



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

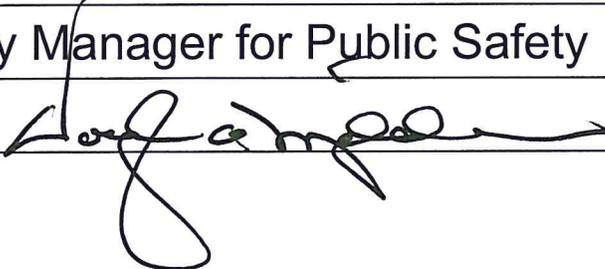
PROGRAM INFORMATION

County: County of Henrico
Program Title: Spreading Goodwill Through Books
Program Category: Health and Human Services

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Douglas Middleton
Title: Deputy County Manager for Public Safety
Signature: 

1. Program Overview

In April 2017, Henrico County Public Schools (HCPS) Department of Library Services, and Goodwill of Central and Coastal Virginia established a partnership to supply books to the students and families of Henrico County, Virginia. Goodwill's Central Virginia support center, located in Richmond, processes around a million donated books a week, most of which end up being recycled. In spring 2017, Goodwill staff members contacted Henrico County Public Schools after seeing a news story about the school division's request for book donations. HCPS asked for donations of new and gently used books to schools to support the division's new "Reading and Writing Across the Curriculum Challenge" in secondary schools. HCPS Library Services has coordinated a weekly opportunity for HCPS staff members to attend Goodwill and choose free books for school use.

As of Jan. 31, 2018, more than 40,000 books have been reclaimed and distributed to Henrico County students and families as a result of the "Spreading Goodwill Through Books" initiative.

2. Problem/Challenge/Situation Faced by Locality

Henrico Schools began an intense focus on literacy in grades K-12 in the fall of 2016. As part of this focus, elementary and secondary schools began creating individual classroom libraries to supplement the school library. Books for classroom libraries were purchased for a few schools, but funding was not available to expand school libraries or provide classroom libraries at all 68 school locations. In addition, Henrico is an extremely diverse county with some households owning few, if any, books. Research indicates a strong correlation between access to books and student academic success. Recognizing a need for more books in schools and homes, Goodwill and HCPS formed a partnership to provide the books needed to support Henrico County residents and improve student outcomes in the schools.

3. How Program Fulfilled Awards Criteria

In its collaboration with Goodwill of Central and Coastal Virginia, Henrico Schools' Department of Library Services has established an innovative solution that can be duplicated by other school systems seeking to establish classroom libraries or get more books into the hands of students.

4. How Program Was Carried Out

The initial objective of this program was to supplement existing books and provide reading materials for secondary schools, so students would have books to read during the new Reading and Writing Across the Curriculum Challenge. Hoping to create classroom libraries from donations, Henrico Schools' Department of Communications and Public Relations issued two news releases that requested donations from the community of new and gently used books to support student literacy. The resulting donated materials, however, were not of the quality or quantity needed to meet the needs of all students. Goodwill contacted HCPS in response to the donation request for materials and suggested they could provide donated books not sold in their stores. This partnership allowed Henrico County Public Schools to collect high-quality, gently used books in the numbers the initiative demanded. Since the success during the first 10 months of "Spreading Goodwill Through Books," the school division has broadened the aims of the program to further support HCPS literacy focus by supplying reading materials for students and families throughout Henrico County.

In March of 2017, a donor development coordinator for Goodwill, and Henrico County Public Schools' director of communications and public relations, first discussed the possibility of expanding existing partnerships between Goodwill and HCPS to encompass books. Henrico Schools' Department of Library Services was approached to coordinate this new partnership with Goodwill. Library Services organized a site visit for school library staff members and a tour of

Goodwill's support center facility. Staff members learned more about the partnership and got a behind-the-scenes look at Goodwill's mission. Library Services staff members then worked with Goodwill to schedule a weekly trip to their central warehouse, developed a Google sign-up form for library staff members to visit Goodwill, and notified school administrators of the opportunity to get free books for their students. Librarians in each school were responsible for promoting "Spreading Goodwill Through Books" to teachers and other staff members in their buildings.

