

THE HUBBELL DIFFERENCE FOUNDATION

Hopeville: How to Win the Reading Wars MISSION STATEMENT

Harvey Hubbell V grew up with dyslexia, but he turned his personal challenges into a driving force for change. After achieving success as an Emmy Award-winning filmmaker, he dedicated his life to addressing the literacy crisis in America.

Over the past 30 years, he has engaged with scientists and researchers, resulting in the creation of two impactful documentaries: Dislecksia: The Movie and Hopeville: How to Win The Reading Wars.

With a generous commitment of over \$10 million to this cause, Harvey continues to tirelessly advocate for solutions to improve literacy.

He seeks the support of like-minded individuals to help take Hopeville across the nation, aiming to educate teachers and children, and bring us together through the science of reading, ultimately ending the illiteracy crisis once and for all.

Hopeville: How to Win the Reading Wars **DISTRIBUTION PLAN**

We are excited to outline the plan for distributing our documentary, *Hopeville: How to Win the Reading Wars*, across the country. With a critical literacy crisis affecting our nation—where 70% of schools are not utilizing the science of reading—we believe our film offers a vital solution. By showcasing effective reading methods that benefit all children, including those with learning differences, we aim to transform literacy education nationwide. Our distribution strategy includes individual screenings for both profit and nonprofit organizations, as well as a district-wide screening plan that maximizes our reach and impact. Whether it's in schools, churches, theaters, or town halls, we are eager to bring *Hopeville* to communities across the nation.

We have already conducted screenings across the country, and the positive response has been overwhelming. Attendees universally agree that this movie has the potential to change the literacy crisis and should be seen by everyone. Individual screenings are priced at \$750.00 for nonprofit organizations and \$1150.00 for profit-driven events, allowing flexibility for various host types. For a more comprehensive impact, our district screening option, available for \$2,750.00, enables the film to be shown in every school within the district, ensuring that all educators are informed about the science of reading. Collaborating with literacy coaches, curriculum developers, and teacher trainers nationwide, we are equipped to assist communities in transforming their educational approaches.

Our goal is ambitious yet achievable: to conduct 500 screenings by 2025, which translates to just 10 screenings per state. We invite —individuals, businesses, corporations and foundations - to join us in this vital mission by hosting a screening. You can play a crucial role in changing the trajectory of literacy in America and, ultimately, in giving children the invaluable gift of reading. Whether you can host 1, 5, 20, 50 or more, every screening matters! The future of our nation depends on it, and together, we can make a profound difference.

Addressing America's Literacy Crisis with Hopeville: How to Win the Reading War

"Hopeville: How to Win the Reading Wars" is a compelling documentary that delves deep into the root causes of the literacy crisis facing America and offers practical solutions rooted in the Science of Reading.

The Problem: In the United States today, 70% of students are not reading proficiently by the end of third grade, a critical benchmark for future academic success. This staggering statistic underscores the widespread challenges in literacy education across our schools. Research indicates that children who are not reading proficiently by the end of third grade are four times more likely to drop out of school. Low literacy rates not only impact individual academic achievement but also have broader societal implications, contributing to higher rates of unemployment, incarceration, and social welfare dependence.

Why Hopeville? "Hopeville" is not just a documentary; it's a call to action. It shines a spotlight on the critical importance of adopting evidence-based practices grounded in the Science of Reading. This approach is proven to improve reading outcomes for all students, including those with learning differences or from disadvantaged backgrounds. By equipping educators and parents with the tools and knowledge needed to implement effective reading instruction strategies, "Hopeville" empowers communities to break the cycle of educational inequality and set students on a path to lifelong success.

Key Statistics:

- **National Literacy Rates:** 70% of American students are not reading at grade level by the end of third grade.
- **Economic Impact:** Low literacy rates cost the U.S. economy over \$200 billion annually in lost productivity and remedial education costs.
- **Disparities:** Significant racial and socioeconomic disparities in literacy rates highlight the urgent need for equitable access to effective reading instruction.
- **Long-term Implications:** Early reading difficulties correlate with long-term academic setbacks and decreased opportunities for socioeconomic mobility.

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Our Solution:

Bring "Hopeville" to your school district to educate and empower educators, parents, and community stakeholders with the knowledge and tools needed to implement effective reading instruction strategies. By fostering collaboration and commitment to evidence-based practices, we can ensure that every child has the opportunity to develop strong literacy skills and achieve their full potential.

What You Will Learn:

- **Science of Reading Fundamentals:** Understand the core components of effective reading instruction, including phonics, phonemic awareness, vocabulary development, fluency, and comprehension strategies.
- **Implementation Strategies:** Practical insights on integrating Science of Reading principles into classroom instruction and literacy initiatives.
- **Community Engagement:** How to mobilize support from parents, community leaders, and policymakers to prioritize literacy education and advocate for evidence-based practices.

Why It's Crucial: Effective literacy skills are fundamental for academic success across all subjects. Research consistently shows that proficient readers have higher academic achievement and are better prepared for post-secondary education and careers. By adopting the Science of Reading, districts can:

Improve Academic Outcomes: Enhance reading proficiency rates, leading to improved overall academic performance and higher graduation rates.

- **Close Achievement Gaps:** Address disparities in literacy achievement among student populations, ensuring equity in educational opportunities.
- **Support Long-Term Success:** Equip students with essential skills for lifelong learning and success in a knowledge-based economy.

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- **Enhance Cross-Disciplinary Learning:** Proficient reading skills support comprehension and critical thinking across all academic disciplines, enabling students to engage deeply with content and apply knowledge effectively.
- **Support Long-Term Success:** Equip students with essential skills for lifelong learning and success in a knowledge-based economy. |

Impact on District Reading Rates: Implementing Science of Reading principles has demonstrated significant positive outcomes in districts nationwide. Here's how your district can leverage "Hopeville" to achieve similar results:

- **Professional Development:** Provide ongoing training and support for educators to effectively implement Science of Reading strategies in classrooms.
- **Data-Driven Instruction:** Utilize assessment data to tailor instruction and interventions, ensuring that all students receive targeted support based on their individual needs.
- **Collaborative Learning Communities:** Foster collaboration among teachers, administrators, and literacy specialists to share best practices and refine instructional approaches.

Whether you're an educator committed to improving literacy outcomes, a parent concerned about your child's reading progress, or a community member passionate about educational equity, "Hopeville" offers a roadmap to initiate change.

Contact us today to bring Hopeville: How to Win the Reading Wars to your district and join us in transforming the future of literacy education for all students.

Email:

Captimpro@gmail.com

Website:

www.Hopeville.Info