



NREDA

**NATIONAL.
RURAL.
CONNECTED.**



NREDA

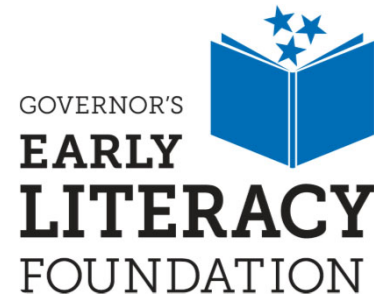
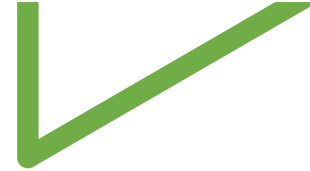
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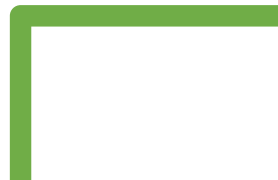
NREDA

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Brooke Seigle

Imagination Library of Middle Tennessee



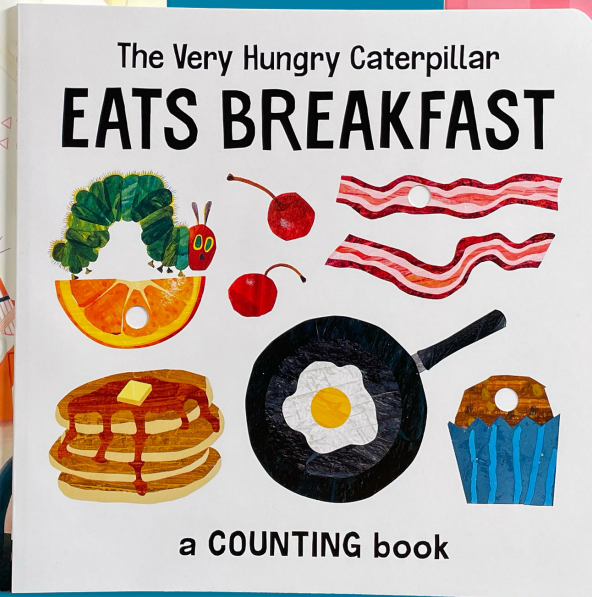


Agenda

Brain Start Smart- Unite and Connect
Corporate and Individual Donors
Grant Writing 101
Story Telling: Crafting a Winning Message
Q&A









Read to Succeed is a comprehensive education program designed to unite childcare professionals by building and fostering a sense of community, providing resources and support, and aligning knowledge to ensure life-long academic and socio-emotional success for Nashville's children.

Read to Succeed students consistently meet developmental benchmarks in developmental, cognitive and social emotional skills, displaying the long-term impact of resources such as high-quality curriculum, Instructional Coaches and strategic family and community engagement.

Read to Succeed Program Impact Metrics 2024 – 2025:

PREPARING CHILDREN FOR LIFELONG SUCCESS



499

children
assessed



1000

children
were
served



94%

of three- and four-
year-old children
met their overall
developmental level



94%

of three- and four-
year-old children met
their social-emotional
benchmark for
kindergarten readiness



96%

of three- and four-
year-olds met their
literacy benchmark for
kindergarten readiness



93%

of three- and four-
year-olds met their
math benchmark for
kindergarten readiness



2,805

training hours
provided for
early childhood
professionals



What is RYH

- RYH is a free academic intervention resource designed for school districts to help students in grades K-8 who are reading below proficiency.

Our Triumphs

- Helped over 3,000 students in 2 years and welcomed our newest district, Clarksville Montgomery County Schools in Aug 2024.

