



FOUNDATION

2024 ANNUAL REPORT

JULY 1, 2023 – JUNE 30, 2024

Vision: Our investment today in early childhood education will benefit future generations and result in a prepared workforce and economically vital community.

The purpose of the Foundation is to bolster the work of Virginia Beach GrowSmart by securing increased funding through public grants and private donations. The GrowSmart Foundation Board helps to ensure that increased attention and resources are devoted to early childhood education and innovation.





LENA GROW & START

Virginia Beach understands children begin learning at birth in all environments: at home, at school, and in the community. GROW and START programs build on brain science which confirms that neural connections are created and reinforced during the ages of 0 – 3 years at rapid rates.

FY24 START & GROW IMPACTS

394 children total

340 children

Participated in **30 GROW** classrooms
56% increase in children's Conversational Turns
100% teachers recommend GROW
96% teachers report more confident & increased job satisfaction

60 families

Participated in START classes
19% increase in Adult Words
107% increase in Shared Book Reading
17% percentile gain in Language Development
85% Graduation Rate
91% families indicate positive changes

990 Coaching sessions

\$50,000 grant funds contributed





Community Engagement
+
Literacy
=
SUCCESS

The award-winning Virginia Beach READS mentor-tutoring program.

First Grade READS is a literacy tutoring program in Virginia Beach. By pairing striving first grade readers with caring community volunteer tutors/mentors we assist children in becoming confident, successful readers. Tutors receive intensive training in effective instructional techniques and increasing student engagement. Each month the children are given one free take home book, to build their home library

A child not reading at grade level by the end of first grade has an 88% chance of not reading at grade level by the end of fourth grade



Read Across America Day

In 2014, GrowSmart began to celebrate the National Education Association's (NEA) 'Read Across America Day' with early childhood programs as a day to celebrate and foster a love of reading for children.



2024 Engagement Impressions

457.5K

Channel 13 Read Across America Interview

2024 Change Sings Read Across America
Promo Video

8,031 books provided in 2024

**48,031 Read Across America
Books Provided to Date**

91

Participating Sites within Virginia Beach

384

Participating Classrooms

2,300 Volunteers to Date

1075.6 Volunteer Hours

\$15,000 sponsorship funds

GrowSmart **2024**



Celebrating Children is a FREE family fun event which occurs every April. This event brings awareness to Child Abuse Prevention and Month of the Military Child. Celebrating Children offers families healthy and fun activities and includes a 1-mile walk/run around Mount Trashmore, live entertainment and amusements, and amazing resource booths where community organizations showcase their programs and services for families.



2024 Engagement Impressions

Channel 13 News
455.5K

City of VB Blog
4,945

GrowSmart Social Media
2,000

62 Resource Exhibitors

3,450 Attendees

74.3% 1st Time Attendees

51.4% attendees were military affiliated

\$14,500 Sponsorship Funds Raised

GrowSmart 2024



THE CAMPAIGN FOR GRADE-LEVEL READING HONORS

VIRGINIA BEACH, VIRGINIA

As a 2023 Pacesetter Community for their work in advancing early school success and accelerating equitable learning recovery as demonstrated in the following stories:

- Virginia Beach TALKS! Early Learning Innovation to Promote Early School Success
- Early Literacy Opportunities in the Community – Storywalks and Laundromats

The Campaign for Grade-Level Reading works to encourage and support community coalitions to promote early school success and equitable learning recovery as essential to securing more hopeful futures for the children of our nation's economically challenged, fragile and marginalized families. Virginia Beach's exemplary work and leadership contribute to that goal.

11TH DAY OF DECEMBER 2023

Campaign for Grade Level Reading 2023 Pacesetter Honors

Thank you!

