

Take a **LOOK INSIDE!**



Price: **\$70/student/year**

In Stock.

Program Details 2012

Students served: 23,090

Schools enrolled: 113

Teachers participating: 1,282

States represented: 9

Books purchased: 448,967

Scholastic bonus pts: 6.5 million

Funds used: \$1,967,484

more | www.booktrust.org

2012 ANNUAL REVIEW



Empowering and compelling!

The inspiring true story of how an idea became a mission to ensure that children who have the greatest need for literacy resources not only have *access* to books—but the right to the *personal choice* and *ownership* of books.

This is also a story of the dedication of teachers, school administrators, volunteers, and extremely generous donors who recognize the delight and esteem that belong to children who learn to love to read. Who go on to read to learn. And who then learn to live fulfilling lives—as better students, employees, parents, and contributing members of their communities.

Book choice. Book ownership. Book Trust.



Hello, Friend



Do you recall the last book you purchased? Did you wander through the aisles of a bookstore to find it—or did you browse online, reading reviews along the way?

Were you excited when you swiped your credit card or clicked the online purchase button because the book was now your very own?

Perhaps. But more likely, buying and owning the book, having it available to pick up on a whim, sharing it with others in your household, with no time constraints or use restrictions, didn't make much of an impression on you.

But, you, Book Trust friend, have proved you can IMAGINE. You can imagine what it must be like to be denied the privilege to choose and own books. You can imagine how precious and memorable it must be to those without means to search, select, purchase, and then take a book home forever—a book of their very own.

And that's why you value and support Book Trust.

We are so grateful! *More* than you can imagine. Last year 23,000 children from low-income families had the same experiences you did the last time you chose your very own book—with one big difference: For many of our children, it was likely the first time they had ever had the opportunity to choose and own books of their very own.

And they loved it—they loved it so much that each month they chose more and more books. By the end of the year, some of the neediest children in the nation had collectively become the proud owners of nearly 450,000 books.

Even more important, Book Trust students became voracious readers, increasing their enjoyment for reading and improving their skills along the way.

As one teacher shared,

The books that you give these children light up their life. Their excitement is evident when they take the book order home and choose books for themselves—something they would never have been able to do without your help. I have seen my students grow into lifelong readers this year and it is all thanks to the fact that they have books at home that they love to read. Our school has made amazing gains over the years in academic achievement, and I am positive that it is, in great part, because of Book Trust's generosity.

Along with books, teachers accrued over 6.4 million bonus points from Scholastic Book Clubs. This allowed them to enhance their classroom libraries with even more high interest, high quality books in some of the most disadvantaged communities in the country.

At Book Trust we know that access to books is one of the leading predictors of success in school. Our goal is to ensure that all students develop a passion for reading and all students are reading proficiently by third grade. Studies show that it is at this critical juncture when they will be four times more likely to graduate from high school prepared for success in college or a career of their choice.

They cannot do this without books.

Literacy is a right. Illiteracy is the civil rights challenge of our generation. We have a moral obligation to ensure that all of our children realize this right. The future success of our nation depends upon it and until individual communities embrace this, we will continue to fail our children and our country. Ensuring that we are developing a community of readers is critical.

Thank you for owning this cause. Thank you for giving today's children the opportunity to become tomorrow's leaders.

Amy Friedman



Book Trust: What We're About

★★★★★ | Like

Book Trust empowers students from low-income families to choose and own books. These simple acts inspire in them a passion for reading, help increase their literacy skills, and encourage them to become life-long readers. Individual donors, family and community foundation grants, corporate sponsors, community organizations, and schools support our important work.

Book Trust Champions Literacy as a Civil Right.

Customer Review

By 2012 Book Trust Teacher

Book Trust is the most amazing program I have been involved with in my 26 years of teaching.

Reading is at the heart of all learning, and Book Trust is encouraging that "heart" to beat loud and strong.

Share





TEACHERS and **VOLUNTEERS** are vital to our program. We are so very grateful.

