

PUTTING BOOKS IN THE HANDS OF KIDS



JUNIOR LEADER READER

United Way of Kaw Valley



1,700

books distributed
per round of
reading

21

recipient schools
throughout
Shawnee County

51,136

books distributed
since program
inception

Started in 2010 by Ryan Yamka in honor of his late father, Junior Leader Reader (JLR) is an initiative focused on enriching early education through classroom readings and book distribution to kindergarten and pre-k students.

Junior Leader Reader was created by United Way's Young Leaders Society - a group of young professional donors who work to build strong, healthy and equitable communities through service and giving. **In 2022, the program celebrated a milestone of 50,000 books gifted.**

Books are distributed to all elementary schools in Shawnee County with a free-and-reduced lunch rate of at least 50%. JLR is part of a continuum of free access to literacy materials that begins from the moment a child is born.



From birth to age five, every child in Shawnee County has access to one free book a month through Dolly Parton's Imagination Library thanks to United Way's partnership with the Topeka & Shawnee County Public Library.

JLR overlaps with the Imagination Library during preschool and then adds an extra year of reading support during kindergarten.

CHOOSE YOUR SPONSORSHIP LEVEL

Junior Leader Reader is only possible thanks to the generous support of local sponsors. Please review the opportunities below for ways that you can support the JLR program.

Rocket Scientist – \$2,500*

Provides 1,500 books (total)

Sponsors a full round of readings for all schools

Premier Sponsor listed in all books

Academic - \$1,000*

Provides 500 books (total)

Media invited to tape company representative read to local kindergartners

Student - \$500*

Provides 250 books (total)

Recognized on front page of United Way website

Social media recognition of your company

Thinker - \$250*

Provides 100 books (total)

Company logo in each book

Recognized in future YLS and campaign materials

Recognized on United Way website

Bookworm - \$100

Provides 50 books (total)

Company logo in each book

*All lower level sponsorship benefits included.

Your organization is also welcome to send representatives to participate in classroom readings and distribution of the books!

To sponsor JLR, or for any further JLR questions, please contact:

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