



## OVERVIEW

### BE THE STAR YOU ARE! 501 C3

#### THE FIGHT AGAINST ILLITERACY

*“To be a leader, you must be a reader.” Cynthia Brian, Founder*

The cost of illiteracy to American taxpayers and businesses is \$225 billion dollars for crime, loss of tax revenue due to unemployment wages, unemployment, welfare and other government assistance . In addition, low literacy adds \$230 billion to the annual cost of delivering healthcare in the United States.

(Source: <http://www.proliteracy.org/NetCommunity/Page.aspx?pid=370&srcid=191>) Illiteracy is a growing epidemic causing irreparable damage to our society. Low literacy and communication skills have been identified in studies as major contributors to general conduct disorders, psychiatric disorders, criminal behavior, and adolescent suicide. (Department of Communications and Public Affairs) “...nearly 800 million people across the world lack the basic reading and writing skills needed to accomplish simple tasks such as reading a medicine label or filling out a job application, costing the global economy more than \$1.19 trillion a year.” (Source: [http://www.literacytrust.org.uk/news/4567\\_new\\_report\\_shows\\_illiteracy\\_costing\\_the\\_world](http://www.literacytrust.org.uk/news/4567_new_report_shows_illiteracy_costing_the_world)) Thirty two million adults in the U.S. can't read, 45 million are marginally illiterate. That is 14 percent of the adult population.

Twenty one percent of adults in the U.S. read below a 5th grade level, and 19 percent of high school graduates can't read; one-fifth of high school graduates can't read their diplomas.

*(Source: April, 2013 study U.S. Department of Education and the National Institute of Literacy, [http://www.huffingtonpost.com/2013/09/06/illiteracy-rate\\_n\\_3880355.html](http://www.huffingtonpost.com/2013/09/06/illiteracy-rate_n_3880355.html). U.S. Department of Education, National Center for Education Statistics, National Assessment of Educational Progress (NAEP), 2009 Reading Assessment)*

According to the Education Portal Report , forty-four million adults in the United States are illiterate and each year that number increases by two and a half million people. Fifty million American adults are limited to a fourth or fifth grade reading level. Between forty-six and fifty-one percent of American adults are below the individual threshold of poverty because of their inability to read. Last year, nearly four in ten fourth-graders nationwide failed to achieve even partial mastery of the reading skills needed for school success. In our highest-poverty schools, nearly seven in 10 fourth-graders fail to read at this basic level. (National Institute for Literacy) To determine how many prison beds will be needed in future years, many states base their projections on how well current elementary students perform on reading tests. Stronger literacy skills are in order for all Americans to take full advantage of continuing lifelong learning opportunities.

Of the one billion illiterate people in the world, two-thirds are women. Sixty-six percent of the world's females are illiterate. *(Source: U.S. Department of Education, National Institute of Literacy, 4/28/2013)* On average, illiterate women bear six to eight children compared with literate women who have two. Infant mortality is reduced by 20% when a woman has four to six years of elementary education. As the education level of adults improves, so does their children's success in school. Helping low-literate adults improve their basic skills has a direct and measurable impact on both the education and quality of life of their children. Only 3 million of them will be lucky enough to get it. Funding for adult literacy programs decreased by \$6 million in 2011. *(Source: <http://theliteracycenter.org/why-literacy-matters.html>)*

- A child's reading proficiency by the end of third grade is the most important predictor of his or her high school graduation rate and career success. Currently, 80 percent of children from low

income families miss this milestone. (Source: "Double Jeopardy: How Third Grade Reading Skills and Poverty Influence High School Graduation", Annie E. Casey Foundation, 2012)

- A mother's level of reading skill was the greatest determinant of her child's academic success. (Source: NIH 2010)
- 63% of American prison inmates are illiterate (U.S. Department of Education, National Institute of Literacy, 2013)
- Nearly 800 million people across the world lack the basic reading and writing skills needed to accomplish simple tasks such as reading a medicine label or filling out a job application. (Source: World Literacy Foundation, 2012)
- Time spent online, on computers, smartphones, internet, and tv topped seven hours per day in 2013 for U.S. adults. (Source: Nielsen)

The following statistics are for the United States based on research completed in 2008; today the numbers are even higher.

