



2025 Club Read Summer Report



1209 W. Wall St. Midland, TX 79701

Completed by: Dr. Michelle Evans

2025 Club Read Initiative

Advancing Literacy and Opportunity for Midland Youth

As part of United Way of Midland's **Youth Opportunity Focus Area**, the Club Read Initiative directly supports the goal of **strengthening educational outcomes and career readiness for youth**. By expanding literacy and after-school enrichment partnerships, United Way is investing in programs that build a foundation for lifelong learning and future success.

Since its inception in 2013, Club Read has served as a cornerstone initiative, designed to address the academic challenges faced by children during the summer months. In collaboration with local nonprofit partners, Club Read provides structured literacy support to low-income and high-risk youth, ensuring they remain engaged in learning and return to school better prepared for academic success.

Understanding the Summer Slide

The “summer slide” refers to the learning loss that students—particularly those from economically disadvantaged backgrounds—experience during extended school breaks. Research shows that:

- Students from low-income households may lose two to three months of reading proficiency each summer.
- This cumulative loss can result in students falling up to three years behind their peers by the end of elementary school.
- In contrast, students from higher-income families often maintain or improve their reading skills through access to books, enrichment programs, and academic support.



Through Club Read, United Way of Midland and its partners are helping to close this gap—keeping kids engaged, confident, and climbing toward a brighter future.



The Impact of Club Read

Club Read directly addresses this disparity by providing access to books, structured reading time, and enrichment activities. The program is designed to:

- Help students **retain or improve** their reading skills over the summer.
- Foster **confidence and a love of learning**, which are essential for long-term academic achievement.

Club Read is more than a literacy program—it is a pathway to opportunity and a catalyst for positive youth development.

Summer 2025 Collaboration

In Summer 2025, **United Way of Midland** partnered with the **Boys & Girls Club of Midland**, **Casa De Amigos**, and **Opportunity Tribe – Fun Academy** to deliver Club Read across multiple sites. Each agency contributed unique programming elements, including:

- Literacy-focused classes
- Guest speakers
- Field trips and camps
- Water activities, picnics, and games
- Free lunches and snacks

This collaborative approach created a dynamic and engaging environment that supported both academic and social-emotional growth.

Celebrating Achievement

On July 14, 2025, 306 smiling children, agency staff, and volunteers came together to celebrate the end of summer with a half-day of fun, food, games, and prizes at the Club Read End-of-Summer Celebration, hosted by United Way of Midland at Urban Air Adventure Park. The event recognized the accomplishments of Club Read participants and highlighted their continued growth through reading. United Way extends sincere gratitude to Urban Air for donating their facility and to Ivy Cottage, Chuy's Tex Mex, and J.M. Perelle, LLC for their generous contributions of door prizes that made the celebration extra special.

Acknowledgment of Support

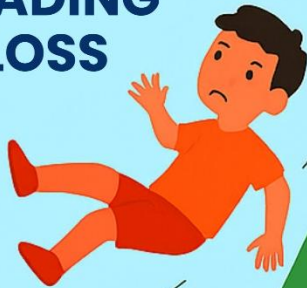
This impactful initiative was made possible by the generous support of our sponsors: ExxonMobil, the Helen Greathouse Charitable Trust, and The Warren Charitable Foundation. Their contributions have been vital in fostering a love for reading among our community's youth and ensuring that our students have the resources they need to succeed.

2025 Club Read Summer – Outcomes

The Club Read Initiative keeps youth climbing!

