

# Read-A-Thon Frequently Asked Questions

## ❖ What is Read-A-Thon?

Read-A-Thon is an annual Morris Brandon fundraiser that raises money for our school while encouraging and rewarding students for reading. Strong reading skills are key to educational success and our 7 days of reading gets students involved and excited about books and other reading materials. Read-A-Thon also happens to be one of our largest annual fundraisers, ensuring that our school continues to be the "Place To Bee!"

## ❖ How does it work?

Read-A-Thon takes place over 7 days. During this time, students record minutes they read, whether at school or at home. All reading counts! Students also solicit donations to support Morris Brandon. Donations will be a one-time fixed donation paid online via Read For My School platform. In order to win a prize, a student must have at least one sponsor and donation of any amount. 100% of the proceeds go directly toward making Morris Brandon great!

## ❖ When do students begin and end logging reading time?

Students may begin logging minutes at 8:00 am on Monday, March 22. Read-A-Thon ends at bedtime on Monday, March 29.

## ❖ What reading counts? Does reading to my student count as well?

Yes, ALL reading counts, including being read to by another student or an adult. If one student reads to another student, they both get the minutes. Books, e-books, picture books, textbooks, graphic novels, magazines and newspapers all count towards minutes. Audio books do not count.

## ❖ How do I collect sponsors and donations?

Students can ask family, friends and neighbors to sponsor them with a donation. Simply share the Read for My School individual student page (via text, email, social media).

## ❖ When is the donation money due?

In order to qualify for earning a fundraising prize, donations (online only) must be submitted by April 16th. Any money collected after April 16th will be greatly appreciated, but not count toward prizes.

## ❖ Why no cash or checks this year?

Given the pandemic situation, we believe that moving the entire Read-A-Thon to an online platform including donations was the best and safest avenue to go. We will handle cash and checks on an individual basis if necessary, but strongly encourage online donations.

## ❖ Can I donate online for multiple students?

Of course! Simply fill out a separate online payment form for each student.

❖ **Are Read-A-Thon donations tax-deductible?**

Yes, in accordance with IRS regulations, no goods or services will be provided in return for your Read-A-Thon donation.

(Morris Brandon Tax ID #20-4871521)

❖ **What are the prizes this year?**

Students have an opportunity to win both reading and fundraising prizes this year! In addition, everyone who participates will receive achievement badges online as they read additional minutes.

Reading prizes include:

- **Little Shop of Stories gift cards** for the top 3 readers in each grade
- **CLASS PARTY** for the class in each grade with the highest average minutes read

Fundraising prizes include:

- **GRAND PRIZE \$75 Little Shop of Stories GIFT CARD** for the top 3 fundraisers overall

❖ **Are there reading recognition levels this year?**

Yes, students will be recognized for their reading accomplishments based on minutes read as follows.

Reading Bees	K & 1st	2nd	3rd-5th
Royal	500 or more minutes	800 or more minutes	1000 or more minutes
Worker	300 – 499 minutes	400 – 799 minutes	600-999 minutes
Busy	1 – 299 minutes	1 – 399 minutes	1-599 minutes