

The Ferst Foundation for Childhood Literacy

is a 501 c 3 non-profit public foundation with the mission to make a difference in early lives by "providing books for local communities to prepare all Georgia preschool children for reading and learning success."

The books are mailed on a monthly basis free of charge to each registered child from birth until five years of age in participating Georgia communities. Each child receives a customized welcome book as his or her first book and an age-appropriate book arrives monthly until the child's 5th birthday. Child development specialists, children's librarians and educators carefully select this 60-volume set of books.

This literacy support initiative includes a monthly parent newsletter designed to provide parents with supportive material that reinforces the importance of early learning and encourages them to read frequently with their children. It features tailored reading guides and child activity pages, all specially designed to make reading fun for the whole family!

Program Benefits

The **Ferst Foundation literacy** program eliminates the key reason why parents do not read to their child – the availability of quality books in the home.

The program goals include helping create a language-rich environment where children learn through reading and promoting parent/family involvement in achieving early school success for their children.



Books for Children

Inspired by a community program she read about in the local newspaper in 1999, Robin Ferst established the **Ferst Foundation for Childhood Literacy**



(FFCL) with the idea of instilling a lifetime love of reading for preschool children and helping develop the skills necessary for early learning success.

From its start in Morgan County, Georgia, FFCL has expanded to communities across Georgia and beyond, and has mailed over **4.4 MILLION** books to children birth to five! To date, more than 200,000 children have benefitted from the FFCL program!

Critical Need

- 61% of low-income families don't have a single book in the home suitable for a child.
- The single most significant factor influencing a child's early educational success is an introduction to books and being read to at home prior to beginning school.
- Young children who are read to regularly by their parents develop better literacy skills, are better readers when they reach elementary school, and are more likely to succeed academically.
- 37% of children arrive at kindergarten without the skills necessary for lifetime learning
- Children who are not reading on grade level by the end of 3rd grade are four times more likely to drop out of school.
- The number of age-appropriate books in the home can be a stronger predictor of literacy and

Program Impact

2015 School Readiness Study

FFCL conducted a study involving ninety pre-k and kindergarten teachers and 800 FFCL participants. In comparing various skills and behaviors related to school readiness of FFCL students with non-FFCL participants in their classrooms, the teachers reported:

- FFCL participation helps develop the skills children need to be successful in school.
- FFCL children demonstrate better reading behaviors, are much more actively engaged during story time and are better listeners.
- FFCL parents are more engaged across the board in their children's academic progress than non FFCL parents.

2015 Program Effectiveness Evaluation

Sixty FFCL program graduates enrolled in the Carroll County School System were evaluated based on their GKIDS scores. The study found significant differences on five specific items related to early reading readiness skills. FFCL participants performed at a higher percentage (*met or exceeded standards*) than children who did not participate in the program. The study also found that the FFCL program contributes to "leveling" the playing field for children who, because of socioeconomic factors, would be more likely to enter school up to two years behind their peers.

"We see a marked difference between children who begin school with prior exposure to books and rich language experiences and those who do not. FFCL is leveling the playing field for our youngest children at a time in their lives when they are most susceptible."

Yes! I want to contribute!

(circle donation amount)



(fill in other)

You can make a difference in a child's life.

As little as \$36 will provide
12 books for one child for one year!

Name: _____

Address: _____

City/State/Zip: _____

Phone number: _____

E-mail address: _____

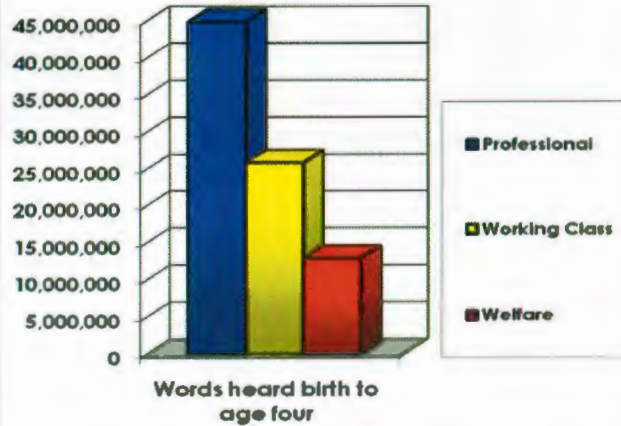
*Thank you
for your tax-deductible gift!*

Online donations can be made at:
ferstfoundation.org

or mail this form to:
Pickens County Ferst Foundation
PO Box 2062
Jasper, GA 30143



Spoken Word-Disparities 32 Million Word Gap (birth to 4 years old)



Why Does the Word Gap Matter?
The best predictor of a baby's future academic achievement is simply the number of words spoken to the child and the amount of time spent in active engagement **from birth to THREE YEARS** of age!



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Ferst Foundation for
**CHILDHOOD
LITERACY**



*Early school success begins
with books at home.*

*Children who read -
Succeed!*