Teachers help students choose books, they report orders, and they devote class time to distributing books and reading with students. Volunteers assist at book deliveries, plan events, and do so much in support of our mission to advance literacy and foster a love of reading and learning among children who need it most.

Teacher's Comment

By Mila Bradley, Nanaikapono Elementary, Hawaii

Every student in first grade has had the opportunity to choose \$7 worth of books each month. I see how the books nurture their own love of reading and, quite possibly, that of each member of their household. Now, children and parents are talking about reading, sharing interests, and building their very own libraries. Families are reading together.



Volunteer's Story

By Joan Ishiwata, Volunteer Extraordinaire

When I decided to retire, I knew I wanted to do something to help kids read. I learned about Book Trust's innovative and far-reaching approach to the urgent problem of childhood illiteracy, especially among children from low-income households. I volunteered at a Book Trust book distribution for Project Homeless, and I saw kids' eyes light up, almost in disbelief, when they found out they could choose a book and take it home, FREE!

Comment | Does this remark make you feel good?

Yes

No

Teacher Survey Comments

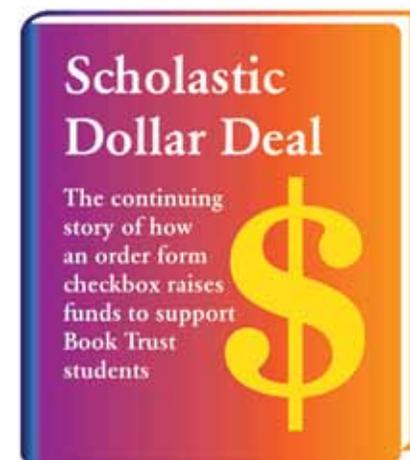
My students feel like they are truly part of a reading community with books of their own. It helps them take ownership of their literacy growth and motivates them to read for many purposes. Book Trust has given my students access to texts that have helped build both their school and home culture of reading.



Students are always telling me how the books they receive from Book Trust are being read to them at home. Without Book Trust, this type of parent involvement may not happen in our community.

Parents share how their child reads to a younger sibling or cousin, and they're so proud.

Book Trust helps address the achievement gap in our school system by providing access to books for students who would normally not have such access. The power to choose their own books is what makes it so successful. It's like Christmas every month of the year for our students. Plus, extra bonus points allow me to build a classroom library comparable to schools with very large budgets, giving my students an equal chance of success. My library is the size that it is all thanks to Book Trust and my bonus points.



Supporter Remark

By Judy Newman, Scholastic

Giving children the opportunity to choose the books they want and to build their own in-home library is a great way to spark a life-long love of reading.

Scholastic Book Club order forms—both online and in print catalogs—included a check box that gave every customer an opportunity to donate one dollar to Book Trust. To date, we've received over \$50,000. Look for this opportunity again in 2013!!!



Students' Story

From Greater Texas Foundation



Book Trust can be life changing.

Derral Fleeks and Michael Rodriguez, fifth grade students at Kemp Elementary School in Bryan, Texas, greeted guests at a Book Trust book delivery in March 2012—and it changed their lives.

What Derral and Michael said about Book Trust was so compelling that Dr. Southerland, honored guest and board chair of the Greater Texas Foundation, told them that not only was he giving \$200 to each of their classrooms so they could select more books, but he was also giving each of the two boys a \$1,000 scholarship for their college funds!

What did Derral and Michael say? Derral said that his mother has to pay for his food, clothing, and housing before she can even *think* about buying books. Thanks to Book Trust, he now has a collection of books at home that he reads every day and shares with his siblings. He helps his brothers and sisters learn to read, too—even checking in with their teachers.

Michael comes from a family of six and told Dr. Southerland about reading with his siblings. When asked what he wants to be when he grows up, Michael said he wants to work at Book Trust!

School Story

From Cory Elementary, Denver

At Cory, all fifth grade students are required to participate in a service project.

In the 2011-12 school year, one group chose to hold a school-wide Read-a-Thon, with pledged proceeds to benefit Book Trust's work in Denver Public Schools.

Four fifth grade students, Devin, Sydney, Ryan, and Skyler, worked closely with their teacher, Ms. Christine Boothroy, to plan, promote, and execute a successful school-wide Read-a-Thon. All Cory students were encouraged to join in by obtaining pledges for reading.

As a result, Cory families were able to raise over \$4,000 to support our work! ★★★★★





[Clifford's Book Mark](#) (\$70-\$249)

[Curious George's Book Shelf](#) (\$250-\$999)

[Dr. Seuss's Book Club](#) (\$1,000-\$4999)

[Berenstain Bear's Reading Circle](#) (\$5,000-\$9,999)

[The Giving Tree](#) (\$10,000-\$24,999)

[Where the Wild Things Are](#) (\$25,000+)

[In-Kind Contributors](#) (Invaluable)

To put your name into one of these categories—and to change a child's life forever—simply go to www.booktrust.org/donate



Sources of Funds

Contributions	\$2,551,709
Unrestricted	\$1,375,669
Restricted	\$1,176,040
In-kind support	\$ 310,599
Other revenue	\$ 49
Total	\$2,862,357

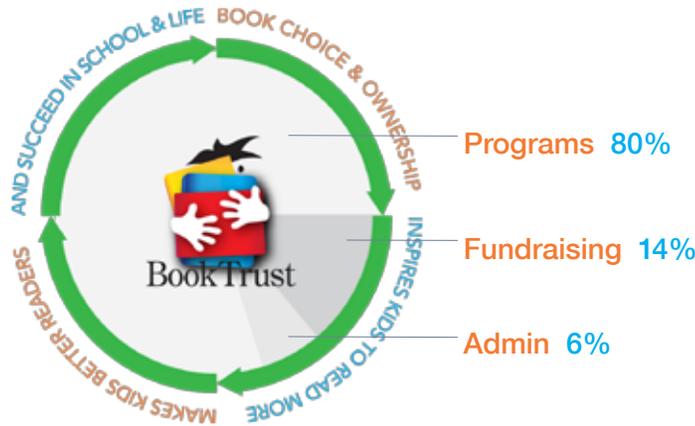
Uses of Funds

Programs	\$1,553,302
General & Administrative	\$ 134,956
Fundraising	\$ 279,226
Total Expenses	\$1,967,484

Change in Net Assets **\$ 894,873**

Total Net Assets* at end of year **\$1,087,066**

*Of the total net assets, a total of \$997,901 are promise-to-give contributions, which are recognized when a donor makes a pledge for donations beyond the current year.



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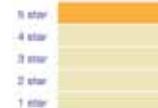
Staff

- Amy Friedman, Executive Director
- Amy Conner, Program Director
- Frances Graham, Director, Philanthropic Partnerships
- Ann Nicol, Director, Hawaii
- Kelly Robenhagen, Program Coordinator
- Michelle Striker, Director, Philanthropic Partnerships

Annual Teacher & Student Survey Results Show That Book Trust Students

- are more confident in their reading skills
- have more positive attitudes towards reading
- are more likely to report certain positive reading behaviors
- report that their parents are more likely to read with them, talk with them about books, or encourage them to read in their free time
- progress to grade-level reading faster than non-Book Trust students

Book Trust positively impacts reading behaviors in the home.



