



Delta Iota Chapter of Kappa Kappa Gamma at Louisiana State University

Executive Summary

Reading Is Fundamental has served as the national philanthropy for the Kappa Kappa Gamma sorority since 2004. Kappa chapters and alumnae associations around the country support the RIF mission as dedicated volunteers and fundraisers. The Kappa chapter at LSU has taken up the call to action to support RIF's efforts to provide the fundamental literacy tools to all children and has had enormous success and impact with the initiatives they've organized. In the 2016-17 school year, through their annual fundraising event, *Kappa Krawfish*, they raised more than \$13,800 for RIF. In addition, they hosted their annual Reading Is Key event at a local Baton Rouge elementary school. Their book drive raised more than 1,000 books which was distributed to the students, individual classrooms and the school's library.

Key Issue(s)

In 2015, 72% of 4th grade students in Louisiana did not read proficiently (2015 NAEP, <https://nces.ed.gov/nationsreportcard/subject/publications/stt2015/pdf/2016008LA4.pdf>). Kappa chapters are asked to hold one annual Reading Is Key literacy celebration event and support Reading Is Fundamental as their national philanthropy.

Local Impact:

Hosted at the Kappa house on campus, the Kappa Krawfish fundraiser to benefit Reading Is Fundamental, has become an annual fundraising initiative with broad reach. Funds are raised through event ticket sales, t-shirt sales, and raffle ticket sales. Calling on the help of a local, student-owned business to set up their tents and boil the crawfish, the chapter gets drinks and ice donated. With broad outreach to the Kappa community and the larger Greek community, the chapter is able to draw in attendees for a festive afternoon. Guests enjoy a traditional crawfish boil while raising funds for a cause they care deeply about, children's literacy.

With a goal to collect 500 books through their book drive this year, the chapter was thrilled to gather more than 1,000 books for their Reading Is Key celebration. The collegiate women volunteered their time sorting the books by grade level and preparing for the book distribution at a local Baton Rouge elementary school. They set up the event at the chosen school where each grade came through to view the book options and make their book selections. Kappa women assisted the children in selecting the books to take home and spent time reading aloud with them. This annual event helps students build their home libraries and models good reading behavior, impacting their future reading motivation.