

**2023 SUNCOAST SUMMER READING CHALLENGE  
MEMORANDUM OF UNDERSTANDING BETWEEN  
THE PATTERSON FOUNDATION AND  
NORTH PORT PARKS & RECREATION DEPARTMENT**

**WHEREAS**, the Suncoast Campaign for Grade-Level Reading is a community wide effort in Charlotte, DeSoto, Manatee and Sarasota Counties to help children, especially those from asset-limited families, succeed in school by ensuring they read on grade level by the end of third grade;

**WHEREAS**, the statistics are troubling: 67 percent of children nationwide and more than 80 percent of those from asset-limited families are not proficient readers by the end of third grade;

**WHEREAS**, 51% of all third graders in Charlotte, DeSoto, Manatee and Sarasota Counties are unable to read proficiently by the end of third grade;

**WHEREAS**, the Campaign for Grade-Level Reading was launched to reverse this potentially catastrophic trend by supporting common-sense solutions at the federal, state, and local levels;

**WHEREAS**, summer 2023 can be a time of great inequity for young people. Many young people and their families lose access to critical support that keeps them safe, healthy, and engaged in learning.

**WHEREAS**, research shows that asset-limited children can lose two months or more of reading skills over the summer, and children who do that consistently can wind up two years behind their classmates by the end of sixth grade;

**WHEREAS**, summer learning can be bolstered by coming up with effective ways to get more kids engaged in independent reading and encouraging communication about what they have read to ensure understanding, generating a love of learning;

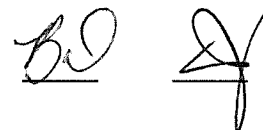
**WHEREAS**, research shows that reading six books at the appropriate reading level during the summer may keep a struggling reader from regressing; and,

**WHEREAS**, the Suncoast Campaign for Grade-Level Reading's 2020, 2021, and 2022 Suncoast Summer Reading Challenge and THIS BOOK IS COOL! initiative helped to stem learning loss:

**NOW, THEREFORE**, in consideration of the mutual promises, covenants and consideration contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

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(Every page must be initialed by all parties signing the document)



I. Program Name: 2023 Suncoast Summer Reading Challenge ("2023 SSRC")

II. Parties to this Memorandum of Understanding ("MOU"):

The Patterson Foundation ("TPF")  
 2 N. Tamiami Trail, Suite 206  
 Sarasota, FL 34236  
 (941) 952-1413  
 Beth Duda bduda@thepattersonfoundation.org

City of North Port  
 Parks & Recreation  
 1602 Kramer Way, North Port, FL 34286  
 (941) 240-8122  
 Shelby Mendelson smendelson@northportfl.gov

**Please complete this chart for each Summer Location.** (If you will be conducting the Suncoast Summer Reading Challenge in more than one location, please copy and paste chart for each Summer Location)

<b>Summer Location Name</b>	George Mullen Activity Center
<b>Dates of Summer Programming (please indicate if there will be weeks when the programming is not in session)</b>	May 30 - August 4, 2023
<b>Days and Hours of Operation</b>	Monday, Tuesday, Wednesday, Thursday, Friday   8:30am - 4:30pm
<b>Number of Weeks in Session</b>	9 Weeks
<b>Number of projected Students Per Week {must have a minimum of 20 students per week fully participating in order to qualify for funding}</b>	150
<b>Address (much match Giving Partner Address or legal business address) Street, City, Zip Code</b>	4970 City Hall Boulevard, North Port, FL 34286
<b>Address for Payments (only if different from the above address) Street, City, Zip Code</b>	N/A
<b>Point of Contact Name</b>	Shelby Mendelson, Recreation Manager
<b>Point of Contact email</b>	smendelson@northportfl.gov

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<b>Point of Contact Phone Number</b>	941-429-3561
<b>Name of the Summer Program Director</b>	Sandy Pfundheller
<b>Summer Program Director email address</b>	spfundheller@cityofnorthport.com
<b>Summer Program Director phone number</b>	(941) 429-7129
<b>Facebook Page Name</b>	@NorthPortParksAndRec
<b>Physical Location of Summer Program(s)</b>	1602 Kramer Way, North Port, FL 34286

- III. Effective Date of this MOU: This MOU will be executed and effective on the date of the final signature below.
  
- IV. Termination Date of this MOU: Upon completion of the Suncoast Summer Reading Challenge 2023 at the Summer Location. (Summer Location: A place where Elementary School-aged children formally gather to participate in Summer Camp or Summer Learning Activities.)
  
