



SHARPFOCUS

Literacy, Inc.

VOLUME 12 | 2011–2012

SHARP Students Read and Write!

From the Executive Director

“Teach the children to read and they will soar and create pathways that we have yet to imagine.”

—AUTHOR UNKNOWN

Progress

The dictionary defines progress as “development, usually of a gradual kind, toward achieving a goal or reaching a higher standard.” I believe that progress is achieved by each one of us doing what we can to make a difference.

Without continual growth and progress, such words as improvement, achievement, and success have no meaning.

—BENJAMIN FRANKLIN

As we celebrated 15 years of SHARP Literacy this past year, we have looked back at our accomplishments with a great sense of gratitude for the support we have received from our donors, educators, volunteers, board members, and staff. By each person working toward a common goal, we have made a difference for over 60,000 students!

As we enter our 16th year, we are giving thought to where we want to go and what we want to achieve going forward. Looking ahead, we see wonderful opportunities of how the work we do can be improved—to be better at training our educators in our program, to reach students using 21st century technology, and more. We will implement our ideas with the understanding that in order to be successful,

we need to keep trying new things and keep pushing ourselves to be better, always with student achievement as our goal.

I personally feel it is important for each one of us to look at ourselves to see what we can do to make things better for our children, families, colleagues, neighbors, and community. Stephen Covey refers to it as our “Circle of Influence,” meaning the people with whom we come into contact and can help through our actions.

How wonderful it is that nobody need wait a single moment before starting to improve the world.

—ANNE FRANK

Our theme for this year’s Novel Event is “One person can make a difference. Be a superhero for education.” We know this is true—one person CAN make a difference. I’m sure you can think of many people in your life who have made a difference for you. Our keynote speaker for the event, Geoffrey Canada, has made a huge impact on his community in Harlem. Here at SHARP, we have had many champions for our cause who through their efforts have made a difference for our organization and most importantly, our students. Our donors share their abundance, volunteers share their expertise, teachers share their

knowledge and love of learning, and our students inspire us every day with their desire to learn and help others. This past year students learned about the jaguar, Pat the Cat, and they were inspired to make a difference. They are excited about conservation, ecology, and caring for animals. Even a “down-on-his-luck” jaguar can make an impact and start a spark for children to want to go forward and make a difference.

Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.

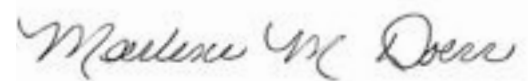
—DR. SEUSS

If we all do our best to help where we can and make a difference, progress is inevitable and our world will become a better place, one person at a time.

One person can make a difference, and everyone should try.

—JOHN FITZGERALD KENNEDY

Warmly,



Marlene M. Doerr
Executive Director

Wild Night at the Zoo Year-End Recognition Event



Neither cold, nor rain, nor gale force winds could stop the SHARP teachers, students, and their families from enjoying a picnic at the zoo! This year’s Family Achievement Recognition Event was held on the evening of Wednesday, May 25, at the Milwaukee County Zoo and was made possible with special funding from PNC.

The weather made things a bit challenging, but despite that, two-thirds of the anticipated 3,700 guests enjoyed a picnic supper of hamburgers, brats, and hot dogs and visited our noble jaguar friend, Pat the Cat. Many of the students have learned about Pat in the process of doing research for SHARP Literacy’s latest book, and they were very excited to have the opportunity to see him. At the end of the evening, many adults and children made a special effort to seek out SHARP staff members to say, “Thank you for letting us come see Pat.”

Nancy Kennedy, our Pat expert, and Dr. Bruce Beehler, Deputy Zoo Director, greeted visitors in the feline building and answered questions. Students had been provided a list of questions to research and received a special gift for providing correct answers.

SHARP Literacy’s Year-End event gives our students the opportunity to share what they have learned with the special adults in their lives. Each year the students participate in a Writing Challenge, and their work is compiled into a book. The Writing Challenge Books are unveiled at the Year-End Event. Students love showing their parents the work they have had published in the SHARP Literacy books.

Many parents made sure to extend their gratitude for the wonderful event and the excitement SHARP Literacy brings to their child’s learning experience.

We extend our special thanks to Nancy Kennedy and Leann and Bruce Beehler for sharing their contagious compassion for animals with our students. We are very grateful for the generous volunteers from Robert W. Baird & Co. who braved the weather to help at the event. Thank you to PNC for their sponsorship of the event. We also appreciate all our individual and corporate donors who help bring the SHARP Literacy program to these students and their schools. ■

Students say hello to Pat the Cat’s neighbor in the feline building at the Milwaukee County Zoo.



