



A Summer Learning Program

that enriches student education
while supporting Selwyn's largest fundraiser

A MESSAGE FROM THE RRR CHAIRS

Dear Selwyn Families,

Get ready to kickstart summer with Red Ribbon Reading!

Red Ribbon Reading (RRR) is Selwyn's summer academic challenge that keeps kids excited about learning, prevents the "summer slide," and ensures students return to school confident and ready to succeed. This program also serves as the Selwyn PTA's largest annual fundraiser, allowing students to invest in themselves and their school.

How does it work? In the spring, students set summer learning goals and gather pledges from family and friends. Throughout the summer, students track their reading, writing, and math practice hours. In the fall, students submit their hours, collect pledges, and celebrate their achievements together.

What do RRR donations support? They support the annual Selwyn PTA budget, directly impacting academic experiences:

- **Field Trips:** Students can attend most field trips for free: Discovery Place Science, Whitewater Center, Midland Farms, Camp Thunderbird, Nascar Hall of Fame, Bank of America Stadium, Truist Field, Reed's Gold Mine, Old Salem, NC Zoo (transport), Raptor Center, & Schiele Museum.
- **Science Lab and Makerspace:** Special programs offered at Selwyn that require more costly materials.
- **Red and Blue Day:** Selwyn's Field Day!
- **Staff Appreciation:** Gifts, school supplies, luncheons, etc.
- **Critical Needs Assistance:** Supports students in need with essentials like backpacks, clothing, and school supplies.
- **Much, much more!**

Together, we can nurture a strong and supportive community where every student thrives. Last year, our RRR fundraiser raised over \$88,000 due to the generous contributions of our Selwyn families, friends, and employer matching!

JOIN THE FUN & SUPPORT SELWYN

Help your child set a goal, collect pledges, track progress, and contribute to our fall donation drive!

SPRING: Set a Goal & Pledge

- Kids set a goal on their RRR charts. *Many aim for 100 hours. For rising K, 25-50 hours is great.*
- Pledge to support your child's summer learning, choosing a \$-per-hour or a flat donation.
- Encourage pledges from grandparents, extended family and friends. Access a Friends & Family Letter via the link below, to inform them of RRR.
- Consider checking if your employer will match your fall donation.

SUMMER: Read, Write, & Practice Math

- Kids record hours on their RRR chart, sent home in school folders (or, print one using the link below).
- Discover ideas and resources to earn hours using the link below. It's not just reading! Audiobooks, educational games & apps, workbooks, journaling, and more contribute towards students' hours.

FALL: Submit Hours, Donate, & Celebrate

- Kids submit their RRR chart to school by **Sep 6th** to be entered into the Red Friday raffle.
- Anyone who pledged in spring will receive an email reminder. Even those who didn't pledge can donate to support Selwyn's largest fundraiser.
- Donate, online or by check, by **Sep 29th**.
- Kids celebrate at the "Red Friday" assembly with raffle prizes and recognition for 100-hr readers.

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MAKE A PLEDGE
& SUPPORT
SELWYN STUDENTS



Scan QR code for more resources.
Pledge to support your child's summer academics, and donate in the fall.

<https://selwynpta.org/fundraising/red-ribbon-reading/>

