Discover the joy & power of reading

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 the keys to our success

Contents
04 Letter from the President & CEO
07 Book Trust by the Numbers
11 Joy, Power and Partnership
13 Schools
15 Financials
16 Leadership
Dear Book Trust Community,

At Book Trust, supporting students in discovering the joy and power of reading is our north star and our call to action has not wavered over time. Since 2001, we’ve partnered with Scholastic Book Clubs, districts, schools, teachers, foundations, corporations, and individual donors to engage children in book choice and ownership, cultivating literacy-rich communities. These partnerships and the Book Trust students and teachers they serve, are an antidote against the barriers to literacy that so many children encounter on their learning journeys.

We invested $3.2M into nearly 950,000 books in 2019, created home libraries for 57,000 students, and provided resources for families to engage in literacy. In both urban and rural communities, from the classroom to the living room—Book Trust serves as an equity game changer. Without access to high-quality books and the agency to choose and own those books, the achievement gap in our most vulnerable communities will remain.

2019 brought new opportunities, with Book Trust expanding employee engagement for companies interested in connecting with schools and literacy in their local communities. We were also honored to feature philanthropist and activist, Ruby Bridges, as our keynote speaker at our annual event—an enduring symbol of the fight for civil rights and equal education for all children. And through our partnerships with Morgan Stanley, The Kate and Justin Rose Foundation, and the PGA, Book Trust participated in the PLAYERS Tournament “Eagles for Impact” Challenge and Charity of the Day. We are immensely grateful for the dedicated partners and individual donors who make our mission possible. Your investments impact the lives of Book Trust students and teachers in every community we serve and we are proud to reflect on the latest chapter of our work together in this annual report.

In gratitude,

Kellie O’Keefe
President and CEO
Studies demonstrate that book choice and ownership inspire a child’s passion for reading and contribute to developing strong literacy skills and becoming life-long learners.

Book Trust’s unique choice and ownership model supports a student’s individual journey to discover the joy and power of reading. Motivated by their own interest, curiosity and experiences, Book Trust students select books they want to read from the Scholastic Books Club flyer each month. This year, 948,226 books made their way to home libraries across the country. Whether a child is inspired by ninjas, trains or the adventures of a mouse, reading is a path to their passion for literacy. As children learn to value reading, they make the successful and critical transition from learning to read to reading to learn. Multi-year exposure to the Book Trust program shows students’ reading levels continue to improve, further motivating them to succeed.

Book Trust helps foster a love of books, an ownership of something for themselves, and a library at home that they can turn to.

—Book Trust Teacher

Research shows 75% of children who aren’t proficient readers by the end of third grade are four times less likely to graduate high school; and 13 times less likely to graduate if they are poor.

At the heart of Book Trust are teachers, powering the program in more than 2,700 Pre-K through 5th grade classrooms from Hawaii to Colorado to New York. Book Trust supports teachers in creating a literacy-rich culture in the classroom and at home, to build enthusiasm for reading and developing literacy skills. Teacher training and resources are focused on interest-based choice, reading celebration, independent reading strategies, and family engagement—all of which are proven factors in helping kids fall in love with reading.

When I told my class about the Book Trust program in September, one of my most introverted children whispered under her breath, ‘Am I in Heaven?’ It was one of the sweetest moments of my teaching career!

—Book Trust Teacher

1 choice
Teachers support students in choosing 1-3 books from Scholastic’s Book Club flyer that connect with their interests.

2 consistency
Teachers implement Book Trust each month, establishing anticipated and consistent reading activities.

3 celebration
When the book box arrives, the celebration begins. Teachers create a culture of literacy and conversation around what students are reading, which motivates them to engage with their books.

4 ownership
Students share their books with siblings and family members, creating a home library of up to 30 books per school year.
Scholastic Book Clubs
National
Scholastic’s partnership with Book Trust represents a 20 year commitment to school-age readers. Founded in 1920, Scholastic is the largest publisher and distributor of children’s books in the world, reaching 54 million students in 165 countries.

Raising Readers
Florida
The Kate and Justin Rose Foundation supports Florida children through literacy. Their investment in Orlando schools is on track to impact a generation of readers and change the course of a community.

Early Childhood Literacy
Colorado
Research shows a child’s earliest interactions with books are foundational to reading success and predict later reading outcomes. The Buell Foundation sponsors Book Trust’s early childhood grades for Colorado schools committed to readiness to read.

City-wide Commitment to Education Equity
Pennsylvania
The William Penn Foundation, a family foundation with roots in Philadelphia, supports Book Trust through a $1.3 million multi-year grant with the goal of bringing our program to every K-3 student in the School District of Philadelphia.

A Commitment to Community
Hawaii
Goodfellow Bros. Inc. is a 100-year old family construction business with a rich philanthropic history of building community where they work.

Employee Engagement and Volunteerism
National
Book Trust’s partnership with Morgan Stanley and the PGA Players Tournament forms the basis of “Eagles for Impact”, supporting Book Trust students around the country. While Morgan Stanley shines awareness on Book Trust programs, they also sustain Book Trust classrooms in Colorado, Utah, Texas, Florida and New York communities through their corporate employee engagement program.

Every Child Reading at Grade Level by 3rd Grade
California
The Kenneth Rainin Foundation is determined to make sure all children are reading at or above grade level by third grade. Through our partnership, the Foundation supports Book Trust in schools across Oakland.
our financials  
year ending 
June 30, 2019

**REVENUE & SUPPORT**

- **CORPORATIONS** 425,016 - 13.4%
- **INDIVIDUALS** 1,000,761 - 31.5%
- **OTHER INCOME** 30,263 - 1.0%
- **PROGRAM SERVICE REVENUE** 770,600 - 24.0%
- **ORGANIZATIONS** 212,728 - 6.7%
- **FOUNDATIONS** 1,537,603 - 48.4%
- **IN-KIND CONTRIBUTIONS** 603,368 - 31.3%
- **SPECIAL EVENTS** 524,336 - 27.2%

**EXPENSES & NET ASSETS**

- **FUNDRAISING** 666,385 - 13.1%
- **ADMINISTRATION** 165,928 - 3.3%
- **PROGRAM EXPENSES** 4,262,518 - 83.7%

**NET ASSETS: START OF YEAR** 1,691,125

**NET ASSETS: END OF YEAR** 1,700,969

**CHANGE IN NET ASSETS** 9,844

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**OUR BOARD**

**National**
- Amy Kolczak, Board Chair
- University of CO Health
- James C Hackstaff, Vice Chair
- Hackstaff & Snow, LLC
- Karen Mack, Treasurer
- Integro Financial Consulting
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- Curry Company
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- Z5 Associates
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- David Perez, Director
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- Founder & Trustee, Book Trust
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- Naomi (Hochberg) De Rosario
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