



Inspiring kids to  
**TACKLE TOMORROW**  
by learning to read today

Tackle Tomorrow is committed to improving childhood literacy rates in underserved communities throughout Dallas, Texas.

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"IT'S NOT WHERE YOU **START**, BUT WHERE YOU **FINISH**."

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- **Charles Haley**

Co-Founder & CEO, Tackle Tomorrow & 5x Super Bowl Champion



Hennessy  
Never stop. Never settle.



# OUR MISSION

Tackle Tomorrow is committed to improving childhood literacy rates in underserved communities throughout Dallas, Texas. With the dedicated placement of reading coaches in elementary schools and inclusive community programming, Tackle Tomorrow is inspiring and motivating the next generation to become life-long learners.



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TACKLE TOMORROW // 3

Istation

# ABOUT TACKLE TOMORROW

**Tackle Tomorrow** is a 501(c)(3) non-profit organization founded in 2014 by five-time NFL Super Bowl Champion, Charles Haley and Dallas Civic Leader, Bob Bowie to improve early childhood literacy rates for students in underserved communities throughout Dallas, TX. With dedicated educational programming, one-on-one reading coaches, and family support services, Tackle Tomorrow has made a profound impact on the education of over 1,500 students since its founding, inspiring and motivating the next generation to become life-long learners.

**At the core of Tackle Tomorrow's** ethos is the research proving that students who were not proficient in reading by the end of third grade were four times more likely to drop out of high school than proficient readers, making early childhood literacy a vital component of building healthy lives, families and communities.

With a focus on proactively addressing literacy challenges faced by students in Pre-K through Grade 5, Tackle Tomorrow's programming is structured to dramatically improve literacy rates at a pivotal time in young people's lives.

**Founder Charles Haley**, like many of the children in the schools implementing Tackle Tomorrow programming, was raised in a low-income household and struggled with education, reading 3 grade levels behind his peers before his admittance to James Madison University on a football scholarship. With the help of football coaches and professors throughout his career, his reading levels and confidence soared, and he came to realize the true value of education as a catalyst for success.

Now, recognized in the NFL Hall of Fame for his outstanding athletic career and the recipient of 5 Super Bowl rings, he is focused on giving back alongside Dallas civic leader Bob Bowie by providing young students with the resources and technology they need to eradicate literacy challenges that persist in underserved communities.



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“Charles and his team at Tackle Tomorrow are making an impact in the lives of kids by showing them the **LIMITLESS POSSIBILITIES** of who they can become through education.”

- **Chad Hennings**  
3x Super Bowl Champion, Dallas Cowboys

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# IMPACT & REACH

Focused on schools with the lowest student success rates and in danger of closing, Tackle Tomorrow implements its programming by equipping each participating school with dedicated reading coaches and technologies needed to cover coursework in reading comprehension, letter assimilation, spelling, word analysis, and sentence structure.

TACKLE TOMORROW  
by the numbers



1500+



1000+

Technology devices  
provided to students



2300+

Families served each  
holiday season



150+

Bikes awarded  
to top readers

Students  
participating

475

in the Tackle  
Summer Slide  
Program



80%

Students reading 2-3  
grade levels behind  
at the start of Tackle  
Tomorrow programming



60%

# INSPIRING STUDENTS & FAMILIES TO **DREAM BIG**

students  
participating in  
Tackle Tomorrow  
reading programs  
since 2014



# 80%

improvement in  
raw test scores  
after one year of  
Tackle Tomorrow  
participation

Students reading  
at grade level after  
completing one year  
of Tackle Tomorrow  
programming

“

Three years ago, Paul Laurence Dunbar Learning Center was one point from being an 'F' according to Texas Education Agency (TEA) and the Dallas Independent School District accountability metrics. Tackle Tomorrow provided a reading and math program through I-Station for the upper grades 3-5. **The progress was monumental and the data showed that the students were learning.** With the time spent on-task teaching and continuous monitoring with interventions, **the growth was undeniable.**

- **Alpher Garrett-Jones**  
Principal, Dallas Independent School District

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# PARTICIPATING SCHOOLS

Tackle Tomorrow began its programming with a single school partnership in the Dallas Independent School District and has quickly expanded its reach, continuing to make positive impacts on education and literacy initiatives throughout the community.



## PAUL L. DUNBAR LEARNING CENTER

4200 Metropolitan Ave., Dallas, TX  
Faculty and Staff: 74  
Students: 514



## CLINTON P. RUSSELL ELEMENTARY

3031 S Beckley Ave., Dallas, TX  
Faculty and Staff: 80  
Students: 634



## H.I. HOLLAND ELEMENTARY

4203 S Lancaster Rd., Dallas, TX  
Faculty and Staff: 59  
Students: 365



## WHITNEY M. YOUNG JR. ELEMENTARY

4601 Veterans Dr., Dallas, TX  
Faculty and Staff: 60  
Students: 350

## TECHNOLOGY AND ACCESS TO I-STATION READING SOFTWARE PROVIDED FOR EVERY STUDENT



Laptops



Desktop Computers



Istation



Tablets



Headphones



## ABOUT ISTATION (IMAGINATION STATION)

Serving over 4 million students throughout the United States and around the world and winner of several national educational technology awards, the Istation program puts more instructional time in the classroom through small-group and collaborative instruction. Schools get the support they need to improve comprehension and growth with activities and lessons that provide actionable and insightful data that measures progress of every participant in Tackle Tomorrow throughout the year. Powered by the science of reading, Istation's engaging assessments and instruction cover the National Reading Panel's foundational essentials:

- Listening Comprehension
- Letter Knowledge
- Vocabulary
- Phonological/Phonemic Awareness
- Alphabetic Decoding
- Self-Selected Reading
- Spelling
- Word Analysis
- Comprehension
- Reading Fluency
- Phonics
- Alphabet and Alphabetic Principle
- Written Response to Reading Selections
- Oral Reading Fluency

## FACT

Students who use Istation make greater gains in reading compared to those who do not use the curriculum.

# MEET OUR COACHES

**Tackle Tomorrow's dedicated Reading Coaches** bring decades of combined experience in public education and specialty expertise in Reading instruction. Each school's Reading Coach facilitates and implements program goals and objectives into the schools in close collaboration with teaching staff, assisting and training them in the use of I-Station software. The Coaches monitor students' progress and online activity through monthly I-Station reporting and are trained to provide specific interventions for struggling readers as well as technical/program support.

**VIOLA DEVERS** worked for the Dallas Independent School District for twenty-seven years before retiring in 2015 and joining Tackle Tomorrow as a Reading and I-Station Coach. Viola's expertise in technical assistance and training prepares campus staff to implement all I-Station software and resources to students. Her work and guidance are focused on supporting every child through the process of mastering the core components of reading by the end of second grade.

**ALCINA GUILBEAUX** earned a bachelor's and master's degree in Elementary Education from Southern University A&M College before embarking on a 30-year career in teaching and instruction. Now retired and serving as a Reading Coach with Tackle Tomorrow, she continues to educate and prepare students for success.

**MARY WHITE** has partnered with Tackle tomorrow every year since its inception. With a 30-year teaching career (including 23 years with the Dallas Independent School District) Mary's focused instruction in Reading recovery, instruction and intervention has helped countless students reach their academic and personal goals, and she continues to motivate young children through her ongoing role as a Reading Coach with Tackle Tomorrow.



# BOARD OF DIRECTORS



**Charles Haley**  
Co-Founder/CEO,  
Former Dallas Cowboys &  
San Francisco 49ers Player

**Robert "Bob" Bowie**  
Co-Founder/CFO,  
Dallas Civic Leader &  
Former Bank Executive

**Clifford Fischer**  
Board Chairman,  
CEO/Chairman of Fischer  
Company

**Ronald Cook**  
Board Vice Chairman,  
AVP of Corporate Real  
Estate, AT&T

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Secretary,  
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**David Downer**  
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Watson's Aerospace,  
Defense,  
& Government Services

**Lee Garcia**  
Senior Manager,  
CRE Business Continuity  
Planning

**Jonika Nix**  
Philanthropist

**C. Travis Pitman**  
Managing Director  
Houlihan Lokey

# REACHING THE **END ZONE**

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**If we want this world to become better, it must start with the kids.** Charles has chosen to help those kids that struggle the most. I have full confidence that Tackle Tomorrow makes a kid better every day, and that's why I support this organization.

”

**- Scott Riddell**

Board Member & Owner, Riddell Plumbing, Inc.

## **DONATE**

Through our valued partnerships, generous individual donors, and annual fundraising events, Tackle Tomorrow can continue providing the resources and technology that our students need to succeed.



**No donation is too big or too small. It takes all the players on the team to reach the End Zone.**

100% of your tax-deductible donations go to Tackle Tomorrow programming.

## **PARTNER**

### **Sponsor a School**

Help implement Tackle Tomorrow programming and technologies at a new school.

*(End Zone \$60K)*

## **CREATE**

### **Make School a Place of Inspiration**

Contribute to a Campus Beautification Program that improves conditions of grounds and facilities.

*(End Zone \$30K)*



**INSPIRE**

**Inspire families to realize their dreams**

Support ESL courses and GED programs for parents/families of participating students in our reading programs.

*(End Zone \$10K)*

**MOTIVATE**

**Help us continue our mission**

Contribute to our investments in technology, community events, book drives, and school improvement initiatives.

*(End Zone \$5K)*

# GET INVOLVED

## PARTICIPATE OR VOLUNTEER

Join us in giving back to communities throughout the Dallas region by helping to plan and organize annual events, food drives and fundraisers held all throughout the year.





**Our volunteers are the true  
cornerstone of our foundation.**

### **TACKLE TOMORROW TODAY**

This annual charity golf tournament raises funds that provide resources and support students in our reading programs. An always-popular event hosted by Charles Haley and other current and former Dallas Cowboys football players, this event helps to raise hundreds of thousands of dollars each year.

### **TACKLE SUMMER SLIDE PROGRAM**

This collaborative effort between Tackle Tomorrow and partner organizations reverses the education lag experienced during summertime by providing children in Dallas County access to online curriculum, instruction from reading specialists, and learning incentives. This program has served over 475 students who have dedicated an average of 68.5 minutes each week using Istation Reading. Results have shown significant academic improvement and enhanced learning throughout the summer season.

### **HOLIDAY FOOD DRIVES**

With our Holiday Food Drives, we ensure that families in the school communities we serve have access to food and supplies for healthy holiday celebrations. Each year Tackle Tomorrow partners with a local grocery store to host a food drive at one of our partner schools to provide meals to faculty, staff, and students during Thanksgiving and Christmas.





## **TACKLE TOMORROW**

4618 San Gabriel  
Dallas, TX 75229  
tackletomorrow94@gmail.com  
469-222-3909

[www.tackletomorrow.com](http://www.tackletomorrow.com)

*Tackle Tomorrow is a 501(c)  
(3) non-profit organization  
that improves early childhood  
literacy rates for students in  
underserved communities  
throughout Dallas, TX.*

