



WELCOME

Greetings and thank you for your interest in 2nd & 7's reading program.

We are here to assist you in starting this fun and easy - and rewarding! - reading program in your community.

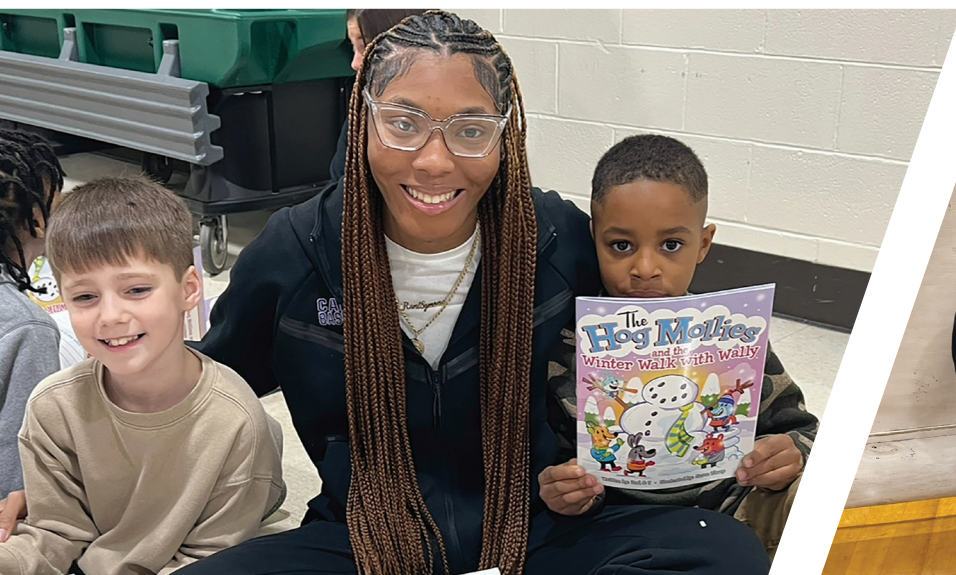
Our mission is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward. College and high school student-athletes are paired with 2nd graders to read with them, provide them one of our free Hog Mollies books, and encourage them to become lifelong readers.

In this reading program packet you will find important information to help you get started. Should you have any questions, the 2nd & 7 team is here to help you!

We can't wait to see your impact in action!

Sincerely,

Alissa, Janet, Sara, Stephanie, Mike and Tabatha
The 2nd & 7 Team



The mission of 2nd & 7 is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward.



2ND & 7 QUICK FACTS

SERVING SINCE 1999

2nd & 7 was started over 20 years ago by former Ohio State Buckeye football players Luke Fickell, Ryan Miller and Mike Vrabel, who recognized their platform as student-athletes could be used to make a difference in their community.

WHY 2ND & 7?

Our organization was born from funds generated by the first annual FUNdamental Football Camp organized by Ryan, Mike and Luke. The camp generated enough money to buy books to hand out to **SEVEN** different **SECOND** grade classrooms. After doing some research on childhood literacy, the founders decided that their outreach would focus on 2nd graders. Referencing the familiar down and distance term used in football, the foundation became known as 2nd & 7.

HIGHLIGHTS

- We have distributed nearly 1.2 million free books to kids in need through our reading program.
- While our roots and our office are in central Ohio, we are proud to say we have had over 500 programs implemented in 30 states since our inception. We are grateful to the thousands of student-athlete role models who have made this possible by reading to 2nd graders in their communities.

OUR BOOKS

2nd & 7 writes and prints a new book every year, featuring a group of characters called the Hog Mollies. Each book contains a life lesson and is endorsed by a celebrity. These are the books that children all across the country receive through our **TACKLING ILLITERACY** Reading Program.

The Hog Mollies and...

