

This Holiday Season Give the Gift of Reading

When the hustle and bustle overshadows the true meaning of the most generous time of year - ask for gifts from the heart. This year why not honor someone with a donation in their name, or ask family, friends, and colleagues to give the gift of reading to students who need it most.

Join a Team and fundraise together to make a greater impact.

Create your fundraiser and ask your loved ones to support your cause.

Make a donation and send an ecard to a loved one.

Did you know that through the support of our generous donors Learning Ally provided over 11,000 free memberships last year?

Help Us Raise \$50,000 by Dec. 31 to provide more students with academic success in the new year.

Fundraise with a Purpose



Family Access and Support Services

For every **\$250** you raise, you can provide the gift of reading and support services to 2 families who qualify for a financial hardship fee waiver.



Produce an Audiobook

For every **\$750** you raise, you can add another audio book to our collection, and get it into the hands and devices of our students.



School Membership

For every **\$5,000** you raise, you can help a whole school or even district full of students gain access to Learning Ally.

Give the gift of reading and help us transform even more lives.

Together It's Possible.

To learn more about how you can help, please visit **LearningAlly.org/parentsgive**, call 1-800-221-4792 option 4, or email give@learningally.org

Support Our Students with Online Donations Too!

JOIN A FUNDRAISING TEAM/ CREATE YOUR OWN FUNDRAISER

Visit [LearningAlly.org/parents-give](https://learningally.org/parents-give)

- Select a fundraising team (LA Parents, Heroes, CO, MA, NJ, UT)
OR
- Select Fundraise for Student Success to create your own fundraising page
- Create a fundraising page using your facebook log-in or by entering your e-mail address and creating a password
- Set your Personal Fundraising Goal
- Change Your Page Headline. Ex. Help the Johnson Family Give Students the Gift of Reading
- Optional: Create a personal url. Ex. <https://supportus.learningally.org/Johnson2016>
- Upload a photo or change your photo
- Start Fundraising – you will receive inspirational emails along the way to help you and your team reach your goals
- Visit Your page frequently to thank your donors and update your story

MAKE A GIFT

Visit [LearningAlly.org/parents-give](https://learningally.org/parents-give)

- Click on Donate Now button.
- Fill-Out online donation form and don't forget to add your employer. Through our matching gift function your employer could match your gift and double the funds raised for student success.
- To send an eCard to a loved one, select "Dedicate My Donation". Select an eCard, add a personal message, and include the recipient's name and email address.
- Once your form is complete click on Give button to process your contribution.
- You will receive an automatic email receipt confirming your gift. Your gift is tax deductible.

OR fill out an offline donation form and mail it to:

Learning Ally, Gift Entry, 20 Roszel Road, Princeton, NJ 08540

OR call 800-221-4792 option 4

OR e-mail Give@learningally.org

WE APPRECIATE YOUR SUPPORT!

A Foundation of Support.
A Lifetime of Confident Learning.

OUR MISSION is to promote personal achievement when access and reading are barriers to learning by advancing the use of accessible and effective educational solutions.

OUR VISION is for all people to have equal opportunities to learn.

For nearly 70 years, Learning Ally has been dedicated to the educational success of students who are blind or visually impaired, and those with dyslexia and related learning disabilities.

Learning Ally is revolutionizing the classroom experience for almost **230,000 students** who struggle to read the printed word, providing audiobooks, education and encouragement to these students, their parents, and the **50,000 educators** in nearly **10,000 schools** and colleges who support their achievement. With your help, we can do so much more to develop the innovative programs and services that empower students to reach their full potential.

Do you believe all students deserve to succeed and thrive?

Do you believe every student should be able to reach their full potential?

Do you believe education is a right, not a privilege?

Then join us!

To learn more about how you can help, please **visit LearningAlly.org/parentsgive**, call 1-800-221-4792 option 4, or e-mail Give@LearningAlly.org.



FUNDRAISING IDEAS AND SUGGESTIONS

1. **Give First.** Nobody wants to be first, so get the ball rolling with your fundraiser by making your first gift.
2. **Personalize Your Page.** This is your fundraiser and no one knows your personal story quite like you do. Let people know why you choose to fundraise for Learning Ally. Personal stories appeal to your prospective donors.
3. **Upload images and videos.** Record a short video explaining the reasons why you are fundraising for Learning Ally. You must post your video on YouTube or Vimeo to upload to your page.
4. **Make contact.** Connect with your family, friends, and colleagues, in-person or via email, phone, and mail. Ask them to support your cause in lieu of holiday gifts. Go to businesses you frequently support and ask them to sponsor your fundraiser.
5. **Fundraise.** Have fun with it. Are you or a loved one celebrating a birthday or anniversary? Ask your family, friends, and colleagues to make a gift to your fundraising campaign in lieu of gifts. Host a special holiday themed event to get your friends and contacts in your local community to spread awareness about students with print disabilities and ask friends to donate. Organize a dress down or come to work in your fuzzy pajamas; create a bake sale and donate the proceeds. Get creative and have fun raising funds.
6. **Socialize with social media.** Share your fundraising page with your social media networks (Facebook and Twitter) to quickly spread the word about Learning Ally's mission, and share your personal story.
7. **Drive Away Barriers to Reading.** Donate an unwanted car, truck or other vehicle to Learning Ally's Vehicle Donation Program. [More Info.](#)

Need Assistance in organizing your fundraiser call us at 800-221-4792 option 4, or e-mail Give@LearningAlly.org



Thank You for Giving the Gift of Reading

First Name _____

Last Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Team/Fundraiser Name _____

Please complete form
and MAIL TO
Learning Ally
Gift Entry
20 Roszel Road
Princeton, NJ 08540
OR CALL
800.221.4792 option 4
LearningAlly.org/parentsgive

If you do not know or have a team name or fundraiser, please leave blank.

Yes, I want to give the Gift of Reading this holiday season (select one)

\$50 \$100 \$250 \$500 \$1,000 \$5,000 Other\$ _____

Enclosed is a check payable to Learning Ally.

Please charge my: Amex MC Visa Disc

Name on Card _____

CreditCardNo. _____

Exp _____ Signature _____

Date _____

This gift is: In honor of In memory of

Send notification of gift to:

Name _____

Address _____

City _____ State _____ Zip _____

