

# ANNUAL REPORT



**BookTrust**

DISCOVER THE JOY AND POWER OF READING

[booktrust.org](http://booktrust.org)



# 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



# a letter from our **President & CEO**

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.

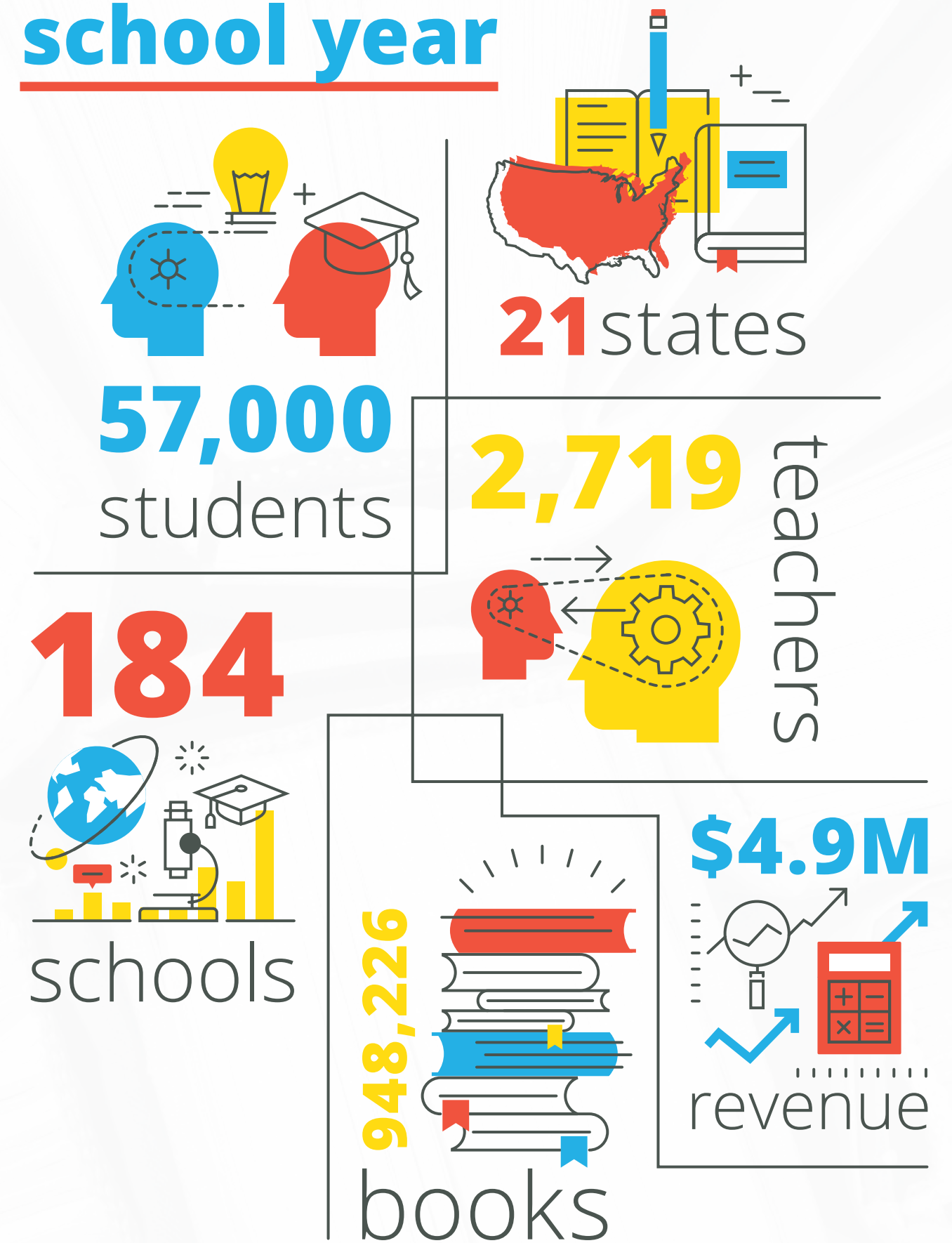
2019 brought new opportunities, with Book Trust expanding employee engagement for companies interested in connecting with schools and literacy in their local communities. We were also honored to feature philanthropist and activist, Ruby Bridges, as our keynote speaker at our annual event—an enduring 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

## 2018–2019 **school year**



## the **JOY** of reading

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 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

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.

## the **POWER** of reading

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.

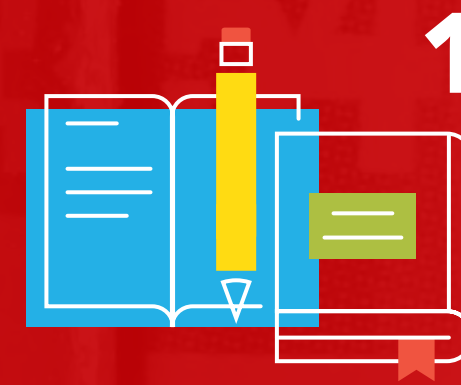
Book Trust supports teachers in creating a literacy-rich culture in the classroom and at home, to build enthusiasm for reading and developing literacy skills. Teacher training and resources are focused on interest-based choice, reading celebration, independent

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

## Book Trust **STEP BY STEP**

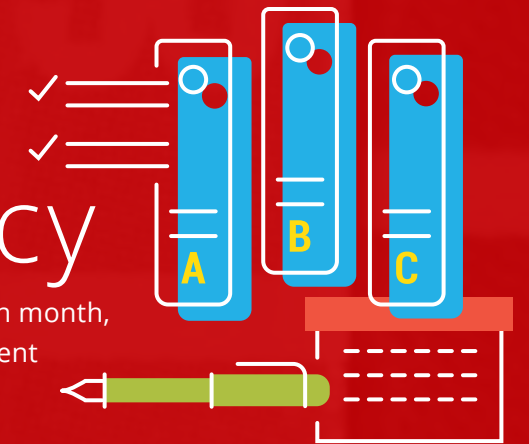


### 1 choice

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

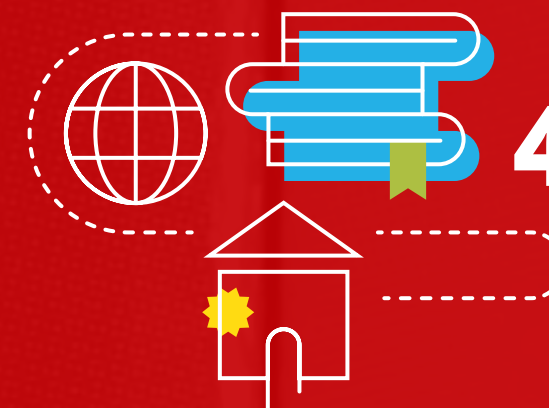
### 2 consistency

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

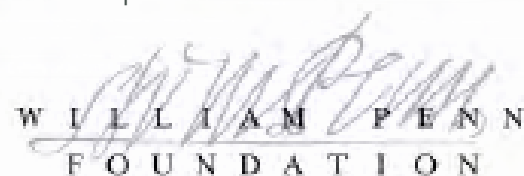
Students share their books with siblings and family members, creating a home library of up to 30 books per school year.

# PARTNERSHIPS building literacy-rich communities

## 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.



## 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.

## Scholastic Book Clubs

## 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.



# PARTNERSHIPS (cont.)

## 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.

## Morgan Stanley

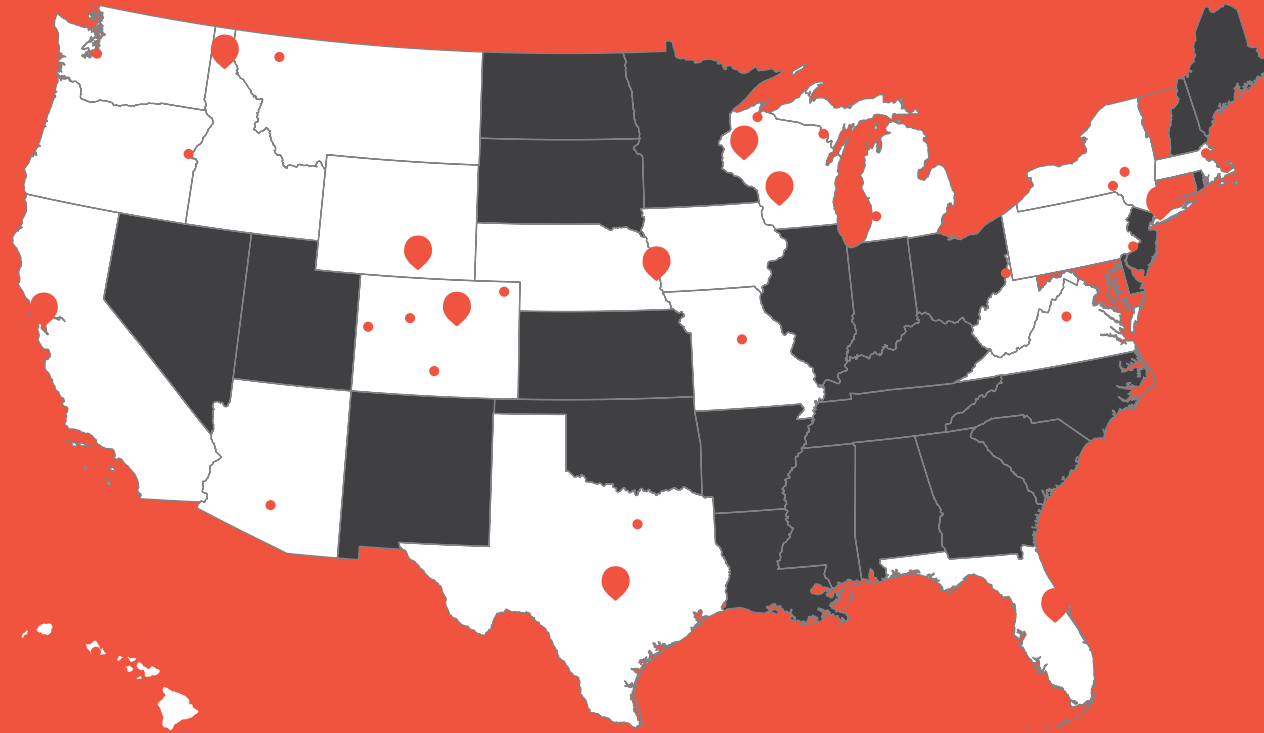
## Every Child Reading at Grade Level by 3rd Grade

*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 communities



# our schools

## Arizona

Arizona Dept. of Education  
Blackwater Community School

## California

Livermore Valley Joint Unified School District  
Marylin Avenue Academy  
Oakland Unified School Dist.  
Bella Vista Elementary  
Brookfield Elementary  
Burckhalter Elementary  
Community United Elem.  
Emerson Elementary  
Futures Elementary  
Global Family Elementary  
New Highland Academy  
REACH Academy  
Ravenswood City School District  
Belle Haven Elementary  
Brentwood Elementary  
Costano Elementary  
Los Robles Magnet Acad.  
Willow Oaks Elementary  
Redwood City School Dist.  
Hoover Elementary  
San Jose Unified School Dist.  
Empire Gardens Elementary

## Colorado

Adams 12 School District  
Hillcrest Elementary  
North Star Elementary  
STEM Launch  
Aurora Public Schools  
Crawford Elementary  
Kenton Elementary  
Montview Elementary  
Denver Public Schools  
Amesse Elementary  
Archuleta Elementary  
Bryant-Webster Dual Language  
Cowell Elementary  
DCIS at Ford  
Eagleton  
Escalante Biggs Academy  
Fairview Elementary  
Florida Pitt Waller Elem.  
Force Elementary  
Godsman Elementary  
Goldrick Elementary  
Grant Ranch  
Greenwood Academy  
Hallett Academy  
Johnson Elementary  
KIPP Northeast Elementary  
Knapp Elementary  
Math & Science Leadership Academy  
Maxwell Elementary

McGlone Elementary  
Munroe Elementary  
Samuels Elementary  
Schenck (CMS) Elementary  
SOAR  
STRIVE prep - Ruby Hill  
Swansea Elementary  
University Prep: Arapahoe St  
University Prep: Steele  
Valverde Elementary  
Eagle County Schools  
Gypsum Elementary  
Englewood School District  
Bishop Elementary  
Cherrellyn Elementary  
Greeley-Evans Weld Count School District 6  
Billie Martinez Elementary  
Greeley Centennial Elem.  
Maplewood Elementary  
Salida Del Sol Academy  
Scott Elementary  
Independent Schools Colorado  
Morgridge Academy  
Tennyson Center for Children  
Mesa County School Dist.  
Clifton Elementary  
Poudre School Dist.  
Bauder Elementary  
Harris Bilingual  
Irish Elementary  
Laurel Elementary  
Linton Elementary  
ODEa Elementary  
Putnam Elementary  
Re-1 Valley School Dist.  
Ayres Elementary  
Caliche Elementary  
Campbell Elementary  
Thompson School District  
Monroe Elementary  
Westminster Public Schools  
Josephine Hodgkins Elem.  
Skyline Vista Elementary

## Florida

Orange County Public Schools  
Academic Center for Excellence  
Dover Shores Elementary  
Forsyth Woods Elementary  
Lake Como Elementary  
Orange Center Elementary  
Rosemont Elementary  
Sally Ride Elementary  
Shingle Creek Elementary  
Duval Public Schools  
Mayport Elementary

## Hawaii

Hawaii Island Schools  
Honaunau Elem.  
Lanai Island Schools  
Lanai Elementary

Maui Island Schools  
Haiku Elementary  
Hana Elementary  
Kahului Elementary  
Lihikai Elementary  
Waihee Elementary  
Wailuku Elementary  
Molokai Island Schools  
Kualapuu Elementary  
Maunaloa Elementary  
Oahu Island Schools  
Nanaikapono Elementary  
Palolo Elementary  
Waianae Elementary

## Idaho

Lake Pend Orielle School District  
Farmin/Stidwell Elementary  
Hope Elementary  
Kootenai Elementary  
Northside Elementary  
Sagle Elementary  
Southside Elementary  
Washington Elementary

## Iowa

Lake Council Bluffs Community Schools  
Bloomer Elementary  
Edison Elementary

## Massachusetts

Salem School District  
Horace Mann Laboratory School

## Michigan

Fennville Public Schools  
Fennville Elementary

## Missouri

Jefferson City  
South Elementary

## Montana

Kalispell School District  
Hedges Elementary

## Nebraska

Bellevue Public Schools  
Birchcrest Elementary  
Omaha Public Schools  
Druid Hill Elementary  
Jackson Elementary  
Howard Kennedy Elementary  
Wakonda Elementary  
Millard School District  
Holling Heights Elementary  
Ralston School District

Mockingbird Elementary  
Westside Community Schools  
Westgate Elementary

## New York

Deposit Central School Dist.  
Deposit Elementary  
NYC DOE  
K284 Gregory Jocko Jackson  
P.S. 015 Roberto Clemente  
P.S. 067 Charles A. Dorsey  
P.S. 085 Great Expectations  
P.S. 111 Jacob Blackwell Comm  
P.S. 112 Bronxwood  
P.S. 123 Mahalia Jackson  
P.S. 132 Juan Pablo Duarte  
P.S. 149 Sojourner Truth  
P.S. 154 Jonathan D. Hyatt  
P.S. 165 Ida Posner  
P.S. 194 Countee Cullen  
P.S. 197 The Ocean School  
P.S. 298 Dr. Betty Shabazz  
P.S. 328 Phillis Wheatley  
P.S./M.S 306 Ethan Allen  
P.S./M.S 42 Robert Vernam  
P.S. 147 Ronald McNair School  
PS 57 James Weldon  
PS /MS 180  
Urban Scholars Community  
Stamford Central School Dist.  
Stamford Central School

## Oregon

Baker School District  
Huntington Community Elem.

## Pennsylvania

School Dist. of Philadelphia  
Benjamin B Comegys School  
Bryant William C School  
Delaplaine McDaniel School  
Feltonville Intermediate  
Gilbert Spruance Elem.  
Hon Luiz Munoz Marin  
Mary Mcleod Bethune School  
Overbrook Educational Center  
Robert Morris Elementary  
Willard Elementary School

## Texas

Austin Independent School Dist.  
Pecan Springs Elementary  
Fort Worth Independent School District  
Diamond Hill Elementary

## Utah

Salt Lake City School District  
Meadowlark Elementary

## Virginia

Virginia Institute of Autism

Virginia Assc. of Independent  
Specialized Education Facilities  
Faison Center

## Washington

Seattle Public Schools  
West Seattle Elementary

## West Virginia

Marshall County School Dist.

## Wisconsin

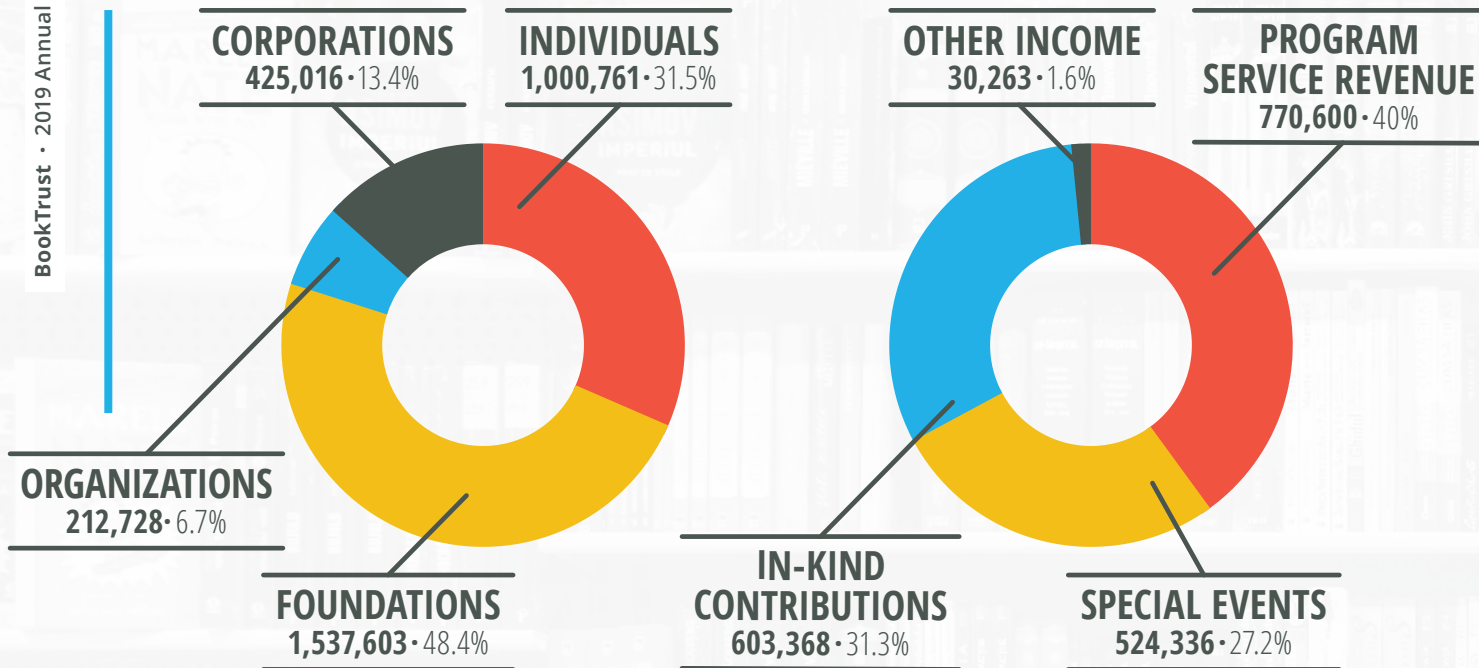
Beecher-Dunbar-Pembine  
Pembine Elementary  
Boyceville Community School District  
Tiffany Creek Elementary  
Cornell School District  
Cornell Elementary  
Frederic School District  
Frederic Elementary  
Gilman School District  
Gilman Elementary  
Independence School District  
Independence Elementary  
Kickapoo Area School District  
Kickapoo Elementary  
Maple School District  
Iron River Elementary  
Northwestern Elementary  
Mauston School District  
Grayside Elementary  
Lyndon Station Elementary  
Westside Elementary  
Mercer School District  
Mercer Elementary  
Norwalk Ontario Wilton School District  
Norwalk Ontario Wilton Elemen  
Riverdale School District  
Riverdale Elementary  
Shullsburg School District  
Shullsburg Elementary  
Webster School District  
Webster Elementary

## Wyoming

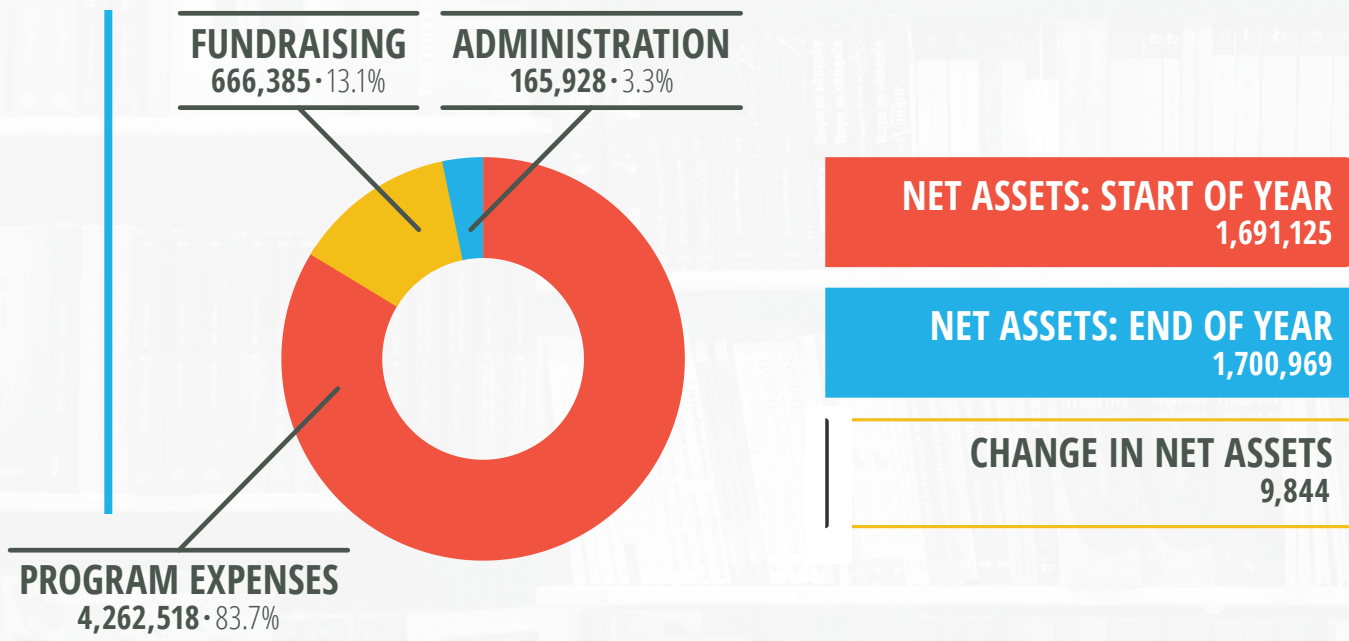
Carbon County District 1  
Carbon County District 2  
Elk Mountain Elementary  
Hanna Elementary  
Medicine Bow Elementary  
Saratoga Elementary  
Sweetwater County School District #1  
Desert School

# our **financials** year ending June 30, 2019

## REVENUE & SUPPORT



## EXPENSES & NET ASSETS



# 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
- Cheryl Zimlich, Secretary  
Bohemian Foundation
- Tiffany R. Kuehner, President & CEO  
Ex officio, President & CEO
- James J. Curry, Director  
Curry Company
- Jeff Gold, Director  
ZS Associates
- Judy Newman, Board Advisor  
Scholastic Book Clubs
- David Perez, Director  
Lone Rock Ventures
- Adrienne Schatz, Founder & Director  
Founder & Trustee, Book Trust
- Ron Lowry  
PharmaJet, Inc.

### Academic Advisory Board

Nell Kristine Duke

- Dr. Ray Reutzel
- Ernest Morrell
- KaiLonn Dunsmore

### Regional Advisory Board,

#### Northern CO

- Scott Barber
- Joanna Blasini
- Mike Clark
- Carol Cochran, Board Chair
- Michele Marquitz
- Angie Penland
- Nicole Walusis
- Erin Whittington

### Regional Advisory Board,

#### Denver

- Chris Beisler
- Julio Da Silva
- Deb Deverell
- Shawn Johnson
- