



# SPREAD THE WORD NEVADA

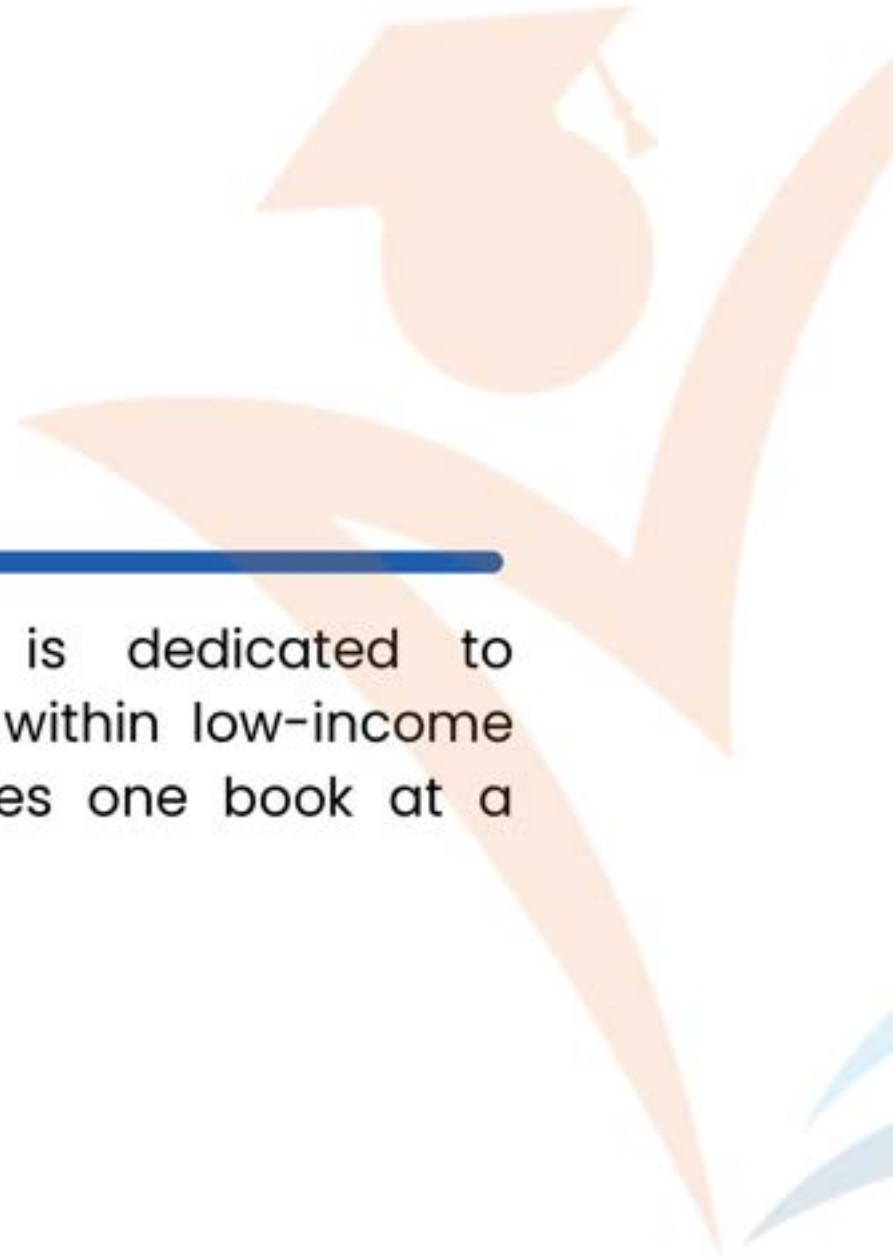
CHANGING LIVES, ONE BOOK AT A TIME



# MISSION STATEMENT

---

Spread the Word Nevada is dedicated to advancing childhood literacy within low-income communities by changing lives one book at a time.