Patricia Ellis, Ed.D. Joins SHARP Literacy Staff

SHARP is proud to announce the addition of Patricia Ellis, Ed.D., to our staff. Dr. Ellis will be focused on curriculum improvement and teacher development. She is a graduate of Milwaukee Public Schools and received her Bachelor of Science degree in Elementary Education and Communications from Carroll College in Waukesha, Wisconsin. She received her Master of Education in Professional Development and Master of Educational Leadership degrees

from Cardinal Stritch College and her Doctorate in Leadership for the Advancement of Learning and Service from Cardinal Stritch University.

Dr. Ellis has served as a teacher and as a district level administrator for the Milwaukee Public Schools. She has also served as an Associate Vice President at Cardinal Stritch University and the Director of Professional Development and Community Engagement for the Cardinal Stritch University Leadership

Center. During the summer of 2010, she served as the Director of the Milwaukee Summer Reading Project. Since 2009, she has served as an adjunct assistant professor at Marquette University in the College of Education.

SHARP Literacy's Board of Directors, along with SHARP staff, are excited to have Dr. Ellis join our team.

Please join us in welcoming her to our SHARP family. ■

DeMarco Morgan Visits Students

As a part of our 2010 Novel Event, DeMarco Morgan (WNBC New York journalist) visited with SHARP students at Rogers Street Academy and The Business & Economics Academy of Milwaukee (BEAM). The students had participated in a writing contest for which they were asked to write an essay on "What Literacy Means to Me."

During his visit, Demarco shared his insights on the importance of education with the students. The children learned about DeMarco's personal mentors and what influences in his life made him want to succeed. His words to them were impactful, and many of them now call DeMarco a mentor and friend.

One first-prize and two second-prize winners were chosen from each school. The first-prize winners were guests at the 2010 Novel Event at the Pfister Hotel. They read their winning essays for the guests in attendance. ■



Student Essay Excerpts

What literacy means to me.
It means I can go to college.

What literacy means to me.
It means enjoyment to learn about other people, places, and opportunities.

What literacy means to me.
It means freedom to do whatever I want.

What literacy means to me.
It means I have power to be me.
—3rd Grade Student, BEAM

Literacy leads to good life skills and an education. Life skills mean knowing right from wrong. Life skills I get from literacy will help me choose to live in a good neighborhood. Being literate will help me understand rules and laws so I do not get into trouble. Also, good literacy will allow me to finish college and get a good job here in Milwaukee. Using literacy will allow me to have a good life and it will put me on the path to happiness!
—5th Grade Student, BEAM

As a second grader at BEAM, literacy is important to me. I am smart and I could be an author someday. . . . After college I will be an author and a teacher. I will be able to do these things because I can read and write. I will teach kids to love literacy.
—2nd Grade Student, BEAM

Reading and writing are important to me because I learn new words. Reading gives me ideas when I start writing. If there were no books, I wouldn't learn new words. I wouldn't learn when to cross the street, and I wouldn't learn about the presidents. Also, if there was no reading, I wouldn't learn about animals. If there was no writing, there wouldn't be reading either.
—3rd Grade Student, Rogers Street Academy

Literacy is important to me and my family because this is how I am smart. I read at home and at school and at my friend's house. Homework is important to me because I get good grades. . . . When I am big I want to be a police officer. This is what literacy means to me.
—3rd Grade Student, Rogers Street Academy

Literacy is important to me because I spend time with my dad. He reads me Goosebump stories every night. . . . When I grow up, I want to be a veterinarian. I have to read to study animals. I have to learn about animals so I would be ready to learn to be a veterinarian when I grow up.
—3rd Grade Student, Rogers Street Academy

SHARP By The Numbers 2010–2011

- 5,720 students
- 262 teachers
- 30 schools
- 50 educators attended the June 2010 Teacher Summer Workshop
- 56 educators attended the September 2010 Teacher In-Service
- 6,109 student workbooks and teacher guides distributed in Fall 2010
- 6,192 books distributed for the 2010–11 "A Book in Every Child's Hands" initiative
- SHARP participated in the Milwaukee Art Museum's Art of the Table event
- Completed our 13th mural, which is displayed at the Intermodal Station Transportation Mural
- Annual Campaign co-chaired by Maria Lopez Vento and Chad Tessmer
- Novel Event held on October 12 featured DeMarco Morgan
- Completed our 9th Book—*Pat the Great Cat: A Jaguar's Journey* in which 15 schools participated
- Year-End Event was held at the Zoo on May 25 with expected attendance of 3,700 (two-thirds attended due in part to rainy/cold/windy weather)

Richard M. Franz: A Friend for All Seasons

Seven years ago, SHARP Literacy board member Jan Lennon was attending an event hosted by the Greater Milwaukee Foundation and had the opportunity to meet one Richard M. Franz. After speaking with him for just a few moments, Lennon could tell he was a philanthropist who was passionate about education in Milwaukee. Lennon suggested he meet with SHARP's Executive Director, Marlene Doerr, and so began a wonderful relationship between Franz and SHARP Literacy.

