Read to Me PROJECT



Dear Read to Me Project Friends,

Joy is a powerful teacher. When reading is joyful, it becomes something we return to again and again not because we have to, but because we want to. At Read to Me Project, we believe that reading should feel alive, playful, and woven into everyday life (check out our *NEW ANNUAL REPORT* below). When reading becomes fun in many forms and many moments, it unlocks something deeper: connection, confidence, and a lifelong love of learning.

This season, I've been reflecting on how joy spreads through community. Recently, I had the honor of joining the Board of Directors of the **Nonprofit Alliance of Monterey County**. Being part of a network of organizations that are all working, in their own ways, to bring meaning and joy to our community has been deeply inspiring.

As the calendar year comes to a close, our team has been thinking creatively about how to keep reading vibrant and exciting during Winter Break. Out of that thinking grew **Read For All**, a winter reading challenge designed to spark motivation, imagination, and fun. It is simple, playful, and rooted in the idea that reading can happen anywhere and in many ways.

I invite you to join us in the **Read For All** challenge this winter season. Read together. Read for joy. Read because stories bring us closer to one another. When we return to joy, reading becomes the key that unlocks it and that joy is something worth sharing.

Kindly,
Jason Little

MONTEREY COUNTY GiVES!



Now through December 31st, your gift helps us continue to build a brighter future for children and families by:

- Building confident readers through literacy through leadership
- Supporting bilingual literacy programs in underserved communities
- Engaging parents through family reading and educational workshops

Donate now at **MontereyCountyGives.com/read**

READ FOR ALL: A MONTEREY COUNTY READING CHALLENGE

Inspiring Daily Reading Through Fun, Connection, & Community

The Read for All Literacy Challenge invites students and their families to complete 12 reading-based activities using a bilingual bookmark (game token) and QR code tracker. Activities include reading aloud to someone older or younger, sharing stories with friends or pets, reading outside or on the go, exploring a recipe or food label, and more. The program, available in English and Spanish, encourages joyful reading and community participation for all PreK–8 students across Monterey County.

HOW TO PLAY

1. Complete a challenge
2. Scan QR code
3. Enter your progress
4. Repeat everyday!

At **Arroyo Secco Elementary** in Greenfield, 5th graders joined the **Read for All** presentation and reflected on one big question: *"Why is reading fun?"* Their



answers say it all:

“Reading new books lets me learn new words.”

“Books inspire me to write my own stories.”

“Reading makes my level go up and I feel smarter.”

“Books challenge me to try something new.”

“Reading helps me imagine new things, which makes me more creative.”

Please download and share the official Read For All bookmark and promotional flyers. Bookmarks can be downloaded online or picked up in person at the Salinas Valley Chamber of Commerce.

Read to Me PROJECT

READ FOR ALL

WINTER BREAK READING CHALLENGE



SCAN TO START!

WHAT IS IT?

- A fun, county-wide Winter Break reading challenge for 4th–6th graders
- Students complete reading challenges using their Game Token to earn points for their class
- Builds reading fluency, confidence, and joy through daily, family-friendly activities

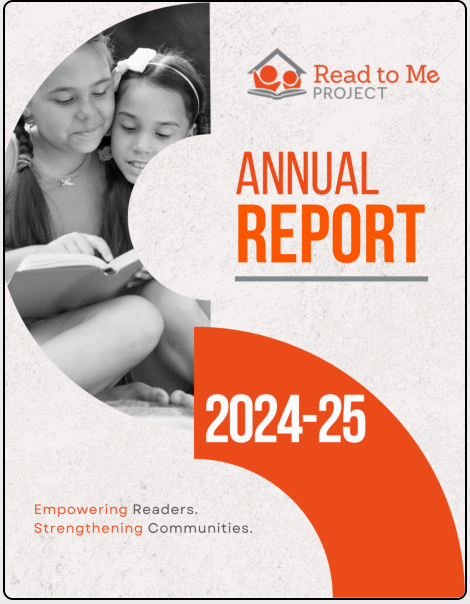
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THE 2024-25 ANNUAL REPORT IS HERE

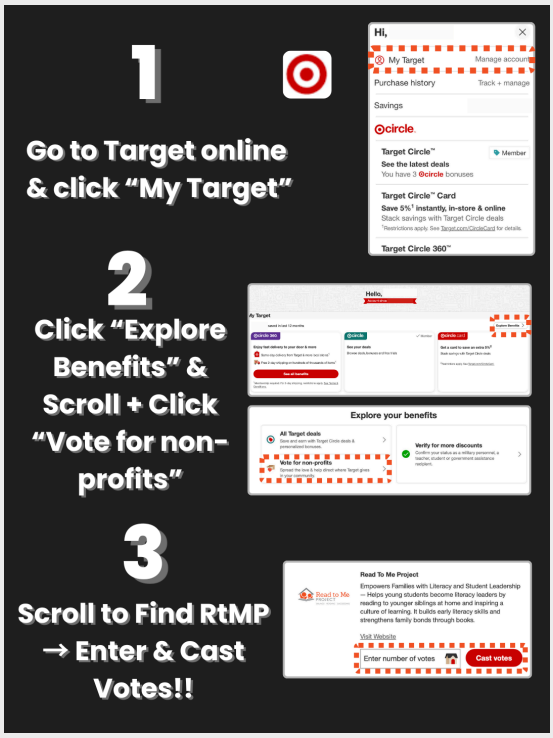
As a literacy based organization, we wanted our Annual Report to be easy to explore, engaging to read, and rooted in the voices and impact of our community. We are proud to share this interactive report and deeply grateful to Alexandre Azevedo, our incredible Impact and Measurement Consultant, for his thoughtful work bringing our data, stories, and outcomes to life.



Take a few minutes to flip through the report and see what you helped make possible. Read the Annual Report **HERE**.

We have limited edition Annual Report bookmarks available at our office and at the Salinas Valley Chamber of Commerce. Stop by and grab one while they last.

TARGET CIRCLE GIVING CAMPAIGN



Thanks to our incredible community, Read to Me Project has already received **13,571 votes** from Target guests as of December 1. Every vote helps strengthen literacy access for local students and families across Monterey County.

A quick note on how Target Circle Giving works: votes are free and not tied to a dollar amount per transaction. Instead, Target awards grants based on the percentage of total votes each nonprofit receives in our local market. This means every vote truly matters, and final grant amounts are determined after voting closes and totals are verified.

Voting is open now through December 31.

Make an impact by voting today, and help us keep the momentum going by encouraging friends and family to vote too. Together, we're bringing books, reading joy, and opportunity to even more children and families in our community.

WE'RE IN MONTEREY COUNTY WEEKLY!



We're excited to share that Read to Me Project was recently featured in **Monterey County Weekly**, highlighting our work to make reading joyful, accessible, and part of everyday life for families across Monterey County.

The article also spotlights **Read For All**, our winter reading challenge designed to spark more reading over Winter Break by leaning into fun, creativity, and community. We're grateful to our students, families, educators, and partners who make this work possible. When reading is joyful, it sticks. Let's keep spreading the joy of literacy together.

Read the full feature **HERE** and learn more about Read For All.

Picture taken at Virginia Rocca Barton Elementary (Alisal USD).

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