# A MESSAGE FROM OUR LEADERS



As a 6th generation Nevadan, it's my distinct pleasure to call Las Vegas home. As a father of four, it's an honor and a privilege to raise my children here. But as I look at the growing number of books in our home and reflect on the hours spent reading together, it pains me knowing that other children in my own community aren't afforded the same opportunities. Books are not a luxury - they are a necessity. Nothing fuels my drive to get books into the hands and homes of our state's children in need more than this. STWN provides a foundation of hope in our community. Now, we just need help building the four walls upon our foundation.

**CHAD LEAVITT**, Board Chair



When I began Spread the Word Nevada all those years ago, I thought "Wow! Wouldn't it be great if we could give books to kids at 10 schools?" And now here we are, serving nearly 80 schools and thousands of children across the state. Life for these students can be difficult, and our goal is to bring a dose of hope and a dash of whimsy to every child who receives a book from STWN. We just need a little bit of pixie dust and some help from our friends to continue providing this longstanding hope and whimsy to as many students as we possibly can.

**LAURIE HARTIG**, Founder



One of the greatest privileges of my life has been co-founding Spread the Word Nevada and serving the children of our great state for 23 years. Books provide the magic necessary to transport these children beyond the confines of their own neighborhoods, and I am honored to play a small part in opening up the world to them through the gift of reading. I know that a new home for STWN is exactly what we need to continue serving Nevada's most vulnerable students, and I look forward to moving into the perfect place to continue our legacy of literacy!

**LISA HABIGHORST**, Co-Founder and CEO

# OUR STORY

Spread the Word Nevada was born out of the need to create home libraries for children living in economically disadvantaged communities.

When our founder, Laurie, was a librarian at a low-income elementary school here in Las Vegas, she saw firsthand the devastated looks on children's faces when they couldn't afford to purchase a new book from the school bookfair. This broke her heart, so she recruited our Co-Founder (and now CEO) Lisa, and together they created Spread the Word Nevada in 2001. They began serving one, then two, then a handful of schools. Their dream was to serve 10 schools...fast forward to today, and what started out as a nice, community project run out of Lisa's garage now operates out of a 13,000 sq. ft warehouse serving 78 schools across the state and thousands of children in need.



# PROGRAMS

## ***KIDS TO KIDS***

Monthly book distribution to create their very own home libraries

## ***BREAKFAST & SNACK TIME WITH BOOKS***

At home read aloud training for students & their families

## ***BOOKS & BUDDIES***

One-on-one mentoring for struggling young readers

## ***READERS IN TRAINING***

Birth-to-five literacy preparation for our youngest readers & their families



# IMPACT

## **7.2 MILLION**

books distributed since 2001

## **70,000+**

books given each month to students

## **1.1 MILLION**

students served since 2001

## **81**

adopted Nevada elementary schools

# OUR VISION

Our vision for the future is simple and resolute: we want to ensure every child in Nevada has age-appropriate books to call their own.

For many of the children that STWN serves, books are an expensive luxury. One that plays second fiddle to putting food on the table, having clothes for school, gas in the family car, and power throughout the home. It's a harrowing reality for far too many of our students.

These children are the future of Nevada. They'll one day grow up to become writers, doctors, senators, poets, artists, engineers, and anything else they can dream up. They deserve to have a future filled with success and ground-breaking innovation. But it's up to us to give them the tools they need to pave their own path forward.

That is why Nevada's students need us now more than ever.

A future where every child in our great state has a bountiful home library and access to the literacy services they need to succeed is within reach. Together, we can make this dream a reality...but we need your help.



## NEVADA'S LITERACY CRISIS

# THE PROBLEM

**The most recent NAEP reports that only 27% of Nevada's 4th graders are proficient readers.**

Students who are not proficient readers by 3rd grade are 4x more likely to drop out of high school.

