

Business Partnerships Make Huge Gains for Literacy Initiative

By Cathy Crocker, Marion County Children and Families Department

How do you know when a business makes a difference in a community campaign? ... when it runs deep within the organization's employees and customers!

That's exactly what has happened with the Marion County Literacy Initiative *Reading for All* and business partners Borders Express and MaPS Credit Union.

First, early in the spring, Borders Express customers were given the opportunity to purchase a new book as they made their own purchases to benefit children in the community. Over 602 books were donated at a total value of \$4,644.08! Similarly, MaPS Credit Union recently asked employees and customers to donate new or gently used books. Tubs were placed in all local branches and generated a collection of 704 books at a value of \$2,112.00!

Reading for All is thankful that these businesses and their customers understand the value that books have in the lives of children. Children who are good readers are more likely to succeed in school and stay in school; however, too many young children come to school not ready to learn and then face huge obstacles. We are working with many child serving organizations who will ensure that the books that have been donated will be put into the hands of the children. And, if you get the opportunity, why don't you read with them!

If you or your organization would like to host a book drive or support *Reading for All's* efforts, please contact Cathy Crocker at (503) 588-7975 or email ccrocker@co.marion.or.us .