



# A Summer Learning Program that enriches student education while supporting Selwyn's largest fundraiser

## A MESSAGE FOR FAMILY AND FRIENDS

Dear Friends & Family of Selwyn Students,

We invite you to join us in supporting Selwyn Elementary by participating in the Red Ribbon Reading Program.

**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

Make a pledge in Spring, Get involved in Summer,  
& Donate in Fall

#### **SPRING: Make a Pledge**

- Kids set a goal for summer learning hours. *Many aim for 100 hours. Rising K aim for 25-50.*
- You can pledge your support online, choosing \$-per-hour or a flat donation.
- You will receive a pledge confirmation email.

#### **SUMMER: Get involved!**

- Kids track progress on their RRR charts, for each hour of reading, writing, or math practice.
- You can help them reach their goal by doing educational activities together, such as visiting a museum or library, exchanging letters, and more.

#### **FALL: Donate & Celebrate**

- Kids submit RRR charts on Sep 6<sup>th</sup>. Ask them how many hours they achieved, and help them celebrate their efforts!
- You will receive a reminder email of your spring pledge, although you can adjust as needed.
- You can donate online, or by check by **Sep 29<sup>th</sup>**.
- Even those who didn't pledge in spring can donate in the fall to support Selwyn's largest fundraiser.

The Selwyn PTA organizes two fundraisers per year: RRR (funding annual expenses) and Building Blocks (funding long-term capital improvements). RRR is the only fundraiser with student participation, so don't miss the chance to support them!

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MAKE A PLEDGE  
& SUPPORT  
SELWYN STUDENTS



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

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