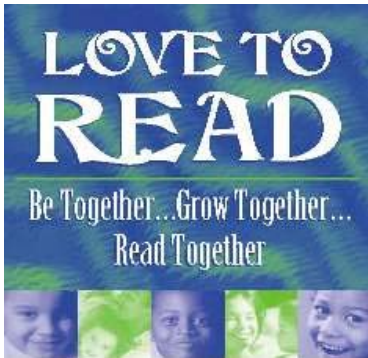




NBCDI SUMMER EDUCATION SERVICE INITIATIVE

June 22 - September 11, 2009



The National Black Child Development Institute (NBCDI) has proudly accepted the invitation from First Lady Michelle Obama to join the commitment with the White House and the Corporation for National & Community Service on their “Summer Education Service Initiative.” As a national partner, NBCDI invites you to join us by becoming a NBCDI volunteer and pledge your time and efforts to meet community needs.

Focus: Summer of Education and Literacy:

NBCDI has long been involved in promoting children’s literacy. Our “Love to Read” Campaign encourages parents and teachers to read together with children and provides an ideal platform for volunteer service opportunities. Our call to service this summer will focus on the issue of summer reading loss- - the reading gains that children make while in school are often lost during the summer.

We urge you to dedicate your time to one or more of the following:

- Collect and distribute books to libraries, childcare and community centers, and schools in your communities
- Host a summer reading club for children
- Read to a child and/or have a child read to you at least one hour a week
- Do a “Do it Yourself” project: Choose your own education and/or literacy activity to do with children
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The Challenge:

Over the next 7 (seven) days we want you to choose and commit to your service activity and get- ready to get- started. NBCDI will post support tools on our website beginning June 22nd to help you record hours and track your service. We will also collect service stories from our volunteers across the country to post on our website to encourage others to join in this partnership. And remember, at the end all this work will be reported to the White House!

Time Line:

The Summer Education Service Initiative- spanning 81 days, will begin on June 22 and will culminate with a National Day of Service and Remembrance on September 11.

For nearly 40 years, NBCDI has served to improve and advance the quality of life for Black children and their families through advocacy and education. These activities and more will help to further this mission while cultivating the genius and creating greater possibilities for our children. **Won’t you join us and make your pledge to service TODAY!** Watch for more information on NBCDI’s website or contact us at moreinfo@nbcidi.org or call 202-833-2220 x6089.