- | | | |
|--|---|---|
| • The Pickle Pie Party
(Teamwork/Jim Tressel) | • Huddle's Healthy Halo
(Healthy Choices/John Glenn) | • Fall Fireworks Festival
(Making Tough Choices/Kirk Herbstreit) |
| • The Rocky Relay Race
(Try Your Best/Bill Belichick) | • The Dream Discovery Day
(Realize Your Dream/Luke Fickell) | • Quincy's Quest for Quiet
(Being Grateful/Brandi Chastain) |
| • The Zooming Zackle Zoit
(Do The Right Thing/Thad Matta) | • The Mummy's Mystery Maze
(Manners/Mike Vrabel) | • East Elementary Eagles
(Positive Mindset/Joy Dunne) |
| • The Amazing Aquatic Adventure
(Michael Coleman/Be Yourself) | • Little Lily's Legacy
(Teamwork/Ryan Miller) | |
| • The Camp Carmen Campfire
(Patience, Practice, Persistence/Archie Griffin) | • The Visit with Victoria
(Sharing Emotions/Ryan Day) | |
| • The Great Golden Gizmo
(Kindness Is Contagious/Urban Meyer) | • Troy's Top Troop
(Reading Provides the Building Blocks to Success/Stephanie Hightower) | |
| • The Big Birthday Bash
(Be A Good Sport/Jack & Barbara Nicklaus) | • Ike and Ivy's Ice Cream Shop
(Respect/Eddie George) | |
| • Sloop the Silver Snake
(Prevent Bullying/Jack Hanna) | • The Winter Walk with Wally
(Helping Others/Katie Smith) | |

FUNDRAISING

2nd & 7 is supported by donations from individuals and corporate partners, grants and fundraisers throughout the year.



READING PROGRAM BASICS

WHAT DO I NEED TO START A READING PROGRAM?

1. PROGRAM CONTACT

This person works directly with 2nd & 7's office and can be anyone who:

- Is willing to take on the responsibility of coordinating student-athlete visits to 2nd-grade classrooms
- Can be the point of contact for all book shipments
- Can coordinate all program follow-up including sending/posting pictures and communication with 2nd & 7
- Will contact elementary schools to set up visits
- Will complete a brief end of year survey
- Can track visits (# of student-athletes, what teams, how many children are visited)

Examples of Program Contacts

- Guidance Counselors
- Coaches
- Athletic Department staff/administration
- Literacy Specialists
- Student-Athlete representatives
- Alumni
- Community volunteers

2. STUDENT-ATHLETE READERS

- College athletes
- High school athletes
- Local professional athletes (current/former)

3. 2ND-GRADE CLASSROOMS

WHO: The core of our program is 2nd-grade students, an age at which the ability to read is critical. Our goal has always been to visit the children in schools where the need is the greatest.

WHERE: For the convenience of the readers/role-models, keep in mind that the elementary schools should be within reasonable driving distance. We recommend no more than 10-15 miles.

WHY: Any elementary is eligible for this program, but our priority is to serve the schools with the greatest need. The metric often used is the percentage of children on free/reduced lunch plans.

HOW OFTEN: When starting this outreach in your community, please keep in mind that we would like this to become a sustainable program. Try to commit to a consistent schedule – visits once a month, 2 visits to each school in your district per year, etc. Our ability to provide copies of multiple Hog Mollies titles will be determined by the number of 2nd grade participants. Digital copies of our entire library are on our kids website. Athletes are encouraged to read from a digital copy of one of our stories projected to the classroom whiteboard, when hard copies are not available for distribution.

4. BOOKS FROM 2ND & 7

2nd & 7 writes its own books that contain valuable life lessons to be discussed with kids – Kindness is Contagious, Healthy Choices, Teamwork, Be a Good Sport, Follow Your Dreams and many more. Visit kids.secondandseven.com to see all of our books.

The 2nd & 7 Program Contact in your area is responsible for getting the appropriate number of books to each scheduled school visit.



READING PROGRAM BASICS

HOW DO I BEGIN?

Submit reading program agreement that can be found at secondandseven.com/readingprogram

- Include all 2nd-grade school locations that will be visited during the year in your community
- A representative from 2nd & 7 will be in touch to help you with all of the next steps.

WHAT DO WE DO AFTER A READING?

1. Social Media: Check with the school staff to ensure all students can be photographed (some schools require photo release waivers) before taking and posting any pictures. We encourage you to take pictures at each visit and share them with us on Facebook, Twitter, and Instagram.