Franz's father came to Milwaukee from Germany in 1884 with his family. He spent several years working in a variety of jobs. During that time he married and had two sons, and then had the wisdom to purchase a building on Milwaukee's near north side at 18th and Clark Streets. The building held a grocery store and two apartments on the upper level. Franz's mother would open the store at 6 a.m. while his father went to buy supplies at the "Commission Row" on Broadway in the Third Ward. Franz and his brother, Edwin, stocked shelves.

"We had no family health insurance, and my father had no retirement fund, but he invested his money at a savings and loan and in real estate," says Franz. "Because of this, he was able to retire in 1927 at age 43!" And when his father died, he left his mother with enough assets to secure her future.

Franz's time working in his family's grocery store sparked an interest in packaging and graphic artwork. He decided to go to Milwaukee State Teachers College, where he majored in art and English. Upon graduating, he worked for the Milwaukee Journal for a short time (retouching advertisements) and then for C.D. Baird and Company designing candy box covers.

He enjoyed the work, but after just three years, World War II intervened and Franz was drafted. He counts himself fortunate that his art skills enabled him to secure a position setting up mapping facilities and then making maps for the Army Corp of Engineers in Portland, Oregon. After nearly five years of service, he returned to Wisconsin and started his own design business. From a rented studio in the Cawker Building on Wells Street and Plankinton, Franz's certain determination helped him develop a client base that

included Fortune 500 companies, and for 22 years he designed artwork for products and packaging.

"I would arrange appointments by letter or telephone," says Franz, "and there were times when I would get a meeting with the president or CEO."

Franz married Maxine Hipkoe in 1945, and the couple had two children, Erich and Emily. Emily decided to become a teacher, and shortly after she graduated from college, she began teaching 6th grade in Shullsburg, Wisconsin. Sadly, during her second year of teaching, she died in a car accident. Yet through their grief, Franz and his wife began a wonderful legacy for their daughter. They took the money she had saved during her brief career and started a scholarship fund. Their hope was to be able to offer a few scholarships to their daughter's 6th grade students by the time they finished high school. That scholarship fund now has over \$1.25 million and this past year, it was able to provide \$4,000 scholarships to 14 of the 32 graduates of Shullsburg High School.

"It is something positive that came out of something tragic," says Franz. "An independent board in Shullsburg manages the fund, and they've done a wonderful job."

The scholarship fund is one example of how dedicated Franz is to education. His fund at the Greater Milwaukee Foundation that benefits SHARP is another. Ever since his first meeting with Doerr, Franz has been an interested, active and involved friend of SHARP.

The recently published *Growing Up Strong* book is one way he took an active role. When Franz found out our students were writing about health issues, he encouraged expanding their research by incorporating children's health issues from around the world. Franz has been an active supporter of the United Nations and their children's issues arm, UNICEF, so his global view was a natural. Doerr accepted his idea, and students took to it as well, producing a beautiful and informative book that shows how children around the world are connected. SHARP was so pleased with the results, Franz was asked to write the forward for the book.



Very special friend Richard M. Franz

Franz also supports SHARP by attending events where he can see the students and view their work. SHARP's most recent Year-End Event to celebrate what our students have learned was held at the Milwaukee County Zoo on a dismal, cold and rainy late afternoon. Even though the event was held outside, and in spite of being 96 years young, Franz was in attendance.

"We were all cold and dripping, and I looked up to see Mr. Franz walking down the sidewalk," says Doerr. "At first, I couldn't believe it, but then I thought—of course he'd come! We're so grateful that he's interested in what our students are accomplishing."

Franz's commitment to SHARP doesn't end with his fund. He has also remembered SHARP through a bequest, which will serve as a wonderful legacy to his spirit and commitment.