- ★ 46-51% of people with the lowest literacy skills live in poverty.
- ★ 50% of adults cannot read a book written at an eighth grade level.
- ★ 20% of Americans are functionally illiterate.
- ★ 17% of people with the lowest literacy skills receive food stamps
- ★ 70% of people with the lowest literacy skills have no full or part time job.
- ★ 75% of unemployed adults are illiterate.
- ★ 75% of employed adults have difficulty reading and/or writing.
- ★ 75% of those on welfare cannot read.
- ★ 60% of American prison inmates are illiterate.
- ★ 85% of juvenile offenders have difficulties reading.

★ 75% of Fortune 500 companies provide some level of remedial training for an estimated eight million workers at an estimated cost of \$300 million per year.

The number one reason cited for illiteracy is a lack of access to books. To live and prosper in this society, all people must be empowered with self-esteem, become lifelong learners with access to knowledge and skills that can sustain our lives at work, at home, and in our communities.

## **MISSION**

**Be the Star You Are!** is a not-for-profit 501(c)(3) corporation whose mission is to empower women, families, and youth through improved literacy, tools for living, and positive message media.

**Be the Star You Are!** collects, distributes, and promotes books and other positive media to women, families, and youth at risk as a way to increase literacy, decrease violence, raise life skills, self worth, and self esteem. This media ranges from education and advisement to inspiration and guidance covering every aspect of life, from abuse through money management, health, environmental stewardship, relationships, parenting, business skills, and entertainment.

**Be the Star You Are!** promotes the creed, “Read, Lead, Succeed!” by producing and hosting two internationally broadcast uplifting, positive radio programs featuring authors and experts.

**Be the Star You Are!** saves trees through its book recycling programs by rescuing and redistributing many of the millions of unsold or damaged books that are shredded and burned each year. Being a conscientious steward of the earth is important to the organization.

## **PROGRAMS**

**Be the Star You Are!** offers a number of focused literacy and empowerment programs including:

**Books:** Two award winning signature books have been published. *Be the Star You Are! 99 Gifts for Living, Loving, Laughing, and Learning to Make a Difference* by Cynthia Brian and *Be the Star You Are! for TEENS* by Cynthia Brian with 38 contributors.

**Radio:** *Starstyle-Be the Star You Are!* radio program began on a terrestrial station in San Francisco and now broadcasts live weekly to 219 countries around the world showcasing experts, authors and selected books to encourage literacy, self-worth, and a positive life style. (<http://www.bethestaryouareradio.com>) The official radio station of the charity is the Voice America Network, Empowerment Channel. *Express Yourself!™ Teen Radio*, the #1 most listened to YA program on the Voice America Network in the world is hosted by teen volunteers, broadcasts weekly to 132 countries on Voice America Kids Network. The program launched in 2011 with five teens and now boasts twenty eight reporters from around the country. (<http://www.ExpressYourselfTeenRadio.com>)

**On-Line Creative Community:** Express Yourself!, at [www.BTSYA.com](http://www.BTSYA.com) is where writing, art, photography, video, music, and the voices of the young-at-heart can be uploaded and shared.

**Webisodes:** SHINE is our video series showcasing positive people, places, and programs.

**Reading SPELLS Success:** An audio book program for children whereby volunteers lend their voices to favorite children's books on line.

**Book Reviews:** The Star Teen Book Review Team reads and reviews books for children and teens to help parents, educators, and librarians choose worthwhile books for kids and teens. Thousands of books have been reviewed. The reviews are published at [www.BTSYA.com](http://www.BTSYA.com) and at The Reading Tub for publishers.

**Live Your Legacy Campaign:** Short articles honoring heroes and leaders who make a difference in our world through their works, services, and actions solicited during January and February.

**Holiday Book Distribution:** Donations of new books to those in need of holiday gifts and cheer.

**Give a Case:** A book donation program giving full cases of new books to shelters, hospitals, schools, clubs, and other non profits to increase literacy.

**Amazon Book Store:** Offers books featured on our radio program and other recommended reads at the lowest price with sales benefiting the literacy programs.