- Facebook: **The2ndand7Foundation**
- Twitter: **@secondandseven** (#readersandleaders, #hogmollies, #payitforward, #tacklingilliteracy)
- Instagram: **@secondandseven**

2. Communication to 2nd & 7: Please update your portal with pictures, testimonials and the impact from your visit.

3. Share Gratitude: It's always nice to send a thank you letter/email to participants when possible.





BEST PRACTICES FOR A READING VISIT

BEFORE THE READING VISIT

- Familiarize yourself with the book that will be read (online at kids.secondandseven.com).
- Be prepared to dress in team gear.

DURING THE VISIT

- Report to the main office to find classroom(s) for the visit.
- If there are a lot of student-athlete volunteers, please split the children into small groups to make the experience more personal.
- Introduce yourselves to the kids:
 1. Share your major (college athletes), favorite subject (high school athletes)
 2. Discuss the sport you play (feel free to show videos or give demonstrations if the students are not familiar with your sport)
- Talk about the importance of reading
 1. Why is it important to read daily in elementary school?
 2. Share with the students how often you read in high school and college
 3. Ask the students to share their favorite books
 4. Share some of your favorite books from elementary school
- Athlete(s) read(s) the book to kids
 1. Be sure to go over the reading pledge in the front of the book
 2. Ask questions that pertain to the theme of the story
 3. Ask if there are any questions
 4. Distribute books
- Take photos (if allowed) and say goodbye!
- Post photos to social media and tag 2nd & 7
 - Facebook: [The2ndand7Foundation](https://www.facebook.com/The2ndand7Foundation)
 - Instagram & Twitter: [@secondandseven](https://www.instagram.com/secondandseven)
 - [#readersandleaders](https://twitter.com/readersandleaders)

AFTER THE VISIT (TEACHERS)

- Share a copy of the letter on the back of this document with families (optional) so they can learn about 2nd & 7.



Dear Parent / Guardian,

Recently, student-athlete volunteers visited your child's classroom as part of 2nd & 7's 'Tackling Illiteracy' program. The athletes read a book from our Hog Mollies series and gave each child a new copy of the book to take home. Free digital copies of all of our books, and accompanying activities, can be found on our kids' website: kids.secondandseven.com.

We hope that you will continue to promote literacy in your home by reading with your children often. 2nd & 7 was started in 1999 by three former Ohio State football players (Luke Fickell, Ryan Miller and Mike Vrabel) who wanted to continue to give back to the community after their playing days were over. Through the Tackling Illiteracy program, student-athletes from high schools and colleges visit elementary schools in communities around the United States to read to the children and to provide free books. The student-athletes talk to the kids about why reading is so important in building a foundation in their lives.

To learn more about how 2nd & 7 is making a difference, please visit secondandseven.com. We also encourage you to follow us on Facebook: [The2ndand7Foundation](https://www.facebook.com/The2ndand7Foundation), on Instagram: [@secondandseven](https://www.instagram.com/secondandseven) and on Twitter: [@secondandseven](https://twitter.com/secondandseven).

Thank you!

The mission of 2nd & 7 is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward.





2ND & 7'S HOG MOLLIES BOOKS: DISCUSSION QUESTIONS

1. PICKLE PIE PARTY (TEAMWORK)

- Do you play a sport or do an activity that requires you to use teamwork?
- How would you describe what “teamwork” means?
- What are some ways you can use “teamwork” even when you aren't playing a sport? *Ex: in school, at home, with friends*

2. ROCKY RELAY RACE (TRY YOUR BEST)

- Can you tell us about a time when you tried your best?
- What can you do if you try your best but still don't win or do as good as you thought you should?
- What are some ways you try your best at school and at home?

3. ZOOMING ZACKLE ZOIT (DO THE RIGHT THING)

- Can you give an example of what it means to “do the right thing?”
- What would you do if you were in a situation where you knew the right thing to do, but your friends were doing the opposite?

4. AMAZING AQUATIC ADVENTURE (THE VALUE IN DIVERSITY)

- What is something special about you that makes you unique or different from others?
- Why is it important to understand and accept others who are different from you?

5. CAMP CARMEN CAMPFIRE (PATIENCE, PRACTICE & PERSISTENCE)

- What does it mean to be patient?
- Can you tell us about a time you had to use your patience and was it easy or hard for you?
- Why is it important to keep practicing? *(in school and any sports/activities you are involved in)*
- Is it important to practice reading? Why?

