>
<tr>
<td>Cleveland Museum of Art</td>
<td>$60.00</td>
<td>Exhibition passes</td>
</tr>
</tbody>
</table>

Campaign Incentives: $740,000 +
Our Partners and Sponsors

- 100 Black Men
- A.E.S. Management Corp.
- Applied Industrial Technologies
- Baldwin Wallace College
- Benesch Law
- Bostwick Design Partnership
- Case Western Reserve University
- Center for Community Solutions
- City of Cleveland (Mayor’s Office)
- Cleveland Cavaliers
- Cleveland International Film Festival
- Cleveland Kids’ Book Bank
- Cleveland Metropolitan Housing Authority
- Cleveland Museum of Art
- Cleveland Public Theater
- Cleveland State University
- Cleveland Teachers Union
- CMSD

- Goods 360
- Greater Cleveland Foodbank
- Greater Cleveland Regional Transit Authority
- Haslam Sports Group
- HBM Architects
- Huntington
- HW&Co.
- Ideastream
- J. Kurtz Architects
- John P. Murphy Foundation
- Jumpstart
- Kalahari
- Kastner Westman & Wilkins, LLC
- KPMG
- Lighthouse Immersive
- Literacy Cooperative, The
- Literacy in the Hood
- NEOMCA

- Northeast Ohio Goodsbank
- Organizational Architecture, Inc.
- Osborn Engineering
- OverDrive
- Panzica Construction
- Phe’Be Foundation
- PNC
- Reach Out and Read Greater Cleveland
- Regency Construction/The AKA Team
- Roetzel & Andress
- RPM International
- Sea Land Chemical Company
- Seeds of Literacy
- Sisters of Charity Foundation
- SO-IL
- Taylor Oswald
- TEGNA Foundation
- The American Federation of Teachers (AFT)
2024 Cleveland READS

Literacy challenge & programs that excite, engage, and encourage children and families while promoting student academic achievement
Differentiated Experience that Meets the Needs of Children & Families

Cle Reads

- 8-Week SEL/Literacy Program
- Differentiated Literacy Challenge
- Engagement Metrics for Scholars 0-18yrs old
- Recommended Book List by Grade Level connected to SEL

Differentiated Literacy Challenge
8-Week Cleveland READS Program

June 10, 2024 – August 2, 2024 – Tuesdays & Thursdays

Theme: Celebrating our ABC’s: Authenticity, Bravery, & Creativity

• Week 1: Introduction of ABC's
• Week 2 & 3: Authenticity
• Week 4 & 5: Bravery
• Week 6 & 7: Creativity
• Week 8: Support Scholars with submitting their digital reading challenge projects. (District Winners)
Ohio SEL Standards

Competency A – Self-Awareness
• A2 & A4

Competency E – Responsible Decision Making
• E3 & E4
<table>
<thead>
<tr>
<th>Activities</th>
<th>Preschool: age 0-5</th>
<th>K-8</th>
<th>9-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each book Read</td>
<td>100</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Pre K-12 students: each book review completed</td>
<td>-</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Attend the Cleveland Reads Kickoff event</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Week 2-3: attend a Cleveland Reads Authenticity Program</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Week 4-5: attend a Cleveland Reads Bravery Program</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Week 6-7: attend a Cleveland Reads Creativity Program</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Week 1-8: attend a Branch Program</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Preschoolers: attend a &quot;0 to 3: Read to Me Playdate&quot; at CPL</td>
<td>200</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Preschoolers: attend a FamilySpace program at CPL</td>
<td>100</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Point boost at registration</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Point boost after attending 4 programs</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Point boost at reaching 1000 points (50% completion) by July 6, 2024</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

**Internal Note**: Subtotal Points for the above items

<table>
<thead>
<tr>
<th>Preschoolers: attend a &quot;0 to 3: Read to Me Playdate&quot; at CPL</th>
<th>1500</th>
<th>1500</th>
<th>1500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Points needed for completion</td>
<td>2000</td>
<td>2000</td>
<td>2000</td>
</tr>
</tbody>
</table>

**Some Examples: How to achieve 1000 points –**

- Preschoolers: 
  - read 10 books
  - read 4 books and attend 3 "0 to 3: Read to Me Playdate" at CPL

- Pre K-12 Students: 
  - read 5 books
  - read 3 books and attend 4 programs
  - read 3 books and write 2 book reviews
THANK YOU!