



# Kristi Yamaguchi's ALWAYS DREAM

## Our Mission



At Kristi Yamaguchi's Always Dream, we believe that literacy is the foundation for pursuing dreams.

Our Always Reading program ensures that children from under-resourced communities have access to high-quality books in the home environment and extensive family engagement support.

## Our Approach



Our Always Reading program promotes at home reading for transitional and pre-kindergarten and kindergarten students by providing knowledge for families to support their children in building early literacy skills as they enter the school system.

## The Reality of Literacy Today

### Book Access

Communities of concentrated poverty have 1 book for every 300 children.



### Reading Engagement

Less than 50% of young children are read aloud to by a family member each day.

*"I've enjoyed watching my child learn new words, start reading on her own, and find new favorite books."*

—Always Reading Program Participant



## Our Three Key Pillars



### Equity through Technology

Each student receives a digital tablet and a data connection (if needed) for the program's duration, ensuring equal opportunities for learning. Families keep the tablets once they complete the program.



### Access to High-Quality Books

Families gain unlimited access to a digital children's library featuring 40,000 high-quality titles and are gifted hardcopy books for their home libraries throughout the year.



### Family Engagement

Our Book Coaches support caregivers in integrating reading into their daily routines. Through regular check-ins and education sessions, we empower families to make reading a lifelong habit.

## Sponsorship Opportunities

### EVENT SPONSORSHIPS

#### Always Dream Galas (CA & HI)

- ◆ Signature fundraising events with hundreds of attendees
- ◆ Print and digital recognition, branding opportunities

#### Kristi Yamaguchi Family Literacy Festival

- ◆ Sponsor booths, activities, or branded giveaways
- ◆ High community visibility

#### Virtual Storytime Sponsorships

- ◆ Branded Always Reading family read-aloud events
- ◆ Your logo / company name listed as “Storytime presented by...” on marketing materials sent directly to families ahead of the event as well as the first slide of the Storytime presentation

### VOLUNTEER OPPORTUNITIES

#### Always Dream Galas (CA & HI)

- ◆ Help with guest experience, auction setup, registration, etc.

#### Community Events

- ◆ Staff booths, help with set-up, etc.

*We can build custom group volunteer experiences — let's co-create something meaningful for your team.*



### CUSTOM PARTNERSHIPS

*Examples:*

#### Official Hotel Partner

- ◆ Support program-related travel
- ◆ Receive branded media exposure, social mentions, co-branded experiences

#### Sponsor a Classroom

- ◆ Directly support families in your area of interest
- ◆ Recognition in communication materials and on website
- ◆ Receive stories, photos, and updates from students and caregivers as well as mid-year and end-of-year impact reports experiences

*All partners receive brand visibility on our website, newsletters, and social platforms, plus opportunities for media coverage and community impact.*



## Building Brighter Futures Together

### We're looking for partners who want to:

- ◆ Support early literacy and family engagement
- ◆ Make a tangible, measurable difference in local communities
- ◆ Build brand goodwill and engage employees in meaningful service

[www.alwaysdream.org](http://www.alwaysdream.org)

### Let's connect!

You can email us at:  
[development@alwaysdream.org](mailto:development@alwaysdream.org)

#### California office:

(925) 309-4359

#### Hawai'i office:

(808) 762-0241