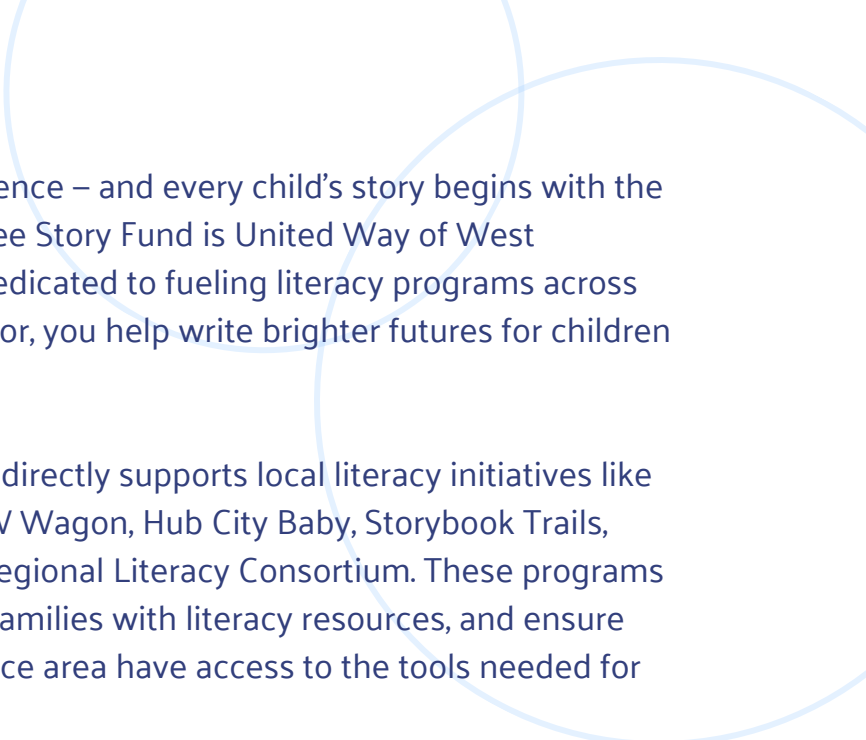


WEST TENNESSEE STORY FUND

When a child learns to read, a new world
opens and the **story** of their success begins.



UNITED WAY
West Tennessee




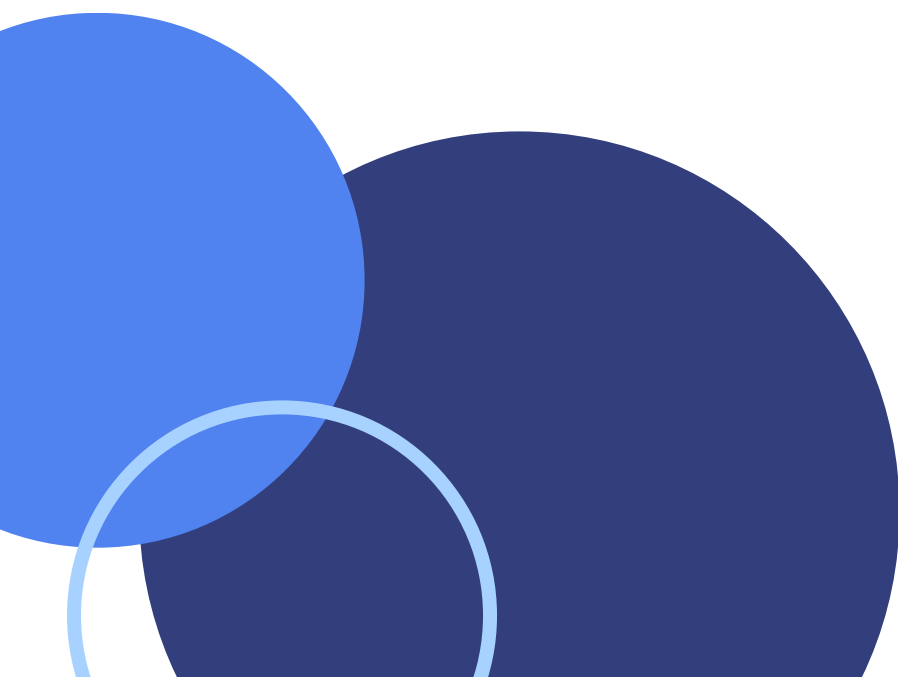
Every great story starts with a first sentence – and every child’s story begins with the opportunity to read. The West Tennessee Story Fund is United Way of West Tennessee’s monthly giving program dedicated to fueling literacy programs across our region. By becoming a monthly donor, you help write brighter futures for children and families, one page at a time.