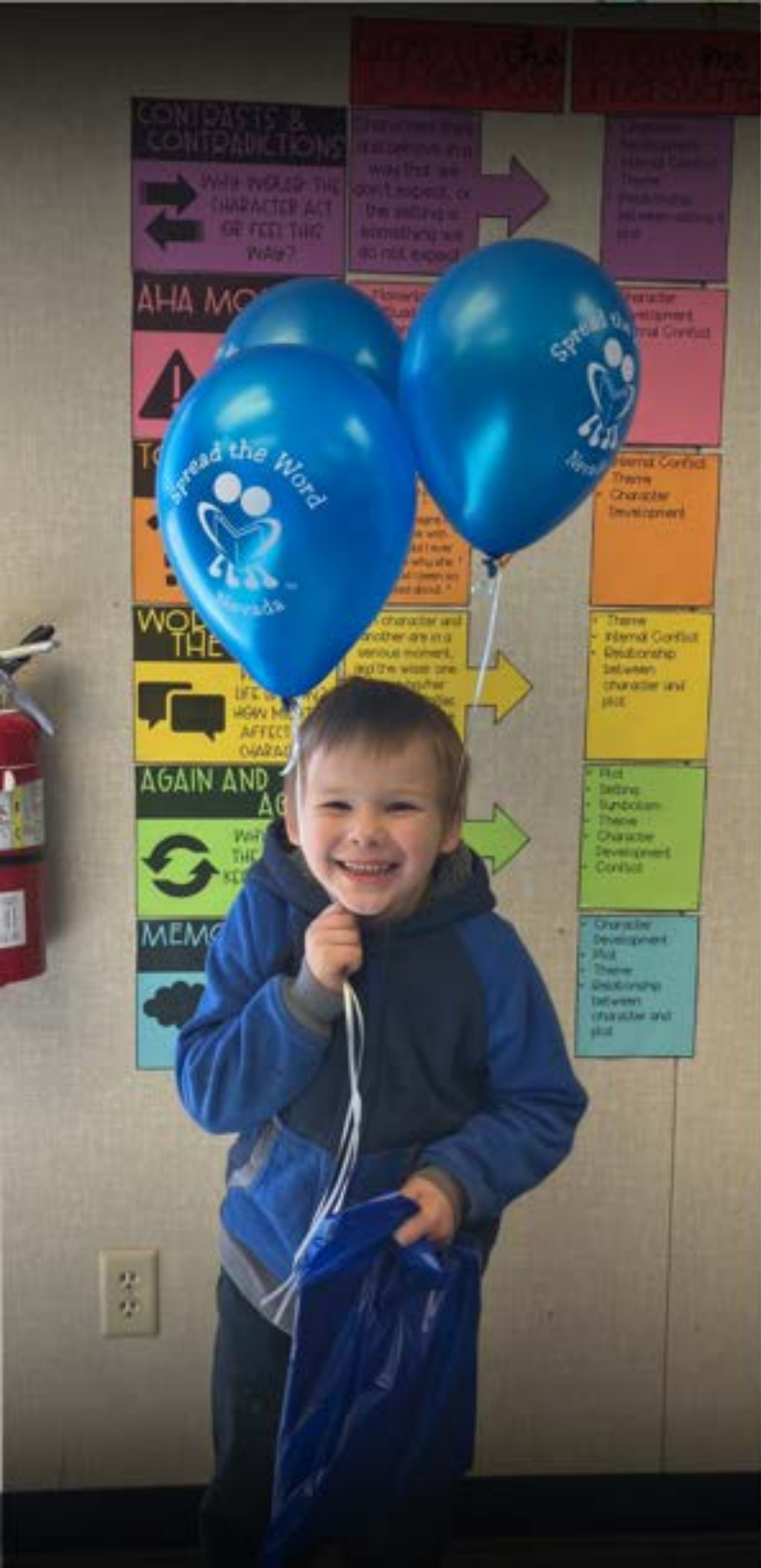
If those same students are living in poverty, they are 6x more likely to drop out of high school, and if they are Black or Hispanic, they are 8x more likely to drop out of high school.

The average high school dropout costs the economy approximately \$272,000 over his or her lifetime in terms of lower tax contributions, higher reliance on Medicaid and Medicare, higher rates of criminal activity, and higher reliance on welfare (Levin and Belfield 2007).

