

KID SCOOP NEWS

Promotes Literacy for All in Sonoma Valley



KID SCOOP NEWS (KSN), came to life when Sonoma educator Vicki Whiting recognized a problem with young children's ability to read at grade level. Because literacy is key to a child's potential for success in life, she started the nonprofit in 2010 to bring reading aids to local kids. Distributed free in print to local schools, the *Kid Scoop News* newspaper focuses on helping children and parents in Spanish-speaking households to create a positive and supportive environment for reading. "We want to help shift cultures at home," says Whiting. "Not just transform kids, but transform families."



Kid Scoop News content features puzzles, games, and science-based projects that students can solve together.



Kid Scoop News encourages families to collaborate on projects to build reading skills.

Colorful, Interactive Content That Makes Reading Fun

Published in English, *Kid Scoop News* content is age-appropriate and provides students with innovative, high-interest reading materials designed to encourage independent reading at school and at home. Kids get their own personal copy of every issue to hold, read, write in, cut up, and keep. Sometimes it's the only reading material they have. Colorful graphic features include puzzles, word games, science-based projects, and an Activity Calendar with news or suggested projects for each day of the month.

A key element of the monthly newspaper is the Parent Guide in both Spanish and English, which encourages families to work on projects together to build reading skills. Studies have found that kids who have success in school and reading proficiency and a positive bonding experience with their families have fewer mental health issues.

The Impact of Grants Funding

"Impact100 Sonoma grants have been the key to our success in developing our three-part program of engaging families, students, and teachers," says KSN Executive Director Michael Mulcahy. One important initiative is the Parent Engagement Program (PEP), which encourages parental involvement in the learning process. One of its components is the Parent Ambassador Program. With the assistance of an Impact100 Sonoma Impetus Grant, KSN has hired three Spanish-speaking ambassador parents to provide outreach and engagement to the community. Additional grants-supported progress includes the success of KSN's Reading Posada, Children's Day events, and science and math workshops.

“Thanks to Impact100 grant support, we provide a widely read publication and well-attended workshops and programs at no cost to Sonoma Valley families.”

—Vicki Whiting, Founder and Program Officer, *Kid Scoop News*

Celebrating Successes and Meeting Challenges

KSN draws inspiration from the response of its families, seeing children feel good about reading and seeing Latino parents, especially mothers, take leadership roles in the community. A big challenge is dispelling the apathy toward reading in homes where parents might have had a negative early experience. Other needs include more space at schools for workshops and a more cooperative relationship with the school district.



Colorful and engaging, *Kid Scoop News* content is age-appropriate and provides kids with high-interest reading materials.

Getting Involved with Kid Scoop News

To volunteer for camps and workshops, fundraising, and the annual Reading Posada, contact Vicki Whiting at vicki@kidscoopnews.com.

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AT A GLANCE:

Kid Scoop News®

Grant History

- 2020 \$13,170 to hire Parent Engagement Program Coordinator
- 2021 \$25,000 to launch Parent Ambassador Program
- 2022 \$25,000 to expand Parent Ambassador Program
- 2024 \$25,000 to support Parent Engagement Program

Mission

To awaken the magic of reading.

Vision

Opening the doors of discovery and academic success for elementary school children by providing interactive, engaging, and relevant age-appropriate materials designed to ignite and grow the magic of reading at school and at home.

Background

Founded in 2010 in Sonoma by educator Vicki Whiting, *KidsScoop News* is a free publication helping children and parents in Spanish-speaking households to create a positive and supportive environment for reading. The Kid Scoop News organization reaches into the community with reading materials and programs that are creative, interactive, and relevant to kids' school-based learning.

FOR MORE INFORMATION

kidscoopnews.org
impact100sonoma.org

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