On April 5, 2017, HCPS Library Services and Goodwill began a weekly "book dig." Each Wednesday afternoon from noon to 3 p.m., Goodwill's Central Virginia support center on Midlothian Turnpike in Richmond opened its doors to HCPS employees. Library Services sends a staff member to coordinate the "book dig," and librarians, teachers, reading specialists, educational specialists, administrators, and other school staff members sign up to attend. These employees sort through thousands of books, selecting those that will be used and loved at their schools. Goodwill supplies bins, along with assistance in loading books into personal vehicles. Attendees are responsible for unloading and emptying the bins at their schools, and they must also count the items they collect and report the results to Library Services. After bins are emptied, they are sent to HCPS Library Services where they are stored and hauled to Goodwill the following Wednesday. This collection is ongoing and may continue as long as the demand for classroom books remains strong.

The weekly "diving for books" opportunity has yielded books in support of a host of HCPS initiatives:

- Students are reading them during the "Drop Everything and Read" periods at middle and high schools.

- Elementary and secondary students are reading the books in classrooms to buttress literacy efforts.
- Students and community members borrow them from Henrico Book Nooks (small wooden boxes that serve as free libraries) around the county.
- The school division's Department of Family Engagement gives them to children, teens and adults.

Once collected books arrive at the schools, they are distributed in many ways. Teachers are often allowed to go through the collected books to select items to place in their classroom libraries for use during "Drop Everything and Read" periods, or they may receive a selection of books from their classrooms from their librarian. In preschool and elementary school libraries, rules require students to always check out a book before leaving the library. Some students are temporarily blocked from checking out books because they have a backlog of unreturned books; in these cases, students can leave the libraries with a donated book from Goodwill. They have been placed on carts for students to browse and either borrow or claim, and they have been given to students as part of schoolwide book celebrations.

Occasionally, digging days are set aside to collect books for other initiatives that support HCPS's focus on literacy. Library Services or other staff members will pull boxes of books for these initiatives. These programs include Henrico Book Nooks and an outreach bus operated by Henrico Schools' Department of Family and Community Engagement. These books are distributed to the wider HCPS community to help provide quality reading materials to homes that may not have many or any books. This is part of the effort to improve learning and literacy outcomes in homes as well as in schools.

Clientele of the program range from preschoolers to twelfth-graders in all 68 school locations; students in an alternative program called GRAD (Generating Recovery of Academic Direction); students and families throughout the county who select books from Henrico Book Nooks; and HCPS residents of all ages who participate in events sponsored by the Department of Family and Community Engagement. Family Engagement's mission is "to empower families by successfully bridging gaps and building connections among families, schools and communities." Part of this initiative involves appearances by the department's "Big Blue" bus at community, civic and school events, and in neighborhoods. Big Blue addresses a myriad of needs within Henrico communities, including literature about support resources available to families; free back-to-school supplies and clothing; and free books for children, teens and adults from Goodwill. Between the months of September and December 2017, about 4,000 people boarded Big Blue.

The county's role in implementing Spreading Goodwill Through Books was to promote and coordinate logistics. In addition, the county allowed employees to attend "book digs" during work hours. Occasionally a county van was used to transport large quantities of books.

5. Financing and Staffing

The recession of 2007-09 resulted in budget constraints that affected the number of books available to the students in schools and at home. The socioeconomic status of Henrico County residents has also changed dramatically during the past 10 years. In 2007-08, 25.5 percent of HCPS students were eligible for free and reduced prices lunches, whereas in 2017-2018, 44.2 percent were eligible. This program supplies books that supplement those available to students and families. Economic pressures from the recession also prevented Henrico Schools from creating classroom libraries to support countywide reading initiatives, leaving schools to depend on donations for such libraries. The Spreading Goodwill Through Books initiative provides a reliable source of donated books for these classroom collections.

