LEAPS and BOUNDS

2013 ANNUAL REVIEW
“Giving children, who otherwise would not have the privilege, the funds to purchase books of choice and interest is monumental in moving a nation toward literacy.”

Amy Friedman
Executive Director
MESSAGE from the EXECUTIVE DIRECTOR

Remember waiting for one of your birthday milestones? Maybe it was reaching double digits at 10—or driving at 16? Or leaving home for college at 18. The excitement and anticipation that comes with growing up is exactly what we have been experiencing at Book Trust.

We are excited to be growing, excited to be serving more kids, and proud to know that through the collective efforts of our supporters, teachers, volunteers, board members, and staff, we are changing the trajectory of the lives of some of the neediest children. Over this past year, our efforts impacted over 25,000 students across the nation. That’s an increase of 14% from the previous year.

Our work is sweet and simple: create the opportunity for children from low-income families to fall in love with reading by giving them a chance to choose and own books. This motivates them to read more and develop good reading habits.

Our research shows Book Trust students like to read more, are reading more, and are becoming better readers than peers who are not fortunate enough to participate in Book Trust. This past year, Book Trust students chose and purchased 584,000 books—for a cumulative total of 2.6 million books purchased through Book Trust since our inception.

This year we raised $2.3 million—an exponential increase over recent years. Two years ago we received 250 donations. Last year, Book Trust received over 1,400 gifts, a reflection of the increase in awareness of Book Trust on both a local and national level. And, thanks to Scholastic, Inc., which offered customers the opportunity to donate $1 to Book Trust each time they placed a Scholastic Reading Club order, demand for the program has also increased.

During the 2013-14 school year, we plan to serve over 30,000 students and to expand into Montana and Wisconsin, bringing the total number of states served to 11. We expect to see continued organic growth, where a donor brings the program to a new community—as well as intentional regional growth where we build fundraising capacity in a local community. We are also beginning to explore what role e-books might play as we expand our reach.

Whatever we propose, it will be driven by the Book Trust mission: to empower children from low-income families to choose and own books to increase literacy skills and foster life-long learning.

We thank you for your continued support and your confidence in our work. As one of our students shared:

“I don’t know how you can get money for our whole school. Must be a lot of work. Thank you. I really like the books I got with the money. You should buy some books too because you have lots of work to do…”

Heed our young friend’s advice: find time to treat yourself to a book. Remind yourself of how lucky you are to choose and read books. Think about the role books have played as you’ve grown individually and professionally over the years. Reflect on the pleasure and power you feel from reading. From reading well. From reading what you want, when you want.

Read the remarks from teachers across the country on the photo pages. They see first hand the results of our work. Yet we have so much to do. We know that there are millions more children across the country who could benefit from Book Trust. This is what motivates us every day—and why we continue to ask for your support.

On behalf of tomorrow’s leaders and contributing citizens, responsible parents and outstanding employees, thank you for inspiring their passion for reading.

Amy Friedman

❖ www.booktrust.org
Access to these new and free books each month has greatly increased the amount of reading in the homes of many of my students. Book Trust has created a most wonderful pattern of anticipating books, reading books, and appreciating books. "Without Book Trust my students would never grow up to be readers."

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AND THE SURVEY SAYS . . .

Each year Book Trust students and teachers complete a survey that measures the impact of the program on students’ reading skills, attitudes, and behaviors. Our 2013 survey produced a higher than historical average response rate and provided a second year of comparison group data, allowing us to draw stronger conclusions about the unique impacts of the Book Trust program. Some of what we learned this year . . .

FROM STUDENT SURVEY

- On average across all grade levels, 94% of Book Trust students self-reported that they liked to read.
- 42% of Book Trust students reported reading one hour+ per day outside of school as compared to 34% of comparison group students.

FROM TEACHER SURVEY

- 90% of their students liked to read—an increase of 30% over the course of the year. Comparison group teachers reported that 82% of their students enjoyed reading—only a 21% change over the course of the year.
- 10% more 2nd and 3rd grade Book Trust students progressed to reading at grade level over the course of the year than did comparison group students.
- 82% agree that Book Trust has positively impacted student families, whereas only 29% of comparison teachers feel that programs they use positively impact students’ families.

FROM PARENT SURVEY

- 55% reported that their child read for an hour+ per day outside of school as compared with only 34% of comparison group parents.
- 72% reported reading with their child at home compared with 62% of comparison group parents.

ONE CHILD’S STORY

My name is Madison and I am a fifth grader at Laurel Elementary School. I live in an apartment with my dad and my little brother Carlito, who is a third grader at Laurel.

