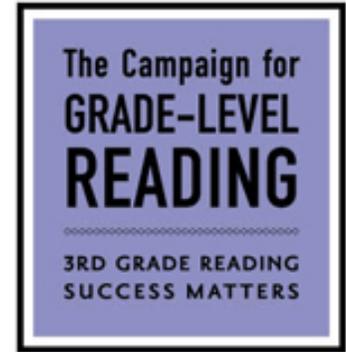
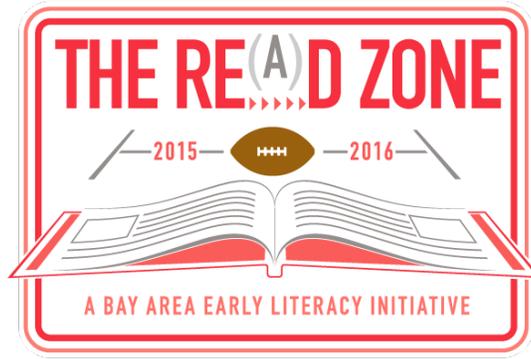




THE LEGACY FUND OF THE
SAN FRANCISCO BAY AREA SUPER BOWL 50
HOST COMMITTEE



A BOLD GOAL worthy of Super Bowl 50's unprecedented commitment to social impact:

By 2020, the Bay Area will lead the nation in the proportion of low-income children reading proficiently by the end of third grade and thereby on the path to high school graduation and brighter, more promising futures.

THE RE(A)D ZONE: A BAY AREA EARLY LITERACY INITIATIVE
SUMMER 2015 IMPLEMENTATION OVERVIEW

Partners are poised to reach over 50,000 Bay Area children in need through The Re(a)d Zone with access to thousands of books and digital learning activities that children will use during the summer as an opportunity to help struggling readers to catch up, marginally proficient readers to avoid the “summer slide” and all low income children to have access to books, reading programs and early literacy supports. The Re(a)d Zone will be the rocket fuel that propels local community programs, as well as Bay Area regional impact, forward to achieve the ambitious, actionable and achievable BOLD GOAL.

SUMMER 2015 PROGRAM ASSURANCES TABLE

Setting	First Book	MyON	Imagination Library	ABCmouse.com	Smarty Ants
	1:1 match of books in marketplace	Free shared access to digital library	Free direct-mail book subscription	Free online early literacy software	\$5/license Online early literacy software
Community-based Summer Programs	✓	✓		✓	✓
Early Childhood Centers	✓	✓		✓	✓
Housing Authorities	✓	✓	✓	✓	✓
Public Libraries	✓	✓		✓	✓
School-based Summer Programs	✓	✓		✓	✓

FIRST BOOK

- What** The First Book Marketplace provides access to new books for children in need at deeply discounted prices. There are over 6,000 titles currently in The Marketplace including award winners, Spanish and bilingual books and summer fun reading options. Many titles on the First Book Marketplace also include downloadable support resources to encourage family engagement. First Book is a nonprofit social enterprise that offers new books at reduced prices to schools and programs serving low-income children. In particular, they developed a book collection that promotes the skills featured in the best-selling book *Mind in the Making: The Seven Essential Life Skills Every Child Needs* by Ellen Galinsky, which will help families and teachers in fostering Executive Function Life Skills, further supporting school readiness. (<https://www.fbmarketplace.org/topics/mind-in-the-making-1>)
- Opportunity** Double your program's impact and stretch your book budget further for a \$1 to \$1 match to distribute up to 50,000 books in Bay Area summer literacy programs through The Re(a)d Zone.
- For** Bay Area summer reading programs and educators serving children in need indicators (at least 70% of families served by a program are considered low-income).
- Sign Up** Programs should sign up to join the First Book Network (www.firstbook.org/thereadzone) if they have not already done so. Registration with First Book is free and no obligation. First Book will send custom communications to programs registered within the target 12-county region with step-by-step instructions for accessing the matching funds. Eligible programs receive a promotional code that is applied to their order.
- Contact** Candace Radoski, Manager of National Engagement, cradoski@firstbook.org

JUNE 12, 2015

myON

- What** myON – a business unit of Capstone – has created a personalized literacy environment, which includes an online library containing thousands of enhanced digital books that can be read online with any web-enabled device, and offline using free mobile apps for iPad, Android, Chrome and Kindle Fire HD. myON personalizes the reading experience for each student with optional supports that include naturally recorded audio, text and sentence highlighting, and an embedded dictionary. With unlimited, 24/7 access, children and families can read with myON anytime and anywhere.
- Opportunity** myON is providing free access to the world’s largest interactive digital library containing over 5,000 enhanced digital books with multi-media supports, to all Bay Area children and families. In the Fall of 2015, 20,000 individual licenses to the myON personalized literacy environment -- which includes the interactive digital library along with embedded tools and assessments to support and monitor reading growth -- will be provided through a match to selected districts with to low-income students and/or high poverty schools, targeting struggling and marginally proficient readers.
- For** Low-income Bay Area children, preK to 6th grade, will have access to a free shared account during Summer 2015.
- Log In** Visit myON’s web page to read more and access login information for The Re(a)d Zone shared summer account: <http://thefutureinreading.myon.com/bay-area-50-fund-supports-early-literacy>. Share the URL and login credentials with students and their families as well as any programs that would share the message to families.
- Contact** Amy Callahan, Account Manager, acallahan@myON.com

DOLLY PARTON'S IMAGINATION LIBRARY

- What** In 1995, Dolly Parton launched Imagination Library to foster a love of reading among her county's preschool children and their families by providing them with the gift of a specially selected book each month. By mailing high quality, age-appropriate books directly to their homes, she wanted children to be excited about books and to feel the magic that books can create. Imagination Library establishes a relationship with a local nonprofit partner and mails new books home to children at \$2.10 per month.
- Opportunity** Up to 2,000 young children will receive new books mailed monthly directly to their homes for one year, building book rich environments (over 20,000 books mailed to Bay Area children in public housing).
- For** The Imagination Library is normally available to any partner that wants to support it for children in their community. However, in special partnership with The Re(a)d Zone initiative, we are supporting this program to make it available to children from one month old to 5 years old living in public housing or receiving housing assistance through a local housing agency.
- Sign Up** Interested public housing agencies must sign an MOA with Imagination Library and identify a local 501c3 partner that would offer the use of their return address to leverage the USPS nonprofit mailing rate for sending books home. The housing agency then enrolls children and their families using a brief registration form. New registrants who enroll in June would be part of a July book order, receiving their first Imagination Library book at home in August 2015.
- Contact** Jeff Conyers, Executive Director, jconyers@dollyfoundation.com

- What** ABCmouse.com, developed by Age of Learning, Inc. (www.ageoflearning.com), is the leading and most comprehensive online curriculum for young learners. Available on computers, tablets, and smartphones, ABCmouse.com helps children ages 2-7 build a strong foundation for future academic success. The curriculum encompasses reading and language arts, math, science, social studies, health, art, and music. ABCmouse.com is available on a low-cost subscription basis for use at home, and is free to schools, public libraries, Head Start programs, and community centers—including public housing authorities.
- Opportunity** Schools, Head Start programs, community programs, public housing authorities and public library sites have free access to the online early literacy tool, which complements classroom instruction and engages young children ages 2-7 in learning. Staff can provide user support and training as well as communications materials.
- For** Children ages 2-7 registered through schools, public libraries, public housing authorities, community programs and other classroom-based programs.
- Sign Up** Programs should sign up for accounts at <https://www.abcmouse.com/schools>, www.abcmouse.com/libraries or <https://www.abcmouse.com/communitycenters>. ABCmouse.com will work with interested schools, public libraries and community programs to set up site access (promotional signs to post at the library, link on website, site administrator login). After programs sign up, participating children can access the ABCmouse.com curriculum by creating an individual profile. For public library use specifically, an individual profile does not need to be created. See attached ABCmouse.com flyer for more details.
- Contact** Alisa Granz, VP of Communications, Alisa.Granz@aofl.com