- V. Program Duration: Summer Location will choose the duration of the SSRC at its location. **(The summer program must participate for a minimum of four weeks in order to qualify for support from The Patterson Foundation)**
  
- VI. Program Description: The SSRC is a program designed to encourage a culture of reading and summer learning. SSRC may be delivered in person or virtually upon approval of The Patterson Foundation. Any elementary school student in Charlotte, DeSoto, Manatee or Sarasota Counties can participate. In order to qualify for support from The Patterson Foundation, summer programs must serve at least **20 children per week** from predominantly asset-limited families\* and **fully participate** in the Suncoast Summer Reading Challenge. (\*50% or more of the students qualifying for free and reduced lunch using 2022-23 data) Older children may participate in the Suncoast Summer Reading Challenge, however outcome results will be measured for Pre-K – Grade 3 students. Qualifying summer programs must offer programming for **at least four weeks** during the summer.
  - o There will be one level of support for summer programs who are meeting on-site, and a different level of support for summer programs operating virtually.

**Full Participation** by agencies or summer locations include:

**Your Responsibilities:**

**Goal:** Participating summer programs and families will partner with the Suncoast Campaign for Grade-Level Reading (SCGLR) to battle the “Summer Slide”. “Summer slide” is the tendency for students, especially those from asset-limited families, to lose as much as two to three months of the reading skill gains they made during the previous school year. Participating summer programs, parents, and caregivers, as part of the Suncoast Summer Reading Challenge (SSRC), will share information and enthusiasm with children inspiring them to read and log at least 6 books at their appropriate reading level\* between May 29,



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2023 and August 10th, 2023 (9+ weeks). ) \*Appropriate Reading Level: Remember the goal is to increase reading skills. We want students to select books at or slightly above their reading level.

**Goal:** Summer Camp providers, Students, Parents, Library Systems, School Systems, Summer Recreation Locations, Foundations, and Teaching Artists will work collaboratively to strengthen existing Summer Learning opportunities for children from asset-limited families, aged four– Grade 3. This collaboration will allow for increased learning through shared knowledge and data, and will help develop a stronger, more unified voice in support of our most vulnerable children.

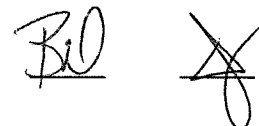
- 1. Each participating summer program will have a designated Suncoast Summer Reading Challenge Team Leader/Contact person.**
  - a. This person will be happily responsible for communicating all Summer Learning plans and reporting data and pertinent information weekly to The Patterson Foundation.
  
- 2. Each location’s Team Leader/Contact person and at least one other full-time staff person will attend the Suncoast Summer Reading Challenge Blast Off event on Saturday, April 22, 2023 in Sarasota County or on Saturday, April 29, 2023 in Charlotte County.**
  - a. These Blast Offs are a blast! These two events, part of Suncoast Remake Learning Days, are open to all staff and volunteers from all participating summer programs. We encourage wide participation. These two events will include professional development, motivational information, sample lessons, fun for the whole family and information about “THIS BOOK IS COOL!” programming available to summer programs.
  
- 3. All on-site participating students will be provided with a physical official Suncoast Summer Reading Challenge Log to keep track of their progress.**
  - a. The log may travel home with the students, or be kept by the summer program.
  
- 4. All students who are participating virtually as part of the summer program’s cohort will be given an electronic Suncoast Summer Reading Challenge Log to complete weekly.**
  
- 5. Each on-site summer program will award silicone bracelets, provided by the Suncoast Campaign for Grade-Level Reading, for the first 6 books read. When children reach the 6-book goal, they will be given a Brag Tag and chain. As children read more than 6 books, additional Brag Tags will be awarded, 1 Brag Tag for every 5 additional books.**
  - a. The awarding of bracelets and Brag Tags will take place at least once per week at each summer program. Students will receive a different color bracelet for each book read, up to 6 books. Children will earn a Brag Tag when they reach 6 books and can earn an additional Brag Tag every time they read 5 more books.
  
- 6. The Suncoast Campaign for Grade-Level Reading will provide a series of webisodes, entitled “THIS BOOK IS COOL!”** Each week, two books per grade level for Pre-K, K, Grade 1, Grade 2, and Grade 3 will be featured. The webisode for each book will include a special guest sharing reasons why “THIS BOOK IS COOL!”, vocabulary words to add to the TBIC Word Bank, and a suggested activity that is connected to the book. Participating on-site summer programs will receive a “THIS BOOK IS COOL!” activity guide with step by step instructions for all 100 suggested activities and special TBIC Word Bank activities. All Summer Reading Challenge materials will be assembled in a tool-kit for each provider.