WITHOUT CLUB READ

**-2 to -3
Months
READING
LOSS**



WITH CLUB READ

15+
Reading
hours

98%
Improved
or
maintained
reading
scores



302
Students
engaged



1,734
Books
purchased



240
Backpacks
distributed



4,596
Total
reading hours

15.2
Average
reading hours
per youth

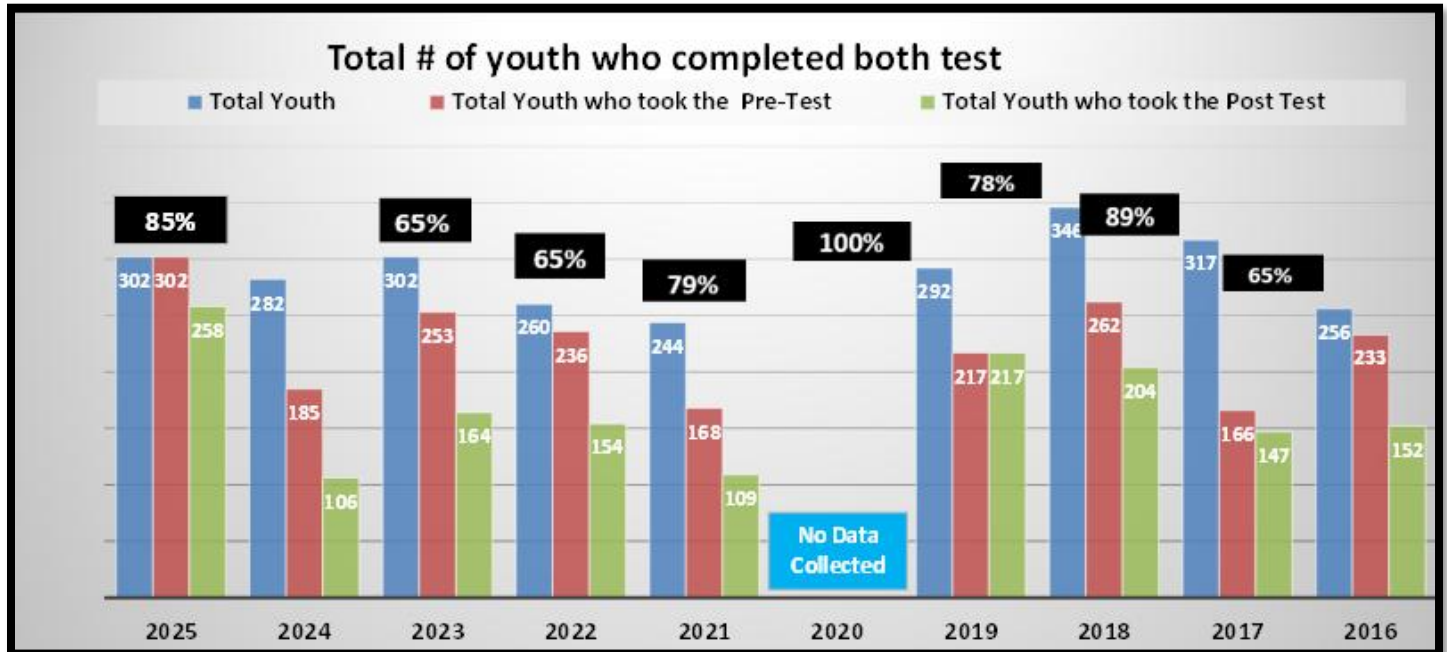
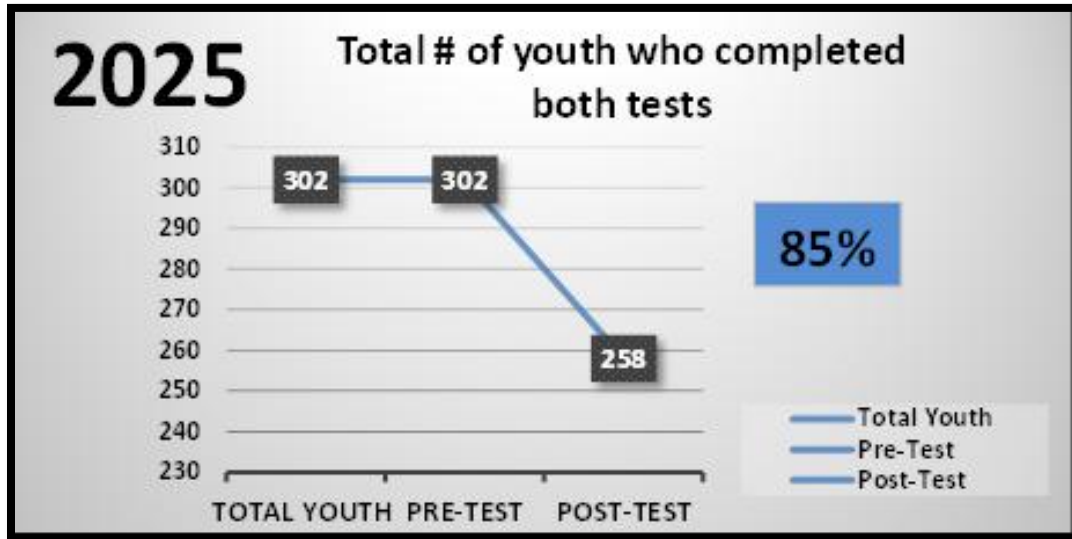