Ways to Help

- 1) Become a Volunteer
- 2) Spread the Word
- 3) Advocate

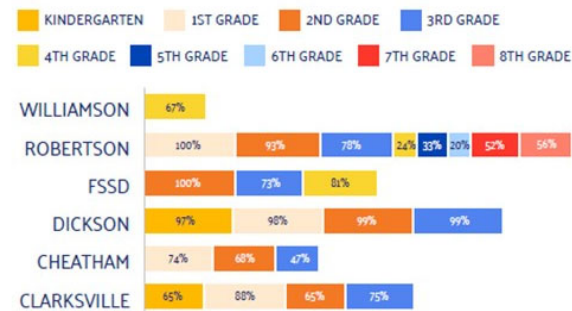
2024-2025 Impact Report

United Way's Raise Your Hand tutoring program provides free academic intervention to students across Middle Tennessee.

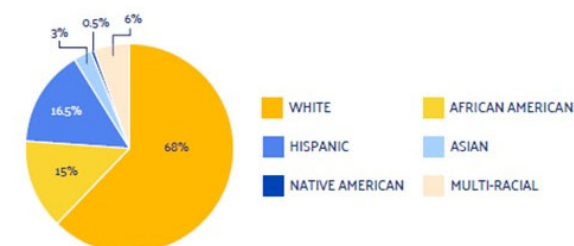
73% of Raise Your Hand students' reading scores improved over the 2024-2025 school year.

Raise Your Hand's teachers and volunteers work to ensure each student achieves grade-level proficiency and is successful in their classroom.

Reading Performance



Student Demographics



1,326
K-8th grade
students served

6
school districts

62
elementary
schools

1
middle school

277
dedicated
teachers

18
volunteers

11
buses provided
transportation



Corporate and Individual Donors

Who is your funder?

Do they compliment your body of work?

How are they connected to your body of work?

Be able to communicate the WHY behind your ask.

I am asking you for _____ to achieve _____.

CLEAR. CONCISE. COMPELLING.

Relationship building.





Happy Birthday, Dolly

Saturday, January 18
10:30 a.m. to noon

White's Mercantile
345 Main St., Franklin, TN 37069

In honor of Dolly Parton's birthday, Imagination Library of Middle Tennessee invites you and your family to a singalong and reading of "Groovy Joe: Ice Cream and Dinosaurs" led by Holly Williams.

Book giveaway • Crafts • Light snacks

A portion of sales will go to Imagination Library of Middle Tennessee




MY CLUCK HUT & IMAGINATION LIBRARY
Give a Cluck!

Nashville-based artisan soap company My Cluck Hut is launching a soap and candle in honor of Dolly Parton. 50 percent of soap and candle sales (on Dolly-specific soaps and candles) will go to Imagination Library of Middle Tennessee.

Start shopping!




A portion of July 12 sales proceeds from Tennessee Honey Boutique will be donated to Imagination Library of Middle Tennessee.

Summer Storytime **FREE**
& BOOK GIVEAWAY

Friday, July 12 @ Noon

LOCATION:
Tennessee Honey Boutique
Downtown on the Square
140 N. Water Ave., Gallatin, TN 37066





**Together,
we can inspire
a love of
reading for
kids in Middle
Tennessee.**

Landmark Booksellers is proud
to support Dolly Parton's
Imagination Library.

Just round your total up to the
nearest dollar at checkout and
your change will go directly to
children in Williamson County who
are enrolled in Imagination Library
of Middle Tennessee.

SHOP IN STORE OR ONLINE NOW.

Learn more about Imagination Library at
[unitedwaygreaternashville.org/
imagination-library](http://unitedwaygreaternashville.org/imagination-library).



**DOLLY'S
BIRTHDAY BASH**

**Saturday, Jan. 21
10am-1pm**

Graduate
NASHVILLE

Imagination Library Middle Tennessee
and
Bound Booksellers
present

SLIPPER STORY TIME

..... to Celebrate Imagination Library Week!

**Saturday, September 14
10am**

158 Front Street, Suite 106 • Franklin, TN 37064

Free for all ages

Dress up as your favorite book character

Super Story Time performance of "Groovy Joe, Ice Cream and Dinosaurs"

Crafts and more

RSVP at <http://bit.ly/BoundBooksellers>





Congratulations to your graduate!

