TRANSFORMING LIVES THROUGH LITERACY:
OUR MOONSHOT COMMUNITY IN ACTION

THE LEARNING ALLIANCE MOONSHOT YEARBOOK 2018-19
Our name and logo say it all. We are The Learning Alliance. We ally people around the Moonshot goal of 90% literacy by the end of 3rd grade. We are learning what it takes to close the gap with our school and community partners.
DEDICATION

We dedicate this year’s gala book to Founders, Betty and Whitney MacMillan. Their support over the years has helped The Learning Alliance stay focused on the prize. Betty and Whitney’s keen insights and experience in the arena of education and business have been invaluable in contributing to our success. It is with our deepest gratitude that we thank Betty and Whitney for their leadership and unwavering support.
A SPECIAL THANK YOU

Thank you to The Emily Hall Tremaine Foundation for their unwavering support and guidance! We are grateful for the sponsorships of our peer-to-peer learning journey between the Moonshot Moment Literacy Movement and Philadelphia’s Read by 4th Grade Level Reading Movement.
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The Learning Alliance (TLA) can best be described as an organization whose story is of hope and determination that unfolds daily in the lives of teachers, students, and the community.

It is the story of people driven by a complex mix of passion for a purpose higher than themselves and the power of a transformational vision propelling a community to take action.

It is the story of the personal hardships of the founding parents who saw the daily suffering in their children’s eyes as they struggled in school. It is the story of a philanthropist, the former president of AOL, who knew he would still be in the coal mines if it were not for his public school education.

It is the story of an innovative Superintendent and a determined Director of Curriculum who have battled the literacy issue for ten years.

These seed stories have sprouted into the Moonshot Moment goal of 90% literacy by third grade.

To translate this goal into a reality requires broad community ownership, innovation, and collaboration that will push us through traditional boundaries and barriers.

Our Moonshot Community consists of the School District of Indian River County, over 125 community partners, and over 150 volunteers, all focused on leadership, kindergarten readiness, stopping the summer slide, closing the gap through after-school programs, and teacher professional development. We are creating an unstoppable team to lead the way and take a stand for our youngest citizens!
OUR EARLY EDUCATION MODEL

Our four areas of work illustrate our theory of change. To achieve our goal of 90% literacy by 3rd grade, we must:

1. Ensure educators are well trained in the science of teaching reading;
2. Energize school leadership to prioritize and collaborate on early literacy initiatives;
3. Provide extended learning opportunities to catch up struggling readers to their peers;
4. Empower and engage our entire community around our 90% literacy goal.
My parents were born in the early 1900’s in the coal towns of Pennsylvania. Fortunately, they saw the importance of education, and thank heavens I had great teachers. My teachers opened up opportunities for me and took me places I’d never been.

Through my military service and education, I was able to escape a life of working in the coal mines. Education made me who I am. That’s why I’m so passionate about making sure that every child has a chance to succeed in this world. Just like my teachers, the teachers in our school district are changing the lives of children for the better.

Since I came here in 1985, we’ve seen a great art museum evolve at the Vero Beach Museum of Art. We’ve seen a wonderful cultural center at Riverside Theatre. We also have a cutting-edge medical facility with Cleveland Clinic. And now, with your help, it’s in our grasp to become a model for the nation and also have a world-class public education system. We are really onto something here in Vero Beach.

I am so grateful for this community where over 125 optimistic partners and citizens like you are coming together to transform our educational system. Thank you for joining us on this journey so that every child can achieve the American Dream.
LEADERSHIP MESSAGES

Ronald Reagan often described the United States of America as unique among nations because it was founded on an idea, the idea of America’s success being a responsibility, not a privilege. Reagan’s optimism was a reminder for all of us that the promise of America is achieved through the continuing efforts of local citizens to unite around common goals.

Nine years ago, when TLA began its journey, we could not have anticipated how many of you would unite with us in transforming our children’s early education, to get children reading proficiently by the end of third grade, the key to their individual success and our community prosperity. Our Moonshot Moment journey is our community’s collective story to tell, to write and to share. The power and the promise of this story resides in the partnerships that have emerged as we build our collective will to enable all children to become literate, creative, compassionate citizens who will improve our world.

We thank our investors and partners for joining the journey and helping us create a Moonshot Story that insures the American Dream remains a vibrant beacon of hope to the world.
DAVID AND BARBARA BALDWIN

“The advancement that The Learning Alliance has made in a relatively short period of time is truly remarkable. A hearty congratulations to you and others involved that have made this a reality. We applaud your success!”

