

## Jeffrey Silerio's HPHC Las Vegas Shine City Project - Youth Literacy Effort

Naokimi Ushiroda  
June 20, 2022



*Photos courtesy of Shine City Project*

A group of young Unificationists recently spent their weekend helping a children's literacy nonprofit in Clark County, Nevada. Some 11 volunteers from the Shine City Project ([SCP](#)) partnered with Spread the Word Nevada on June 11 to clean and prepare several hundred books to be donated to kids in need.

"Helping out brought back nostalgia for me while cleaning the books," said Jerold, one of the volunteers from SCP. "Knowing that the books are being donated to kids, libraries, and schools made the volunteer work really meaningful."



Since 2001, Spread the Word Nevada has distributed more than six million gently used and new books to

nearly 735,000 low-income youth statewide. Nevada ranks eighth among the top 10 states with the worst children's literacy rate in the country, according to the National Center for Education Statistics (NCES).

"We're dedicated to advancing early childhood literacy by placing books into the hands and homes of children within Nevada's at-risk, low income communities," said a spokesperson for the nonprofit. "While developing a love of reading, the libraries [we donate to] also promote future academic achievement and self-confidence, which impacts lifelong success."



Childhood literacy efforts are essential to reducing the rates of adult illiteracy. About one in five U.S. adults (21 percent) don't have basic reading, writing, and math skills above a third-grade level, according to NCES, translating to about 43 million adults. Spread the Word Nevada stuck out to SCP Director Jeffrey Silerio and his team, who were eager to contribute to such a life-changing effort.

"This was a great opportunity to be able to give to others by cleaning books and making sure that the kids who would receive them would feel joy from learning with these books," said Houshin, a volunteer.

"As someone who loved reading as a child, I am grateful to support a nonprofit helping kids with their literary skills," said Jennifer, another volunteer. "Preparing books to be donated for kids was a surprisingly fun experience. I enjoyed seeing all the different books and reminiscing about books from my own childhood. We also played a 'book bingo,' which made the work even more engaging. I hope the kids who receive these books can enjoy reading in general."

Nationally, statistics show children of adults with low literacy skills are 72 percent more likely to be at a low reading level in school. Illiteracy is also a major factor in whether adolescents graduate from high school. This makes the work of Spread the Word Nevada that much more critical, as it has currently "adopted" 65 local elementary schools that receive their donated books monthly.

"I would love to come back here and volunteer again," said Jerold. "I had a great time, and the staff was friendly ... They have a very important mission and vision to help the youth."

You can connect with a Unificationist community near you [here](#).

# SHINE CITY PROJECT

FROM SIN CITY TO SHINE CITY



## ABOUT

NINE YEARS AGO, A GROUP OF VOLUNTEERS ORGANIZED A CLEANUP AT THE CORNER OF SAHARA AVENUE AND LAS VEGAS BOULEVARD ON **MARCH 16, 2013**. THE SERVICE PROJECT WAS HELD IN FRONT OF BONANZA GIFT SHOP, WHICH IS POPULARLY KNOWN AS THE "WORLD'S LARGEST GIFT SHOP". THIS OCCASION WOULD MARK THE BEGINNING FOR AN ORGANIZATION WHOSE GOAL WOULD BE TO TURN LAS VEGAS **FROM "SIN CITY" TO "SHINE CITY"**.

IN A CITY OF LUSTFUL DESIRES, GREEDY TRANSACTIONS, AND SELF-INDULGENCES, SHINE CITY PROJECT **CHALLENGES OUR CITY'S CULTURE OF SELF-CENTEREDNESS TO BECOME ONE OF SELFLESSNESS**. WE AIM TO **BUILD LEADERS OF HEART AND CHARACTER WHO SHARE LOVE AND COMPASSION FOR OTHERS** WHILE BEING **STEWARDS FOR THE ENVIRONMENT**. TOGETHER, WE WILL CREATE A MORE **LOVING AND CARING COMMUNITY** WHICH IN TURN CAN CREATE A MORE **LOVING AND PEACEFUL WORLD**. IF A CHANGE CAN HAPPEN IN LAS VEGAS, **A CHANGE CAN HAPPEN EVERYWHERE**.

## OUR INSPIRATION

Rev. Sun Myung Moon and  
Dr. Hak Ja Han Moon

The inspiration for starting Shine City Project came from Rev. Sun Myung Moon, and his wife, Dr. Hak Ja Han Moon. The two have inspired and pioneered for a worldwide movement



for peace across races, religions, and nationalities. By creating loving families and by living for the sake of others and for the world, world peace is achievable.



"Heaven is not what we are given but what we must build." — Rev. Sun Myung Moon

## OUR AFFILIATES

### YOUTH AND STUDENTS FOR PEACE (YSP USA)

strives to advance world peace by empowering youth and students to become global citizens through character education and peace projects supporting the UN Sustainable Development Goals.