As your child graduates from Imagination Library of Middle Tennessee,
we want to thank you for joining us on this literacy journey.



- We're honored to mail more than 500,000 books a year to children and families in our community. We hope these books have inspired a love of reading in your children—and we hope you'll consider providing another child with that same gift.
- **\$12 = Books for one child for one year**
- **\$60 = Books for one child for five years**
- **\$180 = Books for three children for five years**
- Let's put books in the hearts and hands of children all across Greater Nashville.
- **Scan the code to give now.**
- United Way of Greater Nashville
- 250 Venture Circle
- Nashville, TN 37228
- **RETURN SERVICE REQUESTED**

If your child can read, they can do anything, dream anything and be anything. Imagination Library of Middle Tennessee ensures all children can experience the magic that books create. As a parent or caregiver, reading with your child is the most important activity that you can do to help set them up for future success.

Visit imaginationlibrary.com to access proven and trusted resources, including tips for reading to children and family engagement activities.

United Way of Greater Nashville
250 Venture Circle
Nashville, TN 37228

RETURN SERVICE REQUESTED

the **BIG** PAYBACK

Presented by The Community Foundation of Middle Tennessee

GIVING TUESDAY





Imagination Library of Middle Tennessee Advisory Board

- Organizations with an inspired and engaged Board raised 2-3 times more dollars.
- Engaged Boards attend planning meetings/calls, sponsor a matching fund, become social media ambassadors with simple and specific goals
- Board members are historically the best mission and brand ambassadors - they are the best advocates for rallying the troops.
- Board members are the most contagious community champions for their organization and know the most inspired movements come from equal parts fundraising and friendraising. As key partners, they help the organization stand out above the rest.
- Board members **SPEAK FROM THE HEART** and know the message - they understand this is the key motivator for helping people give.





A large, stylized sun graphic in shades of orange and red, featuring a grid pattern in the center and wavy rays. It is positioned in the upper left quadrant of the poster.

PATRICIA HART SOCIETY'S SPRING FUNDRAISER

April 26, 2023 | 5:30 to 7:30 p.m.

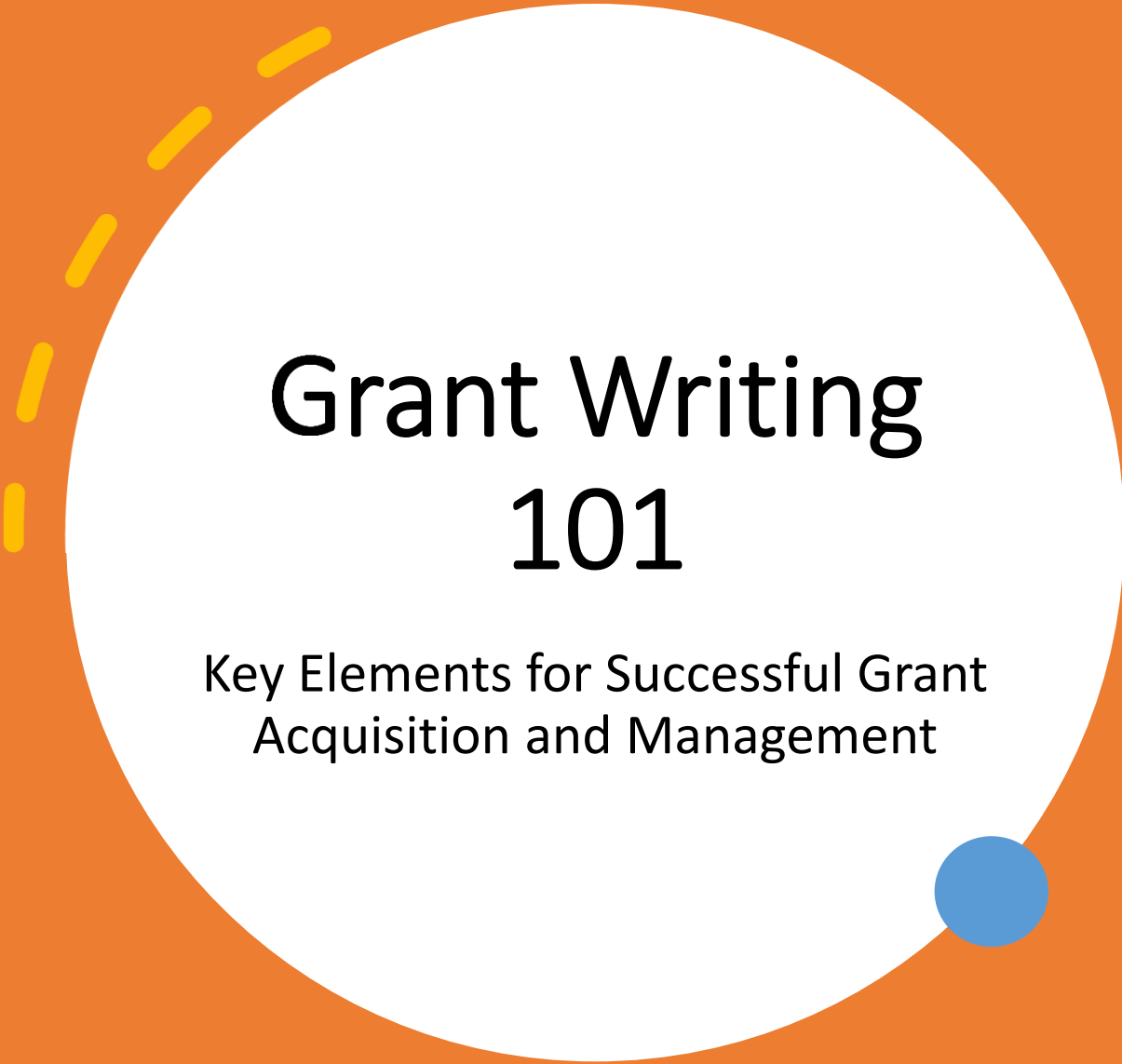
History and Culture Center
108 Bridge St., Franklin, TN 37064

Featuring Jennifer Osland Hillen,
author and illustrator of *Goodnight, Nashville*

Join us for cocktails, hors d'oeuvres and a silent auction
benefiting United Way's work to strengthen early literacy.

\$125 per single ticket or \$200 per couple.

Tickets can be purchased at
psh-spring-fundraiser.eventbrite.com.