**National Essay Contest:** An annual competition offering aspiring writers the opportunity to be published and express their ideas to a global community.

**Letters for Literacy:** A writing outreach program for teens conducted to increase the awareness of the ramifications of illiteracy.

**Paint-a –Pot, Plant-a-Seed:** our signature volunteer outreach project for kids as a metaphor for planting the seeds of literacy and teaching eco-stewardship.

**Community Event Participation:** Be the Star You Are! participates in numerous community events offering teens, families, and court appointed individuals the opportunity to get involved, serve, and make a difference.

**Star Searcher’s Express Newsletter:** A monthly e-newsletter with tips, quotes, news, and spotlight on volunteers.

**Club BTSYA:** Organized clubs for junior high and high school students to encouraging community involvement, writing, reporting, and volunteering for outreach projects to teach leadership.

**FREE Pop Up Concerts:** Under the direction of a teen, the Be the Star You Are!® orchestra performs at venues in California to raise awareness for the problem of illiteracy.

**Possibilities for Prisoners Project:** An outreach service providing empowering, encouraging, and life skills books to those incarcerated who feel helpless and hopeless. (Launching soon)

**Operation Disaster Relief:** Mobilization for disaster relief shipping books, media, videos, and other resources to victims. (see below)

**Be the Star You Are!** mobilizes for disaster relief shipping thousands of books, media, videos, and other resources under its “Operation” series of programs. Resources were gathered and shipped for Operation Ground Hero (9/11), Operation Hurricane Relief (Hurricane Katrina and Rita), Operation Fire Relief (Southern California Fires, Operation Tornado Relief (Joplin and Midwest Tornadoes), Operation Hurricane Sandy Relief (New Jersey and New York).

**Be the Star You Are!** is a volunteer organization that operates through contributions, in-kind donations, and proceeds from fund-raising events. **Be the Star You Are!** does not receive state or federal funding and is solely dependent on contributions from the community and corporations.

**Be the Star You Are!** supports all ethnicity’s and has no religious or political agendas or affiliations.

**Be the Star You Are!® is a registered trademark.**

## **DECREASING VIOLENCE**

The prevalence of violence in the media and its potential harm is a concern for many family and community members. After two decades of decline, the total victimization rate for at schools has climbed higher. In 2012 vs. 2010, students ages 12–18, increased to from 35 to 52 victimizations per 1,000 students. The victimization rate away from school was also higher in 2012 than in 2010, which was 38 vs. 27 victimizations per 1,000 students. (Source: Bureau of Justice report 2013)

The American Psychiatric Association reported that by the time a child turns eighteen, he or she will have witnessed 200,000 acts of violence and 16,000 simulated murders in the media. The National Crime Victimization Survey (NCVS) reported that juveniles under age eighteen were involved in 27% of all serious violent victimizations, including 14% of sexual assaults, 30% of robberies, and 27% of aggravated assaults. A Joint Statement on the Impact of Entertainment Violence on Children issued by numerous medical and psychiatric organizations stated that “entertainment violence can lead to increases in aggressive attitudes, values, and behavior, particularly in children.” Research concerning violence in the media points “overwhelming to a causal connection between media violence and aggressive behavior in children.” Largely on every single day, 60 children are arrested for a crime; 2 of those are arrested for a violent crime. (Source: *National Assessment of Adult Literacy (NAAL)*.) Youth are arrested for 37% of all violent crimes and 43% of all property crimes; over 300,000 are in prison or other detention facilities (Source: UCR, 2010, Table 38; Sickmund et al., 2011).

"The link between academic failure and delinquency, violence, and crime is welded to reading failure," states the Department of Justice. Today's youth are finding it increasingly difficult to recognize that they have the ability, responsibility, and power to determine their own destiny and choose their own future. To help them, they need access to positive and productive information and role models that will lead them beyond the negative messages in the media, and on to becoming the individual stars that they are. Everyone needs to discover passion, learn life skills, gain effective conflict management skills, and build self-esteem. Be the Star You Are! believes this can be accomplished through improving literacy and positive messages for women, families, and kids.