6. GREAT GOLDEN GIZMO (KINDNESS IS CONTAGIOUS)

- Can you tell us what it means to be “contagious?”
- If **KINDNESS** is contagious, what are some ways you can spread it around to others?
- Tell us about a time when YOU were able to make kindness contagious and how did it make you and the others involved feel?

7. BIG BIRTHDAY BASH (PLAY A GOOD GAME, BE A GREAT SPORT)

- Do you play any sports or activities?
- What are some things you have to do in these sports and activities that make you a team player/good sport?
- What are some ways you can be a “good sport?” *Ex: with friends, in school, with siblings.*

8. SLOOPY THE SILVER SNAKE (PREVENT BULLYING)

- Have you ever been bullied by someone?
- What can you do/who can you talk to if you feel like you are being bullied?
- If you see someone being bullied, how can you help?



2ND & 7'S HOG MOLLIES BOOKS: DISCUSSION QUESTIONS

9. HUDDLE'S HEALTHY HALO (HEALTHY CHOICES)

- What are some ways you make healthy choices during the day? (*eating, adequate sleep, brushing teeth, etc.*)
- What are some of your favorite healthy foods?
- Is positive self-talk and talking to others about your feelings a way of being healthy?

10. DREAM DISCOVERY DAY (DISCOVER YOUR DREAMS)

- What does it mean to dream? (*Life goals vs. sleeping*)
- What are some things you can do to make your dreams come true? (*practice, work hard, set goals*)

11. MUMMY'S MYSTERY MAZE (USE YOUR MANNERS!)

- What are some examples of how we can use manners?
- When/where is it important to use manners.

12. LITTLE LILY'S LEGACY (LEADERSHIP)

- What does it mean to be a leader?
- Do you think there is a difference between a leader and a boss?
- Is there a time you have been a leader with friends or at home or school that you'd like to share?

13. VISIT WITH VICTORIA (SHARING FEELINGS)

- Give us an example of a feeling. (*happy, sad, scared, excited, embarrassed, nervous, frustrated, etc.*)
- Who are some people you can talk to that you trust, when you need to talk about your feelings?
- Why is it healthy to talk about feelings of being sad and scared, and how can talking about them make you feel better?
- Is it healthy to talk about feelings of happiness as well?

14. TROY'S TOP TROOP (READING IS FUN!)

- What is your favorite book from the Hog Mollies series?
- Where is your favorite place to read?
- Who is your favorite person to read with?
- Would you rather read to yourself or be read to?
- Why is reading important?

15. IKE & IVY'S ICE CREAM SHOP (RESPECT)

- What are some ways you show respect to others?
- Who are some people you should show respect to?
- Is it important for you to respect yourself? If so, what are some ways you can do that?

To see all of our books, visit kids.secondandseven.com



2ND & 7'S HOG MOLLIES BOOKS: DISCUSSION QUESTIONS

16. THE HOG MOLLIES AND THE WINTER WALK WITH WALLY (HELPING OTHERS)

- What does kindness mean to you?
- Why do you think it is important to be kind?
- How do you think others feel when you help them?
- How can you encourage others to be a helper?

17. THE HOG MOLLIES AND THE FALL FIREWORKS FESTIVAL (MAKING TOUGH CHOICES)

- Have you ever been forced to make a difficult choice?
- Share that experience.
- What are some things you can do before making a big decision?
- Is it OK to take some time before making a tough choice?

18. THE HOGMOLLIES AND QUINCY'S QUEST FOR QUIET (BEING GRATEFUL)

- How do you feel when things don't go as planned?
- Is it helpful to have a positive attitude when situations are different than you expected?
- What is something you are grateful for?
- Share something good that happened to you today?

19. THE HOGMOLLIES AND THE EAST ELEMENTARY EAGLES (POSITIVE MINDSET)

- Share a time that you tried your best in a difficult situation.
- What are some things you can do to have a positive attitude when you feel like giving up?
- How can you learn from mistakes?
- Do challenges help you grow stronger?