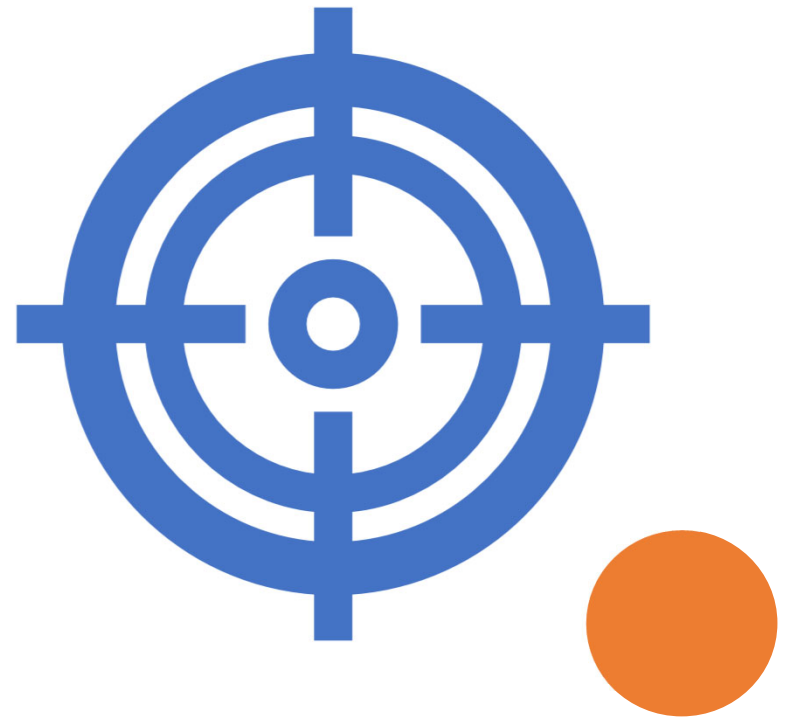


Grant Writing 101

Key Elements for Successful Grant
Acquisition and Management

Program Readiness

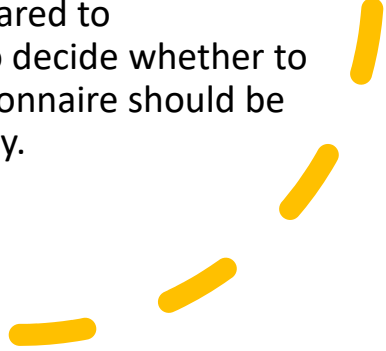
- Identify the program you want to do and why it's needed.
- Identify the program goals you desire to achieve.
- Develop a specific, meaningful, actionable plan to achieve the goals, including how you will measure results.
- Establish a reasonable budget and how much your organization is willing to match.



Funding Research

- Identify a variety of sources to search for funding opportunities.
- Research potential funding organizations to ensure your program aligns with the mission/focus of the organization, then track those organizations.
- Establish relationships with potential funding organizations where possible.
- As potential opportunities are identified, do a quick Go/No Go Assessment to apply:

For each opportunity, a decision to apply for funding will require a complete understanding of the Program and thorough analysis of the funding opportunity to identify Program eligibility, competitiveness, timing, funding amount, etc. The Go/No Go Assessment should utilize a pre-application questionnaire as a guide in consideration of the program goals, objectives and priorities, eligibility, competitiveness, funding amount per award, funding schedule compared to program timing, application content, etc. to decide whether to pursue the funding opportunity. The questionnaire should be tailored to each specific funding opportunity.

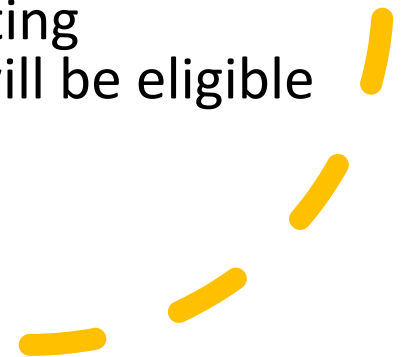


Acquisition: Writing a Winning Proposal

- Thoroughly review the organization's proposal guidelines before you start writing.
- Create a template based on the requirements; follow exactly the headings and content requirements.
- Establish a proposal preparation schedule that results in submitting the proposal a few days early to avoid any last minute issues and make sure your proposal team is on board with the schedule. Plan for several iterations of your proposal among the proposal team.
- Write with an understanding of the organization's funding focus, establish your program need or problem, demonstrate your ability/credibility to address the need, and clearly and logically present your program/plan.
- If there are keywords in the call for proposals—or in the funding organization's mission or goal—use some of those terms throughout your proposal.
- Grant proposals are direct and to-the-point. Do not embroider your prose with flowery metaphors or weave in subtle literary allusions. Your language should be uncluttered and concise. The readers shouldn't have to work hard to understand what you are communicating.
- Budget: Clarify what you're asking for and why you are asking for particular amounts. Budgets are often formatted in tables and figures. You might need to directly follow your budget with a justification statement explaining why each cost, material, and equipment is valid, reasonable, and important for your program.
- Explain what you will measure and how you will measure it to achieve your stated goals/targets. Including clear benchmarks are important to evaluate success.
- Supporting materials are sometimes requested, such as records, endorsements, tax status information, personnel bios for your organization's employees, letters of support from partner organizations or groups partnering with you in your program, etc. All of this documentation requested and included should be clearly related to your proposal.

