

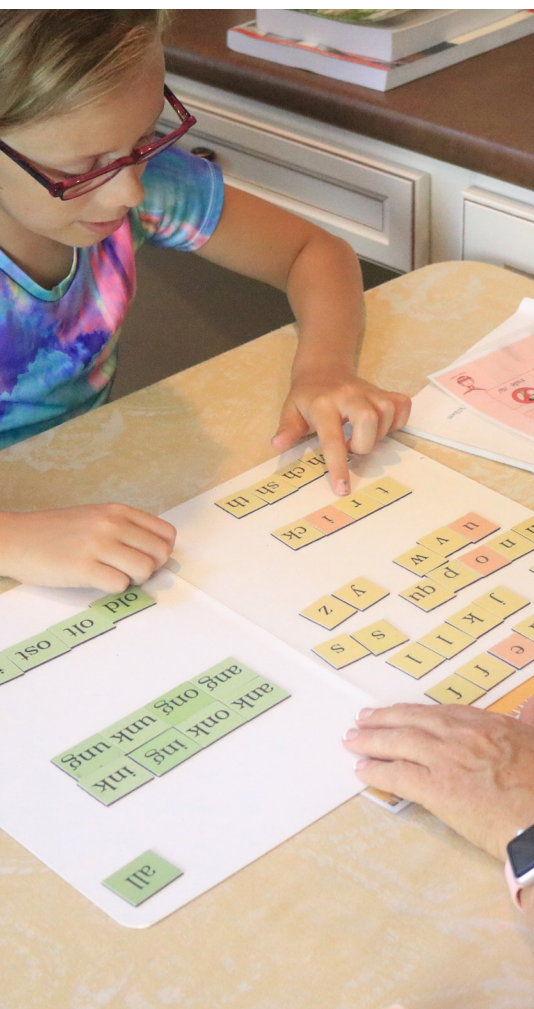


LITERACY
LIFELINE

literacylifeline.org

Making Literacy Accessible to All

Tired of reading sad statistics and not knowing how to help?
YOU CAN CHANGE A LIFE!



The Problem

1 in 5 children are affected by dyslexia.

Dyslexia is the leading reason a child will not read at grade level.

Only 5% get the help they need.

Dyslexia therapy can cost between \$5,000 and \$10,000 per year, and students need 1-3 years of therapy.

The literacy crisis is real, and millions are left behind.

In 2015, 28% of students left high school reading below the basic level needed to function at a job (2015 NAEP 12th grade reading results).

Dyslexia affects people of all ages, IQs, and incomes.

Famous dyslexics include Charles Schwab, Steven Spielberg, Jennifer Aniston and Keira Knightley.

Currently schools do not have the resources to identify and adequately teach children affected by dyslexia.

The Solution!

Literacy Lifeline is a 501c3 dedicated to funding dyslexia scholarships for families and schools.

We find kids in need and match them to dyslexia learning centers and certified dyslexia tutors in their area.

You can change a life! Help us raise money for scholarships!

Host a simple fundraiser and donate the money via our website.

RAISE \$5,000 AND NAME A SCHOLARSHIP

Raise a substantial portion of a full scholarship and name that specific scholarship. We will provide the donor and the recipient a frameable certificate.

Change a Life - Give Today: LiteracyLifeline.org

Run a simple fundraiser and donate the money via the Literacy Lifeline website. Read more on the back of this flyer for simple and fun fundraising ideas. Please contact us anytime with questions or for more information:

Literacy Lifeline | Heidi Kroner, Founder | hkroner@literacylifeline.org | 515-299-0466 | www.literacylifeline.org



Change a Life - Give today

- 1) Get permission.
- 2) Choose your fundraising theme, rules and the dates.
- 3) Make flyers! On one side communicate the fundraiser and how it works. On the other side, photocopy Literacy Lifeline's corporate info to promote the cause!
- 4) Pass out the flyer, collect money and have fun!
- 5) Teach people about the symptoms of dyslexia. Print flyers from our website!
- 6) At the end of the fundraiser, count your money. Donations can be received in these ways:
 - Click the donate button on the Literacy Lifeline website to deposit it into our Paypal account.
 - Mail a check to Literacy Lifeline, 7311 Eagle Crest Drive, Johnston, IA 50131.
 - Ask Literacy Lifeline to come out and receive the donation by calling: 515-299-0466.

