

UNITED WAY OF THE MIDLANDS CONTACT:

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Sojern Employees from Around the World to Assemble Literacy Kits for United Way's Day of Action

Sojern will partner with United Way of the Midlands (UWM) for an employee volunteer project during their annual global conference on Tuesday, May 15. Employees of Sojern will be assembling literacy kits for children who live in the Omaha-Council Bluffs metro area.

Sojern, a travel technology company headquartered in Omaha, will hold its GloCon Conference at the Omaha Hilton Hotel, 10th & Cass Streets, with 460 employees from around the world in attendance.

From 5:30 – 7:30 PM at the Downtown Hilton, teams of Sojern employees will assemble 500 “literacy kits” for local children. Each kit will include three books per child, reading activities and information about summer reading programs. The goal is to create excitement about reading and learning and provide children with books to take home. Sojern is sponsoring the event and employees donated some of their favorite children’s books to include in the kits. A generous donation from Leo A Daly sponsored fun items for each literacy kit, including bookmarks and a summer reading log for children to track the books they read throughout the summer.

SAVE THE DATE: “Day of Action” on June 21, sponsored by Sojern Gives Back

The finished kits from Sojern’s volunteer project will be distributed to local children during UWM’s volunteer service day, “Day of Action” on June 21.

During “Day of Action,” volunteer teams and individuals will act as reading buddies for over 500 children. Each child will receive a literacy kit and will spend time reading their new books with a volunteer and engage in fun reading activities. Six of UWM’s partner agencies in the Omaha-Council Bluffs metro area are participating. The goal is to remind students and their families about the value of reading over the summer in order to prevent “summer slide,” a loss of literacy skills that often occurs during summer break.

In the 2016-17 academic year, more than 5,500 3rd grade students in the metro area were not reading at grade level. If a child does not read at grade level by the end of 3rd grade, he or she is four times more likely to drop out of high school - six times more likely if the child lives in poverty for a year.

Through Sojern’s volunteer project and "Day of Action," UWM is bringing awareness to the issue of summer learning loss and kick-starting a summer of reading to encourage students to be well prepared for next year's school learning.

Registration is available for “Day of Action” at www.unitedwaymidlands.org/DayofAction. Full details will be shared in an upcoming news release.

About United Way of the Midlands

Thanks to donors, volunteers and community partners, United Way of the Midlands (UWM) is not only focused on addressing our community’s human needs today; it is focused on what can be and what should be. It is building on today’s strong partnerships to create even more comprehensive human service efforts tomorrow, so our community can solve some of the root causes of poverty. UWM is community-based, community-focused. Thanks to those who share their strength, UWM is COMMUNITY STRONG. Please visit UnitedWayMidlands.org for more information.

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