*It is imperative that we get Nevada's students reading proficiently as fast as we can...but we're limited on space.*

*Our current building isn't capable of housing all the books and resources that we need in order to impact more students through our programming.*





## NEVADA'S LITERACY CRISIS

# THE SOLUTION

**The presence of books in the home is the largest predictor of whether a child will attain a high level of education – more significant than parents' education, occupation, or class.**

STWN distributes over 70,000 books a month to 78 low-income elementary schools throughout the state, and provides four literacy based programs aimed at making Nevada's students strong and confident readers.

Our long-term literacy programs have had analyses completed by UNLV with results of 23.4% average increase in the number of proficient readers while receiving our multiple literacy services.

Our evidence-based interventions address these educational disparities and help Nevada's most vulnerable students.

A larger home-base building would allow STWN to expand the reach of our programs and impact the lives of thousands of children who are not currently receiving our services.



# OUR NEW HOME

Spread the Word Nevada currently operates out of a 13,000 sq ft. building that has quickly become insufficient to house the millions of books coming through our warehouse, and the staff it takes to deliver our mission.

We are in escrow for a building in the heart of our city that is 2.5 times our current building size. This increase in square footage promises many benefits:

- Dual volunteer rooms will easily accommodate the increased number of community members it will take to prepare our books for distribution.
- Increased office space will allow current and future staff to meet and work collaboratively.
- Increased warehouse capacity will help house more books, space for processing, and allow for additional geographic expansion beyond just Clark, Washoe, & Elko counties.
- Spacious and inviting meeting rooms will allow us to host programs in our own facility, as well as host collaborative meetings with other community partners in both the nonprofit and for-profit sectors.

