



2012 ALL-AMERICA CITY

GRADE-LEVEL READING AWARD

www.allamericacityaward.com

The National Civic League (NCL) invites you to apply for America's oldest and most prestigious community recognition award, now in its 63rd year. Each year, the All-America City Award is given to 10 communities that exemplify outstanding civic accomplishments. In 2012, NCL will focus the Award on communities that have developed the most comprehensive, realistic, and sustainable plans to increase grade-level reading proficiency by the end of third grade. Award-winning communities will develop strategies in three areas that have real potential to drive improvements in grade-level reading:

- **school readiness** – too many young children show up for school not ready to learn
- **school attendance** – too many children in grades K-3 miss too many days of school
- **summer learning** – too many children in the early grades lose ground over the summer months

If you plan to apply for the award, please submit a letter of intent by **Friday, October 14, 2011**. This will result in your being eligible to receive valuable technical assistance and support from a growing national network of staff, consultants, funders, and other cities involved in the Campaign for Grade-Level Reading.

Award applications will be due to NCL on Monday, March 12, 2012. NCL will select finalists that will be invited to send a delegation to NCL's Annual Conference in June 2012 for the final round of competition. Successful Award applicants must demonstrate the following:

1. A detailed review of baseline data for each of the three focus areas above and a thorough assessment of local needs, interests, challenges, and opportunities related to the Campaign;
2. Comprehensive, innovative, and evidence-based strategies to improve grade-level reading and make measurable progress on all three focus areas by 2015;

3. Evidence of broad public engagement involving groups such as parents, child care providers, and educators in a process that has the potential to produce long-term, sustainable solutions in each of the three focus areas;
4. Evidence of significant cross-sector (public, private, civic, philanthropic, and faith) leadership and support – for example, local elected officials, United Way representatives, school district officials, community foundations, community-based organizations, and business and nonprofit leaders;
5. Focus on the needs of young children in the context of the families and neighborhoods in which they live, with a special emphasis on children living in poverty; and
6. Local capacity to implement and sustain the plan successfully with ongoing efforts to track outcomes and/or impact over time.

If your community is ready for the challenge, start preparing now to launch your local grade-level reading campaign. For more information, please contact Ron Fairchild at 443-986-1275 or ron@smarterlearninggroup.com or visit the Campaign's website at www.gradelevelreading.net.

The National Civic League gratefully acknowledges the National League of Cities, the United States Conference of Mayors, and the United Way Worldwide as lead national partners on this award.