At SHARP Literacy, we are grateful for Franz's belief in our mission. Through his active interest in the organization, through his fund at the Greater Milwaukee Foundation, and through his bequest, he will help hundreds of Milwaukee children learn to read and write. Thank you from the bottom of our hearts, Mr. Franz! ■

One Person Can Make A Difference— Be a Superhero for Education

Novel Event 2011

At a time when local education is poised for change, SHARP Literacy is proud to host keynote speaker Geoffrey Canada at our annual fundraiser luncheon on Monday, September 26. Mr. Canada has spent years working with children and families in some of the most devastated communities in America. He currently serves as President and Chief Executive Officer of Harlem Children's Zone. His pioneering work has earned him the prestigious Heinz Award, as well as the Harold W. McGraw, Jr. Prize in Education. Canada's work with the Harlem Children's Zone has been featured on 60 Minutes, The Oprah Winfrey Show, and in the award-winning documentary "Waiting for Superman."

The Novel Event is SHARP's only fundraising event. This year's event will focus on how individuals can make a difference and be superheroes for education. SHARP will present a Community Champion Award to John and Nancy Kennedy in honor of their tireless efforts to share their passion for big cats with SHARP students and cultivating an excitement for learning in our children. With the Kennedys' help, SHARP has produced its latest book, and students have learned about environment, conservation, geography, and history. Students also learned, in a very real way, how just one person can make a difference.

This year's event co-chairs are Geryl Cannon and Madonna Williams. We are grateful for all the time and effort they have put into ensuring this year's event will be a great success. The event will begin at 10:30 am and will include a raffle, as well as a silent auction featuring artwork by local artists.

Guests will have the opportunity to purchase Geoffrey Canada's book. Mr. Canada will be available to sign books for a brief time immediately following the luncheon.

If you are interested in purchasing a table, or an individual seat for this event, please contact the SHARP office at 414-270-3388 or email lorri@sharpliteracy.org for more information. ■



Geoffrey Canada

Transportation Mural Moves Intermodal Visitors



On Thursday, May 26, the latest SHARP Literacy mural was unveiled at the Milwaukee Intermodal Station. At 100 feet long, it is the largest mural we have completed. This mural was a collaborative project with United Neighborhood Centers of Milwaukee (UNCOM).

Many SHARP students from the following four UNCOM afterschool programs participated:

- COA Youth & Family Center – Riverwest
- Neighborhood House of Milwaukee
- Next Door Foundation
- Silver Spring Neighborhood Center

There are multiple steps involved in creating a SHARP Literacy mural. First, children learned about the various forms of transportation served by the Intermodal Station. They visited the station to do additional research prior to writing and illustrating what they learned. The illustrations were then integrated to create the colorful murals. Finally, the children worked together, placing all the tiny beads and glitter to create the final picture.

The children worked on the project in panels, so they were unable to see the entire mural until they gathered for the unveiling. Their eyes lit up when they saw their work for the first time in a public setting.

The brief unveiling ceremony featured special guests, Alderman Robert Bauman, Donna Brown, and Crystal DuPont of the Wisconsin Department of Transportation, Manny Perez Wisconsin Department of Workforce Development Secretary emeritus, and others. The students proudly showed their work to the invited guests and Intermodal visitors. The travelers passing through the station were struck by the beauty of the mural, and when they learned it was created by elementary school students, they were very impressed. One of the speakers pointed out to the children that one day they may bring their own children in and show them what they created for their community. What a wonderful legacy!

If you have the opportunity to visit the Intermodal Station, we hope you will take a moment to look at the mural and think about the students who worked on this project. We at SHARP Literacy are incredibly proud of these children and appreciate their diligence and creativity.

This project was partially funded by the Mary L. Nohl Fund and the Wisconsin Arts Board. We are grateful for their support. We also extend our thanks to Dr. Patricia Ellis, SHARP Literacy staff, and artist Sally Duback, who helped coordinate the project and shared

her time and talent to work with the children at the various UNCOM sites. We appreciate the efforts of our friends at UNCOM in coordinating and working with the students. This project could not have been completed without the assistance and cooperation of the Wisconsin Department of Transportation, CB Richard Ellis, and CG Schmidt. Lastly, we thank all our friends who support the SHARP Literacy mission to energize urban school children to become confident, capable readers, writers, and researchers, using the visual arts as our tool to engage young minds and reinforce learning. ■



Proud student artists attend the unveiling of the Intermodal mural they helped create.



Children Receive SHARP Books as Gifts

This past year we have distributed SHARP Literacy "We Love to Learn" books to students to keep. We are so grateful to our wonderful donors. Your support has helped us impact many lives in positive ways! Here are some of the notes we received from teachers, students, and families.