## STATISTICS

Today's kids may be more computer literate than teens twenty-years ago, but are youth of the 21<sup>st</sup> century more *literate*? The answer to this question is no, according to a report by the National Endowment of the Arts (NEA) in November, 2007. Thirty-three percent of 4th grade public school



students are at or below the “Basic” level on the National Assessment of Educational Progress reading tests. (Source: NAEP, 2009) In addition, twenty-six percent of eighth grade students in public school performed either at or below the “Basic” level on the NAEP reading test (Source: NCES, 2009).

America’s youth are reading significantly less than they did twenty years ago. The NEA’s report, *To Read or Not to Read* states that only one-third of thirteen-year-olds read for pleasure and that 50% of Americans age 18-24 read no books at all. Reading among adolescents thirteen years of age has declined five percent since 1984 and by ten percent among seventeen-year-old Americans. While 31% of seventeen-year-olds reported reading every day in 1984, only 22% of these adolescents read every day in 2004. Only twenty percent of 8th graders report reading for fun on their own, almost daily. (Source: NCES, 2009). Children ages 6-17 only spend one hour and forty-three minutes per day reading while they spend seven to fourteen hours a day watching television. Furthermore, 20% of the reading time is also spent engaging in other forms of media, such as playing video games or surfing the Internet. Of the top seventy best selling video games, 89% portrayed some type of violence, and 17% boasted violence as their primary focus. Adults watch an average of seven hours of television daily, with 40% reporting that they’ll watch “whatever is on”. In 2009, children ages 2 to 5 watched TV for more than 32 hours a week while kids ages 6 to 8 spent 28 hours per week in front of the tube. (Source Nielsen Company, 2009). The United States Department of Education reports that before the average child enters kindergarten more than 5,000 hours of TV viewing has incurred. It takes less time to earn a Bachelor's degree!

American families are spending less time and money on books than at any other time in the past two decades. As Americans read less, their reading and comprehension skills worsen. Children with fewer books in the household also performed more poorly in history and science test scores. Illiteracy is also the number one cause of children dropping out of school. Dropouts cost our nation \$240 billion annually in social service expenditures and lost tax revenues. Teens with poor self-esteem are more vulnerable to peer pressure, more likely to have depressive reactions, eating disorders, and low

achievement standards. They are at higher risk to abuse alcohol and drugs, partake in violent activities, and to take risks such as driving dangerously. To taxpayers, each of these so-called “opportunity youths” imposes a lifetime cost of about \$235,680 in welfare payments, food stamp, criminal justice and medical care. Multiply that across the full 6.7 million cohort and the hit is nearly incomprehensible: \$1.6 trillion.

(Source: Clive Belfield, Henry Levin and Rachel Rosen, Report, “The Economic Value of Opportunity Youth,” 2011)

The decline in reading is a problem existing in families. While technology and media may be implicated as a deterrent for reading, they may be able to serve as tools for increasing literacy when positive choices are provided. Of the employers surveyed, reading comprehension was ranked first as the most desirable skill for prospective employees.

**Be the Star You Are!** was founded in 1998, receiving its 501 c3 status in 1999, by Cynthia Brian, known as “The Renaissance Woman with Soul” whose list of achievements include author, producer, wife, mother, model, actor, coach, teacher, interior designer, gardener, casting director, television and radio host. Her belief is that we were not created equal. Each individual is unique with the potential of achieving greatness when provided the opportunity, encouragement, and direction to develop a plan, obtain the skills, go into action, and most of all, believe in themselves and all their possibilities. It was this desire to help people enhance their quality of living and experience life’s joy that motivated Cynthia to found **Be the Star You Are!** as a non-profit organization devoted to empowering women, families, and youth through improved literacy and positive media. As Executive Director, Cynthia strives to instill the credo of “Read, lead, succeed” by example, encouraging recruits to think outside the box, take measured risks, makes mistakes and understand that failure is fertilizer. Cynthia Brian grows people to be leaders.

