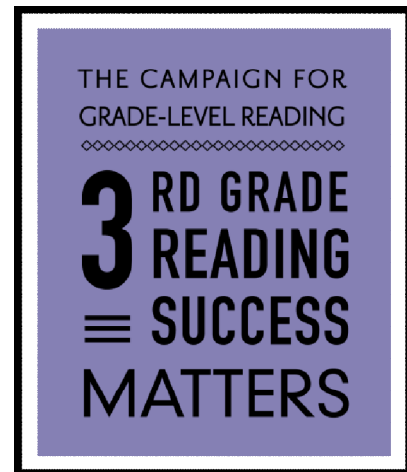


The Campaign for Grade-Level Reading

Educators and researchers have long recognized the importance of mastering reading by the end of third grade. Students who fail to reach this critical milestone often falter in the later grades and drop out before earning a high school diploma. Yet two-thirds of U.S. schoolchildren are not reading proficiently by fourth grade. In California, more than 76 percent are not reading well at that point; for the state's poor children the figure rises to 90 percent, according to the latest NAEP scores.



The Campaign for Grade-Level Reading is a collaborative effort by dozens of funders and nonprofit partners across the nation to: **close the gap** in reading achievement that separates many low-income students from their peers; **raise the bar** for reading proficiency so that all students are assessed by world-class standards; and ensure that all children, especially those in low-income families, have an **equitable opportunity to meet those higher standards**.

The Campaign operates within and at the intersections of three important arenas:

- The **Schools** Themselves—
 - Campaign Goal: More support for more effective schools with the leadership, culture, climate and supports to ensure quality teaching for every child in every classroom every day.
 - Core Strategy: Help to ensure that more investment in teaching, learning, classrooms and schools go toward interventions that work, and are more intentionally aligned, coordinated and sequenced to improve the likelihood of outcomes and impact.
- The **Civic Space** Around Schools—
 - Campaign Goal: Broad-based community engagement and citizen service finding and implementing community solutions to current barriers to student success, starting at birth.
 - Core Strategy: Focus the attention, energy and imagination of civic leaders, parents and community organizations to work on three problems: school readiness, chronic absence and summer learning loss.
- Federal, State and Local **Policy**—
 - Campaign Goal: Important “policy wins” made possible by strong public support and political will for the reforms needed to create the conditions for scalable and durable improvement in student outcomes.
 - Core Strategy: Build a “big tent” coalition of sector leaders and advocates to support an aligned and integrated birth-through-third-grade system of services and supports that work for all families, including and especially low-income families and their children, and the assessment, curriculum and pedagogy that will complement and support the Common Core State Standards.