1,241
Volunteer
hours served
by 131 volunteers

*Club Read keeps kids learning, confident, and connected all summer long.
Together, we're building a stronger, smarter, and more
resilient community.*

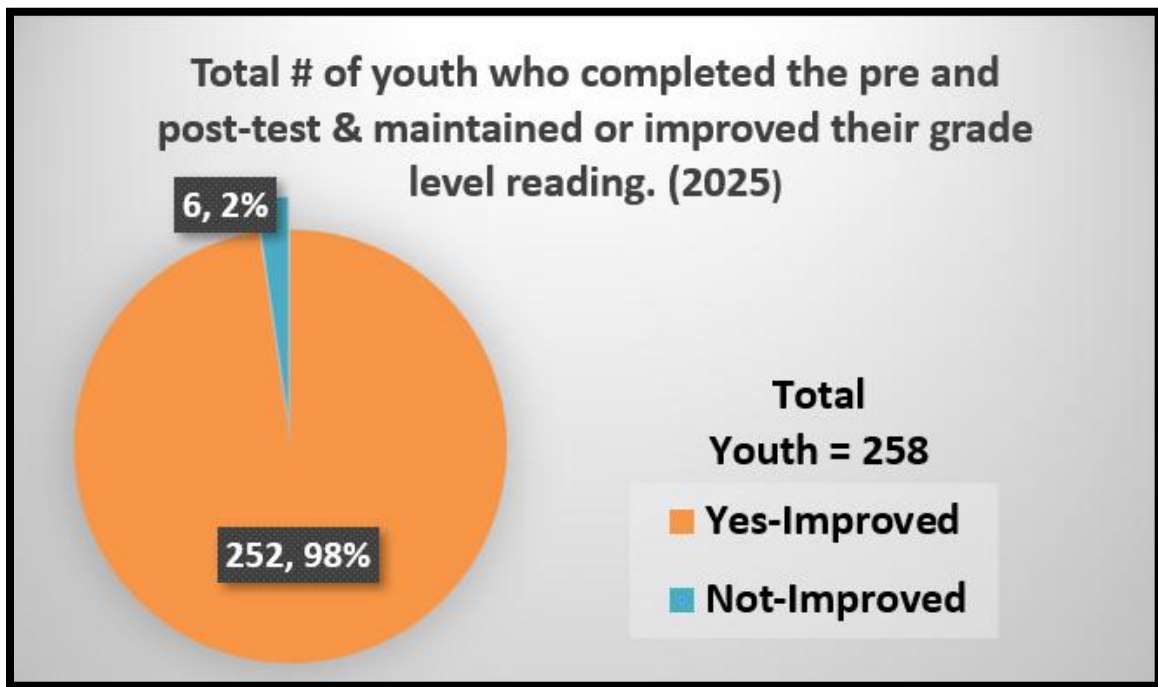
Youth Participants - Breaking Down the Data

Out of the **302** youth who attended a Club Read/Fun Club program throughout the summer, **258** (or **85%**) completed both the pre-test and post-test assessments.

