



Changing Lives

Unlocking the Power of Your Story *How one client used her life's story to guide her philanthropy*

THE SITUATION

How much do you want to donate to the federal government when you die? One of our clients (let's call her "Sarah") said none. So after a life of writing small checks to charities, she wanted to find programs that inspired her to give more.

During the Discovery interview, Excellence in Giving listened to Sarah's childhood story. She grew up in a home with no books. When she finally learned how to read, she consumed every book she could find.

Reading became her passion and eventually her path to success. When Excellence in Giving formulated her philanthropic mission and priorities, sharing her love for reading with kids hit the top of the list. She didn't have a general interest in literacy but a specific passion for pleasure reading. So Excellence in Giving went to work evaluating charities whose mission aligned with Sarah's goal.

THE SOLUTION

Excellence in Giving identified a well-designed reading program aligning with Sarah's specific interest: the Ben Carson Reading Rooms.

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The Reading Rooms are comfortable, kid-friendly rooms full of age-appropriate books. Students who perform well in class get the privilege to read there for fun. The Carson Scholars Fund had already established Reading Rooms at 55 public schools.

The only problem: the Reading Rooms were all east of Indianapolis and Sarah's roots lie west of Denver. In strategy discussions with the Carson Scholars Fund, Excellence in Giving learned about plans to expand westward.

Sarah got to make those plans a reality. Denver Public Schools jumped on board, and Sarah had the privilege of introducing kids in her backyard to the pleasure of reading.

She decided to support the creation of five Carson Reading Rooms at Title One Denver public schools. Excellence in Giving arranged for Sarah to attend the grand opening and cut the ribbon.

She was able to see students reading in the room for the first time. For \$15,000 per room the Carson Scholars Fund organized the location, design and contents of each room in partnership with school administrators. Bright colors, comfortable chairs and artwork make the rooms a positive and rewarding place for children to read.

Each school commits to maintain the Reading Room for a minimum of 10 years. The goal is to house 500+ books from a variety of authors, genres and topics. The Reading Room does not replace the library's role for research and instruction. It facilitates leisure reading as a key to unlocking each child's potential.

THE RESULTS

Sarah could not have been more pleased. After the Grand Opening ceremony, Sarah exclaimed,

“I felt like I just had my second birthday party this year.”

Sharing her passion for reading with a room full of happy kids allowed her to experience the joy of generosity. Sarah saw such potential for helping kids through the joy of reading that she sponsored five more Denver reading rooms one year later. Now she is taking the program to another city she calls home.

Excellence in Giving has experience discovering clients' passions and making connections to the best projects. We do the research and handle all the administrative details. You experience the joy.

Contact Excellence in Giving at (719) 329-1515 or visit ExcellenceinGiving.com to learn how you can discover the power of your story.