

# CENTER FOR HEALTH, EDUCATION, AND ECONOMIC RESEARCH

## (CHEER, Inc.)

CHEER, Inc. was founded in 1986 by the Starling-Wilburn families of Yazoo City, Mississippi. CHEER has provided children and adults across the world with the opportunity to increase their chances of having a more productive life by becoming more informed and better educated. Specifically, CHEER has distributed more than 18M (18,000,000) books to 78 countries (multiple times) at a cost of \$1B (1 billion dollars). These 78 countries represent 43% of the countries of the world.

CHEER has provided SES services to 20 school districts, and student achievement increased in each district. The CHEER program is research-based, and the instruction is aligned with The Mississippi Curriculum Framework.

CHEER considers parents, principals, administrators and the community as customers. The three following quotations are from our customers:

Parent: *"James was shy; he never volunteered to read in Sunday School. After participating in CHEER, James volunteered to read scriptures."*

Assistant Superintendent: *"Their recruitment, organization, and program is surpassed only by the professionalism and reliability of their staff."*

Principal: *"There was a drastic decrease in behavioral referrals and negative behavior."*

- CHEER administers a pre- and post-test to assess achievement.
- CHEER parents receive a progress report every 2 weeks.
- CHEER parents receive a log to monitor required reading.
- CHEER students/parents receive an ILP to monitor instruction.
- CHEER program is connected to classroom instruction.

CHEER is proud to have commendations from world leaders. For example, President Jimmy Carter of the United States; President Nelson Mandela of South Africa; Senate Majority Leader Harry Reid; Former Senate Majority Leader Trent Lott.

CHEER looks forward to working with your school district to increase student achievement.