

ACTIVATE GOOD: PEOPLE-POWERED PROJECTS FOR GOOD

EMPOWERING CHILDREN TO PRACTICE READING SKILLS

PROJECT DETAILS:



MAY-JUNE 2020



16 youth volunteers
67 adult volunteers
85 storytime videos



106 volunteer hours
Read-along opportunities
provided to children in over
100 families

COVID-19 restrictions prevented many in-person volunteer opportunities in 2020, so Activate Good developed creative service projects to make an impact. The Virtual Storytime Readers Project showcased ways volunteers could remain engaged and help their community, even when in-person opportunities were limited.

For this campaign, Activate Good partnered with Learning Together to serve their clients – families with children of all abilities – and empower future readers. This project was not only great for individual volunteers, groups, and families – it provided a fun opportunity for team-building, too!



People from near and far participated in contributing to a library of 85 virtual storytime videos. Bubba Paris, a 3-time Super Bowl Champion, former lineman for the San Francisco 49ers, and motivational speaker, shared an incredibly inspiring rendition of The Ugly Duckling. Individual volunteers participated, as well as families and companies. Some volunteers dressed in costumes or performed readings in character voices. All readers provided a positive experience for children who were missing the classroom setting due to COVID-19. This project highlighted the creativity of volunteers and supported an upcoming generation of readers. The Virtual Storytime Readers project was made possible with help from Citrix ShareFile, the technology used to share volunteer videos.

"Activate Good made volunteering so easy and accessible. This has motivated me to continue to seek out other opportunities they highlight that will allow me to further support my community."

–Alyson Marguerat

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"When faced with becoming teachers for their children, our parents at Learning Together needed resources and fast. The virtual storyteller project from Activate Good came along at the perfect time, providing help for our families. From the Adventures of Rock Paper Scissors to classics like the Ugly Duckling, for parents, having a "friend" come to share storytime with their kids provided a much-needed break," said Kathy Peterson, Executive Director of Learning Together.

"Volunteering for the Virtual Storytime project was such a great activity for me for several reasons. It is somewhat difficult to find volunteer opportunities for a young teenager, especially ones that do not involve my mom driving me! Also, it couldn't have come at a better time when we were all searching for just about anything to do during quarantine. And, most importantly, it was great to be able to share the children's book I wrote and illustrated for a school project, as I was never able to share it since school was canceled."

– Brian Nelson



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Activate Good partnered with Learning Together for this campaign. Learning Together's mission is to meet the developmental, educational, and health needs of young children of all abilities.



"I have wonderful memories of being read to as a child -- parents, grandparents, sisters, cousins all read to me. A favorite book my cousins used to read to me was a Little Golden Book called, "Puff the Blue Kitten." The saddest part of the story always made me cry, but I always wanted them to read it to me over and over. When I saw the call for virtual readers on [Activategood.org](https://activategood.org), I knew I would have to read that book. It's a wonderful story about being authentic and kind, which I believe are still terribly important today. I work in corporate training and media development, and I have tools and skills for basic video production. So, I got in costume, put up my green screen, read the story, and then used video editing software to create the backdrop and show the book's lovely illustrations."

– Rebecca Marmaduke

MORE ABOUT ACTIVATE GOOD

Learn more about Activate Good and our work with local causes, businesses, and other community partners at activategood.org

GIVE YOUR MISSION A LIFT WITH VOLUNTEER SUPPORT

Need volunteers to give your critical mission a boost? Visit activategood.org/partner to learn more about how we partner with Triangle area nonprofits and public schools.

PARTNER WITH ACTIVATE GOOD TO MOBILIZE YOUR TEAMS FOR GOOD

If you are a corporation that wants to partner with Activate Good on service projects, please contact corporate@activategood.org.

INVEST IN MORE IMPACTS LIKE THESE

We rely on community and corporate support to make big impacts happen. Support our work with a donation of any amount at activategood.org/donate. Interested in special partnership or sponsorship opportunities? Contact Amber Smith, Activate Good Executive Director, at amber@activategood.org.

We believe we all have a responsibility to work towards a better world. That's why Activate Good improves our community through people-powered projects for good.

