

# Copy Sheet

Envelope Teaser: **The Path to English Goes Through the Kitchen ...**

Dear <<Salutation>>,

There are so many ways that your support of the Sampletown Library enriches the lives of your neighbors and improves our community, but you might be surprised to know that one of our most innovative programs involves cooking.

That's not something you normally associate with a library.

But I wanted to tell you how a special cultural literacy and English as a second language (ESL) program that we call the Edible Alphabet is making a difference in the lives of new Americans like Katya.

Katya came here three years ago, from Russia. Her husband and her daughter both learned English at a younger age and therefore have considerably more fluency than Katya. Katya very much wanted to improve her English, and was taking ESL classes offered at the Bustleton neighborhood library near her home.

But Katya was struggling with the difficulties that plague anyone who has ever tried to learn a new language as an adult. Even as she progressed slowly, she was hesitant to try her new skills in the classroom or in the neighborhood, for fear of embarrassment.

Then she learned about our **Culinary Literacy Center**, the Sampletown Library's innovative effort to educate Philadelphians about food and nutrition, while increasing cultural and English literacy at the same time.

She immediately enrolled in the Center's Edible Alphabet program.

The Culinary Literacy Center and the Edible Alphabet are wonderful examples of how your support gives us the tools to creatively address problems of literacy in our city and open up the remarkable resources of the Sampletown Library to your neighbors.

These programs simply couldn't exist without support from you.

**I hope you'll continue your support by sending a gift of \$xx, \$xx or even \$xx today to foster programs like these that open up the Sampletown Library and a world of knowledge to your neighbors.**

Your past support has made a significant difference in Katya's life.

Like so many women who are already good cooks, Katya felt more comfortable in the kitchen

# Copy Sheet

at our Culinary Literacy Center than she did in the ESL classroom. She found that putting vocabulary about vegetables, spices, and kitchen tools to immediate practical use made the words stick, and freed her from some of her hesitancy.

Katya also found practicing her language skills so much easier when she was sharing recipe tips with the half a dozen other people in the class.

She even found herself making new friends, which is so important for new members of any community.

On top of all those ESL and literacy skills, Katya was also learning how to adapt the recipes of her homeland to what's available in American grocery stores – and how to find the groceries she needed. She added some new “American” recipes to her repertoire, something of which she's very proud.

Edible Alphabet also gave new insights into how to improve the nutrition of her family on a tight budget.

## **Katya gained all of these wonderful benefits because of your support for the Sampletown Library.**

And we see this kind of story every day in all of our more 50 programs that open doors of literacy and information access to all your neighbors. Through neighborhood library programs that welcome children into the world of stories and books, adult education classes that help neighbors learn new skills, and programs that make culture and literature available to every resident, your generosity improves our entire community.

Thanks to you, our innovative Culinary Literacy Center and programs like the Edible Alphabet are gaining national attention. Other libraries and community centers around the country want to duplicate the kind of programs that meant so much to Katya.

*“This program has been a godsend for me,” she says. “I can cook together with my friends and learn English. What could be better?”*

Thank you for making programs like this available. Please continue your support by sending a generous donation today.

With warm gratitude,

Signer  
Title

P.S. The programs at the Culinary Literacy Center have become so popular they are all filled months in advance. With your continued help, we can expand this and so many other wonderful offerings at the Library. Please be as generous as you can. Thank you!