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Fact Sheet

- Earning By Learning (EBL) is an **innovative, research-driven** program, based on **incentives encouraging children to read**.
- EBL of Dallas was **founded in 1996**. Since the organization was founded **77,613 students have read 726,638 books**.
- Children, grades K-6, select titles approved by school/center personnel and **receive \$1 for each book** that he/she masters which is measured using the Accelerated Reader's Renaissance Place or Scholastic's Reading Counts computerized reading software programs. There are fall and/or spring EBL sessions offered at various sites throughout Greater Dallas.
- EBL concentrates its program operations within the **Dallas Independent School District servicing up to 50 elementary schools** with the goal of expanding the program into all of the district's elementary schools.
- **More than \$1.4 million in reading incentives** have been awarded to students.
- School staff and principals have indicated that participation in the program **motivated students to read more outside of class**, and although the cash reward was welcomed, it was not the primary motivator for students to read. The program **increased reading comprehension** as well as interest in reading since implementation. EBL provided **student accountability** through the use of **computerized assessments of comprehension**.
- **Harvard University** completed a research study in 2010. The purpose of the study conducted by Dr. Roland Fryer was to look at **incentives and their effects, if any, on academic achievement**. The student showed **substantial gains among EBL students** in the area of reading comprehension, overall language development, report card grades, and test scores versus students who did not participate in the program. One year later, EBL students are still outperforming students in the control group (additional information is available on the Harvard Study Fact Sheet online at www.eblofdallas.org).
- To **promote financial literacy**, EBL partners with Inwood Bank and BBVA Compass in our **"Read and Save"** program which allows students to open a savings account and learn about fiscal responsibility. EBL's **"Read and Give Back"** program allows children to direct their earnings to the school libraries in Dallas ISD thus providing a tremendous revenue source for the library. It is an excellent way to teach our students the art of philanthropy.
- **Other programs** sponsored by EBL include Read and Graduate...From College, Celebrity Guest Read, Reading in the Garden, and the Summer Reading Institute with the shared goal of promoting literacy and the fun of reading to young people.
- EBL is sponsored by the **Ricky Rudine Memorial Fund of the Communities Foundation of Texas** and **New Carl Dealers Association of Metropolitan Dallas**. Other strategic partners that provide vital support to the organization are listed on our website.