***It is our dream forever home.***

# ARCHITECT RENDERINGS



Community Gathering Room



Volunteer Room



Collaboration Hub



Warehouse Gallery



Training Room



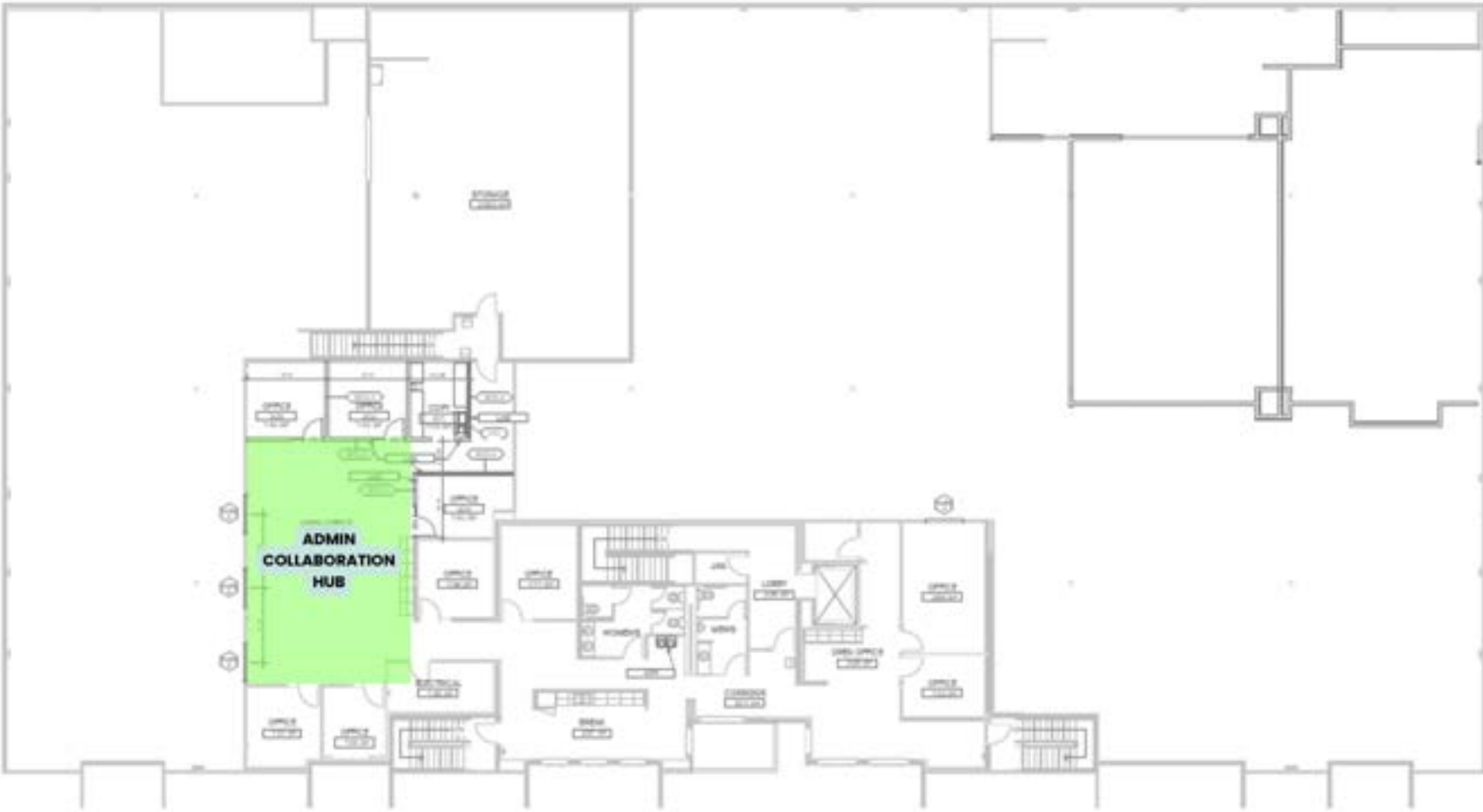
Volunteer Room

# PROPOSED FLOORPLANS - LEVEL 1

- Common Area
- Programs
- Volunteer
- Development
- Warehouse



# PROPOSED FLOORPLANS - LEVEL 2



# WHY NOW?

As part of our community, you know – and have likely seen firsthand – the importance of childhood literacy.

Not only are proficient reading skills critical to a child's future academic and personal success, they provide the means to discover vast and magical worlds outside the confines of their own neighborhoods.

Unfortunately, since the COVID-19 school closures, Nevada's reading proficiency scores have been decreasing for four years in a row. It is vital that we expand our services quickly, and meaningfully to meet the rising needs of our state's most vulnerable students.



Nevada State Board of Education President, Felicia Ortiz, said it best,

**"Now is the time to double down on our efforts and investments to ensure that K-3 students achieve reading proficiency..."**



***That is why we are humbly asking  
for your support.***

As we expand our programs, services, and physical footprint in Southern Nevada, we need your help.

A new home with ample storage space for our books, collaboration areas for our staff, and community gathering rooms for the children and families we serve is exactly what we need to continue getting the job done for Nevada's underserved students.

---

***We hope you'll join us in  
supporting a brighter  
future for our community  
by helping us change lives,  
one book at a time.***





Thank you  
for the books

Thank  
you

Thank  
you for  
the books!

I love  
Reading

Dear spread the world Nevada's  
x  
Thank you for giving us books  
It means the world to us because some  
People can't afford books, but because  
you people can read books without  
Spending money Thank you. So much  
for giving us free Books each month.  
I really mean the world to us.

read the word names  
like me to feel  
used to not like books  
got a book and  
I liked it and I  
got it over and over  
to not have books  
ask now I read  
books. Thanks to

Dear spread the world Nevada  
Thank you for providing me with books  
I really appreciate it that you give free  
and other kids free books you help  
me realize my dream of I can be a writer  
having books to read and share with  
sharing this at home because I get to share with  
my friends and family. They love that  
I can read to my friends and share with them.

love,  
Estrella

Love  
Estrella



Thank  
you



[SpreadtheWordNevada.org](http://SpreadtheWordNevada.org)



702-564-7809



1065 American Pacific Drive  
Suite 160  
Henderson, NV 89074