"Thank you very much! The children are very excited."
—Educator, Westside Academy

"I am positive our students will love this special gift."
—Educator, Blessed Sacrament Elementary School

"Thank you for bringing us the much appreciated resources and education!"
—Educator, Hmong American Peace Academy

"Thank you all at SHARP for giving these books to my little girl!"
—Parent, Westside Academy

"On behalf of my grandchildren and myself, I really am thankful for the SHARP books that you gave my boys."
—Grandparent, Westside Academy

"Thank you for the SHARP books *Growing Up Strong* and *The American Dream*. It was nice of you to send me an early Christmas gift. I'm glad that I went to SHARP programs, but I'm excited that I have SHARP books to take home. SHARP Literacy, it's my pleasure to be sending you this thank you letter and you deserve it for all of the things you did. I am nine years old and I go to Westside Academy School."
—Student, Westside Academy

"Thank you for the two books. I can learn some great things. I could read that book every 3 days and I would always have important words floating around my brain. Those books would keep me learning good things. I'm on the food pyramid page today. Thank you guys for the SHARP book."
—Student, Westside Academy ■



Boys and Girls Club Records SHARP Audiobook

This past January, the Mary Ryan Boys & Girls Club recorded the SHARP Literacy book, *Friends and Neighbors*. SHARP is honored to have provided the first book to be released by the Mary Ryan recording studio. The recordings are being created to encourage students to read and build their vocabulary and are housed in the Boys & Girls Club library. ■

Marlene Doerr Receives Honor

Marlene Doerr, Executive Director and founder of SHARP Literacy, Inc. was recognized as a 2010 Social Innovation Prize Fellow. The award was given at a special luncheon held on Tuesday, November 9, 2010.

Nominees for the Social Innovation Prize in Wisconsin must be over the age of 60 and have demonstrated uncommon vision, determination, and entrepreneurialism in addressing community, state, and national problems. Marlene is one of six individuals in Wisconsin to receive the Prize Fellow honor in 2010.

For more information about the Social Innovation Award go to www.socialinnovationprize.org. ■

Roundy's Foundation Supports SHARP

On Friday, April 29, the Roundy's Foundation came to Lloyd Street School to serve breakfast to 3rd grade students and present SHARP Literacy with a donation of \$5,000 to underwrite the SHARP program for Lloyd Street School 3rd graders.

The students ate a healthy breakfast and received goodie bags from Roundy's filled with healthy food items to bring home. The crew from Roundy's brought the Kemps Cow along to add some extra fun to the morning. ■



Pictured above from (L to R): Vivian King, Roundy's director of Public Affairs, Tyrone Nichols, Lloyd Street School principal, Marlene Doerr, SHARP Literacy Executive Director, Edie Boatman, SHARP Literacy Director of Fund Development and The Kemps Cow. (Photo by Robert A. Bell)

Pat the Great Cat: A Jaguar's Journey

SHARP Literacy's Latest Publication

SHARP Literacy is very excited to announce the release of its newest book in the "We Love To Learn" series—*Pat the Great Cat: A Jaguar's Journey*. A total of 1,442 SHARP students from 16 Milwaukee schools, as well as students from Belize, have worked together to provide information for this book.

Nancy Kennedy brought her passion and enthusiasm for jaguars directly to SHARP students in the form of a lively presentation given at the participating schools. Students were immediately engaged and loved learning more about their new friend, Pat the Cat. Pat's story sparked an interest in the children to do further research. The students learned new facts such as where jaguars live, and then created stories, poems, newspapers, and art depicting what they learned.

The new book features the true story of Pat, a very noble jaguar that made his way from the jungle of Belize to the Milwaukee County Zoo. In reading the new book, children will learn about science, history, geography, conservation, ecology, and more. It is meant to inspire children to make a difference in their world.

Special thanks are offered to Nancy Kennedy for sharing Pat's story with our students and to Bethany Ganz O'Day and Francisco Mora for their talented contributions to the book. We also are grateful for the creative educators who helped keep the "fire for learning" burning bright in their students. We are proud of the students for the excellent work they did, and we hope they are inspired to go out into the community and make a positive impact. ■



Students show off their "Pat Masks" they made.



Executive Director, Marlene Doerr, is wowed by the student work at Forest Home Avenue School.



Nancy Kennedy enjoyed meeting SHARP students at 16 schools.

Art of the Table



In November 2010, SHARP Literacy was honored to be invited to participate in the Milwaukee Art Museum's Art of the Table event. The event was a tribute to art and installation design and featured unique, non-traditional tabletop presentations created by area designers, retailers, and artists. The SHARP Literacy table was located in the folk art gallery and took its inspiration from folk artist Simon Sparrow.