*“The books received by Cheerful Givers, a nonprofit organization providing birthday gifts to children living in poverty, have truly made a difference in the lives of less fortunate children, many of whom have never owned a book. Be The Star You Are! is an extremely well-run and efficient*

*organization whose leadership is totally dedicated to serving those most in need.” Karen Kitchel, President, Cheerful Givers*

## **POSITIVE RESULTS**

With no paid staff, since receiving our 501c3 status in 1999, **Be the Star You Are!** has served approximately 400,800 individuals and families within 88 organizations and has logged almost 354,990 volunteer hours, while distributing over \$1.7 million in resources and broadcasting 988 unique hours of positive programming. **Be the Star You Are!** was nominated for the California Governor’s and First Lady’s Service Awards and has been touted with five star ratings as a Top Rated Non Profit by GuideStar and Great Non Profits for the Women’s Empowerment, Arts and Culture, and the Arts Appreciation Campaigns since 2010. **Be the Star You Are!** radio program broadcasts to 4.5 million listeners in 219 countries and Express Yourself!™ Teen Radio, the #1 most listened to YA program on the Voice America Network reaches 132 nations. More than 2000 authors, experts, and professionals have been interviewed on our shows. Over 1000 books have been read and reviewed by our Star Teen Book Review Team and published by publishers, *The Reading Tub*, and on our web sites at [www.bethestaryouare.org](http://www.bethestaryouare.org) and [www.BTSYA.com](http://www.BTSYA.com). Be the Star You Are!® encourages and supports its volunteers and grows people.

*“I would like to tell you the greatest news: I’VE BEEN ACCEPTED TO HARVARD!!!!!! On behalf of myself and my whole family, thank you for all the support you’ve given me and for all the doors you’ve opened for me through BTSYA. I would not be the person I am today without having met you and been a part of BTSYA!! Thank you for writing me a letter of recommendation, for letting me host radio, for giving me the tools I need to Express (My)self! On the application, it actually asked “Who is your role model?”, and I wrote down none other than “Cynthia Brian”!!!! Your selflessness, warmth, and light is inspirational, and you know not the lives you change. THANK YOU!” **Henna Hundal, teen volunteer***

## **NATIONAL OUTREACH SUCCESS STORIES**

**1. Operation Ground Hero**—With the attacks on America on September 11, 2001, **Be the Star You Are!** was one of the first charities to offer support and resources to the victims. Several hundred

local volunteers as well as volunteers around the country helped us ship over 50 pallets of uplifting materials valued at over \$57,000.

**2. Operation Hurricane Relief**—After Hurricanes Katrina and Rita in 2005, **Be the Star You Are!** partnered with volunteers in the South to deliver \$27,000 worth of books and resources to libraries, schools, groups, and shelters.

**3. Operation Fire Relief**—Only four years after the devastating Cedar Fires, Southern California experienced over a dozen wildfires raging for two months from October to December of 2007. With thousands of families left homeless, **Be the Star You Are!** worked with relief agencies to deliver over \$10,000 of books and holiday gifts to children.

**4. Operation Tornado Disaster Relief**—in 2011 a devastating tornado swept through the Midwest. The city of Joplin, Missouri was hard hit, destroying 262 classrooms and 16 schools. **Be the Star You Are!®** shipped \$48,000 worth of brand new books for ages k-12 plus additional resources for parents to the Joplin schools. In addition, Access Family Care medical facilities in Neosho, Missouri were shipped books for newborns to the elderly.

**5. Operation Hurricane Sandy Disaster Relief**—in 2012 the East Coast was hit by super storm Sandy. In collaboration with Angels of God Clothing Closet, **Be the Star You Are!®** shipped approximately 3000 books valued at \$30,000 to be distributed to the families in need.

**6. Operation Midwest Tornado Disaster Relief**—in November of 2013 severe storms swept across twelve states in the Midwest with multiple tornadoes damaging thousands of structures. **Be the Star You Are!®** delivered 2000 brand new books valued at \$40,000 to fire departments, churches, schools, and shelters to be given to children as holiday gifts.