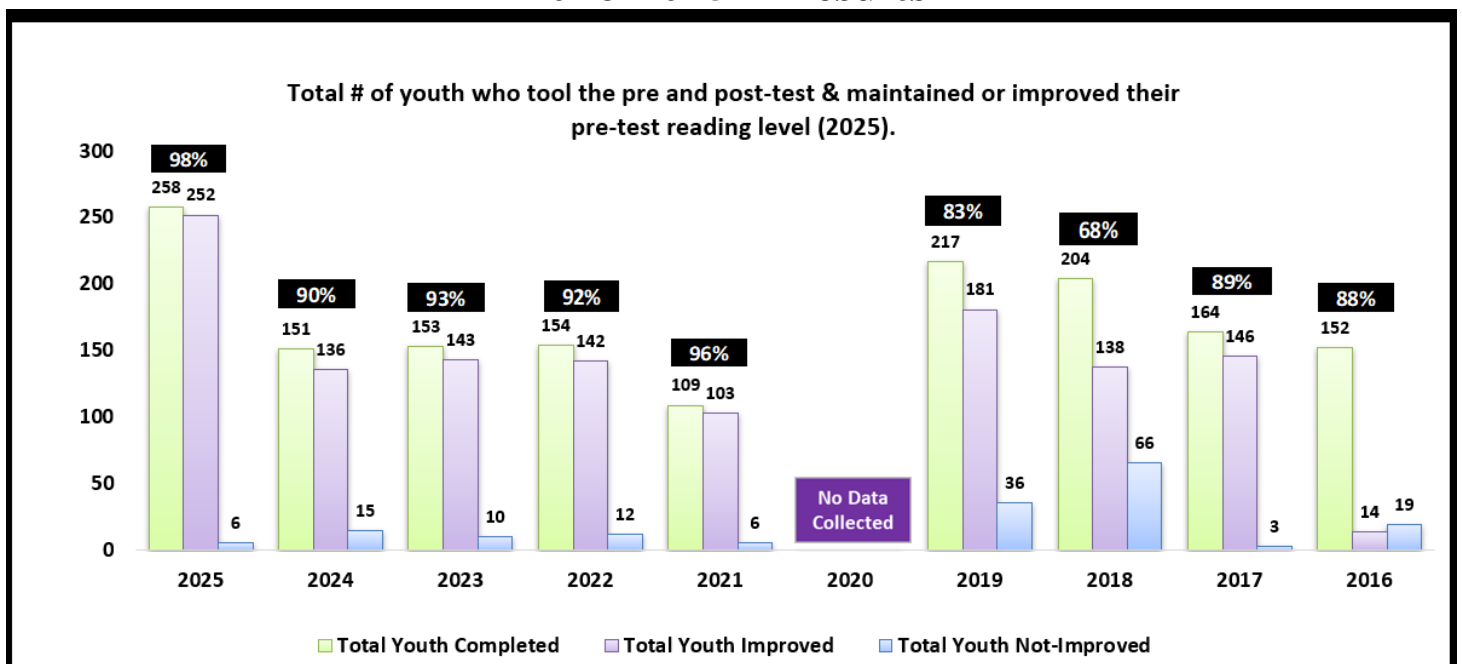


Pre-Post Assessment Results - Breaking Down the Data

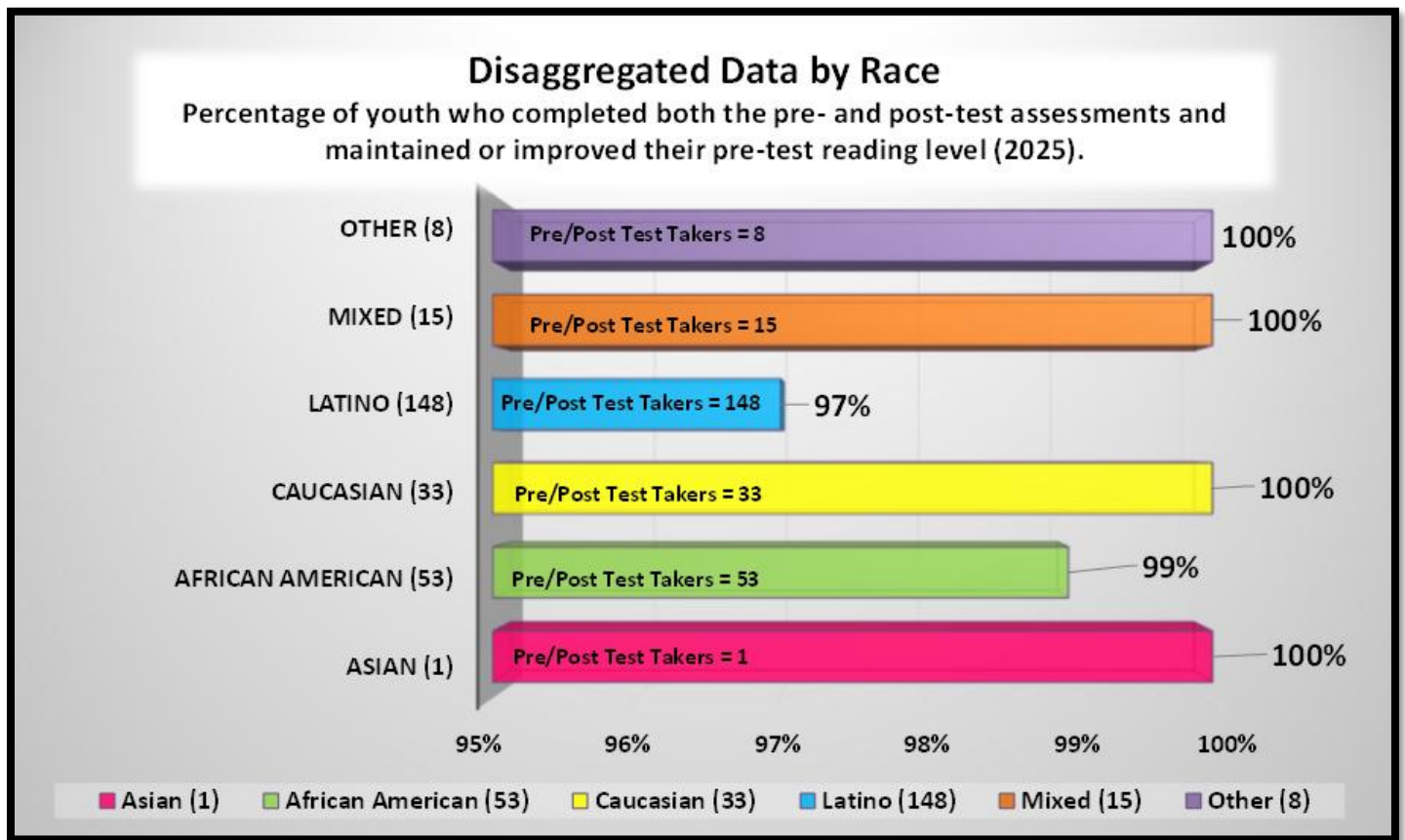
Of the **258** youth who participated in Club Read / Fun Academy, **252** (or **98%**) completed both the pre- and post-test assessments and either maintained or improved their reading scores.