When you join the Story Fund, your gift directly supports local literacy initiatives like All Star Readers, The READ Team, WOW Wagon, Hub City Baby, Storybook Trails, Little Free Libraries, and the West TN Regional Literacy Consortium. These programs put books in children’s hands, connect families with literacy resources, and ensure communities across our 15-county service area have access to the tools needed for lifelong learning.

Monthly gifts provide a steady, reliable source of funding that allows us to plan ahead, respond quickly to needs, and sustain programs year-round. Your consistent support helps us:

- Deliver thousands of free books directly to children and families.
- Provide early literacy tools for new parents, encouraging reading from day one.
- Create literacy-rich environments in neighborhoods and rural communities.

When you join the West Tennessee Story Fund, you’re not just giving – you’re investing in futures. You’re helping children discover the joy of reading, empowering parents to read with their children, and strengthening the foundation for success in school, work, and life. Together, we can turn the page toward a more literate West Tennessee.

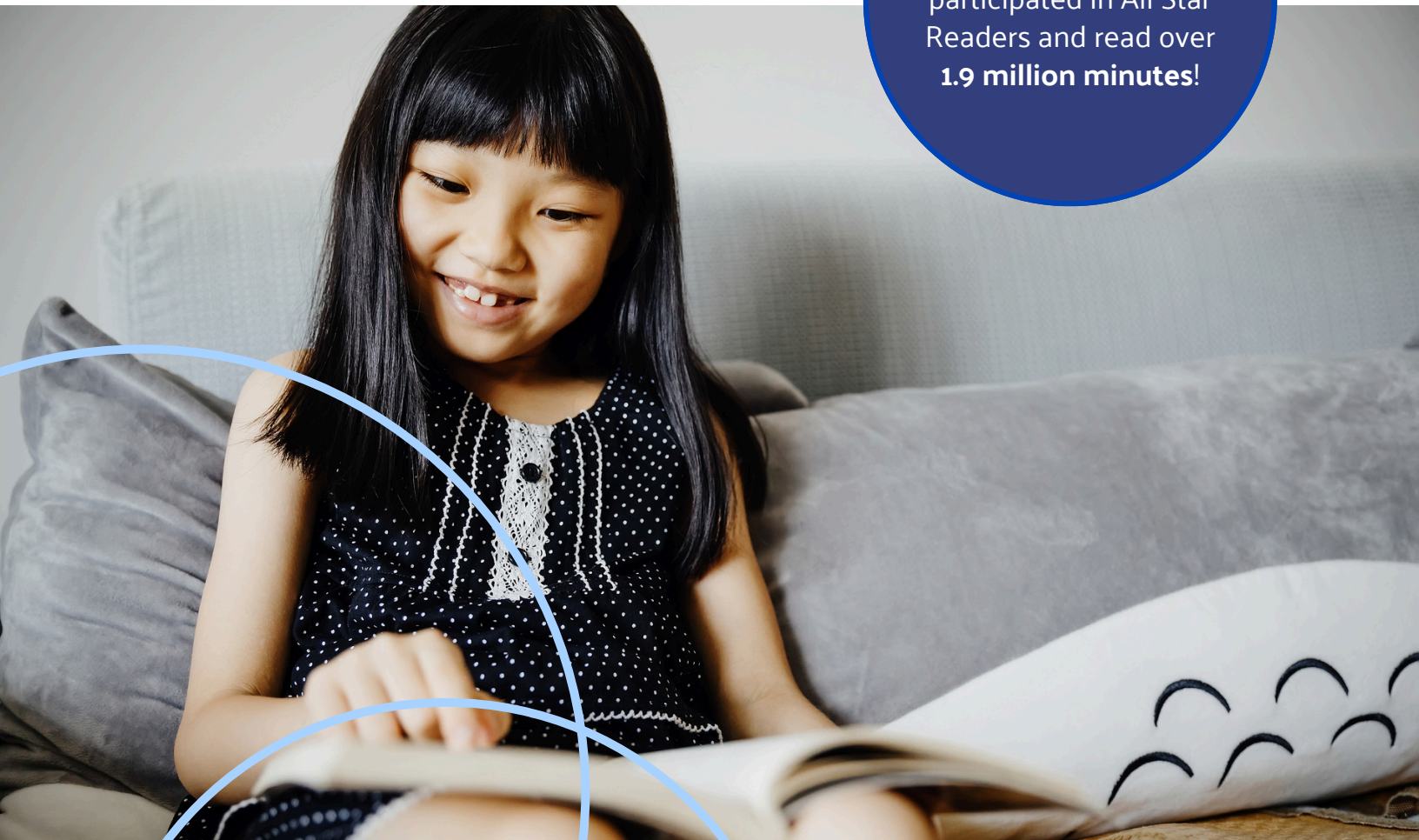


ALL STAR READERS

All Star Readers is a reading incentive program designed to spark a lifelong love of books in children across West Tennessee. By partnering with schools, the program encourages children to read for 20 minutes each day and rewards their progress with fun, motivating incentives.

More than just prizes, All Star Readers builds confidence, strengthens literacy skills, and opens doors to new worlds through the power of reading. By fostering a positive reading culture both in the classroom and at home, the program helps children see themselves as capable, successful learners – preparing them for brighter futures, one book at a time.

In the 2024-25 school year, over 1,800 students participated in All Star Readers and read over **1.9 million minutes!**

