

## What is the Jax Kids Book Club?

The Jax Kids Book Club is a free early literacy program for all 4-year-olds in Jacksonville. It is operated under the auspices of the Jacksonville Children's Commission and guided by a communitywide commitment to make early literacy and reading a top priority. It utilizes public-private partnerships to improve the school readiness skills of prekindergarten children, get high-quality books into the homes of all of Jacksonville's 4-year-olds and give parents practical tools to help their children become early learners. The goal is to encourage families to instill literacy as a core value in the home and increase family awareness of the importance of reading with their children every day.

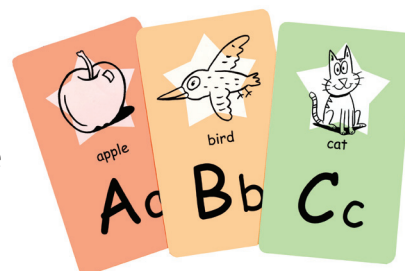


## How did the Jax Kids Book Club get started?

In 2004, the mayor of Jacksonville launched an early literacy initiative aimed at increasing the number of children who are ready for school at the beginning of kindergarten. Having the city's chief executive embrace literacy as a core value helped to generate communitywide, collaborative support for the program that now has transcended mayoral administrations and become a part of the overall early learning culture in Jacksonville. The centerpiece of the program is the Jax Kids Book Club, which engages families and provides books and other literacy components to further promote a lifelong interest in reading.

## Who can join the Jax Kids Book Club?

All Duval County 4-year-olds are eligible to join the Book Club the year prior to entering kindergarten. The club targets children one year before they enter kindergarten to help prepare them to enter school ready to read and learn.

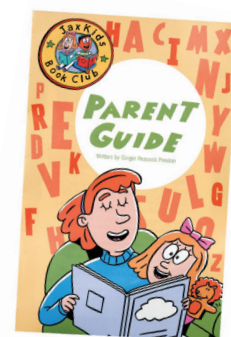


## What do Book Club members receive?

Each Book Club member receives a free reusable book bag filled with a set of 12 age-appropriate books, written about various historical, geographical and cultural aspects in Jacksonville, a coloring book, a set of alphabet flash cards, a T-shirt and a parent guide. All of these literacy components are branded with the Jax Kids Book Club logo and logos of the program's key corporate sponsors.

## How is the Jax Kids Book Club funded?

Historically, the Book Club was funded through a combination of city and private dollars. In this fiscal year, it is making the transition to a 100 percent sponsorship model. This will insulate the Book Club from the budget challenges local government is facing in the current economic climate. All financial contributions made to the Jax Kids Book Club go through a component fund of the Community Foundation in Jacksonville. Contributions made to this fund are tax deductible.



## How many children have participated in the Jax Kids Book Club?

Each year, approximately 10,000 children join the Book Club. Since the program started in 2004, almost 73,000 children have participated and received quality learning tools.