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7. **The “THIS BOOK IS COOL!” webisodes may be used as part of a summer program’s in-person or virtual offerings. In order to qualify for funding support, the summer program must offer activities and opportunities for engagement beyond “THIS BOOK IS COOL!”.**
8. **On-site summer program staff will help create “A Culture of Reading”.** On-site staff members and volunteers are encouraged to read during the summer and wear the bracelets and Brag Tags they earn. Staff members and volunteers will share their love of reading with the children. For example: Find opportunities throughout the day to share about books you have read, your positive reading habits at home, the stack of books you can’t wait to read next, and your visits to the library. Ask about the books the children are reading and ask them to share their favorite passages with you.
9. **Stay connected with SCGLR throughout the summer.** Team Leaders/Contact persons at each Summer program, will connect with a Suncoast Campaign for Grade-Level Reading Engagement Team Member at least once a week for a brief learning and sharing session. This session may include photos and anecdotes from the week’s reading activities. The Engagement Team Member will share what is working at other programs.
10. **Keeping track -** The Team Leader/Contact person for on-site summer programs will keep a record of all participating children, and the number of books they have read each week. **Unique identifier numbers or full name, birthdate, and most recent school attended must be provided for each child** in order for that child to be counted as part of the cohort. This information will be reported within two weeks of the start date of the summer programming as listed in the MOU. This record will be shared electronically with The Patterson Foundation by noon on Mondays following each week of the program. Missing a reporting period may result in a loss of funding, don’t let this happen to you.
11. **How are you making reading fun and essential?** Each participating summer program will plan at least two Summer reading activities each week in addition to the “THIS BOOK IS COOL!” webisodes and activities. A weekly list of actual activities should be included in the site’s weekly report.
12. **All participating on-site and virtual programs will be given Suncoast Summer Reading Challenge Parent Guides** to share with their families and will host or promote the in-person Family Engagement Nights offered by SCGLR during the summer.
13. **Each summer program is encouraged to prioritize parent and family engagement throughout the summer.** Keep parents and family members informed about daily activities and special events. When possible, invite their participation. Share their child’s successes with them and find opportunities to praise positive behaviors
14. **Give the students a shout-out!** Students reaching 4 books read, 5 books read, 6 books read and beyond will be acknowledged in print at their on-site summer program in at least one way. (For example: names and photos on a bulletin board or on a poster) Students reaching these goals who are participating in a virtual cohort will be recognized in a newsletter, in an electronic letter home, or acknowledged on a website.
15. **All programs will be encouraged to engage Parents, Board Members, Staff, and volunteers in the celebration of National Summer Learning Week, July 10th – 14th.** Photos and short videos of celebration events will be shared in the providers weekly reports and will be shared by The Patterson Foundation both regionally and nationally.

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16. Each participating program and family member will agree to encourage honesty in the accurate accounting of books read. The integrity pledge is printed on each Suncoast Summer Reading Challenge log:

- *I understand it is my responsibility to keep my brain, body, and character strong. I know that reading books over the summer is important for my brain and my future. I will keep a truthful record in this log of books I have read this summer. Watch as I build a better me!*

The first time the students take the pledge they will receive a sticker with the pledge printed upon it. Students in virtual cohorts will be sent an electronic copy of the sticker. The integrity pledge is an opportunity for character building and may be combined with games and activities and recommended books.

17. The support dollars given by The Patterson Foundation must be used to promote summer reading or summer learning. These funds may be used to compensate the Leader/Contact person, the person charged to collect and report data, approved Teaching Artist instruction, authors, librarians, or dedicated reading staff/remedial educators in addition, the support dollars may be used to fund reading activities.

**The Patterson Foundation’s Responsibilities:**

1. If all conditions are met, including this signed Memorandum of Understanding, payments from TPF to Summer Location will be as follows:
  - a. 25% on or around May 22,2023
  - b. 40% after the program has been running for two weeks with complete data reporting, including photos and anecdotes from the first two week’s reading activities
  - c. 35% upon final data reporting
2. The Patterson Foundation will work with Charlotte County Public Schools, The School District of DeSoto County, The School District of Manatee County, and Sarasota County Schools to obtain aggregate outcome data for participating Summer Locations reporting at least 10 students (K - Grade 3) who are able to be identified as students attending school in the district who have completed both a spring and fall diagnostic test. (When the number of identifiable participants counts are less than 10, they are excluded from aggregate analysis.)

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2023 Suncoast Summer Reading Challenge Support Dollars						
Supports	Virtual Programs with at least 20 participating students	On-site Programs with at least 20 participating students*	Virtual Programs with more than 40 and less than 60 participating students	On-site Programs with more than 40 and less than 60 participating students	Virtual Programs with more than 60 participating students	On-site Programs with more than 60 participating students
\$400 for Summer Blast-Off, SSRC Training and Q&A Session	✓	✓	✓	✓	✓	✓
Access to THIS BOOK IS COOL! webisodes	✓	✓	✓	✓	✓	✓
\$250 per week for each week the program is in session <i>(Note: virtual offerings may include THIS BOOK IS COOL!, however, to qualify for support, additional weekly offerings must be included)</i>	✓	✓	✓		✓	
\$500 per week for each week the program is in session				✓		✓
\$5 additional dollars per week for every participating child once a total of 60 has been reached <i>(Note: additional dollars capped at \$1,000/week)</i>						✓

**Additional Suncoast Campaign for Grade-Level Reading Suncoast Summer Reading Challenge supports:**

1. Members of SCGLR’s Engagement Team, providing Project Support for Summer Learning will support selected activities, and presentations at various Summer Locations throughout the region.
2. Summer locations participating in the Suncoast Summer Reading Challenge will be featured in the SCGLR Summer Learning Newsletter.
3. Regular updates regarding the Suncoast Summer Reading Challenge will be posted on Social Media.

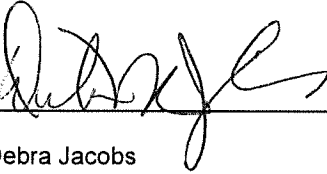
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[Signature]

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IN WITNESS WHEREOF, the undersigned have been duly authorized to bind their respective parties to this Agreement and have caused this Agreement to be executed as of the date noted above written.

  
\_\_\_\_\_

Debra Jacobs  
President/CEO  
The Patterson Foundation

Date: 5-1-2023

\_\_\_\_\_

A. Jerome Fletcher II, ICMA-CM, MPA  
City Manager  
City of North Port

Date: \_\_\_\_\_

  
\_\_\_\_\_

Beth Duda  
Director, SCGLR  
The Patterson Foundation

Date: 4/27/2023

\_\_\_\_\_

Shelby Mendelson  
Recreation Manager  
City of North Port

Date: \_\_\_\_\_

ATTEST

\_\_\_\_\_

Heather Faust, MMC  
City Clerk

APPROVED AS TO FORM AND CORRECTNESS

\_\_\_\_\_  
Amber L. Slayton, B.C.S.  
City Attorney

Approved by the City Commission of the City of North Port, Florida on \_\_\_\_\_, 2023

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**Exhibit A: Partner Media/Public Relations/Social Media Policy**

The Patterson Foundation values working collaboratively with partners and vendors for ultimate impact. Part of being an active and engaged vendor means a mutual coordination of strategy, messaging and timing of communications efforts for a streamlined and consistent approach. To this end, we've created the following process to align efforts.

Partners should ensure their internal strategy aligns with this media procedure below, so all internal stakeholders know where to direct media inquiries:

**Media Inquiries and Interviews**

Direct all media inquiries and questions **related to The Patterson Foundation** to: Beth Duda: 941-952-1413 or [bduda@thepattersonfoundation.org](mailto:bduda@thepattersonfoundation.org)

**Media Releases**

1. All press releases originating from The Patterson Foundation will be written and distributed by The Patterson Foundation communications partner, MagnifyGood .
2. Use of The Patterson Foundation name and/or quotes from employees/initiative managers are not permitted without prior written approval from The Patterson Foundation. An email from TPF constitutes sufficient written approval.
3. To ensure the integrity of The Patterson Foundation and its media policy and strategy, please submit a draft of your press release and your distribution list for review prior to desired release date. Please email to [bjacobs@magnifygood.com](mailto:bjacobs@magnifygood.com).

**Other Communications & Social Media**

Prior to engaging in any other publicity or communications, including social media activity (that includes without limitation texting, posting, blogging, Twitter, Facebook, and LinkedIn) referencing your work with The Patterson Foundation or mentioning The Patterson Foundation, please coordinate with TPF as noted above for approval.

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