FUNDRAISING IDEAS:

THE SILLY...

THE TOILET BOWL CHALLENGE

(Works great in neighborhoods and cubicles). Locate an old toilet. In the workplace, a few days prior, sell toilet insurance for \$10. Co-workers must display their toilet insurance card in their office space. On Friday, the toilet travels from workspace to workspace. A person with toilet bowl insurance can refuse the drop off, and send it away for free. Those without toilet insurance, must pay \$20 to "send" the toilet to another space.

For neighborhoods, no toilet insurance is sold. The toilet is set in someone's yard, with a flyer that explains the rules. The neighbor must pay \$40 to send it to another person's house.

ATTACK OF THE WILD FLAMINGOS

This is like the toilet bowl challenge, except with pink flamingos. Purchase 20 plastic flamingos. Sell flamingo insurance for \$10. Pink flamingos travel to office spaces that do not have insurance. When attacked, a co-worker must pay \$20 to send the flamingos away to another space. Those with insurance, if attacked, can send their flamingos away for free.

EMBARRASSMENT CARDS

Have an employee gathering with food. Charge \$5 to enter. Randomly draw employee names to come up to a staging area. Chosen employees pick from a deck of "embarrassment cards." Cards can have silly things to do like (sing Justin's Bieber's "Oh Baby", do the chicken dance, spell Mississippi backwards, etc.) Employees can pay \$5 to skip the embarrassment card, pay nothing and complete the activity, or donate *and* do the activity.

THE FUN, BUT MORE CONSERVATIVE...

HALLWAY GOLF

Create a miniature golf course in your workplace. Department staff create fun miniature golf holes. On the day of the tournament, the course is set up and employees pay to play. For fun, at the end of the day, employees can bring in their kids to play also. Charge \$5 to play. Give trophies to teams with the best score.

LOOSE CHANGE WALLPALOOZA!

Purchase crazy, large and fun jars for participating departments. Set the jars in prominent places near the department with flashy signs. Give them a specified time

to fill up their change jar with loose change. Give certificates or trophies away for those who collected the most money, had the heaviest poundage of change, filled their jar the highest, etc. You be the judge. Donate the change to Literacy Lifeline.

144 ENVELOPES

Raises two full scholarships that can be named! Purchase 144 envelopes. Number them from 1-144 and have them stamped and addressed to Literacy Lifeline. Display in a prominent place. Employees can choose an envelope and fill it with the amount of cash on the envelope (\$1, \$12, \$26, \$75). If all the envelopes are filled and mailed, \$10,500 will be raised - enough for almost 2 full reading scholarships. Allow a week to have employees consider their donation. Consider providing incentives to those who choose the higher dollar value envelopes: premium parking space for a week, lunch with the CEO, casual day for a week, etc.

UGLY SHIRT DAY

Pay \$5 to wear a very ugly shirt to work. Give donors a sticker that says "I support dyslexia." Ugly shirts can also be sold at work for \$10 each for employees who forgot to wear one, but want to participate. Have an ugliest

shirt contest and have employees pay \$1 to submit a vote. At the end of the day, have a "fashion show" and announce the top 10, the three finalists and the winner. Give away silly trophies or certificates.

THE ORDINARY, BUT STILL GOOD...

BREAKFAST EGG BAKE

Contact a local grocery store and ask them to donate fruit, drinks and coffee. Have a department bake egg casseroles. Sell "breakfast" for \$7 a pop.

DECADENT DESSERT DAY

Have employees make decadent desserts. Have a local store donate premium coffee. Sell the desserts and coffee for \$7 in the afternoon.

BEST PARKING SPOT FOR A WEEK

Get permission for a silent auction for the best parking spots in the lot. Choose premium located spots, mark them, and have a silent auction. All donated money goes to Literacy Lifeline.