Help organizations and city agencies create high-quality literacy programming.

Improve the quality of existing programming for young children.

Increase the quality of partnerships between community-based organizations, cultural institutions, and city agencies in order to leverage resources and better serve children and families.

Opportunities to embed or strengthen literacy programming outside of school where children spend 80% of their time

Support model physical equipment that is active, engaging, content-rich, and likely to facilitate children’s development and literacy skill building.

Model equipment with language/literacy prompts

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Opportunities to embed or strengthen literacy programming outside of school where children spend 80% of their time

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Our “Strong Start, Strong Readers” strategy employs six sub-strategies to enable all children in Philadelphia to learn to read proficiently by the end of third grade.

Click on any sub-strategy below to learn more, or click here for the “Strong Start, Strong Readers” Theory of Change.

Engaged Families
Qualified Educators
Quality Early Childhood Education Centers
Strong K-3 Literacy Instruction
Literacy-Rich Environments
Advocacy & Public Information

OUR STRATEGIES

SHORT-TERM OUTCOMES

Broader use by organizations and government of evidence-based practices related to literacy-rich environments

- Increased staff knowledge, skills, and tools to create and implement literacy programming.
- Additional high-quality citywide programming and physical equipment focused on children’s development and literacy skill building are integrated into NGO and city infrastructure and policy.
- Increased policymaker knowledge and support for literacy-rich environments.
- Policy makers, caregivers, and NGOs advocate for high-quality learning opportunities outside of schools and centers.

INTERMEDIATE OUTCOMES

More frequent and widespread adult and child engagement with literacy

- More children and families participate in high-quality programs and learning experiences.
- Improved caregiver knowledge and attitudes about learning opportunities.
- Increased quality and quantity of caregiver and child language use (letter and sound; numerical; spatial; colors).

Contribute to the ultimate outcomes of our “Strong Start, Strong Readers” strategy

- Social, emotional, and early language development in infants and toddlers
- Kindergarten readiness
- Improved K-3 literacy skills

Goal: All Philadelphia families live in neighborhoods with equipment and programs for children age 0-8 to build literacy and language skills.

William Penn Foundation