



Chicago Tribune Holiday Campaign 2002

chicagotribune.com/holidaycampaign

About the Chicago Tribune Holiday Campaign and the McCormick Tribune Foundation

The Chicago Tribune Holiday Campaign is a campaign of Chicago Tribune Charities, a fund of the McCormick Tribune Foundation. The McCormick Tribune Foundation was established as a charitable trust in 1955 and is one of the nation's largest foundations, supporting a wide variety of efforts nationwide through its philanthropic mission in communities, education, journalism, and citizenship.

The McCormick Tribune Foundation's communities program encourages giving by providing matching dollars from the Foundation's assets to donations raised from the general public. Those donations, plus the Foundation's matching funds, are then redistributed to non-profit organizations in local communities.

In order to provide the greatest possible contribution to each organization we support, the Chicago Tribune donates employee time and newspaper space to raise the donations, and the McCormick Tribune Foundation then matches and administers the funds.

How to Donate

Ready to make your contribution? You can donate by telephone, online via the Web, or by mail. To make your donation by telephone, call 1-888-799-5999. You can donate by visiting our Web site at: chicagotribune.com/holidaycampaign.

Or you can mail your donation to: **Chicago Tribune Holiday Campaign**
P.O. Box 5120
Chicago, IL 60680-5120

If you have any questions about the Chicago Tribune Holiday Campaign, we'll be glad to answer them—just call 312-222-4300.



HOLIDAY CAMPAIGN
Chicago Tribune

How Giving from the Heart Makes a Difference in the Chicagoland Area

The annual Chicago Tribune Holiday Campaign provides a positive and effective way to reach out and help others in our community. Last year, the caring and generosity of people like you plus the match from the McCormick Tribune Foundation resulted in \$4.7 million for 167 different non-profit agencies right here in the Chicagoland area. (A complete listing can be found in our "Report to the Community," available on our Web site at chicagotribune.com/communityrelations.)



This year, we requested input from our donors, employees and community leaders to discuss how the Chicago Tribune Holiday Campaign can best serve disadvantaged people. With this important information, we kept our focus on helping to alleviate hunger and to prioritize helping at-risk families and children to become stable and self-sufficient. We expanded support of reading programs to help adults and children who lack functional literacy skills.

How We Put Your Generosity to Work

The money raised by the Chicago Tribune Holiday Campaign helps people in need in the Chicago metropolitan and suburban area. This year's donations will be supporting organizations in three main areas:

Reading & Literacy

Child & Family Development

Hunger

Child & Family Development

We help people acquire basic employment and job training skills so that they can become self-sufficient. We strengthen families through positive parenting programs and domestic violence prevention. We fund housing and shelter programs for families and youths at-risk of homelessness. We help young children who struggle to learn due to developmental delays. We support employment programs for people with developmental disabilities.



involve three or more agencies working together to coordinate hunger relief and social services in high poverty neighborhoods serving families, children, the elderly and other special need populations.

Hunger

We support hunger relief efforts primarily by funding large food banks, whose member agencies include pantries, soup kitchens and homeless shelters. Secondary support is given to community networks, which



Reading & Literacy

We support programs for functionally illiterate adults and the prevention of illiteracy through programs serving children who are high risk or below grade level readers. Support for adults includes educational programs for Adult Basic Education (ABE), English as a Second Language (ESL), and General Equivalency Diploma (GED) preparation.

We've chosen to profile four non-profit organizations that have recently received support, in order to give you some direct examples of the remarkable work that your contributions allow them to do.

Why Your Donations Go Further Than You Might Think...

The money you give to the Holiday Campaign works harder to help others in your community, in three important ways.

All administrative expenses are covered by the McCormick Tribune Foundation and the Chicago Tribune, so 100% of the money you donate is passed on to the organizations we support.

That means every cent you contribute goes directly to help others, with no costs or overhead deducted.



Your donations are matched 50 cents on every dollar, for the first \$2 million raised, by the McCormick Tribune Foundation. That means every dollar you give may turn into \$1.50 after matching.

All of the money raised by the Chicago Tribune Holiday Campaign is put to work right here, in the Chicagoland area.

So your donations help build and strengthen our community.



We've chosen to profile four non-profit organizations that have recently received support, in order to give you some direct examples of the remarkable work that your contributions allow them to do.

Blue Gargoyles Youth Service Center

Education and literacy play a key role in breaking the cycle of poverty; the ability to read and fill out a job application can make all the difference in the struggle to become self-sufficient and create a better life. So the South Side's Blue Gargoyles Youth Service Center was founded in 1968 to serve communities where the school dropout rate is high and reading comprehension levels are low.

Blue Gargoyles' Adult Learning Program offers classes, learning groups, and individual tutoring to more than 400 students each year, including adults and teens age 16 and older who want to improve their reading, writing, math, computer, and job readiness skills. Learners prepare for the GED test and workplace as well as learn how to be better first teachers for their children. Learners with young children also have the opportunity to join the Family Learning Project, which provides a reading program for children, and child development classes for the parents.

Mujeres Latinas En Acción (Latin Women in Action)

Chicago's Pilsen and Little Village neighborhoods are predominantly Mexican-American communities; together they account for one-fifth of Chicago's Latino population. Both areas are among the 20 neighborhoods in Chicago with the highest poverty rates. Working to help change that is Mujeres Latinas En Acción, which seeks to empower women, their families and youths to become self-reliant and create new opportunities to improve the quality of their lives. Each year it provides support, guidance and counseling to 7,000 Latinas and their families.

A key part of Mujeres' effectiveness is its Parent Support Program, a 15-week program that helps parents create a family environment that is supportive and conducive to emotional and academic growth. Parents learn how to improve communication with their children, as well as help them avoid gang involvement, stay in school and improve their academic performance.

Northern Illinois Food Bank

According to the U.S. Department of Agriculture, one out of every ten people in Illinois doesn't have regular access to enough safe, nutritious food for an active life. Eleven percent of Illinois' population is currently at or below the poverty level. Many people are forced to choose between food and other basic necessities such as medicine, transportation, clothing, or shelter.

This makes the work done by St. Charles-based Northern Illinois Food Bank (NIFB) all the more critical. NIFB gathers, handles, and distributes food through a network of more than 275 agency partners, which in turn provides a staggering 800,000 pounds of food to a monthly average of 285,000 Illinois residents. Nearly half of the members of households served by Northern Illinois Food Bank are under 18 years of age; many others are elderly or homeless.

The Literacy Connection

One in five adults in the US lacks basic literacy skills, unable to read newspapers, fill out job applications, or follow simple written instructions. Based in Elgin, The Literacy Connection (affiliated with the Literacy Volunteers of America, Inc.) helps individuals acquire the fundamental literacy skills they need to survive and succeed in their lives. Since 30% of Elgin's residents are immigrants from diverse Asian and Latin-American nations, The Literacy Connection also serves a large segment of individuals who wish to learn English, through "English as a Second Language" programs.

The Literacy Connection's small staff is supported by hundreds of caring volunteer tutors. Each year more than 550 adults and youths are provided tutoring services free of charge. The results are dramatic: on average, The Literacy Connection's Basic Reading students show a 39% increase in the grade level at which they can read; and for ESL students the average increase is 1.66 grade levels.