Vision
At Book Trust, we imagine a world where literacy removes barriers and provides all children with the tools to navigate life successfully.

Mission
At Book Trust, we uniquely deliver choice and ownership of books to children from low-income families, increasing their literacy skills and fostering life-long learning.

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“I like reading because it always takes me to another world. It’s like travelling to places without a plane ticket.”
Fourth grader at a Book Trust School

“The students are overjoyed to select their new books each month and can’t wait to dive into them when they arrive. Without Book Trust, most of my students would not be able to afford books for their home. It is an incredible program.”
First Grade Teacher,
Brentwood Elementary School, Brentwood, CA
At Book Trust we feel a tremendous sense of responsibility to ensure we are investing your dollars wisely. We constantly ask ourselves what is working, what is not working, and how do we ensure the greatest impact for our students and their families as well as our teachers?

Our ongoing evaluation efforts demonstrate Book Trust is doing exactly what we think it is doing for children from low-income families: generating interest and excitement for reading and learning, improving literacy skills, and increasing family and parental engagement in reading at home. We have also learned through our evaluation efforts that Book Trust is much more than a book buying program; the program is an entire experience—The Book Trust Experience.

The Book Trust Experience is about recognizing and embracing the many ways choosing books of interest can impact reading and learning and utilizing those opportunities to cultivate literacy in the classroom and at home. The Book Trust Experience provides tools teachers can embed into their instruction to help students fall in love with reading and become better readers. The Book Trust Experience is comprised of seven elements which you will learn more about throughout this report: Choice, Life Skills, Anticipation, Celebration, Sharing, Ownership, and Family Engagement.

Thanks to your tremendous support, you provided not just books but a much more robust literacy experience to over 31,000 students in 12 states during the 2013-2014 school year. Our students are developing a passion for reading, reading more, and becoming better readers thanks to you. This year, with your support, we are at it again. We will be serving more than 36,000 students in 14 states!

We thank you for your vote of confidence with each gift you make to support our students and teachers. Know that your gift today is an investment in tomorrow’s greatest asset—our children. On behalf of our students, their families, and their teachers, thank you for helping to deliver The Book Trust Experience and for inspiring passion for reading and life-long learning.

With deep gratitude,

Amy Friedman
What is The Book Trust Experience? Simply put, it is how we make a difference in the lives of our students, their families and teachers.

It all starts with a choice. By providing students from low-income families with the opportunity to select books that are of interest to them – books that they want to read – The Book Trust Experience begins. The more they read, the better readers they become. According to a recent report from Scholastic Kids and Family Reading, nine out of 10 kids are more likely to finish a book that they choose.

One of the most vital components of The Book Trust Experience is the acquisition of life skills. Through their participation in the Book Trust program, students develop financial literacy, decision making and critical thinking skills. Book Trust kids learn to prioritize and manage a monthly budget of seven dollars that helps create a personal library of 30 books per year.

“What does Book Trust mean to my students? Just watch the children’s faces when I announce it is time for them to pick this month’s Book Trust books. Not only do their faces light up, they actually cheer!”

Kindergarten teacher at Grand Avenue Elementary School, Orlando, Florida
The excitement and suspense that students feel is a vital component of *The Book Trust Experience*. Rather than just “wait for the books,” Book Trust teachers often use the shipment process as a learning lesson to teach kids about geography, as well as distribution and print manufacturing. The books become more than just an object or gift; they become a part of a teachable journey that helps students to understand the value of the books when they arrive.

For Book Trust kids, this is the most exciting moment in the process. Teachers often celebrate the arrival of the books in many creative ways. They may surprise students with their books and wrap them in ribbons, or schedule a book delivery celebration with guest readers who come to hand out books, underscoring the significance of this opportunity.

“I see the excitement in the student’s faces when the books arrive! They are thrilled with their books and beg to be allowed to take them outside for recess and during lunch time. They are eager to share them with their friends and it often sparks conversations between them about the content.” — Fourth Grade teacher, Diamond Hill Elementary School, Fort Worth, TX
As a result of generous donor support, Book Trust students each build a personal library of approximately **30 books** over the course of a school year. The sense of pride and self-esteem that this creates for children who would otherwise not own books, is immense. Research shows that the number of books in a child’s home has the same impact on a child’s educational attainment as parental education levels.

When books enter the home of Book Trust families for the first time, something touching and monumental occurs. Students and parents read, learn, explore and spend time together laying the groundwork for future success. Parents whose children attend Book Trust schools are more than twice as likely to be involved in reading at home, than the parents of children in non-Book Trust schools.
During the 2013-2014 school year, Book Trust operated in communities in 12 states and delivered 685,000 books into the hands of over 31,000 children. Since 2001, Book Trust has provided over 3.5 million books to kids.

**Book Trust 2013-2014 Evaluation Results**

**Improved Literacy Skills**
- Book Trust classrooms saw a nearly 30% increase in the number of students reading at grade level by year’s end.
- Nearly 60% of Book Trust teachers report Book Trust positively affected students’ scores on standardized reading assessments, versus 25% of teachers whose students are involved in other reading programs.
- Book Trust students have higher confidence in their reading skills than non-Book Trust students. They are also more likely to see reading as important and to think people who read are interesting.
- On average, nearly 90% of Book Trust students report they will read over the summer for fun, a 10% increase over non-Book Trust students.

**Increased Family Engagement in Reading**
- Over 75% of Book Trust teachers agree the Book Trust program has positively affected the lives of their students’ families, compared to only 12.5% of teachers whose students’ are involved in other reading programs.
- Nearly four times as many teachers report their students’ involvement in Book Trust provided ways for parents to learn about and support their child’s interests and education as opposed to teachers whose students were involved in non-Book Trust reading programs.
- When asked how adults at home encourage them to read, Book Trust students report greater encouragement than non-Book Trust students on every measure, including talking about books, reading aloud, and helping with homework.

"Book Trust has helped my students gain a love and desire for reading. They would rather spend quality time reading a good book than playing video games. It has also encouraged family members to spend time with one another."

Second Grade Teacher, Kahului Elementary School, Kahului, HI
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Howard Coopersmith
Dierdre Cook
Suzanne Conwell
Alice & Michael Constantz
Nancy & Kosta Constantine
Katie Collier
Maury Cohen
Patricia Cochran
Carol Cochran
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**Founding Hui Members**
(Maui County)
In the Hawaiian language, hui is a group of people joining together for a common purpose. We celebrate the generous members whose commitment to the growth of Book Trust has enabled us to bring the program to the Hawaiian Islands - now serving over 5,000 keiki across Maui County.

Susan & Jim Bendon  
Anne Carter  
Fran & Bob Davidson  
Sara & Tim Farrington  
Tamar & Stephen Goodfellow  
Honey Bun & James Haynes  
Susan & Jac Keen  
Karen & Martin Quill  
Jill & Doug Schatz  
Brenda & Rich Scholl  
Susan Hawes-Swindells & George Swindells

As of July 1, 2014

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**2014 Financials**

**Sources of Funds**
Contributions......................................................$2,490,449
  - Unrestricted $1,216,477
  - Temp Restricted $1,273,972
In-Kind Support..................................................$248,777

**Total Revenue**..............................................$2,739,226

**Uses of Funds**
Programs............................................................$1,968,056
Administration & General.................................$174,610
Fundraising........................................................$483,284

**Total Expenses**.............................................$2,625,950

**Change in Net Assets**.................................$113,276

**Total Net Assets at end of year**..................$1,327,769
States that currently participate in The Book Trust Experience

“I like everything about reading. I like that you can pretend that you are in a story. Most of all, I love that books are so wonderful and entertaining.”

Fifth grade student at a Book Trust School