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Dear Potential J3 Supporter,

While it isn't why Jamie & I started J3 Foundation, when we learned that folks who contribute to better their communities feel happier themselves, we weren't surprised at all. Dean Smith the longtime and former University of North Carolina basketball coach may have said it best:

"When you make a basket, you point to the player who threw you the pass. That applies to not just basketball, but everything we do. No one makes it through life without lots of assists"

At J3 Foundation, we're doing everything in our power to interrupt the school to prison pipeline, one student at a time. We are re-writing the futures of these kids. By empowering them to read, we're giving them the tools and confidence to grow up knowing that they are worthy of success.

We couldn't make such a powerful impact without the help of generous people like you. That's why I'm reaching out to you today. We're looking for sponsors to support our cause. In appreciation of your generosity, we'd like to offer you the opportunity to raise your profile with the students, their families & communities as well as the seventeen greater Los Angeles schools we support.

The included packet outlines the opportunities for recognition. We're thrilled to be partnered with The Giving List whose publication reaches the highest-net worth households in the area, and we'd love to include you as one of our sponsors. You'll also see opportunities to see your organization featured on our website, our promotional materials, and across our social media platforms.

I hope we can count on your support to help J3 Foundation raise the \$155,000 we'll need to offer our program to even more schools and districts in our area. It would be great to chat with you to discuss this exciting opportunity for both of us. You can reach me directly at joe.blackstone@j3foundationla.org.

I look forward to hearing from you soon. Thank you in advance!

Joe Blackstone

J3 Co-Founder & BCI President

THE U.S. IS FACING A LITERACY CRISIS


In Los Angeles

52%

of 4th graders are **reading below grade level.**

The Pandemic caused the **largest drop in reading scores** in

30 years



2/3 of students who cannot read proficiently by the end of fourth grade will end up **in jail or on welfare.**

U.S. schools **stop teaching reading** at the end of 3rd grade.



J3

That's where **FOUNDATION** steps in.



J3 FOUNDATION

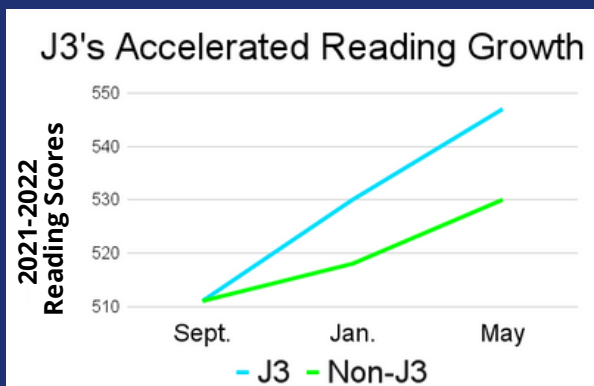


We provide
FREE
Reading Programs



at **high needs schools**
that serve 4th grade
students of color

interrupting the
school-to-prison pipeline



with
powerful
results



Partner with J3 today to be the change you want to see!

Donate Here: <https://qrco.de/bdyFEL>



LETTER FROM THE FOUNDERS

OUR STORY

Our passion for helping kids learn to read began soon after we got married. We joined a USC alumni program where we read with students every week at the USC “School of Five” inner-city elementary schools. During our time as literacy volunteers, we quickly became aware of the alarming number of students who were reading below grade level. It was then that the seed of becoming part of the positive impact on literacy had been planted.

After our daughter Jess was born, our desire to help improve the lives of children increased and we created J3 Foundation with the initial work of funding foundations and charities focused on child development. But we realized we could and should do more.

After much research and development, in 2018, we launched J3’s Cozy Reading Club to support the most vulnerable 4th grade students in Los Angeles.