PAUL AND JAYNE BECKER

“The greatest gift we can give a child is a good education. The gateway to learning is reading. The Learning Alliance is offering best-practice skills to our children and their teachers. We believe everyone benefits from that, including our communities. We are happy to be a part of that process.”

CHRIS AND KEENA CLIFFORD

“By unifying the key leaders of this community, TLA has created a rare opportunity to make a huge difference in the lives of our children and families. This capacity to unify us around solving complex problems is special and worth investing in.”

TOM AND CAROL CORR

“When a child fails to learn to read by 3rd grade, only one in seven succeeds thereafter. As a child growing up, I was that one in seven that made it. I want to make sure that The Learning Alliance provides this opportunity to all kids.”

JOHN AND SUSAN DOBBS

“Nothing is more important than giving our children a quality education. We are very happy to support The Learning Alliance in its goal to have 90% of 3rd graders reading at grade level. As we have heard Ray, Barbara and Liz say so often, ‘We learn to read so we can read to learn.’ The Learning Alliance is a model that will inspire the rest of the country by showing that cooperation between a school district and private partnerships can bring results that neither can achieve on its own.”

LINDSAY AND TERRY EAKIN, III

“We have seen how quality charter schools have dramatically improved public education in Washington, DC. Using similar efforts, The Learning Alliance is helping Indian River County elementary students get comparable results. Our hope is that more of Florida and the nation will soon be able to follow.”
RICHARD AND ROSEMARY HAVERLAND

“Reading has always been one of my greatest pleasures and I have enjoyed volunteering with kindergarten children, helping them master the very first steps and begin to read. Dick and I have been so impressed with the impact of The Learning Alliance on young lives in our community.”

BARBARA HURLEY

“I think that the lock that enables children to read in this country has rusted. The Learning Alliance has not only lubricated that lock, but they have found the key to it, and I’m so excited to be a part of it.”

JEAN AND JIM KELLY

“The Learning Alliance is helping build better futures for our children. Reading proficiency by third grade is the most important predictor of high school graduation and career success. Our kids will not be successful if they can’t read at grade level. The work The Learning Alliance is doing is critical for the future of our kids and our country.”

BETTY AND WHITNEY MACMILLAN

“As a mother, grandmother, and great-grandmother, education is certainly a focus for us, and The Learning Alliance is showing us that you CAN teach children to read – and we’re all for that!”

“I learned in my commercial life that projects work when people are committed, and we certainly have that with the partnership between The Learning Alliance, teachers, volunteers, and students.”

RAY AND JEAN OGLETHORPE

“When everyone is pulling in the same direction toward an aggressive, agreed upon goal, there is tremendous power. With the help of philanthropists, community leaders, teachers, volunteers, and The Learning Alliance education team all coming together in partnership, we will make our 90% goal and then share our successes around the country.”
DON AND PATSY RIEFLER

“Niall Ferguson issued a wake-up call for America stating that our country’s working class with a high school education or less cannot survive economically in the competitive world that is evolving. The Learning Alliance’s research shows that unless reading proficiency is developed in the early years, our children have little chance to acquire the skills necessary to compete in the modern world.”

ART AND PAT RYAN

“Learning to read is the most important skill we ensure our children acquire at an early age. We increase the probability of success when everyone in the community shares this goal for all of our children. Let’s make it happen!”

VIRGINIA AND WARREN SCHWERIN

“We are so impressed with the leadership of The Learning Alliance and its scientific approach to reading. It’s exciting to be part of it.”

BILL AND MARLYNN SCULLY

“It’s vitally important for these children to advance their basic reading skills by third grade in order to give them the opportunity to participate successfully in future academic challenges. The Learning Alliance team has created an opportunity for those who struggle to read to reach heights never imagined just a few years ago. We are so proud of your team.”

DACE AND KING STUBBS

“We’ve experienced the benefit of having best practice education, and we want to give access to that education to all children. We’re so happy to see the smiling, engaged faces and the pride of these students who are experiencing, first-hand, the programs of The Learning Alliance.”
DONALD AND JANET TRIBU

“The Learning Alliance touched me deeply. Not only do I have a young granddaughter who struggles in school, but I have always had trouble with reading comprehension. When I was in 1st, 2nd, and 3rd grade, I had to miss 60% of school due to health issues. I know how important those years are. The Learning Alliance is really doing something very special to help children.”

