Outreach Strategy for My Little Literacy Leaders Tutoring Service

MY IDEA FOR CHANGE

My project aims to serve the youth of Buffalo’s East Side by ensuring their needs are met and the foundation of My Little Literacy Leaders Tutoring Service remain sustainable. This will be done by developing a marketing strategy to publicize the program, seek new funding sources, and develop a recruitment strategy for volunteer mentors, in order to provide an alternative resource for youth support outside the capacity of traditional after school learning programs.

My Little Literacy Leaders Tutoring is an after school youth tutoring service that seeks to foster a learning environment conducive to youth learning through MLLLTS’ 3 ’PPP’s recipe for teaching (Purpose, Passion, and Patience). The project is expected to assist the program outreach and expansion for the duration of 1 year. Phases include assessing organizational capacity to identify program needs, connecting with schools and neighborhood organizations to gain program visibility, exploring program sponsorship, and recruiting and training volunteer mentors to ensure students receive the best academic, emotional and social support. The expected short term goal is to reach out to at least 3 schools, recruit and train at least 5 volunteer mentors, and reach a target number of student enrollment at 25.

This program seeks to help the local community by providing an alternative resource for youth support outside the capacity of traditional after school learning programs. This includes the need for academic, emotional (address needs to support healthy minds) and social support (establishing confidence).

WHERE THE CHANGE WILL HAPPEN

The tutoring service is located at 3610 Main Street and serves students residing in Buffalo’s East Side neighborhoods.

Planning a Change

ACTIONS TO MOVE IT FORWARD

Assess Organizational Capacity
Program Outreach
Recruit and Train Volunteers
Seek Financial Support
Increase Student Enrollment and Retention

RESOURCES NEEDED TO MAKE IT HAPPEN

Funding, Partnerships

FUNDING RANGE

$10,000 to $20,000 to support expansion into a larger facility

STAGE OF DEVELOPMENT

IDEA  PLAN  ACTION

About the Champion....

Valerie Lenese Edwards was born and raised in Buffalo New York and is also a current resident. Presently employed with the Buffalo Public School District (in many capacities) for over 10 years, Valerie has gained the trust and has made a positive impact on children at the elementary level. With the ongoing support of her husband, children, parents and siblings, Valerie has managed to achieve an AA in Early Childhood Education, BA in Social Science (Magna Cum Laude) and MAED (Reading Literacy) all while balancing the role as wife, mother, and working full time. As of May of 2014, Valerie began fulfilling her purpose by becoming the Founder/Executive Director of My Little Literacy Leaders Tutoring Service. MLLLTS’ focus is on meeting the emotional, social, and academic needs of children beginning at 5 years of age, through MLLLTS’ 3 Ps recipe for teaching Purpose, Passion, and Patience.

Without purpose there is no destiny, without passion there is no security, and without patience there is no positive outcome for our children to become scholars, successful in society, and active engaging adults within their community.

Valerie Edwards
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