

READING RAINBOWS

Jackson Barnes, Ashlyn Hanks, Lucas
Harvey, and Sami Novick





MISSION

The Mission of Reading Rainbows is to empower those who do not have the tools and the means to learn about the world around us.

Our goal is to show children that they can be and achieve anything they Dream of Reading Rainbows teaches children to chase the Rainbow!



WHO WE ARE



Non-Profit in
Triad Area



Passionate about
Children Literacy



Showing Children to
be able to Believe in
Themselves

METAPHOR

"Reading Rainbows
is like turning a
new page "





TO TRANSPORT

TRANSPORTING LITTLE JOHNNY

We will tell you the story of Little Johnny, He was a young boy who come from the projects and wanted to become his best possible self.

Reading Rainbows was able to Transport Little Johnny to a place where he could be an esteemed Journalist working for a Major News Company.

TO COMMUNICATE

★ Story is a crucial point of communicating one's values and dreams. We will use the story of Reading Rainbows to inspire and motivate our team-members.

★ Reading Rainbows will communicate our story to all people, internal and external. We will highlight the success stories of children who overcame their individual adversities.



TO ENABLE LEARNING

A TOOL FOR TEAM MORALE

Through the success stories of the children that we taught to read, we can show our team members that if these children can overcome their obstacles, we owe it to them to challenge ourselves as an Non-profit.



TO CREATE MEANING



Reading Rainbows is a part of something bigger.
We have an impact not only on our children's lives
but on our lives too.

We want the children that we have helped to take
these experiences and tools they have learned and
carry the torch forward to their individual circles.



TO TRANSFORM

TRANSFORM MANY LIVES

Reading Rainbows hopes to transform the lives of as many children as possible. Our goal is to help all the children like Little Johnny to achieve their full potential.

TO UNITE

★ To unite around our common vision, to drop the illiteracy rates in the community we serve, and to engage with other organizations in the area by having them partner with us.

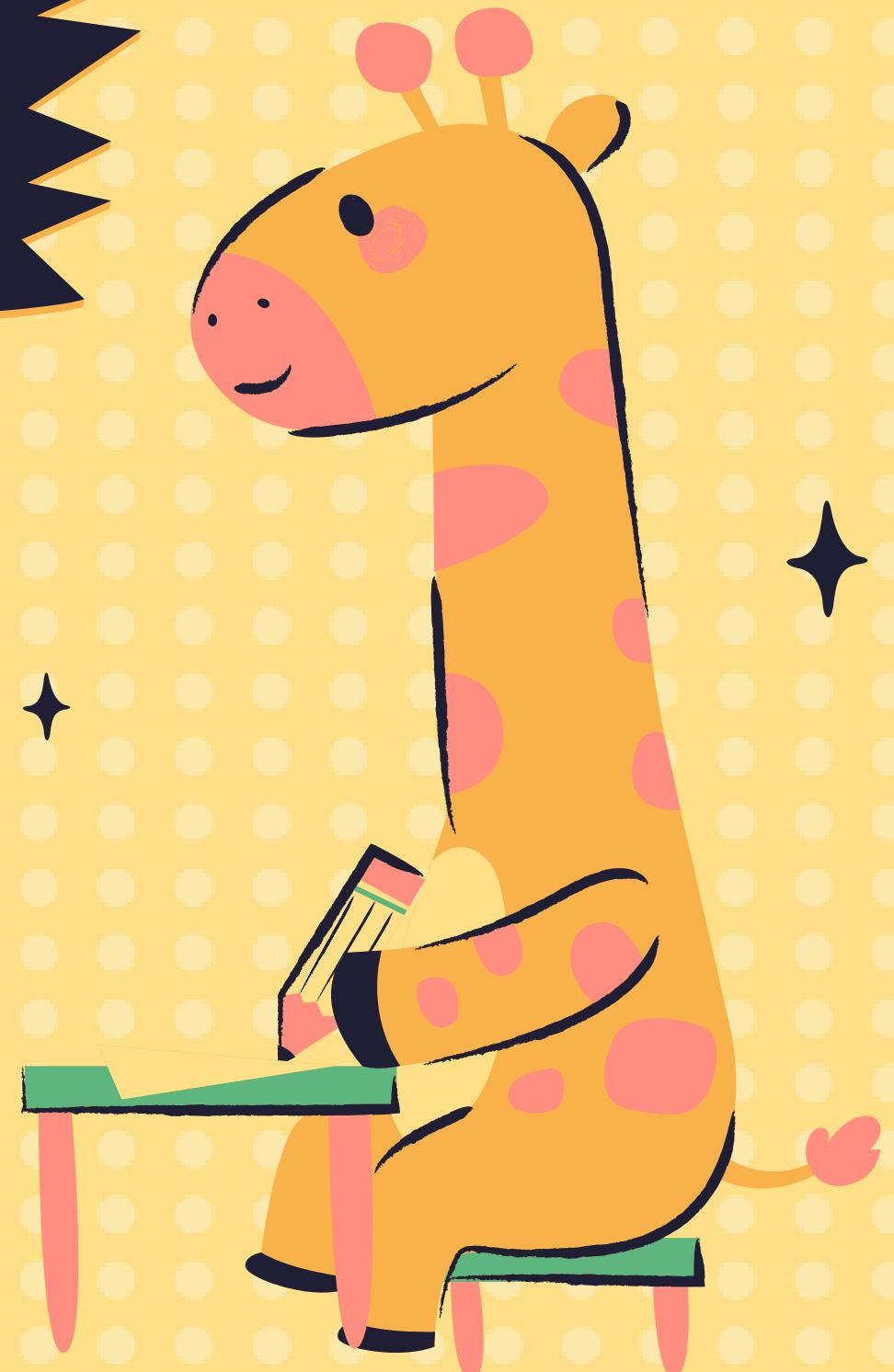
★ This helps to Unite the Triad Area under one common goal; the power to unite is a key story objective that will make our organization go beyond our current scope.



TO ENVISION POSSIBILITIES

THE SKY IS THE LIMIT!

When we introduce kids to stories, it opens up a world of possibilities for new adventures, experiences, and growth. Our main objective of Reading Rainbows is to show these children that they are not stuck in their circumstances but that they can take control of their destiny and write their own Story!



INTERNAL COMMUNICATIONS

The powers to communicate and to unite will be the key powers that we use in our Internal Communication processes.

In our Internal Communication model, we will have an open-door policy between the leaders and other team members to facilitate communication and, at the end of the day, Unity.

We at Reading Rainbows pride ourselves on being Story Tellers, which is why in our Policy, we encourage our Team Members to share their own story.



EXTERNAL COMMUNICATIONS

We will use the powers of Transport and Transforming to engage the public, our goal is to show them that they have the power of story within.

In terms of External Communication, our objective is to harness the power of story to involve people via our Social Media and Television Avenues

At the end of the day, we want the children that we help and the people that work with them to realize they can be and do whatever they dream.





**OUR ORGANIZATION IS
MEANINGFUL BECAUSE
WE CREATE MEANING
FOR EVERYONE WITHIN
OUR REACH.**

WHY PEOPLE WANT TO WORK WITH US



**OUR VISION IS TO
ENSURE EACH CHILD
HAS THE ABILITY TO
READ AND HAS ACCESS
TO THE BOOKS OF THEIR
CHOOSING.**



THANK YOU FOR LISTENING