CAROL AND PAT WELSH

“We have been deeply involved in programs that provide academic support for struggling children. Every child deserves an opportunity to fulfill his or her potential. By enabling students to achieve literacy by third grade, The Learning Alliance will ensure that the more than 4,000 children that it serves each year will have the basic skills for educational success.”

IMPACT 100

“The women of Impact 100 are proud to have selected The Learning Alliance as a winner of two of our transformational Impact 100 grants. We are aligned with their mission to improve education in Indian River County and are honored to have them as one of our Community Partners.”

– Suzanne Bertman

INDIAN RIVER COMMUNITY FOUNDATION

“Our donors and our board believe that education is a transformational issue for our community. We are investing in The Learning Alliance. By doing so, we are helping trusted community leaders use evidence based approaches to make a difference.”

– Jeffrey R. Pickering, President and CEO

JOHN’S ISLAND COMMUNITY SERVICE LEAGUE

“We value the impact that TLA has had with teacher training, their afterschool programs and melding the community together through MCAN. We wholeheartedly support TLA.”

– Hope Woodhouse, President

JOHN’S ISLAND FOUNDATION

“Through our transformational grants, The Learning Alliance has built school libraries filled with inspiring books that motivate children to read and has implemented technology that improves a teacher’s capacity to support children’s reading. We value our partnership tremendously!”
THE PROBLEM

Unfortunately, 64% of ALL children in 4th grade in the U. S. are failing to meet proficient reading standards. (NAEP, 2015)

• Only 1 in 6 students who are behind will catch up after 3rd grade.
• 40% arrive not ready for kindergarten.
• When a child arrives behind, they stay behind, requiring extra time after school or during the summer to catch up.
• Children experiencing poverty hear 30 million fewer words than children from higher-income families.
• Children experiencing poverty are at a greater risk of social and emotional trauma.
• Unlike the recent past where 2 out of 10 jobs needed high levels of literacy, today it is 9 out of 10 jobs.
• There is a mismatch between the skills teachers have and what they need to create a classroom where students acquire the skills to succeed in today’s economy.

OUR MOONSHOT VISION

• 90% of 3rd graders read at grade level.
• Our community owns the Moonshot Moment goal.
• Indian River County is a hub for teacher training.
• Legislators support our district.
• 90% of children arrive ready for kindergarten.
• Literacy-rich summer and afterschool programs proliferate.
• Indian River County is recognized as a national literacy capital.
• Individual success and community prosperity abound.
• Community capacity to solve collective problems beyond 3rd grade reading is flourishing.
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90%
THE CONSEQUENCES

“Early Warning! Why reading by the end of third-grade matters.”

- Annie E. Casey Foundation

The psychological and economic fall-out for the child, family and society is devastating.

- Some states determine how many prison cells to build based on third grade reading scores. (Whitehurst interview, Children of the Code, www.childrenofthecode.org)

- More than 75% of those on welfare, 85% of unwed mothers, 68% of those arrested, and 60% of America’s prison inmates are illiterate.

- Fourth graders who cannot read at grade level today are all too likely to become our nation’s lowest income, least skilled, least productive, and most costly citizens.

LITERACY – THE GATEWAY

“Literacy is the #1 predictor of individual success and community prosperity.”

- Annie E. Casey Foundation

“You learn to read by third-grade, so that you can read to learn thereafter. It matters little what else they learn in elementary school if they do not learn to read at grade level.”

- Fielding, Kerr & Rosier

“The Moonshot Moment recognizes that third-grade is the leverage point. If a community can come together to solve third grade reading, it will unlock everything.”

- Heidi Sparkes Guber
Founding Partner, Fourth Quadrant Partners
THE SOLUTION

The Moonshot Moment journey empowers community leaders, parents, and front line educators with the literacy tools, knowledge, and skills necessary to enable children to read by the end of third grade.

- Leadership Transformation: Leadership at all levels, holding the tension between the vision and current reality and resolving roadblocks that allow for progress toward the vision.

- Teacher Journey: Building the technical skills and knowledge specific to the art and science of instruction, as well as social and emotional development.

- School Journey: Redesigning the school’s capacity to ensure students develop the literacy skills, compassion, and creativity necessary to be successful.

- Schools can’t do it alone: Learning starts at birth, requiring unprecedented collaboration between schools, parents, and community partners.

THE LEARNING ALLIANCE

Our Vision:
For our children to become literate, compassionate, creative citizens who will improve our world.