There were no capital or operating costs associated with Spreading Goodwill Through Books, and costs to replicate the program should be nominal.

Indirect Costs Include:

- Company time for employees to facilitate and participate
- Mileage and wear-and-tear on vehicles used to transport bins of books (HCPS)
- Cost of bins (supplied by Goodwill)

6. Program Results

As of Feb. 5, 2018 (10 months after Spreading Goodwill Through Books began), more than 40,000 books have been repurposed and distributed to teachers, students, and families in Henrico County.

Multiple studies like those cited below show a direct correlation between a child's exposure to books and his or her level of literacy, academic success, and success in life.

- An analysis of nearly 100,000 U.S. school children found that access to printed materials is the "critical variable affecting reading acquisition." JMcQuillan, J. (1998). "The Literacy Crisis: False Claims, Real Solutions"; Heinemann.
- The most successful way to improve the reading achievement of low-income children is to increase their access to print. Newman, Sanford, et al. "American's Child Care Crisis: A Crime Prevention Tragedy"; Fight Crime: Invest in Kids, 2000.
- Children growing up in homes with at least 20 books get three years more schooling than children from bookless homes, independent of their parents' education, occupation and class. Evans, M. D., Kelley, J., Sikora, J., & Treiman, D. J. (2010). "Family scholarly culture and educational success: Books and schooling in 27 nations." *Research in Social Stratification and Mobility*, 28(2), 171-197.

Family and community engagement coordinator for Henrico Schools says of the program, “We are extremely thankful for all of the books obtain from the Goodwill. It brings us great joy to see the excitement on f students and parents faces, when they board Big Blue for books.”

School librarian at Henrico High School adds: “... it’s not that I see the students reading more, it’s that we’re having different conversations. Students have been coming in more regularly to ask about specific authors or series. They have been more knowledgeable about what their reading preferences are, and the services that the library provides ... We see them reading more often, but more importantly we are seeing them be empowered readers and seekers of information.”

7. Brief Summary

After a request for book donations from the community yielded books not of the quality or quantity needed to meet the needs of all students, Goodwill contacted HCPS formed a partnership to allow the school division to collect high-quality, gently used books in the numbers the initiative demanded. Since the success during the first 10 months of “Spreading Goodwill Through Books,” HCPS has broadened the aims of the program to further support literacy programs by supplying reading materials for students and families throughout Henrico County.

HCPS Library Services and Goodwill began a weekly “book dig” at Goodwill’s Central Virginia support center in Richmond. Librarians, teachers, reading specialists, educational specialists, administrators, and other school staff members sort through thousands of books, selecting those that will be used and loved at their schools.

Once collected books arrive at the schools, they are distributed in many ways. Teachers select items to place in their classroom libraries or receive a selection of books from their librarian. Students temporarily blocked from checking out books because of a backlog of unreturned books can borrow a donated book from Goodwill. Books have been placed on carts for students to

browse and either borrow or claim, and they have been given to students as part of schoolwide book celebrations.

Sometimes books are used to support literacy programs like Henrico Book Nooks and an outreach bus operated by Henrico Schools' Department of Family and Community Engagement.

The Sharing Goodwill Through Books program epitomizes the ideal of developing and supporting literacy, a critical component of individual and societal success. It is simple, innovative, improves services to constituents and was implemented at negligible cost. It offers a new service that supplies free books to county residents, filling a gap. It fulfills a need for families struggling financially, those for whom English is not the primary language, and those who, for various reasons, are not able to adequately support and promote literacy with their children. It taps a new source for reading material and repurposes books that would otherwise be destroyed.

Spreading Goodwill Through Books

Photos of Henrico Schools-Goodwill “book dive”:





Book-dive books make their way out of boxes – and into the hands of students:



