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Supporting Families Together Association
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***Once Upon a Book Drive Collects Record-Breaking Number of Books
for Wisconsin Children in Need***

Supporting Families Together Association (SFTA), with our member agencies and community partners, is proud to conclude our third annual Once Upon a Book Drive with over 9,800 books collected for Wisconsin children in need—our highest number to date!

Madison, Wis.— SFTA and participating member [Child Care Resource & Referral \(CCR&R\)](#) agencies and [Family Resource Centers \(FRCs\)](#) finished off the annual *Once Upon a Book Drive* this year with a whopping 9,868 books—more than 4,200 over the highest number of books collected through the drive in any prior year.

“This is still a newer effort on our part so it is fantastic to see it build a little more year over year, allowing us to reach more and more children in need,” said Jill Hoiting, SFTA’s Co-Director of Programs & External Relations. “We are so grateful for the opportunity to strengthen the accessibility of quality early literacy materials across Wisconsin and for the community support we have received in collecting donations.”

Studies have shown that positive early literacy experiences are crucial to language, reading and writing development, skills that can play a significant role in the development of a child into adulthood. A young child accessing quality literacy materials now is more likely to be successful later on in areas of school readiness, employment and self-sufficiency. This is why programs like *Once Upon a Book Drive* that increase early access to literacy materials are so crucial.

Books collected through *Once Upon a Book Drive* will be distributed to early education programs and families in need throughout Wisconsin by SFTA and our member CCR&Rs and FRCs. Outside organizations may apply to receive books to distribute through their services if they are a non-profit and meet the additional qualifications: <http://supportingfamilies.together.org/applyforbooks/>. A special thanks to Alliant Energy and Madison4Kids, for funding the purchase of new board books and bilingual books for the drive this year, which are harder to come by in good condition.

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Supporting Families Together Association (SFTA) is a statewide non-profit organization funded by public and private entities that works to cultivate a system of organizations and professionals across Wisconsin to promote quality, strengths-based, early childhood services in all communities. Our core membership consists of Wisconsin’s Child Care Resource & Referral Agencies (CCR&Rs) and Family Resource Centers (FRCs). Learn more at supportingfamilies.together.org.