Our Mission:
To transform our community’s future and become a model for the nation by creating a culture in which 90% of our children read on grade level by the end of third grade.

TLA Core Values:

- Collaborative learning

- Community empowerment to create local solutions

- Literacy and social-emotional skills to transform individuals and communities

- Sustainable investment to support learning

- Creativity and customization of individualized solutions

- Celebration of our partnerships and our learning
MOONSHOT COMMUNITY ACTION NETWORK (MCAN)

The Moonshot Community Action Network is a group of over 125 community leaders coming together monthly to work as a high-performing team in support of our shared goal of 90% literacy by the end of third grade. TLA is the backbone organization of our MCAN collective impact work.

“Thanks to MCAN, we have moved from working in silos to collective impact.”
— Judi Miller, Retired CEO, Big Brothers Big Sisters of Indian River, Okeechobee, and St. Lucie Counties
Since 2012, the Moonshot Moment goal has brought about a community-wide journey to determine what it takes for 90% of Indian River County children to be ready for kindergarten and be reading on level by the end of third grade. Our Moonshot quest is a complex problem requiring collaborative leaders to take innovative action aligned in service of our Moonshot literacy goal. We have identified a “playing field” that begins at birth and includes our entire community.

Our MCAN “playing field” focuses on Kindergarten Readiness, In-School Efforts, Extended Learning Opportunities, and Community Engagement.
Our Five Bold Ideas

1. All Community members understand that literacy is the gateway to success, and are engaged in and promoting literacy activities.

2. Families make school attendance a monthly goal because every day counts, start to finish.

3. All Educators are prepared in the science of teaching reading, and are proficient in using these skills in the classroom.

4. All children in need from Pre-K through Grade 3, will be provided impactful academic extended learning opportunities (in school, afterschool, summer).

5. Our Moonshot Community is united in advocating for making birth to third grade an essential service and top priority supported by sustainable funding.
MCAN: WHO IS INVOLVED

Bryan Corrigan
Fellsmere Exchange Club

Chloe Corrion
The Children’s Movement of Florida

Liz Crowther
Grand Harbor Community Outreach

Felix Cruz
Youth Guidance

Marybeth Cunningham
Indian River Club

David Currey
Vero Beach Police Department

Sue Curtis
The Learning Alliance

Pamela Dampier
School District of Indian River County

Catherine De Schouwer
Crossover Mission, Inc.

Christina DeFalco
Substance Awareness Center of Indian River County

Deb Dillon
Retired Administrator

Susan Donovan
Childcare Resources of Indian River

David Dyer
The Learning Alliance Board

Ramon Echeverria
Fellsmere Elementary School

Meredith Egan
United Way of Indian River County

Cindy Emerson
Vero Beach Elementary School

Cynthia Falardeau
Education Foundation of Indian River County, Inc.

Diane Fannin
Indian River Academy

Adam Faust
Glendale Elementary

Cat Faust
Team Rocket

Suzy Feeney
Community Riches, Inc

Brianna Fernandez
Healthy Families

Cathy Flusch
Education Foundation of Indian River County

Brooke Flood
School District of Indian River County

Cassandra Flores
Rosewood Magnet School

Frida Flores
Indian River Community Foundation

Carla Flourney
American Association of University Women

Eric Flowers
Indian River County Sheriff’s Office

Holly Forde
Youth Guidance

Patti Fuchs
Indian River County Library System

Kim Garcia
Citrus Elementary

Patty Garrard
Literacy Services of Indian River County

Lucinda Gedeon
Retired CEO of Vero Beach Museum of Art

Sanda Gehrke
Fellsmere Exchange Club

Richard Giessert
Childcare Resources

Elida Gomez
Literacy Services of Indian River County

Leonor Gonzalez
MCAN Community Member

Erin Grall
Florida State Representative

Valerie Grier
Redlands Migrant Christian Association

David Griffin
The Learning Alliance Board

Allison Hamilton
Homeless Children’s Foundation

Karin Hammler
School District of Indian River County

Barbara Hammond
The Learning Alliance

Kim Hanley
Crossover Mission

Takisha Harris
Liberty Magnet School

Lettitia Hart
Sebastian Elementary

Debbie Hawley
Big Brothers Big Sisters

Starvelle Hickman
Sequel Care

Jim Hield
MacMillan Foundation Inc.

Aimee Hill
Executive Roundtable of Indian River County
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<tr>
<td>Louise Hoblitzell</td>
<td>MCAN Community Member</td>
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<td>Michele Holiday</td>
<td>Living Hope Fellowship CCHL</td>
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<td>Sol Holiday</td>
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<td>Pat Houston</td>
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<td>Georgia Irish</td>
<td>Marine Bank &amp; Trust Co</td>
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<td>Tiffany Justice</td>
<td>SDIRC School Board</td>
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<td>Lisa Kahle</td>
<td>The Mental Health Association</td>
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<td>Katie Kelley</td>
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<td>Scott Kelly</td>
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<td>Rae Kelly</td>
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<td>Michael Kint</td>
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<td>Stacey Klim</td>
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<td>Chris Kohlstedt</td>
<td>Pelican Island Elementary</td>
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<td>Stephanie LaBaff</td>
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<td>Carrie Lester</td>
<td>Substance Awareness Center of Indian River County</td>
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<td>Wanda Lincoln</td>
<td>Quail Valley Charities</td>
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<td>Colleen Lord</td>
<td>Beachland Elementary</td>
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<td>Kim Lorimier</td>
<td>Crossover Mission</td>
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<td>Candace Loupe</td>
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<td>Bridget Lyons</td>
<td>The Learning Alliance &amp; School District of Indian River County</td>
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<td>Antonia Maistro</td>
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<td>Shannon Maitland</td>
<td>Kindergarten Readiness Collaborative</td>
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<td>Karen Malits</td>
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<td>Isabel Marron</td>
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<td>Gary Mastrogiovanni</td>
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<td>Lyndsey Matheny</td>
<td>Fellsmere Elementary</td>
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<td>Tammy Matthew</td>
<td>Bank of America</td>
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<td>Robert McCabe</td>
<td>Vero Beach Chamber of Commerce</td>
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<td>April McCoy</td>
<td>United Against Poverty</td>
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<td>Fran McDonough</td>
<td>The Learning Alliance &amp; School District of Indian River County</td>
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<td>Shannon McGuire Bowman</td>
<td>Childcare Resources of Indian River</td>
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<td>Claudia McNulty</td>
<td>Retired Administrator</td>
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<td>Susan Melasi</td>
<td>Indian River County Library System</td>
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<td>Judi Miller</td>
<td>MCAN Leader</td>
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<td>Margaret Mitchell</td>
<td>Florida House of Representatives</td>
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<td>Michelle Morns</td>
<td>Sebastian Police Department</td>
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<td>Barbara Musselwhite</td>
<td>School District of Indian River County</td>
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<td>Steve Newman</td>
<td>Early Learning Coalition</td>
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<td>Tina Nickle</td>
<td>MCAN Community Member</td>
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<tr>
<td>Marie O’Brien</td>
<td>The Learning Alliance</td>
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<td>Raymond Oglethorpe</td>
<td>The Learning Alliance Chairman of the Board</td>
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<td>Ted Pankiewicz</td>
<td>For the Love of Paws</td>
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<td>Maria Pantoja</td>
<td>Kindergarten Readiness Collaborative</td>
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<td>Ross Partee</td>
<td>Indian River Sheriff’s Office</td>
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<td>Sheryl Paul</td>
<td>Helping People Succeed/Wee Talk</td>
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### MCAN: WHO IS INVOLVED

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<td>Barbara Pearce</td>
<td>Gifford Youth Achievement Center</td>
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<td>Angela Perry</td>
<td>Gifford Youth Achievement Center</td>
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<td>Jeffrey Pickering</td>
<td>Indian River Community Foundation</td>
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<td>Cindy Pilloni</td>
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<td>Carol Pinder</td>
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<td>Deborah Polackwich</td>
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<td>Sara Potter</td>
<td>Environmental Learning Center</td>
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<td>Cathy Powers</td>
<td>MCAN Community Member</td>
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<td>Marsha Powers</td>
<td>Early Learning Coalition of Indian River, Martin &amp; Okeechobee County</td>
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<td>Keisha Rainey</td>
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<td>Larry Reisman</td>
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<td>Wendy Riefler</td>
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<td>Lenora Ritchie</td>
<td>Carter Advancing Philanthropy Worldwide</td>
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<td>Dr. Chris Ryall</td>
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<td>Jessica Salgado</td>
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<td>Virginia Schwerin</td>
<td>The Learning Alliance Board</td>
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<tr>
<td>Krsha Sendon</td>
<td>The Children’s Movement of Florida</td>
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<tr>
<td>Eric Seymour</td>
<td>School District of Indian River County</td>
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<tr>
<td>Patricia Shaw</td>
<td>The Learning Alliance</td>
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<tr>
<td>Jeffrey Shearer</td>
<td>Tykes &amp; Teens, Inc.</td>
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<tr>
<td>Scott Simpson</td>
<td>Osceola Magnet School</td>
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<tr>
<td>Jeffrey Smith</td>
<td>Indian River County Clerk of the Circuit Court and Controller</td>
</tr>
<tr>
<td>Pamela Sommers</td>
<td>Vero Beach Museum of Art</td>
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<tr>
<td>Heather Stapleton</td>
<td>Heritage Stapleton</td>
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<tr>
<td>Austin Steiger</td>
<td>Boys and Girls Club</td>
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<tr>
<td>Kelly Stephanoff</td>
<td>United Against Poverty</td>
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<tr>
<td>Sharon Stewart</td>
<td>Florida House of Representatives</td>
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<tr>
<td>Marie Stiefel</td>
<td>The Laura (Riding) Jackson Foundation</td>
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<tr>
<td>Mary Stowasser</td>
<td>Big Brothers Big Sisters</td>
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<tr>
<td>Bonnie Swanson</td>
<td>First United Methodist Church</td>
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<tr>
<td>Jenna Taylor</td>
<td>Big Brothers Big Sisters</td>
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<tr>
<td>Deborah Taylor-Long</td>
<td>School District of Indian River County</td>
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<tr>
<td>Elizabeth Tetrault</td>
<td>Treasure Coast Elementary</td>
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<tr>
<td>Susan Thigpen</td>
<td>School District of Indian River County</td>
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<tr>
<td>Elizabeth Thomason</td>
<td>Boys &amp; Girls Clubs</td>
</tr>
</tbody>
</table>
MCAN: WHO IS INVOLVED

Nivea Torres
Kindergarten Readiness Collaborative

Lillian Torres-Martinez
School District of Indian River County

Keith Touchberry
City of Fellsmere Police

Adriana Trautman
Realtor’s Association of IRC

Tony Tremaine
The Learning Alliance Board

Joel Tyson
Fellsmere Exchange Club

Leigh Uribe
Florida Department of Health, Indian River County

Cassandra Velasquez
St. Lucie Public Schools

Aretha Vernette
Dodgertown Elementary

Anali Vieyra
Literacy Services of Indian River County

Dill Warren
Fellsmere Exchange Club

Cathy Watkins
Vero Beach Karate Association

Missy Weiss
SEA a Difference Environmental Services

Heather Wells
The Lindsay School For the Arts

Sharon Wolf
Head Heart Hands of Indian River Club

Hope Woodhouse
Mr. Richard J. Canty

Liz Woody-Remington
The Learning Alliance

Kim Wright
Dasie Hope Center

Tara Wright
The Buggy Bunch

Laura Zorc
SDIRC School Board

Kim Zgonc
Indian River State College

Julie Zygmun
Helping People Succeed The Languages & Literacy
As part of TLA’s backbone support role, our “Moonshot Fleet” of mobile vehicles make literacy engagements and books available to all our families and community partners. Comprised of a Rocket bus, a Bookmobile and Literacy RV, these vehicles allow us to bring literacy, engaging events, and books directly to our underserved communities. The Rocket reaches over 6,000 people per year through events and supporting pre-K and elementary schools. The Bookmobile and RV have given away over 20,000 books and mobilized partners in the community through book distribution events such as the law enforcement “Book Em,” GoLine bus depot book giveaways, monthly food distribution events and more.

OUR MOONSHOT FLEET
KINDERGARTEN READINESS COLLABORATIVE (KRC)

The Learning Alliance invests in the Kindergarten Readiness Collaborative, as they support the School Readiness work of our Moonshot Community. KRC mobilizes community partners for collective impact. Through their signature community-wide events, family engagement work in Fellsmere and Gifford, and local Moonshot Radio show, KRC reaches thousands of families and is making a positive impact in the lives of children ages birth to 5 in Indian River County.
MOONSHOT OUTREACH EVENTS

To connect our MCAN partners and community members with our Moonshot work, we coordinate and host Moonshot-specific community connection events. Many of these events are highlighted in the next few pages.
Studies show that children can lose up to 25% of their knowledge over the summer, and we work to reduce this “summer slide” by promoting and celebrating summer learning. In 2018, The Learning Alliance collaborated with the SDIRC and the Boys and Girls Club to host countywide celebrations in Fellsmere, Sebastian, and Vero Beach which reached over 600 children and their families.
MOONSHOT FAMILY LITERACY FESTIVAL

Our third annual Moonshot Family Literacy Festival was held on March 2, 2019, to celebrate “Read Across America Day” and Dr. Seuss’ Birthday. The event founders from Living Hope Fellowship Church in Gifford work with The Learning Alliance, Gifford Youth Achievement Center, School District of Indian River County, and Bonnie Swanson of the Audubon Society and United Methodist Church to host the free family festival. Families enjoyed fun literacy-based activities.
Moonshot Sports was started in 2014 by Glendale Elementary Principal, Adam Faust, with the goal of leveraging the relationship between a sports coach and a student. For the past five years, The Learning Alliance has coordinated the annual “Moonshot Sports Read Across the Field” in conjunction with the School District of Indian River County and the Indian River County Sheriff’s Office. Over 600 people line the field, in the shape of the Moonshot Rocket, to celebrate our community’s literacy goal!
The Learning Alliance hosts a series of “SDIRC Moonshot Literacy Lane” story walks to connect our local businesses and young families, while promoting literacy and physical health. This February, we kicked it off with the story, “ISH,” to include downtown Vero Beach businesses and Karin Hammler’s “Moonshot Storytime Video Series.”
“It is an honor to be part of a Moonshot community, where we care about children and early education — where the community and the School District partner together to make early education a priority and recognize it as an essential service. We’re grateful to The Learning Alliance for being the backbone organization of MCAN.”

— Tiffany Justice, School Board Member
As the Superintendent of the School District of Indian River County, I measure our success through many key performance indicators from kindergarten through 12th grade. And while we’ve been very successful on many of these measures, the pipeline to future success depends upon what we accomplish in K-3. The Moonshot Moment goal is a critical step in our children’s literacy journey and the key to providing them with the tools they need to be successful. Without strong reading skills they will not be able to reach their full potential.

We view The Learning Alliance as a true partner in our effort to provide the best education for our teachers and students. They have been a driving force behind multiple professional development and extended learning programs. Our students have shown significant gains as a result of our collaboration.

We are so grateful to those of you who have invested in The Learning Alliance. We are working toward system-wide change, and we look forward to your continued support as we turn the page on literacy and help our children to imagine a better tomorrow.
TLA supports 12 of 13 public elementary schools and one elementary charter school.
Our Moonshot Community Partnership between the School District of Indian River County and The Learning Alliance includes four “Deep Dive” schools: Pelican Island Elementary, Indian River Academy, Glendale Elementary, and Fellsmere Elementary. These schools receive funding for multiple programs designed to improve student success and third grade reading scores including: Moonshot Academy afterschool and summer programs supporting over 500 struggling readers; Third Grade Interventionists serving over 300 students; K-2 literacy coaches supporting 30 teachers; and Big Brothers Big Sisters Reads tutors working one-on-one with students daily.
Collaboration between The Learning Alliance and the School District of Indian River County inspired the creation of the Third Grade Interventionist position. These educators, possessing deep foundational literacy knowledge, work daily with struggling third graders in small group instruction. Currently on 12 of 13 campuses and serving approximately 300 students, this position is helping to ensure that our third graders are reading proficiently and can move on to the fourth grade.
TLA MOONSHOT INNOVATION PROJECTS

Schools develop innovative ways to engage students across grade levels and across content areas to support literacy learning. From makerspaces in the media center and STEAM projects, to Project Based Learning initiatives and cultural arts collaborations, students are offered powerful, hands-on learning opportunities through Moonshot Innovation Projects. These projects are in place at Glendale Elementary, Indian River Academy, Rosewood Magnet, and Vero Beach Elementary.
Approximately 40 community TLA Volunteers work in ten of our elementary schools providing one-on-one tutoring to our struggling kindergarten readers. Our generous volunteers not only help the students to improve their emergent literacy skills, but they also serve as another caring adult in the lives of the students they serve, addressing the children’s social and emotional needs. Thank you, volunteers, for your service to the children of Indian River County! We could not do it without you.
In collaboration with the School District and Moonshot Community Partners, The Learning Alliance coordinates summer learning opportunities to prevent the summer slide at Treasure Coast and Sebastian Elementary Schools.

- Literacy in Motion is a partnership with the Vero Beach Museum of Art serving students entering 2nd grade.

- Literacy on the Lagoon partners with the Environmental Learning Center to serve students entering 3rd grade.
Moonshot Academy is an afterschool and summer program which provides enrichment and academic opportunities for struggling readers to catch up to their peers, while serving as a learning lab for educators. Moonshot Academy runs for approximately 21 weeks a year and serves over 500 students on 8 campuses.
The Learning Alliance provides hands-on professional learning opportunities for educators to learn dynamic ways to inspire their students and improve literacy outcomes. Educators learn innovative strategies using the Enriched Literacy framework to develop foundational literacy, build social emotional skills, and provide authentic opportunities to apply student learning. Professional development opportunities include:

- **Moonshot Summer Institute:** A week-long training for educators in the summer.
- **Moonshot Institute Workshops:** One-day workshops open to all educators and required for Moonshot Academy teachers.
- **Micro-Credentials:** Self-paced, blended learning opportunities that give educators effective literacy strategies.
- **Moonshot Mondays:** Professional Learning Community cohorts that meet monthly to learn, share and reflect on their practice of literacy instruction.
As the backbone organization of our Moonshot Community Action Network, The Learning Alliance has received national attention for the work we are doing to solve the third grade reading crisis. We have become “literacy sister cities” with Philadelphia’s “Read by 4th” campaign, and have presented at several national conferences this past year to share our Moonshot work.
According to a recent study by GlassFrog, The Learning Alliance’s extended learning programs show statistically significant impact on student outcomes. We will use this data to refine program implementation going forward. GlassFrog is an independent evaluation team that provides mixed method, formative and summative evaluation services aimed at answering specific questions and offering actionable solutions.

**3GI vs. Non-3GI Average Scale Score**
Point Growth Fall to Winter 2018-2019

- 26% Statistically Significant Higher Growth

<table>
<thead>
<tr>
<th>Non-3GI</th>
<th>17.3</th>
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<tbody>
<tr>
<td>3GI</td>
<td>21.8</td>
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</table>

According to the i-Ready reading assessment, students receiving support from 3rd Grade Reading Interventionists improved their scores on average by 26% over those who did not receive this support.

Source: Per GlassFrog, average growth controlling for student and school characteristics, 3GI schools only.

**MSA vs. Non-MSA Average Scale Score**
Point Growth Fall to Winter 2018-2019

- 20% Statistically Significant Higher Growth

<table>
<thead>
<tr>
<th>Non-MSA</th>
<th>28.9</th>
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<tr>
<td>MSA</td>
<td>34.6</td>
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According to the i-Ready reading assessment, 1st-3rd grade students enrolled in the Moonshot Academy After-school Program improved their scores on average by 20% over those students not enrolled in Moonshot Academy.

Source: Per GlassFrog, average growth controlling for student and school characteristics, Grades 1-3 MSA schools only.
TLA FINANCIALS

2017/18 ACTUAL PROGRAM EXPENSE RATIO

- 91% of Expenses are Direct Program
- 9% Administrative for the 2017/2018 FY

2018/19 TOTAL PROGRAM BUDGET ($2.9 MILLION)

- 33% Extended Learning After School & Summer
- 37% Extended Learning In School
- 15% Professional Development
- 15% MCAN/Community Outreach
TLA TEAM

Barbara Hammond
Co-Founder and CEO

Liz Woody-Remington
Co-Founder and
Director of Professional Development

Debbi Arseneaux
Educational Consultant
& Moonshot Institute Manager

Liz Bahl
Program Implementation Manager

Madeleine Bouldin
Operations Support

Tricia Boyle
Finance Administrator

Leslie Connelly
District Liaison and
Educational Consultant

Sue Curtis
Educational Consultant

Bridget Lyons
Arts/Literacy Educator
and Manager of the
Moonshot Reading Rocket

Fran McDonough
District Liaison and
Moonshot Academy Manager

Marie O’Brien
Digital Media and
Community Outreach Manager

Wendy Riefler
Donor Relations Coordinator

Katie Sarbak
Operations Support

Pat Shaw
TLA Volunteer Coordinator
A special thank you to our Founders, whose ongoing support has allowed us to move fast and aim high.

Barbara Baldwin
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Pat and Carol Welsh

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IRC Children Services
John’s Island Community Service League
John’s Island Foundation
Thank you to the Benefactors whose significant annual contributions allow our grass-roots organization to respond and develop programs and support for teachers in “real time.”

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TRANSFORMING LIVES THROUGH LITERACY:
OUR MOONSHOT COMMUNITY IN ACTION

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THE LEARNING ALLIANCE MOONSHOT YEARBOOK 2018-19