SMARTY ANTS

- What** Smarty Ants Reading World is an interactive learning program that uses a combination of research-based pedagogy, authentic literature, non-fiction and science books to teach the necessary foundational skills of reading in a personalized setting. Special versions are available in Spanish or Korean. The program also incorporates authentic literature from Candlewick Press.
- Opportunity** Smarty Ants will be made available to children at the reduced price of \$5 per user for a summer license, with funding from the 50 Fund for up to 10,000 licenses at this discounted rate. Smarty Ants will also provide training and tech support.
- For** Low-income children from pre-K to 2nd grade, registered through libraries, public housing agencies and summer programs.
- Sign Up** Contact BayAreaLiteracySA@SmartyAnts.com to enroll your site and begin registering individual children. Each site adds their student roster, with a unique username and password for each student. In settings where children are likely to enroll on a rolling basis (i.e., libraries), the site could request a number of licenses (e.g., 30 licenses to start) and request another block later on. Each student license is transferrable twice, should the student no longer wish to continue using Smarty Ants. Smarty Ants is available online with a web browser or through a mobile app. A site-level account and dashboard is created for each library and summer program site. See attached flyer for more details.
- Contact** Parisa Moradi, Vice President, pmoradi@smartyants.com



GETTING STARTED WITH ABCMOUSE.COM FOR SCHOOLS

Introduction

ABCMouse.com, developed by Age of Learning, Inc. (www.ageoflearning.com), is the leading and most comprehensive online curriculum for young learners. Available on computers, tablets, and smartphones, ABCmouse.com helps children ages 2-7 build a strong foundation for future academic success. The curriculum encompasses reading and language arts, math, science, social studies, health, art, and music. ABCmouse.com is available on a low-cost subscription basis for use at home, and is free to schools, public libraries, Head Start programs, and community centers—including public housing authorities.

Results

[Large-scale research studies assessing the effectiveness of ABCmouse.com](#) have concluded that ABCmouse.com accelerates learning and helps children make significant gains in phonics, vocabulary, literacy and numeracy. In one such study of more than 320 children across 11 different pre-kindergarten programs, children developed key early literacy and math skills 2 to 3 times faster as a result of using ABCmouse.com.

How to Sign Up for a Free School Account

Creating a free ABCmouse.com Early Learning Academy account to use in school classrooms, libraries, or computer centers is quick and easy:

1. Teachers go to www.ABCmouse.com/schools for free signup.
2. Select your school type: Public School, Private School, or Head Start.
3. Complete the brief sign-up form.

Getting Set Up

After signing up, teachers will be guided through some easy classroom set-up steps.

At this time, teachers can create individual profiles for all students; the profiles track students' progress and allow them to customize their ABCmouse.com experience. Student profiles can also be added anytime from the Teacher Homepage via the **Add Student** link near the top-left site.

Teachers will also receive a welcome email with lots of additional information to assist them in setting up and getting the most out of their accounts.

Free Classroom-Linked Home Accounts

To give students a free, classroom-linked home account, teachers go to the Teacher Homepage, click **Invite Parents**, and then click the **Print All Activation Codes** button or enter parents' email addresses and click **Send All Codes**. Parents will receive free access codes and all the information they need to set up these free accounts, allowing students to access from home all lessons assigned by their teacher.

Online Tools

The ABCmouse.com website offers many helpful resources and support opportunities for teachers on the Teacher Homepage.

Teacher Homepage: Using a desktop or laptop computer, teachers can navigate to the Teacher Homepage on ABCmouse.com for the following resources:

- Curriculum Overview
- How-To Videos
- Class Builder
- Lesson Builder
- Invite Parents (for free classroom-linked home accounts)
- Progress Tracker
- Settings

Getting Customer Support

For quick and easy support, teachers can simply click on **Customer Support** from the **Teacher Homepage** to get started.

If they have questions *before* signing up, or they don't remember their login information after signing up, teachers can get customer support here:

<https://www.abcmouse.com/customer-support>



GETTING STARTED WITH ABCMOUSE.COM FOR LIBRARIES

Introduction

ABCMouse.com, developed by Age of Learning, Inc. (www.ageoflearning.com), is the leading and most comprehensive online curriculum for young learners. Available on computers and tablets, ABCmouse.com helps children ages 2-7 build a strong foundation for future academic success. The curriculum encompasses reading and language arts, math, science, social studies, health, art, and music. ABCmouse.com is available on a low-cost subscription basis for use at home, and is free to schools, public libraries, Head Start programs, and community centers—including public housing authorities.

Results

[Large-scale research studies assessing the effectiveness of ABCmouse.com](#) have concluded that ABCmouse.com accelerates learning and helps children make significant gains in phonics, vocabulary, literacy and numeracy. In one such study of more than 320 children across 11 different pre-kindergarten programs, children developed key early literacy and math skills 2 to 3 times faster as a result of using ABCmouse.com.

How to Sign Up for a Free Library Account

Creating a free ABCmouse.com Early Learning Academy account for public library patrons to use is quick and easy:

1. Librarians or library administrators go to www.ABCmouse.com/libraries for free signup.
2. Enter your email address (and click the checkbox if they want a multi-branch library account).
3. Complete the brief sign-up form.
4. Add the following link to ABCmouse.com on your website:
www.ABCmouse.com/library_account

Support for Librarians Using ABCmouse.com

After signing up, librarians will receive a welcome email with lots of additional information to assist them in setting up and getting the most out of their accounts.

Setting Up a Library System with Multiple Branches

Once their account is created and the ABCmouse.com link has been added to their website, a library system with multiple branches can send us a list of all library IP addresses that they'd like to be whitelisted for their account. After that's done, any computer or tablet accessing ABCmouse.com from those IP addresses in any library branch location will be automatically logged into their system's Library Account.

Library Starter Kits

Age of Learning also provides a library starter kit for each library location, which includes a selection of ABCmouse.com table tents, bookmarks, flyers, and posters to help promote ABCmouse.com within the library and within your community. Expect the kits in a week or two.

Central libraries/lead librarians should be responsible for informing their branches that ABCmouse.com is now available system-wide and distributing the library starter kits to all locations when they arrive.

Online Resources

The ABCmouse.com website offers many helpful resources and support opportunities for librarians on the Librarian Homepage.

Librarian Homepage: At any time, librarians can click the **Librarian Homepage** link, located at the bottom of the **Guest Account** page, or by clicking the bottom-left navigation icon (with 3 green lines) in the corner of all other pages.

The Librarian Homepage offers librarians the following resources:

- Usage Data
- Library Resources (online and print promotional material)
- Curriculum Overview
- How-To Videos
- Share ABCmouse.com (social media links)
- What's New
- Settings
- Customer Support

Getting Customer Support

For quick and easy support, simply:

1. Click on **Customer Support** on the **Librarian Homepage**
2. Type your question or problem
3. Click **Submit**

If librarians have questions *before* signing up, or they don't remember their login information after signing up, they can get customer support here:

<https://www.abcmouse.com/customer-support>



GETTING STARTED WITH ABCMOUSE.COM FOR COMMUNITY CENTERS AND PUBLIC HOUSING AUTHORITIES

Introduction

ABCMouse.com, developed by Age of Learning, Inc. (www.ageoflearning.com), is the leading and most comprehensive online curriculum for young learners. Available on computers, tablets, and smartphones, ABCmouse.com helps children ages 2-7 build a strong foundation for future academic success. The curriculum encompasses reading and language arts, math, science, social studies, health, art, and music. ABCmouse.com is available on a low-cost subscription basis for use at home, and is free to schools, public libraries, Head Start programs, and community centers—including public housing authorities.

Results

[Large-scale research studies assessing the effectiveness of ABCmouse.com](#) have concluded that ABCmouse.com accelerates learning and helps children make significant gains in phonics, vocabulary, literacy and numeracy. In one such study of more than 320 children across 11 different pre-kindergarten programs, children developed key early literacy and math skills 2 to 3 times faster as a result of using ABCmouse.com.

How to Sign Up for a Free Community Center or Housing Authority Account

Creating a free ABCmouse.com Early Learning Academy account to use in community centers, public housing authorities, or after school programs is quick and easy:

1. Go to www.ABCmouse.com/communitycenters for free signup.
2. Complete the sign-up form.
3. Click to **Print** or **Save** the account login information.
4. Click **Continue** and follow the steps to create a “Teacher” account and add students who will be using the site.