**YOUR DONATIONS AT WORK**

★*"These past several years of volunteering with Be the Star You Are!® and with Cynthia Brian have been filled with so many rich experiences and memories. Thank you, Cynthia, for always encouraging me to develop as a reader and a writer, sharing your "think big, dream big" spirit with me, and being such an inspiring leader and example yourself."* Jacqueline Tao

★*"My name is Serena and I just want to thank you for the inspirational books you sent to us at the Chris Adams Girls Center. Thank you so much. It really means a lot to me. I think there should be a lot more people like you in the world. Thanks from the bottom of my heart."*  
Serena, teenager at Chris Adams Girls Center, Juvenile Hall

★*"You guys at Be the Star You Are! are the BEST. Thank all your volunteers from all of the firefighters, rescue workers, and their families for the thousands of books, tapes, and CD's you provided us during this time of horror. Be the Star You Are! was one of the first to respond to our needs after 9/11. You have no idea how much you have made a difference for New Yorker's with Operation Ground Hero. We appreciate what you are doing."*  
Ted Frett, Deputy Director, Family Crisis and Counseling Center, New York Fire Department

★*"Thank you so much, BE THE STAR YOU ARE®, for supporting our population of homeless and runaway youth with your kind donations of books, tapes and magazines! Your efforts are sincerely appreciated."*  
Karen Lottman, Northern California Family Center Safe Place

★*"Thank you so very much for the donation of inspirational and motivational books, CD's, and audio tapes which are distributed to our counseling and Proud Fathers programs to strengthen families and to treat and prevent child abuse and neglect. Your materials are used for our instructional activities as well as for positive reinforcement. They are helping to solve the issues that interfere with a person's ability to be a nurturing parent."*  
Barbara Bysiek, LCSW, Executive Director, Family Stress Center

★*"Our options were limited until "Be the Star You Are" came into our lives. The Juvenile Hall staff is happy to pass out your materials and see a glowing transformation in progress as the youngsters speak and act more positively. There is little doubt that the positive impact, "Be the Star You Are," has had on our youth will be most evident years from now."* Shannon Grosenheider, Executive Administrator, Juvenile Hall Auxiliary

## **PARTIAL LIST OF BENEFICIARIES YOUR DONATIONS SUPPORT:**

Boys and Girls Club

Bay Area Crisis Nursery

Born Free Program (Teen pregnancies and babies)

Community Substance Abuse Center (alcohol and substance abuse)

Children's Hospital Reach Out and Read

Chai Lifeline, Illinois (children with life threatening illness)

Chris Adams Girls Center (troubled girls)

Edgar Transition Center (Teens)

Family Stress Center

Family Support Center

Girls, Inc. (mentoring young girls)

ILSP Independent Living

Jewish Children's Bureau, Illinois

Juvenile Hall Auxiliary (kids-at-risk)

Native American Life Skills Center, Wisconsin

New York Fire Department Family Crisis Center, New York

Northern Calif. Family Center SAFE PLACE (runaway teens and crisis center)

Office of the Public Guardian, Illinois (abused kids)

Orin Allen Youth Rehabilitation Facility

Summit Center (forgotten young people)

Youth Industry

Hamilton Family Center (homeless families)

Wings to Fly (Foster Kids)

Camp Kimble for Kids

Paul F. Byrd Foundation (Mathematics Scholarships for youth at San Jose State University)

JoAnn Cayce Charities, Thorton, Arkansas (poverty stricken families and children)

Cheerful Givers, Minnesota and Louisiana

Hurricane Relief, Horace Ketchums, Gulf Coast

Contra Costa County Libraries

Walnut Creek Volunteer Center

Write On! Literacy Charity for Youth

Bay Area Rescue Mission

Habitat for Humanity

Center for the Deaf

Bret Harte Foundation

Mountain View Community Church, San Diego Fire Victims

Casa de Amparo, Oceanside

The Rock Church Fire Relief, San Diego

Toys for Tots

TOTA (Turn On To America)

Motor City Kids

Operation Life Transformed

Books for the Barrio

Super Stars Literacy

Lincoln Child Center

Shelter, Inc.

Gateway High School (youth at risk)

Go for It!

