



Welcome to the 2025 Cherry Valley Elementary Read-A-Thon!

The annual Read-A-Thon fundraiser is a fun reading challenge designed to inspire the love of reading, while raising money for our school and promoting literacy. This year, we are raising money for playground improvements! *Check out the flyer included in this packet for more information and renderings of the equipment we are planning to install!*

HOW TO PARTICIPATE:

1. **Set up your personal online fundraising page** with the help of a parent or guardian: bit.ly/CVE-ReadATHon. Paper pledge sheets also accepted, if needed.
2. **Students ask family and friends for donations** as they read daily toward their grade-level reading goals.
3. **Read as much as possible and record your minutes** either online (preferred!) or on the paper reading log (*included in this packet*), daily.

KEY DATES:

March 21: First day of Read-A-Thon (start reading and recording minutes)

March 30: Last day of Read-A-Thon (last day to read and record minutes to count toward prizes)

March 31-April 3: Turn in your reading log and donations to your teacher.

April 1-4: Daily prize drawings!

PRIZES:

- ✓ All participants = bookmark
- ✓ Meet your reading goal = Get a sticker and be entered into a drawing for 48 squishmallows
- ✓ Top readers in each grade (two/grade) = lunch with a teacher of their choice
- ✓ Top fundraisers in each grade (two/grade) = Barnes & Noble gift card and library book dedication in the name of the winner
- ✓ Top class in each grade for number of minutes read = \$50 for classroom books

SPIRIT DAYS:

Friday, March 21: Dress like a Book Character

Monday, March 24: Cheetah Gear Day

Wednesday, March 26: Silly Sock or Hat Day

Friday, March 28: Pajama Day

Cherry Valley PTA Read-A-Thon Frequently Asked Questions:

What are the grade-level reading goals?

K-1st 20 mins/day / 140 mins, total
2nd- 3rd 25 mins/day / 175 mins, total
4th-5th 30 mins/day / 210 mins, total

What are the advanced reading goals?

K-1st 160 mins, total
2nd- 3rd 200 mins, total
4th-5th 240 mins, total

What reading material counts and what doesn't?

All reading materials count! Newspapers, magazines, books, comic books, and even audio players (e.g., Yoto Player). If you can read it, it counts! *Parents/guardians should verify all reading minutes.*

What counts for reading minutes?

- Reading before and after school; in-class reading.
 - Being read to by other people or reading aloud to others. (If they're also participating in Read-A-Thon, it counts for *both* of you.)
 - Reading on Raz-Kids or online reading websites.
- Time playing games doesn't count!*

What does *not* count toward minutes?

- Reading before or after the official Read-A-Thon (March 21-30).
- Reading while your teacher is teaching.
- Reading instead of doing your assigned homework.
- Watching the movie/TV version.

How do I register my student online and set up their fundraising page?

1. Head to bit.ly/CVE-ReadAThon
2. Click "Register Your Reader"
3. Click "Sign Up"
4. Click "Add to Cart" and then "Checkout Now"
5. Fill out student information and submit
6. Click "Next"; Fill in your information and submit
7. Submit your registration and share the link

How does my student log reading minutes online?

1. Sign into Givebacks account (*link in registration email*)
2. Click your initials at top-right, then "My Account"
3. Click "My Participants" and choose child's name
4. Click "Log Minutes" (*under name*)
5. Click "Enter Minutes" button
6. Enter the date and # of mins & save

Is there a fundraising goal?

If every student collected roughly \$25, we would meet our goal of \$10,000! All profits will go directly to funding the playground improvements. See attached flyer for more details!

What if my student cannot get donations or I cannot afford to donate?

The CVE PTA understands not everyone can or will ask for donations. What is most important is all students participate by reading and sharing their personal success, even if they do not collect donations.

Are Read-A-Thon donations tax deductible?

Yes. The PTA is a 501(c)(3) organization. Our Federal-Exempt ID number is 91-1355614.

What is the tip on MemberHub used for?

The money from the optional tip goes directly to MemberHub to pay for the use of their platform to host our event. It's separate from the donation amount the PTA receives.

Other questions? Contact event lead, Wendy Maimone: wendy.maimone@gmail.com