The 8-foot table featured a tablecloth tapestry quilt made by third grade students which highlighted their studies about community. The imaginary guests invited to our table were historical American First Ladies who were inspirational in their support of reading and literacy—Barbara Bush, Laura Bush, Lady Bird Johnson, and Abigail Powers Fillmore. The table was set with a cake in celebration of SHARP Literacy's 15-year (crystal) anniversary.

Thank you to Lydia Mladenovic of the M Group who worked with SHARP Literacy to create the beautiful table. ■

SHARP
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is now on
Facebook



Keep up to date
on the latest news!

Become a fan by clicking
"like" on our page.

Our Students Need Your Help



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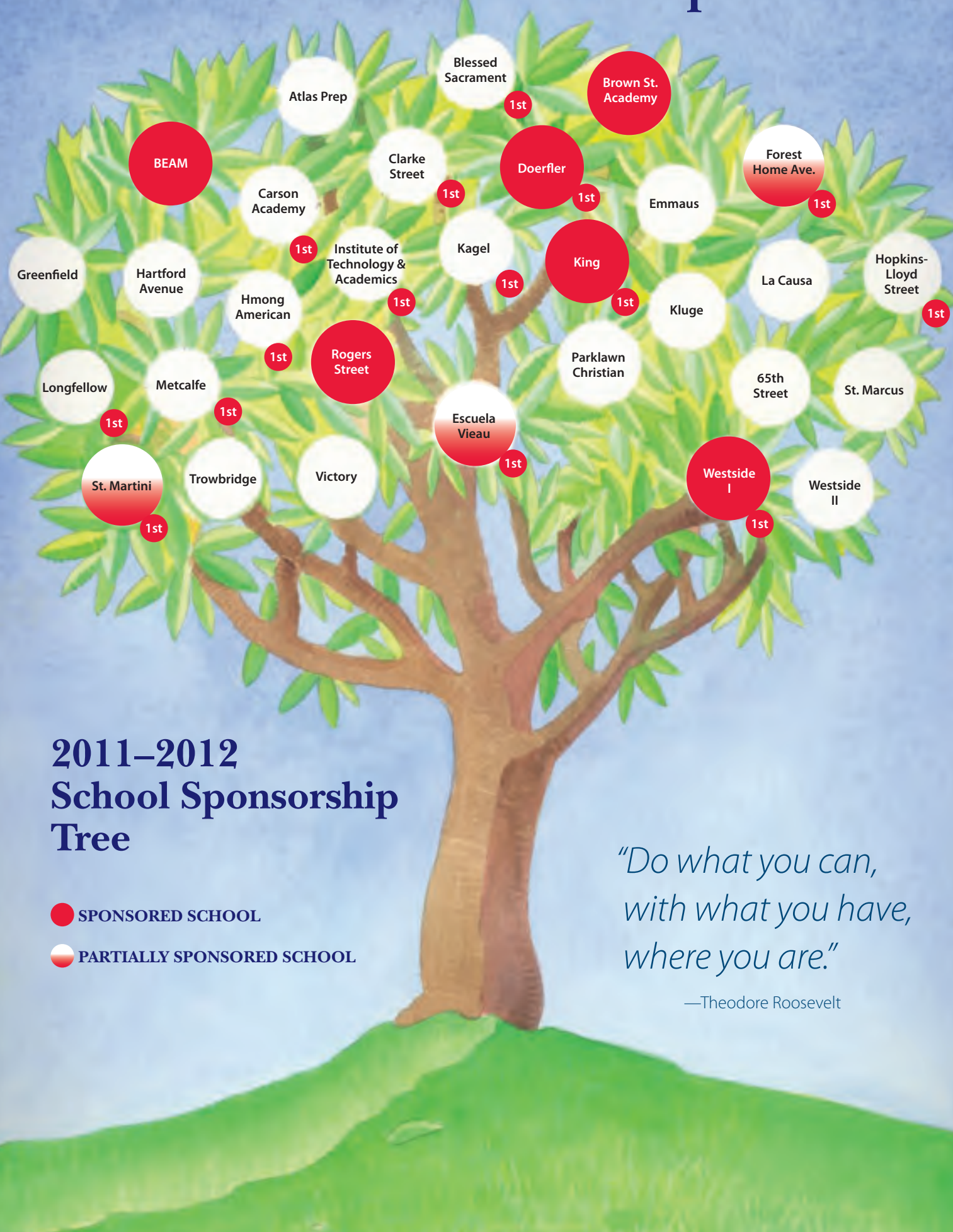
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2011–2012 School Sponsorship Tree

- SPONSORED SCHOOL
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*"Do what you can,
with what you have,
where you are."*

—Theodore Roosevelt

SPONSOR A SCHOOL

The SHARP Literacy program is able to help students only because of the generous donors who support our efforts. One way to make a significant impact is to sponsor the SHARP Literacy program in one of our many schools. Because the amount of a school sponsorship depends on the number of students and teachers enrolled, we have a range of opportunities from \$3,900 to \$60,000.

