VISION  Every child discovers the joy and power of reading to create limitless possibilities.

MISSION  Engaging every child in book choice and ownership, cultivating literacy-rich communities.

VALUES
1. Literacy is a human right.
2. Book choice and ownership create motivated readers.
3. Reading has the power to transform lives and communities, breaking the cycle of poverty.
4. Our donors, schools, teachers, and Scholastic are key to our success.
Dear Book Trust Family,

I am truly inspired by this extraordinary Book Trust community. I had the great honor of joining Book Trust in July 2018, and each time I walk into one of our Book Trust classrooms, I can feel my heart becoming bigger. I can’t thank each one of you enough for being a part of the Book Trust mission. Whether you are a teacher, parent, education advocate, volunteer, business leader, or philanthropist, your contribution and investment in Book Trust makes all the difference.

Since our founding in 2001, Book Trust, in partnership with Scholastic Book Clubs, has invested more than $19 million into more than 7.6 million books for children to choose and own. Book Trust has served nearly 350,000 students cumulatively and student book purchases have accumulated more than 109 million Scholastic bonus points for Book Trust teachers to invest in their own classroom and school libraries. These numbers translate into schools and communities creating a culture of literacy that inspires students’ love and passion for reading.

This past year, Book Trust was the beneficiary of the 2018 Eagles for Impact Challenge, which garnered national television and media publicity throughout The PLAYERS Tournament. Thanks to the PGA Tour Professional Justin Rose and the support of the Kate and Justin Rose Foundation, Morgan Stanley partnered with Book Trust at the PGA PLAYERS Championship. Morgan Stanley committed a donation for each Eagle made during the tournament, equaling more than 96,000 books selected and owned by our students nationally. We continue to be grateful for corporations like Morgan Stanley who are leading the way in doing business and making a meaningful impact on their local and national communities.

The demand for our program continues to grow. We have developed a more sophisticated tool for principals and school district leaders to complete called “The Book Trust Fit Test,” which includes questions about literacy instruction alignment with the program and the school/district’s ability to bring a portion of the funding to our partnership. Currently, we have more than 200 qualified schools on our “waitlist,” representing 165,000 boys and girls who we could reach today if we had the resources to make it possible. These boys and girls are who we think of each day and where our focus is to direct our funding and expansion approach.

Thank you for bringing the joy and power of reading to our children who need it most and for being such an important member of our Book Trust community. As we continue to evolve and plan for the next five years and beyond, we are committed to quality education access, equity and agency. We are grateful for your partnership and we’re excited for the opportunity to work together ahead. On behalf of all of our Book Trust students from Hawaii to New York, we thank you.

In partnership,

Tiffany R. Kuehner | President & CEO
"My daughter, Grace, looks forward to Book Trust day. Books are her treasure. They make her feel smart and she enjoys putting herself into the stories by pretending she’s one of the characters. I love seeing Grace come home super-excited about her new books — we always have to read them right away! You will never really know how the little things like this have such a huge impact on families like mine that struggle just to pay the bills. Again, thank you for this program!"

BOOK TRUST PARENT

THE CHALLENGE

THE LITERACY CRISIS IN AMERICA

- There are 16 million kids living in poverty in the United States.
- In low income areas, there is only one book for every 300 kids, but middle class neighborhoods average 13 books per child.
- Children who are not reading at grade level by the end of third grade are four times more likely to drop out of high school; for children being raised in poverty, that number increases to seven times more likely to drop out.
- The drain on our economy due to illiteracy is enormous – an estimated $300 billion in opportunity costs annually is directly due to the fact that 14% of adults in the United States (almost 40 million) cannot read at a functional level.
- 85% of all juveniles who interface with the court system are functionally low literate.
- 90% of welfare recipients are high school drop outs.

THE OPPORTUNITY

BOOK CHOICE & OWNERSHIP MAKES ALL THE DIFFERENCE

Book Trust is a teacher-led, student-driven national early literacy program which includes a step-by-step supported and evaluated process to ensure students have the opportunity to discover the joy and power of reading.