COLLEGIATE ASSOCIATION FOR THE RESEARCH OF PRINCIPLES (CARP LAS VEGAS) seeks to create an inspired youth movement progressing society to become a global family united upon Universal Principles. We empower young adults to become global leaders who will contribute towards building a unified world centered upon God's love, by providing education and training based upon our core values.

## WHAT'S NEXT?



*Shine City*  
- Project -

9 - 11 **06.11.22**  
SPREAD THE WORD NEVADA



*Shine City*  
- Project -

9 - 12 **06.18.22**  
OPPORTUNITY VILLAGE

FOR MORE INFORMATION, CONTACT JEFFREY SILERIO  
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## GALLERY





October 30, 2015 @ Haunted Harvest, Springs Preserve



October 20, 2018 @ 33 Hole Overlook, Lake Mead



March 2, 2019 @ Las Vegas Wash



August 17, 2019 @ Catholic Charities of Southern Nevada with International Leadership Training Program (ILTP)



September 2, 2015 @ UNLV Involvement Fair



July 31, 2015 @ Las Vegas Rescue Mission



July 25, 2015 @ Clean the World



Shine City Project's 2nd Anniversary Celebration (March 14, 2015)



April 26, 2013 @ Lorenzi Park



August 16, 2014 @ CARP Las Vegas Learning Center



Shine City Project's 3rd Anniversary Celebration (March 18, 2016)



August 22, 2014 @ CARP Las Vegas House



November 9, 2019 @ Just One Project - Helen Marie Smith Elementary School



October 13, 2018 @ Las Vegas Wash with Generation Peace Academy



August 15, 2014 @ Mt. Charleston



April 25, 2014 @ El Pollo Loco



August 9, 2014 @ Rebel Recycling Center



Shine City Project's 1st Anniversary (March 15, 2014 @ Sunset Park)



April 27, 2019 @ Pittman Wash



April 20, 2019 @ Gilcrease Nature Sanctuary



Our First Service Project (March 16, 2013 @ World's Largest Gift Shop)



March 9, 2019 @ Las Vegas Community Healing Garden



Shine City Project's 6th Anniversary Celebration (March 16, 2019 @ CARP Las Vegas Learning Center)

# CONTACT

Interested in joining?  
Have a service project idea? We'd love to hear from you!

Name \*



Message

Idea? want to collaborate? Send us an email!

Email \*

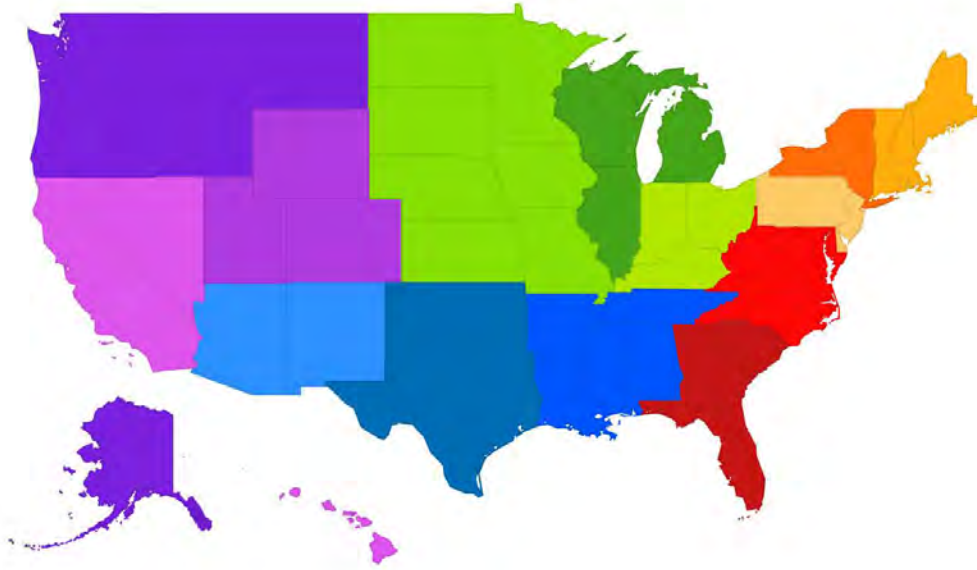
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# FIND A COMMUNITY

Looking for like-minded people?

CHOOSE YOUR STATE TO CONNECT TO A COMMUNITY NEAR YOU



NEED HELP? [DOWNLOAD MAP IMAGE](#)

## LEADERSHIP



**Dr. Chung Sik Yong**

Regional President, North America



**Rev. Naokimi Ushiroda**

President, USA

## NATIONAL HEADQUARTERS

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## NORTHEAST COMMUNITY

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