Each time a school is sponsored, another apple on our tree turns red. If you would like more information on the school sponsorship program in general, or to find out how much it would be to underwrite a particular school, please contact Marlene Doerr or Edie Boatman at (414) 202-1410. Please consider making a difference in this meaningful way, and help add some color to our tree!

SHARP's Wish List

To help us better serve our students and teachers

- A heavy-duty, multi-function, high-volume photocopier machine (\$5,000)
- One digital video camera (\$500)
- One commercial document shredder (\$400)
- Lateral storage cabinets for files (\$700)
- Interactive presentation system for in-school presentations (\$7,500)
- Small educational toys and games to give out as student prizes for great work (\$200)

2010–2011 SHARP Schools

Atlas Preparatory Academy
2911 S. 32nd Street

Blessed Sacrament Catholic School
3126 S. 41st Street

Brown Street Academy
2029 N. 20th Street

The Business and Economics Academy of Milwaukee
3814 W. North Avenue

Dr. Benjamin Carson Academy of Science
4920 W. Capitol Drive

Clarke Street Elementary School
2816 W. Clarke Street

Anna F. Doerfler Community School
3014 W. Scott Street

Emmaus Lutheran School
2818 N. 23rd Street

Forest Home Avenue Elementary School
1516 W. Forest Home Avenue

Greenfield Bilingual Elementary School
1711 S. 35th Street

Hartford University School for Urban Exploration
2227 E. Hartford Avenue

Hmong American Peace Academy
4601 N. 84th Street

Institute of Technology and Academics
8940 N. 85th Street

Albert E. Kagel School
1210 W. Mineral Street

Richard Kluge Elementary School
5760 N. 67th Street

Dr. Martin Luther King, Jr. Elementary School
3275 N. Third Street

La Causa Charter School
1643 S. Second Street

Lloyd Street Global Education School
1228 W. Lloyd Street

Longfellow Elementary School
1021 S. 21st Street

Ralph H. Metcalfe Neighborhood School
3400 W. North Avenue

Parklawn Christian Leadership Academy
3725 N. Sherman Boulevard

Rogers Street Academy
2430 W. Rogers Street

St. Marcus Lutheran School
2215 N. Palmer Street

St. Martini Lutheran School
1520 S. Cesar Chavez Drive

Sixty-Fifth Street Community School
6600 W. Melvina Street

Trowbridge School of Discovery and Technology
1943 E. Trowbridge Street

Victory School for the Gifted and Talented
2222 W. Henry Avenue

Escuela Vieau School
823 S. Fourth Street

Westside Academy I
1945 N. 31st Street

Westside Academy II
1940 N. 36th Street



2010–2011 Donors

The important work SHARP Literacy does would not be possible without the generous financial support of the individuals, corporations and foundations listed below. Many of our donors have invested in our program year after year, while some of the names below are new to the SHARP family. We appreciate the investments made by all — thank you!

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Annual Campaign Update

Though the economic environment continues to be a challenging one, we are grateful to the many supporters who have helped SHARP Literacy in 2010–2011. That help has enabled us to **exceed our fund raising goal for this fiscal year** ending on June 30. Two key individuals who helped us achieve and exceed our goal are our 2010–2011 Annual Campaign Co-Chairs, **Chad Tessmer** of PNC and **Maria Lopez Vento** of the Helen Bader Foundation. Both our co-chairs gave willingly of their time, talent, and energy to help Milwaukee's children learn to read and write through the SHARP program. We're especially appreciative of Maria Lopez Vento who served our annual campaign for two years in a row!

We are ever grateful to you. As a donor who contributed to the Annual Campaign in 2010–2011, you have made it possible for us to reach nearly 6,000 of Milwaukee's most academically vulnerable children and help them build the foundational literacy skills needed for success in school and life.