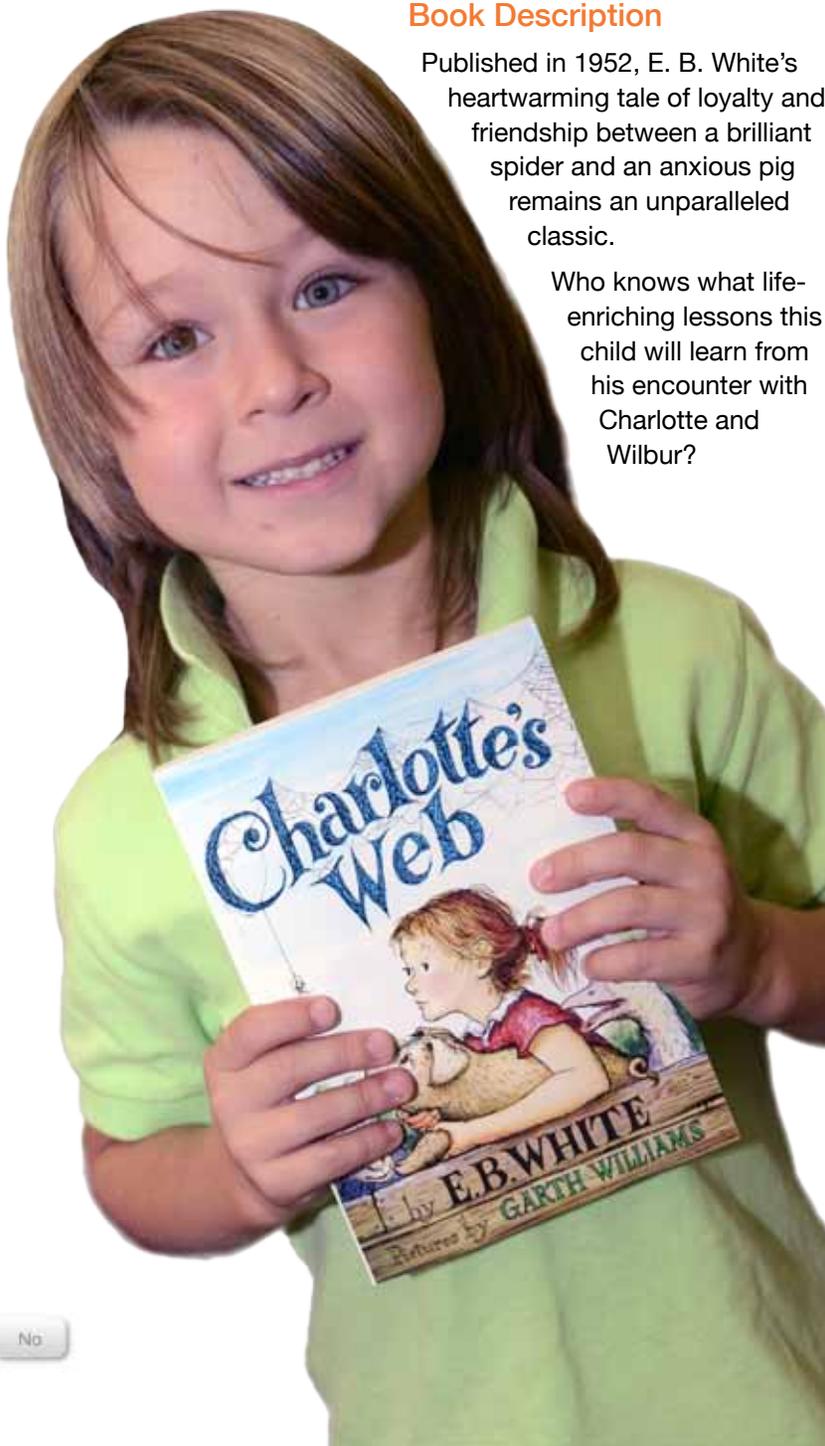


We believe . . .

- in book choice and book ownership for all children
- that a child who can choose *what* to read, *will* read
- that a child who reads will delight in life-long learning
- that life-long learners are more likely to be positive contributors of society
- that life-long learners can break the cycle of poverty
- that by supporting teachers in the classroom we support the development of their students' literacy skills

Believe in Inspiring Kids' Passion for Reading

Comment | Does this remark make you feel good?



Book Description

Published in 1952, E. B. White's heartwarming tale of loyalty and friendship between a brilliant spider and an anxious pig remains an unparalleled classic.

Who knows what life-enriching lessons this child will learn from his encounter with Charlotte and Wilbur?

INSPIRING KIDS' PASSION FOR READING



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