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## North Island Credit Union Launches Book Drive To Promote Childhood Literacy in Local Title 1 Schools

### ***All Credit Union Branches Accepting Book Donations for San Diego Elementary School Students***

San Diego, CA – August 1, 2024 – [North Island Credit Union](#) has launched a book drive to help ensure children in low-income households have access to books outside the classroom. In the third year of the partnership, the book drive is being conducted with the Scripps Howard Fund and ABC 10News as part of its “*If You Give a Child a Book . . .*” childhood literacy campaign.

Through August 31<sup>st</sup>, North Island Credit Union encourages community members to drop off new books to any of its branch locations in San Diego County. A complete list of North Island Credit Union locations is available [here](#). Donated books should be new and appropriate for kindergarten through elementary school students. All books will be given to students attending Title 1 schools in San Diego County.

“We invite everyone to join this effort to make books accessible and nurture a joy of reading for children in our underserved communities,” said North Island Credit Union President/CEO Steve O’Connell. “This campaign gets books directly into the hands of children who need them most, helping address the literacy gap in our communities. Every book donation makes a difference in a child’s life and together we can provide the resources to support reading outside the classroom.”

Credit union branch drop off locations include:

- 7968 El Cajon Blvd, La Mesa
- 2550 Fifth Ave, San Diego
- 9119 Clairemont Mesa Blvd, San Diego
- 9420 Mira Mesa Blvd, San Diego
- Naval Air Base, Saufley St Bldg. 318, San Diego
- 10549 Scripps Poway Pkwy, San Diego
- 45 N. Broadway, Chula Vista
- 5898 Copley Dr, San Diego
- 1101 Palm Ave, Imperial Beach
- 884 Eastlake Pkwy, Chula Vista
- 301 N. Magnolia Ave, El Cajon
- 1230 Auto Park Way, Escondido

More information about the book drive for literacy is available [here](#). Monetary donations are also accepted to purchase books for students in need [here](#).

The “*If You Give a Child a Book . . .*” book drive is complemented by “*Story Time*,” a partnership between North Island Credit Union and ABC 10News continuing to promote child literacy. With the help of the San Diego Council on Literacy, monthly “mini” book fairs are held in Title 1 schools across San Diego, providing free books to students in underserved communities to encourage reading outside the classroom.

The annual “*If You Give a Child a Book ...*” childhood literacy campaign is a partnership of the Scripps Howard Fund, members of the Scripps family, employees of The E.W. Scripps Company, and the communities it serves. The campaign has distributed more than 1,000,000 books since its launch in 2016.

***About North Island Credit Union, a division of California Credit Union***

[California Credit Union](#) is a federally insured, state chartered credit union founded in 1933 with assets of nearly \$5 billion, approximately 200,000 members and 25 retail branches. The credit union serves community members and businesses in the California counties of Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura as well as school employees throughout the state. The credit union operates in San Diego and Riverside Counties as North Island Credit Union, a division of California Credit Union. The credit union offers a full suite of consumer, business and investment products and services, including comprehensive consumer checking and loan options, personalized financial planning, business banking, and leading-edge online and mobile banking. California Credit Union is certified as a Community Development Financial Institution (CDFI) with a Low Income Designation, offering inclusive products and services to build financial stability in our underserved communities, including a checking account certified as meeting the Bank On National Account Standards. Visit [northisland.ccu.com](http://northisland.ccu.com) for more information or follow the credit union on Instagram® or Facebook® @northislandcu.

***About the Scripps Howard Fund***

The [Scripps Howard Fund](#) is a public charity that supports philanthropic causes important to [The E.W. Scripps Company](#) (NASDAQ: SSP) and the communities it serves, with a special emphasis on journalism education, excellence in journalism and childhood literacy. At the crossroads of the classroom and the newsroom, the Fund is a leader in supporting journalism through scholarships, internships, minority recruitment and development and First Amendment causes. The Scripps Howard Awards stand as one of the industry’s top honors for outstanding journalism, and the Fund’s annual “*If You Give a Child a Book ...*” childhood literacy campaign has distributed thousands of new books to children in need across the nation. In support of its mission to create a better-informed world, the Fund also partners with Scripps brands to create awareness of local issues and support organizations that help build thriving communities. The Scripps Howard Foundation, an affiliated organization with the Scripps Howard Fund, supports Scripps’ charitable efforts through its endowment, key assets and major donations.

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