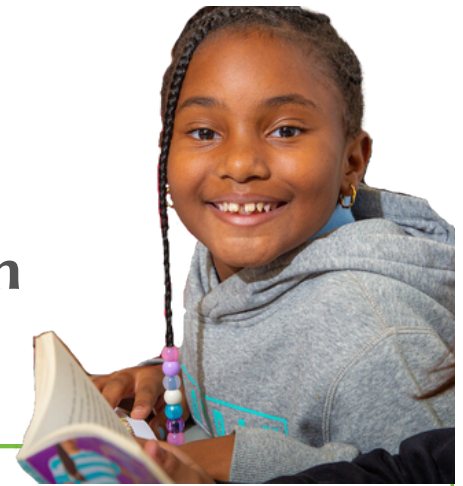
In the six years since its inception, we have grown from our single pilot school serving 20 students. We are now partnered with 17 schools, in three school districts in the greater Los Angeles area. We are proud to have served over 1,000 students in the last five years, changing the trajectory of their lives.



Our program has seen both tremendous success and tremendous growth. Newly expanded, our Cozy Reading Club serves students both during the school day and in our after school reading program. Interest and need is high, so we’re striving to reach 10 more schools, serving 400 more students by 2025.

We encourage you to get involved in any way possible. Thank you for joining us on this journey!

Joe, Jamie, and Jess (J3)



2023: Expanding Our Program and Our Reach

We're excited to be in the midst of our most exciting school year yet. We've dug into the data and research, and made some **big changes to our program** that are moving [J3 Foundation](#) to the next level.

We have restructured J3's **Cozy Reading Club's** delivery model so we can make an even greater impact! We **added an in-school piece** twice a week so we can offer individualized small group reading instruction to ALL 4th graders reading below grade level. With this additional piece J3 is can now serve more than **700 students** at our existing 16 schools, blowing last year's 340 out of the water!

We are **continuing our after school piece** 1 day a week. Since the word skills piece will be delivered during the day, we are able to adjust our staffing, contributing to **massive per-student cost decreases**.

This has positioned us to much more easily attract and serve more schools and districts in the future, as well as significantly increasing our opportunity for grant funding.

We see a lot of growth in our future, which means a lot more lives changed!

Have a great day, and as always...

Thank you for helping us to change the world, one bold-reader at a time!

Joe Blackstone & Jamie Mohn

J3 Foundation Co-Founders



REMOVING BARRIERS & RE-WRITING FUTURES

2023-2024

J3 Cozy Reading Club

WHAT'S THE SAME:

- We are a **FREE Reading Program**
 - uniquely serving low-income, 4th grade students of color in the greater Los Angeles area
- Our Mission
 - To equip 4th grade students with the tools for success by increasing...
 - reading skills
 - reading habits
 - reading confidence
 - culturally-relevant book access
- Evidence-Based Program Components
 - includes: read alouds, mindfulness practices, restorative practices, social emotional learning
 - low student ratio (groups of 4-6:1)
 - 2 hour after-school club



WHAT'S NEW:

- We are joining students during their school day with in-school programming
 - individualized literacy instruction in small groups
 - 2x a week; 30-45 minute sessions
 - moving the “word attack” portion from after-school space; expanding it into the school day
- After-school Cozy Reading Club (CRC) will be offered 1x a week
 - after-school club staffing reduced
- Growing and adjusting to respond to the latest evidence-based research



REMOVING BARRIERS & RE-WRITING FUTURES

2023-2024: Cozy Reading Club In-School + After-School Model

OF SCHOOLS

Unlimited:

Only limited by staffing & funding needs!

Greater Demand

Immediate heightened interest in our new programming model

OF STUDENTS

Unlimited:

Only limited by J3 keeping up with staffing needs!

Anticipate serving **more than 700 students!**

No maximums! Can serve every child who qualifies

Teaching students at any diminished reading level (K-3)

PROGRAM EFFECTIVENESS

Reading programs that occur during the regular school day are **nearly twice as effective** as those conducted outside of school time.