Child Abusive Prevention Council

Literacy Link (includes donating to WIC, Headstart, El Refugio, SWAK (Southwest Advocates for Kids) teen group homes and the Mobile Library)

Rape Crisis Centers

Birthright

Food Bank of Contra Costa and Solano

Adopt-A-Classroom, Joplin, Mo.

Access Family, Care, Neosho, Mo

St. Joseph's Indian (Lakota-Sioux) School, South Dakota

Nashville Public Library

Angels of God Clothing Closet, New Jersey

Threads, Hope, and Love, Illinois

Gifford Tornado Recovery, Illinois

Washington Fire Department, Illinois

Gifford United Methodist Church, Illinois

Spark of Love, Los Angeles Fire Department

Moraga Fire Department  
UCSF Benioff Hospital  
Middleton Street Elementary

## HOW YOU CAN HELP

- ★ Send a tax deductible contribution
- ★ Offer a monetary donation in tribute or memoriam of a loved one
- ★ Buy quantities of our signature books directly from [www.bethestaryouare.org](http://www.bethestaryouare.org)
- ★ Give a Case of Books to your Cause by donating \$99
- ★ Shop for books and CD's at our Amazon Store

[http://www.amazon.com/shops/be\\_the\\_star\\_you\\_are\\_charity](http://www.amazon.com/shops/be_the_star_you_are_charity)

- ★ Sponsor our Annual Essay Contest
- ★ Advertise in our newsletter, StarSearcher's Express
- ★ Donate air miles
- ★ Sponsor our syndicated radio programs
- ★ Donate goods that can be auctioned off at an event
- ★ Make Be the Star You Are! the beneficiary of your UNITED WAY donation
- ★ Shop at your favorite stores on-line by visiting our on-line shops at

<http://www.bethestaryouare.org/Shop.html>

- ★ Sponsor an event making Be the Star You Are! the charitable beneficiary
- ★ Donate through Ebay/Missionfish at

[http://donations.ebay.com/charity/charity.jsp?NP\\_ID=1504](http://donations.ebay.com/charity/charity.jsp?NP_ID=1504)

- ★ Ask your company to match your donation or make a contribution
- ★ Volunteer time



- ★ Become a Benefactor
- ★ Establish A Charitable Giving Account with an Investment Firm

All donations are tax deductible according to law. Net proceeds generated from contributions are utilized to expand our efforts to support women, families, youth-groups and youth at risk. This expansion includes:

- ★ Reading SPELLS Success!
- ★ STAR teen book reviews
- ★ Creation of a youth writing program
- ★ Social networking services
- ★ Distribution of *Be the Star You Are! for TEENS*
- ★ Production of SHINE, the webisode
- ★ Training & mentoring
- ★ Teen symposium
- ★ Acquisition of resources
- ★ Distribution of resources
- ★ Community awareness
- ★ Media production
- ★ Office administration
- ★ Radio broadcasts of positive programming
- ★ *Operation Disaster Relief* programs

Be the Star You Are! consistently validates its ability to make a difference in the lives of young people by providing them with the tools and encouragement they need to achieve personal development.

Be the Star You Are! receives continual accolades from the organizations with which it works and the individuals that it benefits. Be the Star You Are! has demonstrated fiscal responsibility, competent personnel, and strong support from the community. Be the Star You Are! has been recognized as a top-rated non profit by Guidestar and GreatNonprofits annually since 2010.

Encouraging, inspiring, informing, motivating, and empowering women, families, and youth through increased literacy and positive media. *Everybody counts!*

The fight against illiteracy is a continuing battle. Every dollar invested towards increasing literacy returns a long-term savings of seven dollars through reduced societal expenses for welfare, incarceration, unemployment and remedial education. Please join our efforts by making a tax-deductible contribution today.

For additional information please contact:

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Thank you for daring to care.

*Statistics were obtained from the following sources: National Institute for Literacy, National Center for Adult Literacy, The Kaiser Foundation, The Endowment for the Arts, The United States Department of Education, The National Crime Victimization Survey, The Literacy Company, The American Psychiatric Association, The American Academy of Pediatrics,*

*American Medical Association, American Psychological Association, American Academy of Family Physicians, American Academy of Child and Adolescent Psychiatry ,U.S. Census Bureau.*