Getting Set Up

After signing up, you will be guided through some easy classroom set-up steps.

At this time, you can create individual profiles for all students; the profiles track students' progress and allow them to customize their ABCmouse.com experience. Student profiles can also be added anytime from the Teacher Homepage via the **Add Student** link near the top-left site.

You will also receive a welcome email with lots of additional information to assist them in setting up and getting the most out of their accounts.

Free Classroom-Linked Home Accounts

To give students a free, classroom-linked home account, go to the Teacher Homepage, click **Invite Parents**, and then click the **Print All Activation Codes** button or enter parents' email addresses and click **Send All Codes**. Parents will receive free access codes and all the information they need to set up these free accounts, allowing students to access from home all lessons assigned by their teacher/program coordinator.

Online Tools

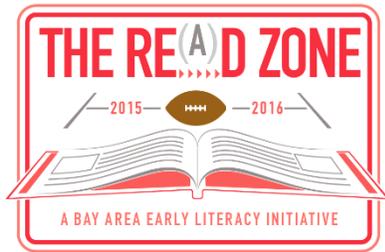
The ABCmouse.com website offers many helpful resources and support opportunities on the Teacher Homepage.

Getting Customer Support

For quick and easy support, simply click on **Customer Support** from the **Teacher Homepage** to get started.

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<https://www.abcmouse.com/customer-support>



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SAN FRANCISCO BAY AREA SUPER BOWL 50
HOST COMMITTEE



Read with myON All Summer Long!

We are pleased to offer you and your family **unlimited, free access** to a digital library containing thousands of engaging books from [myON](http://www.myon.com) to enjoy together all summer long.

You can **read online** using any web-enabled device. And you can download up to 20 books to **read offline** using [free mobile apps](#) for iPad, Android tablets, Chromebooks and Kindle Fire HD.

Getting Started

1. Go to www.myon.com and click on the **Log In Now** button
2. Enter the following information on the login screen:

School Name: **Bay Area Literacy Initiative, Super Bowl 50 Committee**
(Begin entering the name, then click on it from the drop-down menu)

User Name: **read**

Password: **read**

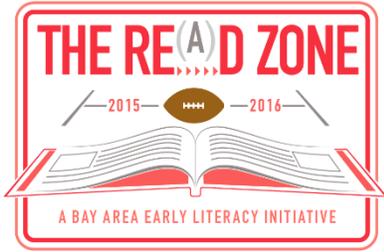
3. Click on the **Submit** button, select a book and start reading!

Visit our [information page](http://thefutureinreading.myon.com/bay-area-50-fund-supports-early-literacy) to learn more about reading with myON.
(<http://thefutureinreading.myon.com/bay-area-50-fund-supports-early-literacy>)

Your encouragement and participation in your child's learning are among the most important factors in their success. Plan to read with myON every day!



www.myON.com



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My Summer Reading Log

Stay in your zone by selecting the types of books you love to read!

S-t-r-e-t-c-h a bit by trying something new and different!

Keep score by listing all the books you've read this summer!

How many?	Book Title
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Great Job!

If you need more space, turn this page over and continue on the back.



www.myon.com



Thank you for bringing Smarty Ants Reading World to your students.

We are so pleased to help your students access the foundational skills of reading with our cloud-based personalized learning software.

To sign up for your account please follow the directions below:

1. Email your license requests to:

BayAreaLiteracySA@smartyants.com

Subject: Re(a)d Zone Licenses

2. Tell us about yourself:

Organization and/or Site Name:

Physical Addresses of Service Site:

Main Contact at Service Site

Name:

Title:

Email:

Phone Number:

3. License Details

Number of Requested Licenses:

Attach Roster. (Email the completed Roster (with child's First and Last Name, Grade Level, and Sex) from

<http://smartyants.com/resources/rostering.php> to
BayAreaLiteracySA@smartyants.com.)

4. Once we have your Roster, we will set up student accounts and send the individual usernames and passwords.

If you have any questions, please reach out to us at:

BayAreaLiteracySA@smartyants.com