2016-2025 – Results

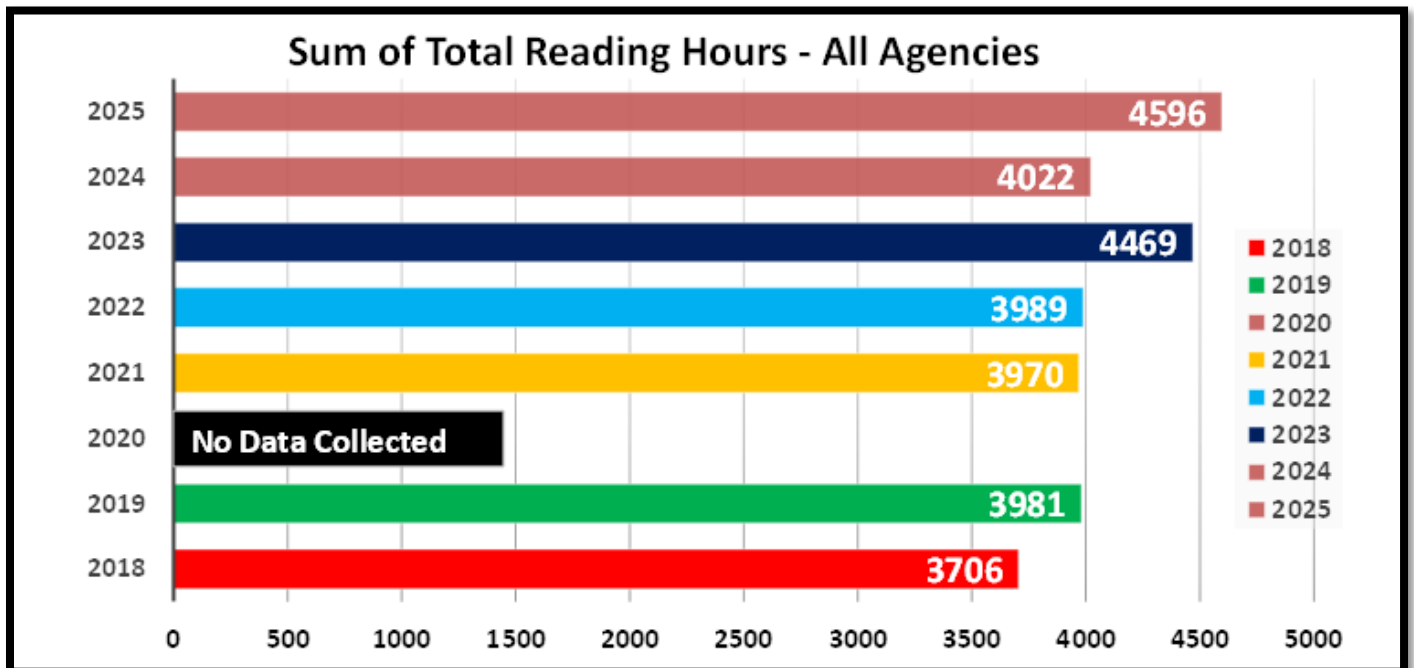
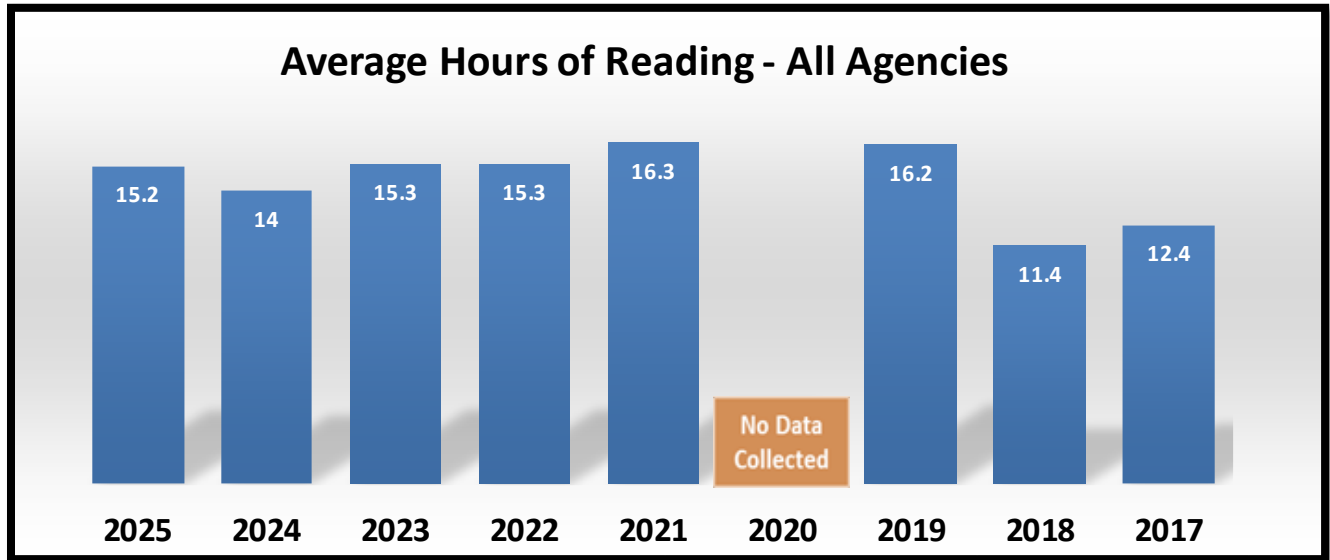


Disaggregated Data - Breaking Down the Data



Hours of Reading - Breaking Down the Data

Over the summer, **302** Club Read / Fun Academy youth read for an average of **15.2** hours each, totaling **4,596** hours across all participating agencies.



Impact Stories

One of the best parts of Fun Academy is the long-term mentoring relationships that begin there. Since kids can start in 3rd grade, some of their formative memories happen at Fun Academy. This year 2 of our high school interns were rising seniors who have been with us since they were 9 years old. Both were struggling readers when they were young. Both were born to teen moms. Both have grown leaps and bounds as learners and are on track to graduate in a year. Both have grown into leaders and this year THEY were the leaders reading to their campers and mentoring younger students. This summer one of them, Emily, told us she remembers being a struggling reader in 3rd grade, and that reading is still a challenge for her. She shared with her group of girls, telling them reading is like exercise for their brains and would help them for their whole lives, and they were so inspired they all came back the next day excited to report about what they had read the night before. The other rising senior, Jaz, was hired because we love her and wanted to help her change the story of her future. We thought we were helping her, but Jaz turned out to be a highly motivated leader, and she took on every challenge with joy and enthusiasm. She is ready to come back next year and take on even more leadership. The investment of the United Way nine years ago is still impacting our students today. We are so grateful to partner with you!