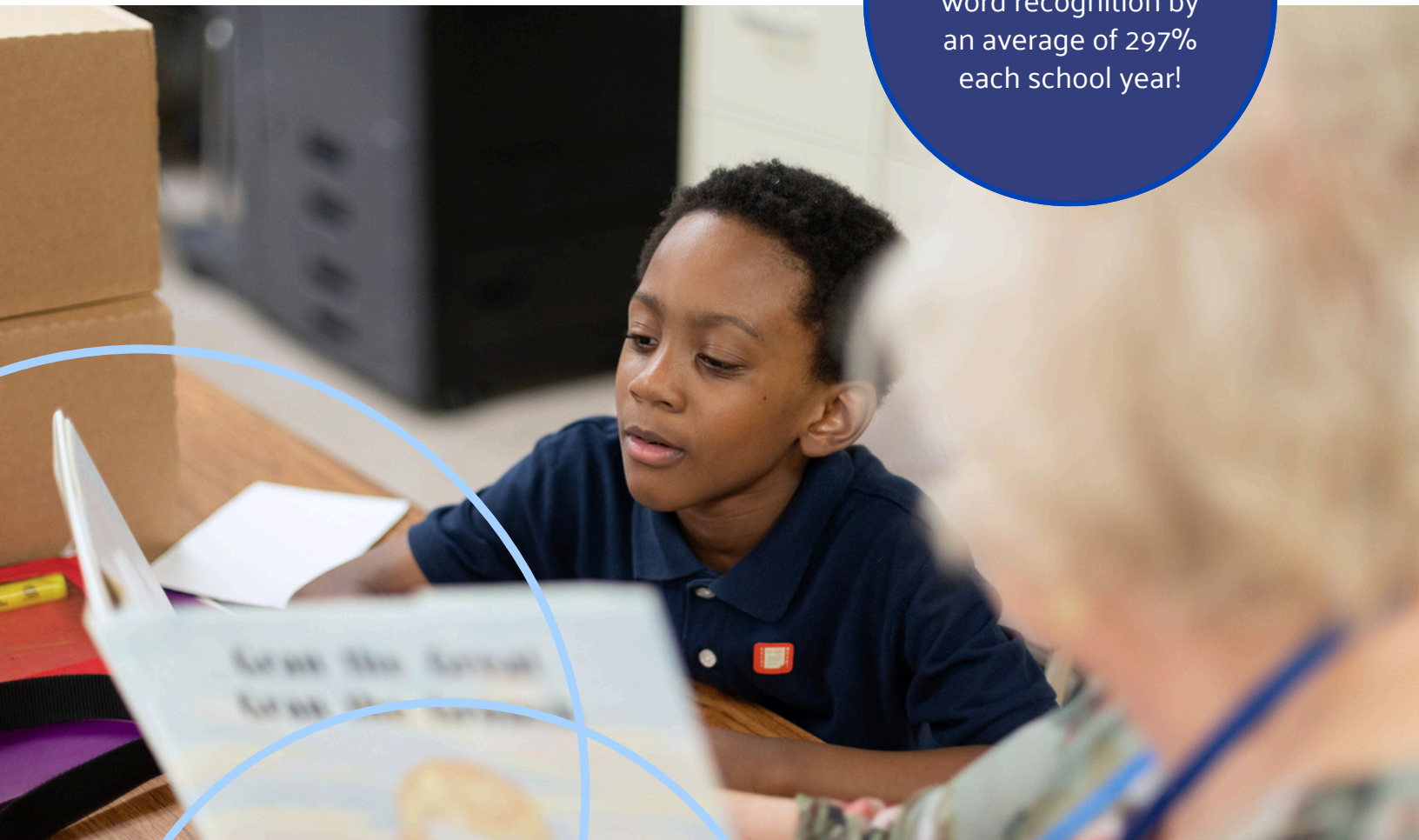


THE READ TEAM

The READ Team is a dedicated group of literacy coach volunteers who provide one-on-one reading support to students who need it most in the Jackson-Madison County School System. Working with second grade students, they meet young readers where they are – helping them build confidence, strengthen foundational skills, and discover the joy of reading.

Through personalized sessions, encouragement, and age-appropriate materials, The READ Team helps students make meaningful progress in fluency, comprehension, and reading stamina. More than tutors, they are cheerleaders, mentors, and literacy champions – changing lives one reader at a time.

The Read Team helps students increase sight word recognition by an average of 297% each school year!



WOW WAGON

The WOW Wagon is our mobile giving library, delivering free, high-quality books to children and families in neighborhoods across West Tennessee. Brightly wrapped and filled with stories, the WOW Wagon brings the joy of reading directly to those who may not have easy access to libraries or bookstores.

From community events to school visits to apartment complexes, the WOW Wagon goes where the need is greatest – ensuring every child has the opportunity to build their own home library, one book at a time. At each stop, children can browse, choose, and take home books that match their interests and reading levels.

Through our mobile giving libraries, over 5,000 books were distributed during 2024!



HUB CITY BABY

Hub City Baby provides new parents with a “baby bag” filled with diapers, wipes, and an early literacy kit – complete with a board book and tips for reading aloud. By placing books in the hands of families right from the start, we help parents create nurturing routines that spark language development, strengthen bonds, and build a foundation for lifelong learning.

It's never too early to start the story of literacy in the life of a child!

Our goal is to distribute
at least 500 Hub City
Baby Bags during the first
year of the program!



STORYBOOK TRAILS

Storybook Trails combine the joy of reading with the fun of outdoor exploration. Along a walking path, families encounter the pages of a children's book displayed in sequence, encouraging them to read together while they move from page to page. These trails make literacy active, accessible, and memorable – turning parks and green spaces into story-filled adventures.

United Way of West Tennessee will place two storybook trails this year with one at Bailey Park in Humboldt and the other at Sand Beach Lake in Bolivar. Our hope is to place a Storybook Trail in each county in our service area.

Through a grant from the Governor's Early Literacy Foundation, we will place two storybook trails in West Tennessee this year!



LITTLE FREE LIBRARIES

Our Little Free Libraries bring the gift of books right into neighborhoods, schools, and community spaces. Stocked with stories for all ages, these small, weatherproof book boxes make it easy for anyone to pick up a new read or share a favorite with others. By making books available 24/7, we help foster a culture of reading and connection – one neighborhood at a time.

Through our Family Champion program, at least one Little Free Library will be installed in each county that United Way of West Tennessee serves.

During the next year, we will add a little free library in all 15 of the counties we serve.



WEST TENNESSEE REGIONAL LITERACY CONSORTIUM

The West Tennessee Regional Literacy Consortium is a network of schools, libraries, nonprofits, and community organizations working together to ensure that every child and family in our region has access to the resources, support, and opportunities they need to read, learn, and thrive.

Our collaborative approach addresses literacy at every stage of life – from introducing young children to their first picture books, to supporting school-age readers, to fostering a love of learning in adults. Together, we're breaking down barriers to access, sharing proven strategies, and amplifying the message that reading is the foundation for success in school, work, and life.

The WTRLC unites over 20 organizations across the region to collaboratively build literacy in children and adults.



GIVING LEVELS

No matter the amount, every monthly gift to the West Tennessee Story Fund turns the page toward a brighter future. From putting a book in a child's hands, to stocking a Little Free Library, to fueling the WOW Wagon's travels across the region – your support ensures stories reach every corner of West Tennessee. Choose the giving level that's right for you and be part of writing the next chapter in our community's literacy journey.

To join the West TN Story Fund, scan the QR Code or visit uwwt.org.



\$5 PAGE TURNER
\$10 CHAPTER BUILDER
\$20 STORY TELLER
\$50 AUTHOR
\$100 NARRATOR

