

Raise-a-Reader Terms of Reference

PostMedia Raise-A-Reader is an award-winning national program that increases awareness and collects funds to support family literacy projects at the community level. All of the money raised by Raise-A-Reader stays within the community it was raised and is donated to organizations that provide literacy education to children. Raise-A-Reader came to Prince George in August 2007. The volunteer committee is made up of representatives from the Prince George Citizen, the Prince George Public Library, local literacy organizations and Raise-A-Reader sponsors and supporters. Raise-A-Reader Day is held annually, usually the third Wednesday of September. Volunteers and dignitaries work at high-traffic locations across the city, giving residents special editions of the Prince George Citizen in exchange for donations towards Raise-A-Reader.

Besides donations on Raise-A-Reader Day, Raise-A-Reader receives funding support from national sponsors, proceeds from the national Raise-A-Reader Concert Series, provincial grants, coin boxes and school penny drives.

Each September, community organizations involved in literacy work are encouraged to apply for Raise-A-Reader funding. Grant application information is available from Alan Ramsay at the Prince George Citizen office (960-2772, aramsay@pgcitizen.ca) and on the Prince George Citizen website (www.pgcitizen.ca). Grant requests are accepted until the close of business on the last Friday of October at the Prince George Citizen. Late applications will not be accepted.

All applications must be typewritten and answer the questions on the evaluation form. The committee members will use the evaluation form as the basis in their decisions. Applications must not be seeking funds to cover wages. Requests to cover transportation and facility costs must be for extraordinary purposes. Preference will go towards projects that provide free access and a lasting community impact. The committee reviews applications on a case-by-case basis each year and makes its funding decisions based on the merits of each individual application and the amount of funds available. To avoid any potential conflicts of interest, a sub committee comprised of 3-4 committee members (with no vested financial interest) will evaluate the applications and report their findings to the committee at large. The decisions of the committee on grant applications are final. After completion, the committee will inform every applicant of its decision. Funding recipients and the amount they receive may be published in the Prince George Citizen shortly thereafter and used for further promotion of the program.