Finally, we are also deeply grateful to our Board of Directors. Their dedication and willingness to connect SHARP to new individuals and organizations that believe in our mission helped us surpass our fund raising goals and raise critical awareness for SHARP. ■



Chad Tessmer



Maria Lopez Vento

New Leadership for SHARP Literacy Board of Directors

At the October 2010 annual meeting, the members of the SHARP Board of Directors elected new leadership. Joel Huffman, Senior Portfolio Manager and Investment Managing Director for the Private Client Reserve at U.S. Bank, was elected board president. Huffman has been a member of SHARP's Board since 2005. He succeeded Dr. John "Jack" Augenstein, who served as board president for five years and oversaw several years of significant organizational growth. Andrea Schloemer, a member of the board since 2003, was elected secretary and takes the reins from Harry Holz, long-time SHARP Board member. Dan Meyer of BizTimes Media is the current vice president and P. Michael Mahoney, president of Park Bank serves as treasurer until our upcoming annual meeting, at which time, Joel Nettesheim will become treasurer.

We thank all members of the new executive team for their commitment to SHARP and its students, and extend a special thanks to Harry and Jack for their tireless dedication in their executive committee roles. ■

*“There are many little ways
to enlarge your child’s world.
Love of books is the best of all.”*

—Jacqueline Kennedy

SHARP Students Read and Write!



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Student Historical Art Resource Program

The SHARP Mission

SHARP Literacy energizes urban school children to become confident, capable readers, writers and researchers, using the visual arts as our tool to engage young minds and reinforce learning.

The SHARP Story

Since 1996, SHARP Literacy programs have given thousands of Milwaukee elementary students an important edge in research, interviewing, reading, writing, vocabulary, and presentation skills. SHARP develops and provides lesson plans, teacher/student workbooks, writing challenges, field trips, activities, special projects, and in-classroom guest visits for students who reside in some of Milwaukee’s most challenging neighborhoods. In addition to harnessing the power of the visual arts, all of SHARP’s core literacy programs and materials connect directly to Wisconsin’s mandated elementary curricula standards.

Working each year with more than 5,000 students in more than 30 public, charter, and choice schools, SHARP educators collaborate with classroom teachers on assorted books featuring student-written works inspired by the SHARP curricula — a process that annually turns thousands of children into published authors. Many of the books written by the students are in turn used as textbooks by other students for years to come. ■



How Exactly Does the SHARP Literacy Program Work?

THE EIGHT BUILDING BLOCKS

The SHARP Literacy school year rests firmly on the foundation of the following Eight Building Blocks:

- 1. Teacher Summer Workshop (June).** Each June, SHARP gathers a diverse group of its participating school teachers to review SHARP materials and student workbooks for each grade level, ensuring that the most up-to-date, effective teaching tools are in use for the coming autumn.
- 2. Teacher In-Service (September).** An all-day in-service session gives teachers a look at SHARP’s core curriculum for the year and a preview of annual museum field trips custom-designed by SHARP for each grade level. SHARP’s annually-changing elective writing and book enrichment projects for students are also introduced at this time.
- 3. Workbook Distribution (October).** Updated student and teacher workbooks — designed to build vocabulary by drawing on the strengths of multiple learning styles — are provided for each grade level and each student, offering students a year’s-worth of engaging activities exploring language arts, science, and social studies subjects.
- 4. First Semester In-School Presentations (October–December).** A SHARP educator visits each of the 250 to 300 classrooms to introduce students to new vocabulary related both to the curriculum and the visual arts. With the SHARP presenter, students explore how artworks they view via PowerPoint relate to their other classroom subjects.
- 5. SHARP Milwaukee Art Museum Tours (December–March).** Thousands of participating SHARP students are brought to the Milwaukee Art Museum each year to interact with SHARP-trained docents and see first-hand many of the artworks viewed earlier on screen in the classroom. Because the students are prepared for these SHARP-designed tours, SHARP students learn more and behave more appropriately in the museum.
- 6. Second-Semester In-School Presentations (January–March).** After reviewing vocabulary and concepts with a SHARP presenter and viewing additional curriculum-related visual art, students are asked to develop well-thought-out ideas for the Year-End Writing Challenge.
- 7. Year-End Writing Challenge (March).** After students complete the challenge to pen a short story, poem, or essay about what they have learned from the SHARP curriculum, all student works are published in attractive Writing Challenge Books for each grade level — each thick book containing the creative efforts of hundreds of young writers from across Milwaukee. Every SHARP teacher receives a free copy of the Writing Challenge Book for classroom use.
- 8. FARES: Family Achievement Recognition Events (April–May).** It is at these events celebrating the students’ achievements that the Writing Challenge Books debut, and children can’t wait to show a parent or guardian that they are published authors. This excitement generates even greater student effort as children progress to the next SHARP grade level. Skits, stories, songs, poems, food, and fun are the order of the day at these popular family events.

The cost to provide this Eight-Block program is approximately \$100 per student. ■