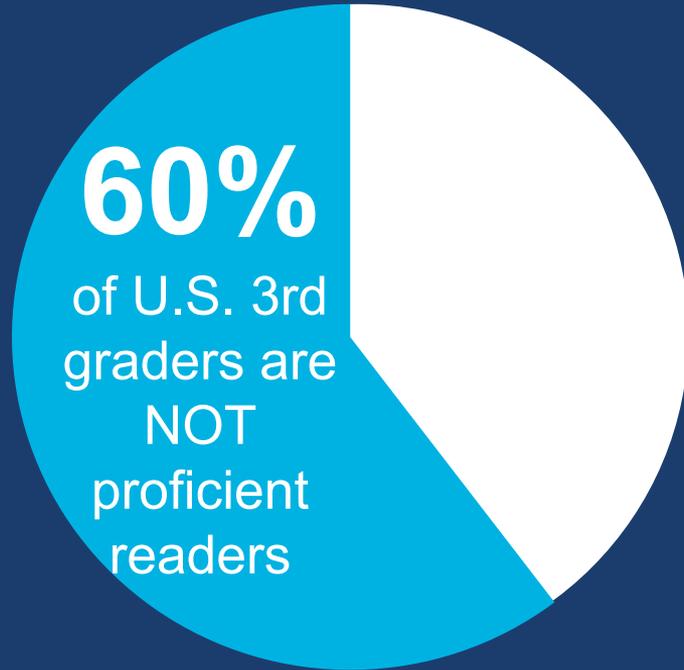




# Business Partner Program

For the 2019-20 School Year

# The Issues



There is a **direct correlation** between the **prison industry intake numbers** and **students who fail the national 3rd grade reading exam.**



By incorporating our  
**BE THE DIFFERENCE™** program  
in every session, H.U.G. positively impacts  
**character development** while providing  
an engaging **and proven reading curriculum.**

**H.U.G. students  
achieve grade-level reading and  
improve social equality.**





## **Our evidence-based model creates more resilient student**

H.U.G. uses curriculum with 30 years of research from University of North Carolina and used nationwide for reading intervention. To ensure student progress, H.U.G. captures data every lesson.





## **Our 1:1 student-to-tutor ratio builds skills & character**

Our H.U.G. tutors help directly address this highly documented need faced by today's educators & future workforce.





## **Our students and tutors reap positive benefits**

Students show increased engagement and positive behavior, while tutors gain a sense of purpose, reducing social isolation and depression.



# H.U.G. Slows the School-to-Prison Pipeline

**1:1**

H.U.G.  
student to  
tutor ratio

**16%**

of reading test  
scores increase  
for 3<sup>rd</sup> grade  
H.U.G.  
participants

**44%**

of reading test  
scores increase  
for 2<sup>nd</sup> grade  
H.U.G.  
participants

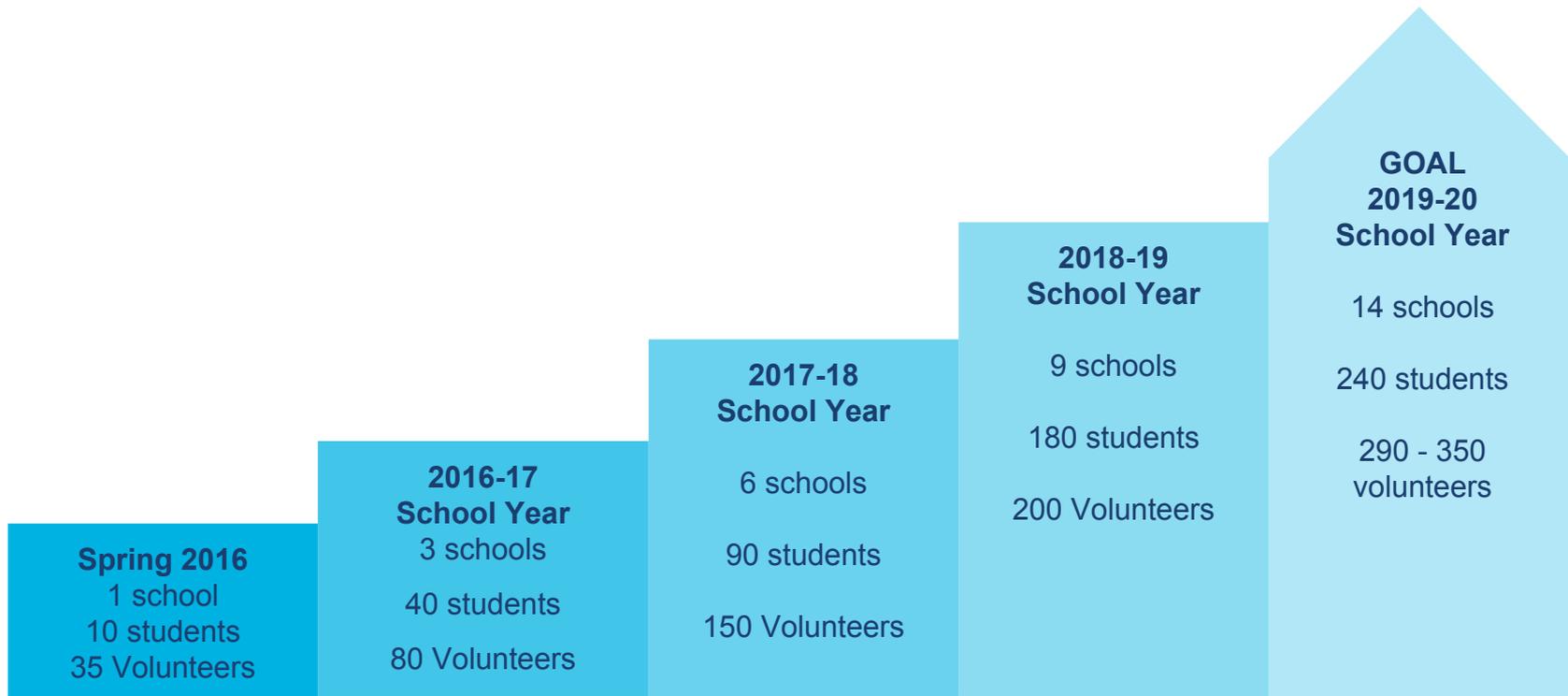
**80%**

of H.U.G.  
students  
achieve  
grade-level  
reading

*Results from 2015-16 School Year.*



# Struggling readers at all 92 JCPS elementary schools could benefit from the H.U.G. Reading Program



We need your support to Help Us Grow



# Partners Fill Tutor Needs and Reap Benefits



# Business Partnerships are Successful

- Engagement scores from business partner volunteers are positive
- The number of business partners increase every year
- Additional volunteers from existing partners are already starting to sign up for next year

“I can already attest that what we gain from time with these young people far outweighs anything we give.

- Wendy McCarty, VP Operations, The Kroger Company



# Business Partners Have Three Program Options

	September	October	November	December	January	February	March
Primary Tutors	Select a school; provide 15 volunteers for every 10 students. 10 are primary tutors and 5 to serve as substitutes as needed.						
Semester Tutors	Select a school; provide 15 volunteers for every 10 students. 10 are primary tutors and 5 to serve as substitutes as needed.				Select a school; provide 15 volunteers for every 10 students. 10 are primary tutors and 5 to serve as substitutes as needed.		
Tag-team Tutors	Select a school; provide 25 volunteers for every 10 students. Biweekly Tag Team: 2 employees adopt 1 student. The time commitment is 2 hours per month. Example: tutor A take the first week then tutor B takes the second week. The employees enjoy the engagement of sharing the student and builds the relationship with your employees.						



# Maximum impact with minimal time commitment

- Volunteer tutors arrive up to 15 minutes prior to each session to prepare for the lesson and welcome the children.
- The one-hour weekly sessions provide an engaging environment where students are safe to make mistakes
  - Tutors build reading skills using a proven curriculum
  - BE THE DIFFERENCE™ message is shared and modeled encouraging positive character development
- All tutors participate in a 10-minute debrief with a H.U.G Specialist after each session.





*Wendy McCarty*

*VP Operations*

*The Kroger Company*

*Louisville Division*

As a leader of The Kroger Co., I am honored to combine Our Purpose with H.U.G.'s reading program to be “difference makers” together in our community.”





THANK YOU!

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[www.hugreadingprogram.org](http://www.hugreadingprogram.org)

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