Opportunity Tribe, 2025



One of our club members shared that she feels more confident reading in front of her peers than when reading alone.

Boys and Girls Club, 2025



At Casa de Amigos Literacy Camp, maintaining or improving reading skills over the summer is only part of our mission. Equally important is giving campers exposure to new life experiences. When planning camp activities, we ask ourselves: Is this something they've done before, or will it be a brand-new concept for them? If it's familiar, we strive to present it from a fresh perspective—helping them gain new understanding and insight.

The United Way Club Read program plays a key role in making this possible. Through their support, our students end the summer knowing they have a place where they are cared for, challenged, and connected with community members who are invested in their lives. At Casa de Amigos, we are fortunate to have community volunteers involved with our campers on a daily basis.

The books, backpacks, and special end-of-summer activities provided through United Way reinforce the importance of reading and the value of our summer literacy programs. Our students need moments when the focus is entirely on them—and United Way makes that possible by providing the resources, encouragement, and experiences that make summer learning both meaningful and memorable.

Casa De Amigos, 2025

Comments from Agency Staff, Volunteers, Parents, and Participants

I'VE REALLY NOTICED
HOW MUCH BETTER
MY SON IS AT
READING AND
PRONOUNCING
WORDS WHEN WE
READ TOGETHER AT
HOME.



I TRY TO TAKE
MY TIME TO
SOUND OUT
WORDS.

THE
VOLUNTEERS
MAKE ME
ENJOY
READING!!



I REALLY LIKE
HOW EVERY
CHILD IS WILLING
TO IMPROVE
THEIR READING
SKILLS.

GOD BLESS ALL OF
YOU FOR EVERYTHING
YOU DO FOR THE
KIDS. MY SON WOULD
COME HOME SO
HAPPY EVERY DAY
AND WAS ALWAYS
EXCITED FOR THE
NEXT ONE.





PARENT'S NOTES

We would love to say thank you to United Way for sponsoring Fun Academy, for giving my kids and others kids the opportunity to be involved in a fun, safe, Christian environment. I love hearing my kids say they had so much fun doing art crafts, cooking (which they love the most), praying, singing and all the new friends they make year after year. But I mostly love it because they are spreading the word of God to every child! 🙌❤️ May God bless United Way always! ❤️❤️

-The Padilla Family-

In the most recent event of Casa De Amigos' Summer Literacy Camp, United Way has acted more than generously in countless ways. Between budgeting for books, donations and special activities, Casa De Amigos has created an incredible and uplifting environment with the support of United Way, not only for its students, but employers and volunteers as well.

As Casa De Amigos continues to grow in providing services and amenities, we hope to witness United Way remain as their most important line backer, in order to make even more astonishing impacts on their students.

-Hailey-

PARENT'S NOTES

Thank you, United Way, for providing a way for OP Tribe to help children like mine experience the Word of God through Fun Academy activities. My children, who are usually not very social and often experience anxiety, have opened up socially through this opportunity. They've made positive friendships—friendships built through Christ—and for that, I am deeply grateful. Thank you from the bottom of my heart.

-The Johnson Family-

I would like to take this opportunity to thank United Way and Fun Academy for the opportunity to attend Fun Academy. This has been a huge blessing! My children have attended Fun Academy for several years. Last year we started virtual learning and Fun Academy has taught them so much about God's love, scripture and God's people sharing His love. We are so thankful for this program!

-The McGill Family-

2025 Demographics

NOTE: The demographics data includes youth from the three (3) Summer Reading Programs.

2025 Demographics		
Total Unduplicated # of Youth:	302	Total
Gender		
	Male	132
	Female	170
	Total	302
Ethnicity		0
	Asian	1
	Black/African American	57
	Native American	0
	Caucasian (Non-Hispanic)	40
	Hispanic / Latino	186
	Pacific Islander	0
	Other	18
	Total	302
Income Level		0
	Extremely Low (30%) Income Limits	157
	Low (50%) Income Limits	87
	Moderate (80%) Income Limits	56
	Other	2
	Total	302
Age		0
	0-6 Years	4
	7-13 Years	298
	14-17 Years	0
	Total	302

2025 Expense Per Student

The United Way of Midland invested \$13,190.96 in the summer of 2025 to support 302 students. This equates to approximately \$43.41 per student.