

**South Bend Barbershop *Literacy Program***  
**The BARBERSHOP BEHAVIOR BOOST**

**The Necessity:**

South Bend has many schools that do mediocre or poorly in state ratings. Part of this is that students do not have the socioeconomic resources to succeed. This can be enumerated by the large student population that receives free and reduced lunches. Madison, a failing school until 2019, has 94% of their students who qualify for subsidized lunch. We have worked with middle schoolers who were struggling to read basic books at Greene (a middle school that shut down at the end of last year).



**This is also an Issue at the National Level:**

*According to the United States Department of Education, more than 85% of America's Black Male 4th grade students Are NOT Proficient In Reading!*

**Our Plan:**

Inspired by an NPR story on encouraging early reading (especially for boys) in African American Communities, we wanted to Establish a Literacy Program that will help an underserved population in our community.

**Long Term Goals:**

- To Build an Enduring Literacy Program
- Establish a Sustained Institutionalized way to Replenish the Books *(through Local Bookstores and Donations from Community Leaders)*
- Build and Fill a Small Free library for Selected Barbershops
- Allow Kids to Check-Out Books and Take Home

**The BARBERSHOP BEHAVIOR BOOST *Literacy Program***  
is a Subsidiary of *Oceans of Opportunity Corp. a 501 c3* ~ Nonprofit Organization  
*Donations are Tax Deductible*

***Please Contact Sanita Sherrise @ 574.904.1241 to Sign-Up or Sponsor a Barbershop Today!!***

