



IMPACT REPORT 2023-2024

OUR STORY SO FAR

FROM THE BEGINING

In 2013 Victory Ford was approached to be apart of St. Mark's Youth Enrichment Summer Program. Inspired by the program, Victory Ford created the Reading 4 A Reason Program, based on the well known Pizza Hut Book-it program. Prizes for reading included pizza from local pizza parlors, ice cream and goodies, and delivered to the students at school. End of the year rewards were given in addition to the monthly rewards, and included \$100 pizza parties, t-shirts, and other gift certificates.

[Due to the overwhelming success of the current youth programs put in place a little over 10 years ago and community's desire to expand and grow those programs, the Brown's Hometown Victory Foundation became an essential step toward that growth.] October of 2016 the Foundation was created. By March of 2017, we officially became a 501c3.

OUR PURPOSE

Our small but mighty foundation is in its 8th year, and we are currently serving over 2,300 local elementary children in 10 elementary schools, with aspirations to expand. Our current youth programs focus on proficiency in literacy and mathematics, as well as social and emotional growth and child safety.

OUR MISSION

We strive to collaborate with our surrounding communities to provide opportunities through youth programs to empower children and families to reach their highest potential, with the hopes of improving social and economic barriers.



THE NEED

Children are not meeting social, emotional, and educational standards set by the United States Department of Education and like organizations. Failure to meet these standards set for our children is an ongoing issue, and we see problems like this in Dubuque, Delaware, and Clayton county, to name a few.

What is causing our children not to meet the status quo? The act of free play and reading has drastically declined over the years. Statics will date back to the 1950s and use children's disposition as a goal point for the future.

Children are not reading like they should, which is a direct link to children who are unable to meet grade-level reading proficiency standards. At the same time, an increase in behavioral problems and social and emotional development issues have been linked to the lack of "free play."

If this problem is not resolved, our youth's future will suffer due to a lack of education and mental illness. Children who cannot read at grade level by 3rd grade are 13x more likely to drop out of high school than their proficient peers. Furthermore, a lack of play increases mental illness and behavioral problems.

OUR 2024 GOALS



1

Create a user friendly website.

Create a user friendly website with the help of a local marketing agency in the hopes of having our very own website by 2025.

2

Launch a texting service.

Launch a mobile texting platform using online services by end of 2024 school year to create a avenue to keep the community updated on all Foundation news and data.

3

Continue youth program's growth into local elementary schools.

Set up a post-program meeting to gain feedback AND familiarize currently enrolled schools of all the programs available and the benefits they provide to the students additionally, contacting other local elementary schools to gain interest in joining any of the current youth programs before the 2024-2025 school year.

4

Develop sponsorship program and status campaign. (Imagine the Possibilities)

Board members will create easy to understand sponsorship levels by summer of 2024 for the purpose of starting a fundraising campaign to help fund our current initiatives and future growth.

CURRENT YOUTH PROGRAMS

Reading 4 A Reason Program: Encourages and inspires local youth to read every night after all homework is done during the school year. Reading 4 A Reason - Summer Bingo is an extension of the reading program during the summer to aid in reducing the dreaded "summer slide." This program encourages children to read during the summer in fun and inventive ways.

Get Up & Move: a program that focuses on independent/free play, free from parents and electronics. By continuing to put importance on "free play," we hope to build upon the youth's ability to solve problems, control emotions, play with others, develop empathy, and take control of their own lives, so they grow up to be not just successful adults but happy ones at that. This is held in conjunction with a 5K race and other physical activity events.

Key 2 Mathematics: a summer program that encourages elementary students to play age-appropriate math games every day, with the hopes to diminish the "summer slide" and make math fun for kids.

Prizes awarded for participation for all programs.



ACKNOWLEDGEMENTS

7 Hills West- Bowling	Edward Jones Elliot Salter	McDermott Oil	Textile
A1 Storage	Edward Jones Matt Ungs	McDonald's	The Brim
AutoTech	Elkader Cinema	Michelle Lee Imagery	The Fuse
Bender Foods	Elkader Pizzeria	MidwestOne	The Kid Project
Carquest	English Insurance	O' So Good winery	Theisen's
Casey's	Fareway	Palace Saloon	Total Fitness
Castle Theater	Farm Bureau Randy Mahoney	Philippson Concrete	Town Square Media
Chad's Pizza	Farmer's Best	Pizza Palace	WD School District
Conner Stop	Fidelity Bank & Trust	Plum Creek Archery	Westlinden Locker
Captures by Corbin Photography	H & H Fun Rides	Prairie Fun Land	Woodland Eye Clinic
Cyclone Automotive	Hanley Auto Body	Randy's	ZR Enterprises
Dairy Queen Dyersville	Hawkeye Electric	ReSpa	
DB&T	Heartbeat Educational Services	Roast & Toast	
Delhi Landing	Intelligent Movement	Round 2	
Digital Designs	J&C Transport and Trucking	Salow' Sweet and Savory	
Double L Group	J&D Mart	Salters Auto Glass	
Dubuque Fighting Saints	KDST/Abbey Rhode	Sams Club	
Dutrac	Kwik Stop	Simply Homemade Carrie Pirc	
Dyersville Commerical	Line X of Dubuque	Smokey's BBQ	
Eagle Point Solar	Link Hydraulic	Texas Roadhouse	

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS