

OAKLAND READS 2020

CORPORATE PHILANTHROPY & SOCIAL INVESTING:
THE POWER OF PARTNERSHIP

Oakland Reads 2020 5.14.13



A City Wide
Campaign
to Support
Grade Level
Reading

OAKLAND READS 2020

- **Oakland Reads 2020** is a citywide initiative focused on the most important predictor of school success and high school graduation—grade-level reading by the end of third grade.
- **School cannot succeed alone.** The academic success of children from low-income families will require engaged communities mobilized to remove barriers and expand opportunities.

By the year 2020, at least 85% of Oakland students will be reading proficiently when they finish third grade.

COMPLEX SOCIAL CHALLENGES REQUIRE COLLECTIVE RESPONSE

Oakland Reads 2020 is focusing on four challenges to reading success that are amenable to cross-sector partnership and community engagement:

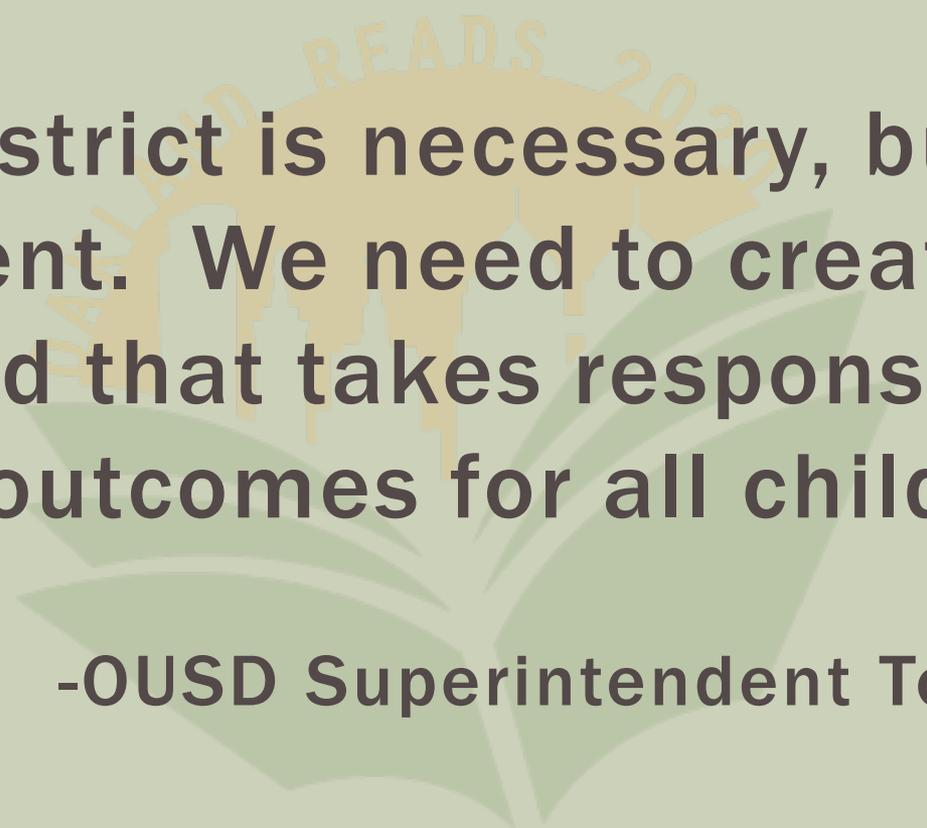
- **The Readiness Gap:** Too many children begin school already far behind.
- **The Attendance Gap (Chronic Absence):** Too many children miss too many days of school.
- **The Summer Slide (Summer Learning Loss):** Too many children lose ground over the summer months.
- **Family Engagement:** Families are a child's most important teacher and their greatest partner in learning.

PARTNERING FOR IMPACT

Partnerships allow us to understand complex social issues, maximize talent and resources, and to build a broad base of support.

To foster partnerships in Oakland we are:

- Expanding our network of private & public organizations and engaged stakeholders across sectors.
- Supporting existing initiatives and priorities and aligning efforts.
- Emphasizing collaboration to move systems.
- Leading by example; partnering with the Kenneth Rainin Foundation and the East Bay Community Foundation.
- Building off of the National Campaign for Grade Level Reading to support regional and national networks and partnerships.



“The district is necessary, but not sufficient. We need to create an Oakland that takes responsibility for better outcomes for all children.”

-OUSD Superintendent Tony Smith