Management

- A thorough understanding of program implementation, reporting and invoicing requirements, and establishing a collaborative process with the funding agency to meet those requirements through the term of the funding, including all grant close-out procedures, is key to grant management success. Much of this is learned during the grant proposal and funding agreement processes.
- Follow management and reporting procedures as defined so you will be eligible for future funding.



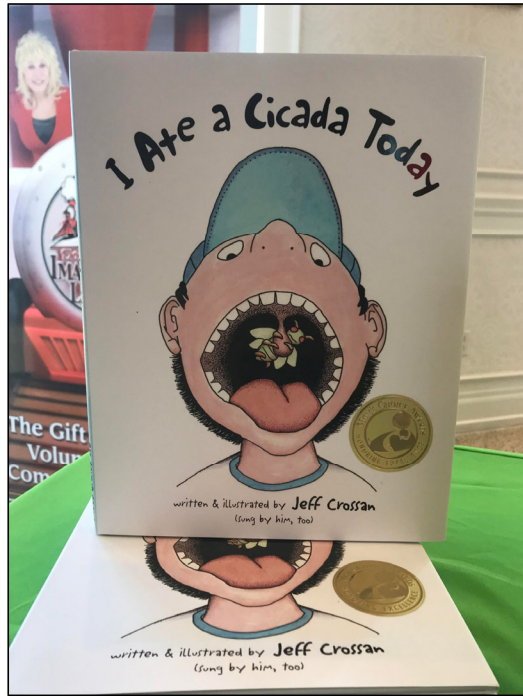
Story Telling: Crafting a Winning Message

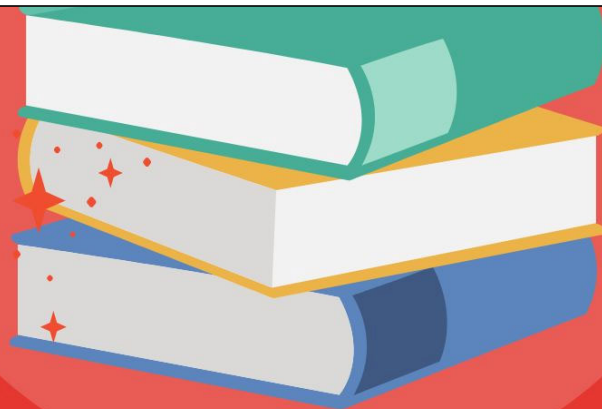
Gaining interest and support from your community and beyond

I recently received a card from Jamie, the Mom of NICU baby. She wanted to thank Imagination Library Middle Tennessee (ILMT) for the amazing program and let ILMT know how instrumental it was in naming her daughter! Ruby Louise was born at 24 weeks and was so small she could not be held. So, Jamie read to her; everything from “Anne of Greene Gables” and “A Wrinkle In Time” to the Ramona and Shel Silverstein books. 97 days after she was born, Ruby Louise was signed up for ILMT at the hospital and was able to go home. Without your interest, children like Ruby Louise would not be able to sign up for ILMT at birth. Today, she is a thriving two-year-old with 24 Imagination Library Books in her own library...and counting!

Every day, your support makes stories like Ruby Louise’s possible. Today, we’re launching our Year-End Campaign to cover the cost of books for children enrolled in ILMT through our Birthing Hospital Initiatives. Our goal is to pay for the books for an estimated 6,500 newborns by raising \$40,000 by December 31st. If we raise that amount, we’ll be able to provide free, high-quality books to each child, from birth to age five, born at our Imagination Library Birthing Hospitals. That’s a library of 60 books by the time a child goes to Kindergarten! Early literacy starts at birth. Studies show the human brain does its majority of development by age three and literacy needs to be cultivated during this time. They also prove that children who can read are more likely to graduate and have higher paying jobs than non or struggling readers. They are less likely to become incarcerated and are greater assets in their communities.