THE BOOK TRUST PROGRAM

IN CLASSROOMS, IN HOMES, IN COMMUNITIES

STEP 1: TEACHER TRAINING & SUPPORT

Book Trust managers and teachers receive in-depth training at the beginning of every school year with content focused on the power of interest-based choice and its direct correlation to students’ motivation to read. Teachers also spend time digging into reading tactics, family engagement, and the benefits of playing an active role in daily reading in the classroom.

STEP 2: CLASSROOM IMPLEMENTATION

Teachers implement Book Trust’s Program in their classrooms every month of the school year, establishing habits and behaviors of avid readers. Students’ motivation to read increases as teachers empower them to choose books based on their individual interests. Teachers place the students’ orders with Scholastic Book Clubs and accumulate additional bonus points to purchase their own classroom supplies.

STEP 3: CELEBRATION & OWNERSHIP

Anticipation builds as teachers place students’ orders on Scholastic’s website and kids start asking, “Are the books here yet?” And when that book box arrives, magic awaits inside. Celebration naturally erupts as kids hug their new books and share their choices with peers.

After celebrating, kids fill their backpacks and share their books with their siblings and family members at home, building a meaningful and motivating library of their own. Once that culture of literacy is established in the classroom and at home, students are able to succeed in school and beyond.

I’m Angel - a fourth grader who can’t read at grade level.

I love to read & learn!

Mom, can I read to you?

You bet! Let’s read all the books you got this month.

I’m behind — and always will be.

Let’s choose some great books together.

YES! My favorite day of the month!

Your new books are here!
**BOOK TRUST**

**WE’RE IN YOUR COMMUNITY**

**2017-2018 BOOK TRUST SCHOOLS**

**CALIFORNIA**
- Redwood City School District
- Oakland Unified School District
- CALIFORNIA
- ARIZONA

**FLORIDA**
- Orange County Public Schools
- Cypress Park Elementary
- Kiley Lake Elementary

**HAWAII**
- Maui Island Schools
- Molokai Island Schools

**MICHIGAN**
- Baker School District
- Hemlock School District

**MISSOURI**
- Jefferson City Public Schools

**NEBRASKA**
- Lincoln Public Schools

**NEW YORK**
- NYC Department of Education
- Southside Elementary

**OHIO**
- Columbus City Schools

**OKLAHOMA**
- Bartlesville Public Schools

**OREGON**
- Portland School District

**PENNSYLVANIA**
- Harrisburg City School District

**TEXAS**
- Austin Independent School District

**WISCONSIN**
- Green Bay School District
Our Financials

Year Ending June 30, 2018

*Audited Financials

Program: 81%
Fundraising: 16%
Administration: 3%

Revenue & Support
Contributions
- Individuals: $1,269,843
- Foundations: $1,942,384
- Organizations: $90,043
- Corporations: $143,335
Total Contributions: $3,445,605
Program service revenue: $629,500
Special events: $572,457
In-kind contributions: $588,425
Total Revenue and Support: $5,203,132

Expenses
Program expenses: $4,266,213
Support services:
- Administration and general: $168,591
- Fundraising: $835,902
Total support services: $1,004,493
Total Expenses: $5,270,706
Change in net assets: -$34,719
Net assets at beginning of the year: $1,725,844
Net assets at end of year: $1,691,125

NOrNerAl BOrd oF dIRectors
Amy Kotczak, Chair
UC Health
Jim Hackstaff, Vice Chair
Hackstaff & Snow, LLC
Karen Mack, Treasurer
Integro Financial
Cheryl Zimlich, Secretary
Bohemian Foundation
Tiffany Kuehner, ex officio
President & CEO
Book Trust

Regional Advisory Boards

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- Chris Besler, Chair
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- Julio Da Silva
- Deb Deverell
- Shawn Johnson
- Tim Keegan
- Traci Kellner
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- Ernest Morrell, University of Notre Dame
- D. Ray Reutzel, University of Wyoming

*As of December 31, 2018

Most Popular Chosen Scholastic Titles
- If You Take a Mouse to School
- The Ninjabread Man
- The Lego Ninjago Movie
- Rainbow Fish and the Big Blue Whale
- Big Shark, Little Shark