FREQUENCY

3x a week (2 AM sessions & 1 PM session)

STAFFING

5 adults / 48 students (AM & PM sessions)

STUDENT COST

Anticipated to cost **~\$1,500** per student

DATA

More students & more **reliable attendance** leads to **more data & better results.**

FUNDING

Increased funding opportunities

VS

2018-2023: Cozy Reading Club After-School Model Only

OF SCHOOLS

Limited by:

of students that enroll, # of teachers recruited, and # of students available after-school

Barriers to Demand

Limited school buy-in

OF STUDENTS

Limited by:

enrollment, parent buy-in, student buy-in, other extracurriculars

Served **340 students** in 2022-2023

Maximum: 20-30 students per school

Programs were limited to only 2nd-3rd grade reading levels

PROGRAM EFFECTIVENESS

Stand-alone after-school programs are the least effective option.

FREQUENCY

2x a week (PM sessions only)

STAFFING

6 adults / 20-25 students (PM sessions only)

STUDENT COST

Cost nearly **\$4,500** per student

DATA

Fewer students & **unreliable attendance** (after school) leads to **skewed data & worse results.**

FUNDING

Fewer funding opportunities



*Building Bold Readers
for
Bright Futures*



Free Reading Program

Tools for Success

SKILLS taught through evidence-based curriculum by highly qualified staff

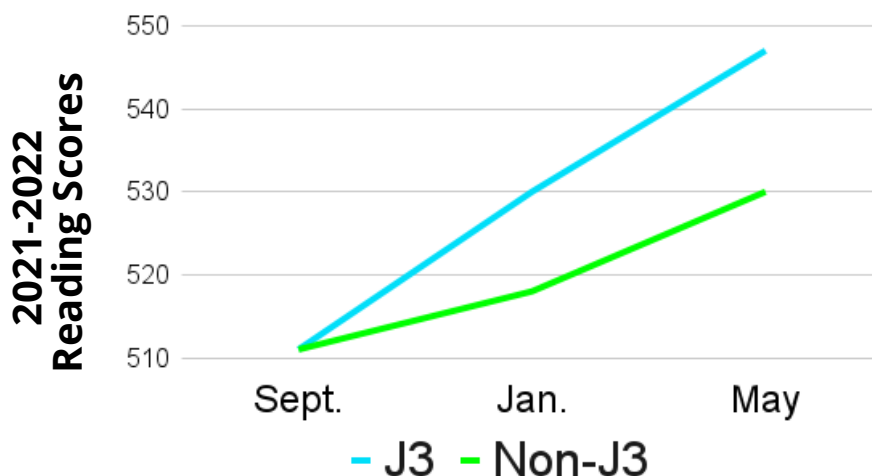
HABITS practiced through sustained silent reading in a cozy environment

CONFIDENCE nurtured through mindfulness & social emotional learning

BOOK ACCESS provided through our lending library of culturally relevant, inclusive books and book donations



J3's Accelerated Reading Growth





Our Mission

J3 Foundation is a non-profit organization whose mission is to give kids the foundation they need for a **lifetime of reading success.**

Our Program

J3 Foundation provides FREE reading programs to high need schools.

We take a holistic approach to student growth while equipping students with the tools for success.

Our Motivation

68% of fourth grade public school students are **not reading proficiently**

2/3 of those students will **end up in jail or on welfare**



**Evidence -
Based**

Holistic

Individualized

Cozy Reading Club



READING SKILLS



OUTDOOR RECREATION
& NUTRITION



MINDFULNESS



READ ALOUD & REFLECT



COZY READING TIME
(Sustained Silent Reading)



LENDING LIBRARY BOOK
CHECK-OUT

Increasing Book Access

Lending Libraries

J3 Foundation has curated a lending library of over **5,000 books** that span all genres, reading levels, and interests.



Our Library:

- recognizes & celebrates diverse experiences.
- features the latest award winning books.



Book Donation

J3 Foundation donates books to all participating students throughout the year.

Each J3 student is gifted six new books for their home library.



Get Involved



Donate



Partner



Fundraise



Volunteer



www.j3foundationla.org