Thank You
to our Read, Baby Read! volunteers.





Hike the Storybook Trail

with Imagination Library of Middle Tennessee



MONDAY, MARCH 6, 2023
11 A.M.

Long Hunter State Park

FREE!
OPEN TO
ALL AGES





KITTEN READING CLUB

Back to School Bash

August 27 | 9 a.m. to noon

Wrap up the summer with Imagination Library of Middle Tennessee and Metro Animal Care and Control's Kitten Reading Club!

Join us for crafts and story times—and the chance to read to kittens who are waiting for their forever families.

All ages welcome!

Story Times

- 9:30 a.m., 10:30 a.m. and 11:30 a.m.
- \$10 suggested donation

Kitten Reading Slots

- Every 20 minutes
- \$30 required donation

Kitten Reading Club participants receive a \$5 gift card to Parnassus Books. On August 27, 10 percent of all Parnassus Books sales go to Imagination Library and Friends of MACC from 4 to 6 p.m.

Donate to
Friends of MACC



Donate to Imagination Library
of Middle Tennessee





Imagination Library of
Middle Tennessee presents

Senior Story Time

September 22 at 10:00 a.m.

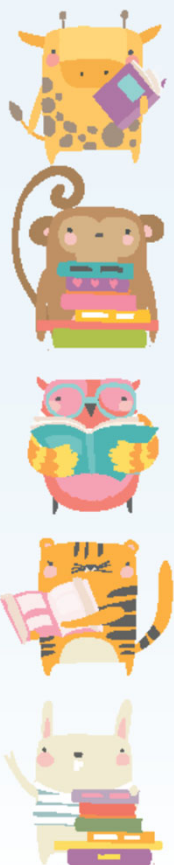
We're bringing together Madison's eldest and youngest readers with a story time in the library at Maybelle Carter Senior Living. This monthly event features a reading of an Imagination Library book and a craft.

Visit unitedwaygreaternashville.org/ilmt-events to register.

*Join us for more story times
the third Thursday of every month
through the end of 2022.*







Celebrate Read Across America Day

with
Imagination Library of Middle Tennessee!

March 2 at 10:30 a.m. and 3:30 p.m.

The Getalong
700A Fatherland St.
Nashville, TN 37206

10:30 Story Time
"Live Like Grunt" by Nikke Burdine
Learn lessons on loving fiercely,
loyally and unconditionally.

3:30 p.m. Story Time
"Amelia and The Old New Truck"
by Mattie Bush-Martin
After years of hard work with a
carpenter, a truck is put away and
forgotten until Amelia finds her
and makes her new again.

The Getalong is a collective of small women-owned businesses that offer high-quality goods, focusing on apparel and accessories for children, mothers and home.

A percentage of any purchase at The Getalong on March 2 will go toward books for children in Davidson, Sumner and Williamson counties.

To register, visit

unitedwaygreaternashville.org/events-and-meetings

(\$10 suggested donation to Imagination Library of Middle Tennessee.)



Lighthouse Immersive Nashville presents

STORY TIME

with Imagination Library of Middle Tennessee



IMAGINATION LIBRARY OF MIDDLE TENNESSEE PRESENTS

FESTIVAL ON THE GO

AT CENTENNIAL PARK

Saturday, March 5, 2022 | 11 a.m. to 1 p.m.
2500 West End Ave., Nashville, TN 37203

- Outdoor Kidsville activities
- Meet and play with adoptable dogs from the Nashville Humane Association
- Reading of *Things Lady Likes* by Donna Drehmann, a sweet story about a senior dog adopted from the Nashville Humane Society
- Take-home craft and goodie bag

Event will take place on the veranda at Centennial Park.



KIDSVILLE





You're doing great so far.

Keep reading!

Much Gratitude for your work and love!

Brooke Seigle

615.925.9790 cellular

615.780.2464 office

brooke.seigle-rochelle@unitedwaygn.org