

WINCHESTER, VA

CAMPAIGN FOR
GRADE-LEVEL
READING

Spring/Summer 2025



The United Way Northern Shenandoah Valley is thrilled to have the Winchester Campaign for Grade-Level Reading under our umbrella. As a community convener, the United Way has always been involved in the Campaign and this is just the next step toward supporting the Campaign in its effort to have an even bigger impact.

Since April, when the Campaign transitioned to the United Way, we have already hired a full-time Campaign Program Director; launched a new Facebook page; built a solid foundation for an updated, dynamic new website; and begun to connect one-on-one with our community partners to listen to their ideas, feedback, and strengthen those relationships. I am excited to see where this new chapter in the Campaign takes us. Together as a community, I am confident we will reach even more children and families and make significant progress towards our goal of breaking the bonds of poverty through education and literacy.

I encourage you to [follow us on Facebook](#) and visit [our new website](#) to learn more about the Campaign and our goals.

Andy Gail
President & CEO, United Way Northern Shenandoah Valley

In April, the Campaign welcomed **Elena Foster** as the full-time Program Director. With a background in strategic communications and linguistics, Elena is passionate about our community, education, and literacy. We are excited to strengthen our partnerships and grow the program under her leadership. You can reach out to Elena at efoster@unitedwaynsv.org.



We made the paper – TWICE!

Andy Gail, President and CEO of the United Way, Northern Shenandoah Valley; **Matt Peterson**, Executive Director of the John and Janice Wyatt Foundation; and **Elena Foster**, Campaign Program Director, sat down with **Molly Williams** from the Winchester Star to

The **John and Janice Wyatt Foundation (J2W)**, the primary funder of the Winchester Campaign for Grade-Level Reading, is proud to sponsor the colorful mural promoting reading with a Winchester theme that is planned for the south end of the Loudoun St. Mall. This public

talk about the Campaign's move to the United Way and what that means for the future. [Click here to read the article.](#)

art initiative is a partnership of J2W, the [Peter Bullough Foundation](#), and [Friends of Old Town](#). The artist was selected earlier in June and work will begin in the next couple of months. [Click here to read the article.](#)

WCGLR Around Town

Elena and Ori, Program Coordinator for Leyendo Juntos, have been BUSY! At the end of June, they had a great time at the Shenandoah Valley Children's Literacy Conference, where they got to meet both authors and illustrators. The week was packed with activities including Rocking the Library **AND** Rocking the Rooftop at the Shenandoah Valley Discovery Museum. They learned a ton and can't wait for next year!

Shenandoah Children's
Literacy Conference



June 25 – 27, 2025



Rocking the Library



And we are LIVE!

The Winchester Campaign for Grade-Level Reading now has a Facebook page! [Click here](#) and follow us to learn about upcoming events and keep up to date with what we are doing.

While you are there, [go on over to the Leyendo Juntos page](#) and follow us there as well!

The new Campaign website is also live. It's still under construction, but watch this space for updates. We will be adding new pages and content in the month and are excited to reintroduce ourselves to you online! [Click here to visit the new website](#) and don't forget to bookmark us!

UPCOMING EVENTS



Thanks to our Sponsors!



September 20
12:00 p.m. - 4:00 p.m.
Taylor Pavilion - Old Town Winchester
(Click on the image for more information)

LATIN FESTIVAL FUNDRAISER

SEPTEMBER 20TH

BRADDOCK STREET UMC
115 WOLFE STREET
WINCHESTER, VA

SATURDAY, SEPTEMBER 20
4:30PM – 7:00PM



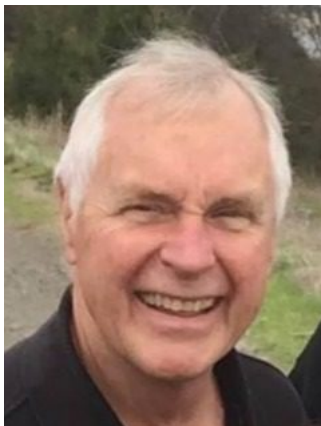
MUSIC • FOOD • GAMES



4:30 p.m. – 7:00 p.m.
Braddock Street United Methodist Church
115 Wolfe St.
Winchester, VA

(Click on the image for more information)

IN MEMORIAM



The Winchester Campaign for Grade-Level Reading continues to mourn the passing of John Wyatt. As the founder of the John & Janice Wyatt Foundation (J2W), John looms large in the lives of children in Winchester. His passing on May 5 represents the loss of a committed and vocal advocate for children and the importance of a strong educational foundation.

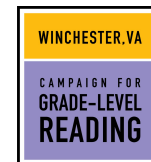
John Wyatt was originally from Australia – a place that he described as having, “an attitude that you give everyone a fair go,” and where, “the educational system is really good, so people honestly do get a fair go.” He arrived in the US in the 1970s, and while here, was bit by the entrepreneurial bug; he had a long and successful career in the U.S. where he built and led six successful companies, mostly in the software industry.

After his retirement in 2016, John and his wife Janice wanted to find a way to use their resources to help kids build a foundation for a successful future of their own. Surprised by the challenges the school system faced in the area around Cambridge, Maryland, where they had purchased a home, they decided to do something to fix the problem. In 2018, they created the John & Janice Wyatt Foundation (J2W) with the mission to level the playing field for economically-disadvantaged families by investing early in children's education within targeted communities, specifically Dorchester County, Maryland; and Winchester and Fairfax County, Virginia. John believed individual organization investments were helpful, but to truly make a difference, the entire community must rally around the importance of literacy and improving academic outcomes.

In 2021, the J2W Foundation introduced Winchester to the Campaign for Grade-Level Reading, a national childhood literacy movement, by awarding initial grants to develop a local Campaign community in Winchester. In April 2025, the Campaign transitioned its administration and coalition convening authority to the United Way Northern Shenandoah Valley where it expects to see growth at an even greater rate. Since 2020, John has invested \$1.1 million dollars into Winchester and he was proud to see the Campaign flourish over the last three years.

The loss of John Wyatt will leave an irreplaceable hole in our community and beyond. The John & Janice Wyatt Foundation remains committed to working with community stakeholders to improve the lives of children through high-quality educational programs and John's legacy will live on through his family and with the foundation's work. His wife and three children are determined to see John's vision of positive change come to life.

[Click here to learn more about the John & Janice Wyatt Foundation and John's commitment to education.](#)



Winchester Campaign for Grade-Level Reading
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