

*Our*

# BOOK REPORT

THE BOOKSTART FUND, CHAPTER TWO, NOVEMBER 2014

## The BookStart Story

**Giving age-appropriate and delightful new books to families who need them most is the purpose of BookStart. The BookStart Team orders carefully selected board books at 50% discounts for home visitation programs at SCAN, Healthier Moms & Babies, and the Fort Wayne Urban League.**

These three organizations give the books to parents and their young children (birth to 3 years of age), with the agency representatives demonstrating how to use the books to give the babies the very best start towards success when they enter school.

The **BookStart** program makes a difference by:

- Inspiring parents to read aloud every day in a fun and loving environment.
- Introducing young children to the pleasures of books in order to inspire a passion for reading.
- Giving parents stories and pictures to talk about with their babies, thus encouraging language and vocabulary development.

**If YOU have donated to BookStart,  
THANK YOU!**

**If you haven't yet or are ready to give again,  
we hope you will soon. Let's keep this good  
work going. (See How to Help on the next  
page.)**

## By the Numbers...

Number of Donors .....	31
Contributions .....	\$10,164
Books Purchased.....	3,320
Families touched so far.....	500+

## Happiness All Around...



Mikel, a client of Healthier Moms & Babies, shares her latest BookStart gift with daughter MyKayla, nine months old. Mikel says, “Her favorite book is Row, Row, Row. She has to take it with her everywhere!”

## What Agency Workers are Saying

*“Our supply of board books is much more robust since BookStart came on the scene! The books are such a necessary component to helping mothers engage their babies, and helping babies hear more words and become familiar with books and turning pages. This is particularly important in this age of smart phones and devices when moms are so easily distracted from their babies and lured into their screens. The books are a tangible reminder of what babies need and how easy it is to communicate with them.”*

Sally Edington, LSW  
Director, Healthier Moms & Babies

## What the Research Says

*“Beginning in the 1990s, researchers at Rice and Columbia Universities reported eye-opening findings about how many more words middle-class and affluent kids hear day in and out. Using interview techniques and tracking devices including “word pedometers,” they’ve determined that well-off children hear 30 million more words in the first three years of life.*

*“The deficit has astounding and bitter consequences. More than any other strand in the lives of poor children, the 30-million-word gap has been linked to poor school performance, a failure to learn to read, a failure to graduate from high school, and an inability to prepare for and to enjoy career success....*

*“Today, it’s widely accepted that the best time to start engaging in verbal interaction—to share rhymes and songs and picture books—is at a child’s birth.”*

From “Word Power for Babies,” by Melissa Fay Greene in Reader’s Digest, October, 2014

## How To Help

Mail a check payable to the Community Foundation (memo line: BookStart) to: CFGFW, 555 East Wayne Street, Fort Wayne IN 46802.

Or go to [cfgfw.org](http://cfgfw.org) and donate on line! Write “BookStart” as the special fund you want to support.

For questions: Ginny Clark: 625-3837  
Dana Wichern: 755-3543

## *BookStart Donors*

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