To see all of our books, visit kids.secondandseven.com



TIPS TO ENHANCE READING VISITS

TO BE FACILITATED BY STUDENT-ATHLETE OR TEACHER (OPTIONAL)

1. PICTURE WALK

Pre-reading activity that invites readers to look at the pages and discuss characters, setting, and engages conversation without focusing on the actual print.

2. PREDICT

Pre-reading activity based on the cover page and pictures of what the story might be about.

3. USE PICTURES AS CLUES FOR UNKNOWN WORDS

If students are participating in the actual reading and get stuck on a difficult word, invite them to use the pictures as a clue and see if anything matches up with the beginning sound of that word.

4. POINT TO EACH WORD BEING READ

Modeling this activity teaches one-to-one correspondence which is helpful for students who skip or add words as they read.

5. GET YOUR MOUTH READY

This strategy encourages readers to use the beginning/middle and ending sounds to decode difficult words. *EX: for the word GIZMO, reminder the reader to get their mouth ready and ask them what the first sound is. Once they get the G sound, repeat for each letter until they can blend it all together.*

6. READ ON:

This is a during-reading strategy that encourages readers to skip a difficult word until the end of the sentence, and then go back and see what would make sense. Once they suggest a word, ask them.

1. "Does it look right?" (based on the sounds of the word)
2. "Does it sound right?"
3. "Does it make sense?"

POST READING ACTIVITIES

TEXT TO TEXT CONNECTIONS:

Invite the reader(s) to make a connection from another book they've read that reminds them of something that took place in the Hog Mollies book.

TEXT TO SELF CONNECTIONS:

Invite the reader(s) to make a connection of something in their own life that reminds them of something that took place in the Hog Mollies book.

QUESTION THE AUTHOR

Ask the reader what the author's message of the story was. *Ex: After reading Pickle Pie Party, hopefully the reader would mention the importance of teamwork.*

RE-TELL

Invite the reader to close the book and start at the beginning of the story and re-tell in their own words from beg/middle/end. Ask them about main characters, setting, problem/solution.

HIGH SCHOOL & COLLEGE STUDENT-ATHLETE VOLUNTEER OPPORTUNITY

Join our huddle of athletes across the country who help 'Tackle Illiteracy'

The mission of 2nd & 7 is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward.



Why volunteer with 2nd & 7?

- To pay it forward and make a difference
- Become a role model for young children
- Meet community service hour requirements
- Gain experience working with children in large and small group settings
- Build your resume
- High school seniors can apply for Readers and Leaders scholarship

What happens during a reading visit?

- Use your platform as a role model to encourage children to read
- Read a book from our Hog Mollies series and discuss the book's important life lesson
- Distribute free books to the participating children

How to get involved?

- Sign up with your coach, athletic director or community service representative
- Visit our website secondandseven.com/reading-program/student-athletes/
- Call 614-396-8161 or email us info@secondandseven.com



WAYS TO GET INVOLVED



[SECONDANDSEVEN.COM](https://secondandseven.com)

Our website features a FREE online library of all of our Hog Mollie books!

FOLLOW US





HOW CAN YOUR COMMUNITY SUPPORT 2ND & 7?

We are proud to offer this program to your community and in communities all across the country at no cost. Our fundraisers in central Ohio and our online giving campaigns benefit schools everywhere by providing free books to kids in need. We are often asked how our programs can support 2nd & 7 and sustain the program in their area. We have provided a few suggestions for how you can engage your community for support.

1. MAKE A DONATION

Individuals and corporations can make donations on our website by visiting secondandseven.com. Donations can be made in honor of or on behalf of someone in your community.

2. REACH OUT

Do you know of an individual, organization or a grant opportunity that will help support your 2nd & 7 outreach efforts? Make an introduction or share their contact information and we will take it from there.

3. CREATE AN EVENT

Many communities have hosted their own type of fundraiser with proceeds benefiting 2nd & 7. Ideas include golf outings, 5k's, bake sales, or general campaigns asking the local community for support.

4. HOST A BOOK DRIVE

Ask your 2nd & 7 contact for more details.

The mission of 2nd & 7 is to promote reading by providing free books and positive role models to kids in need while encouraging young athletes of the community to pay it forward.