I have been in the Book Trust program since kindergarten and have over 120 books from Scholastic because of Book Trust. I store my books in two drawers in my dresser, along the top shelf of my closet and also in the bookcase in my room. I like my books to be close to me, so that I know they are well taken care of.

I love to read. I read every night for about an hour before I go to bed. When I am reading, the rest of the world disappears, and through reading a book, which is better than a movie, it takes me to a different place. I like to choose a quiet place to read. I read in my bed, or in a corner of the room near my bed, where no one can see me, or in my closet with a book light so that no one will disturb me.

I read at least 3 books per week. When I am choosing my books from the Scholastic catalog, I look for Dear America history series and I also like Diary of a Wimpy Kid and Dumb Diary series. The reason getting to choose and own my very own books is so important to me is that when you go to the library, you have to rush through the book and you always worry about losing the book and returning it on time. I love choosing my own books because I can read and re-read them over and over again. Sometimes I pass down books to my brother, but mostly I like to re-read them over and over.

My family doesn’t usually have extra money to buy books, so the seven dollars Book Trust gives me must go a long way each month. Once in a while, if my dad has extra money and there’s an additional book I want, I use the money to buy a new book.

Reading is important to me because I know it helps me with vocabulary, spelling, and literacy. I am in the gifted and talented reading group in my school. When I grow up, I want to be a journalist because I like to read and write and love learning about geography. I know reading every day now will help me achieve that goal.

I would like to close by saying thank you to Book Trust. I love to read, and I am so thankful that Book Trust has given me the opportunity to grow my love of reading by building my own home library. I couldn’t do it without you! Thank you!
“You have given the world to every child in my class—the opportunity to imagine, be creative, and explore the world beyond their island.”

“The gift of literacy you have provided has a long lasting effect on these children. In a time when families have to choose food and rent over books, you have given them a personal library. Thank you so much. You not only impacted their love for reading—but their whole future.”
“Book Trust has turned my students into life long readers.”

“There are no words that can describe my appreciation. My students are poverty-ridden; many have been neglected, abused, and—or are—homeless. They look forward to getting something that is THEIRS and that THEY choose. The smiles and Thank Yous touch my heart. You have blessed these children, many with broken hearts and hopeless feelings.”
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Contributions made (In Memory Of) - Sophie Deloria, Each of the Sandy Hook Elementary Victims, Mary Jane Felker, Emerson Juliette Graham, Sondra Higgs, Kyle Joseph Dascher, Catherine Mable Kelly, Ray Urquhart

Contributions made (In Honor Of) - Janet Allan, Avery Adoin, Rebecca Carter, Amy Friedman, Mya Martin-Glenn, Rita & Alan Milberg, Cecilia Nevars-Smith, Jill Schatz, De. Debora Scheffel, Barb & Ron Waiczak, Diane & Jamie Woodburn

Founding Hui Members (Maui County) - In the Hawaiian language, hui is a group of people joining together for a common purpose. We celebrate generous members whose commitment to the growth of Book Trust has enabled us to bring the program to the Hawaiian Islands—now serving over 6,000 keiki across Maui County. Susan & Jim Bendon, Anne Carter, Fran & Bob Davidson, Sara & Tim Farrington, Tamar & Stephen Goodfellow, Honey Bun & Jim Haynes, Susan & Jac Kean, Karen & Marty Quill, Jill & Doug Schatz, Brenda & Rich Scholl, Susan Hawes-Swindells & George Swindells
"Many of our families do not have the resources to extend their child’s learning at home. One of my students told me that she is teaching her mother to read in English with the books she receives from Book Trust."

"Children are so excited when they receive their books, and their time spent with books has increased dramatically. The joy of reading is overflowing in our classroom!"
In 2012/13, BOOK TRUST supported book choice and ownership in 122 SCHOOLS

Sources of Funds

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<th>Source</th>
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<td>In-kind support</td>
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Uses of Funds

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Change in Net Assets

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Total Net Assets at end of year

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Composition of boards as of July 1, 2013

- 2012/13: $1,460,937
- 2011/12: $1,113,804
- 2009/10: $884,032
- 2007/8: $516,262
- 2005/6: $83,424
- 2003/4: $45,567
- 2001/2: $5,989

*www.booktrust.org*
Chief Justices Sandra Day O’Connor and Sonia Sotomayor, Secretary of State Hillary Clinton, and First Lady Laura Bush all cite fictional girl detective Nancy Drew as a formative influence in their youth. What might the future hold for this young Nancy Drew fan?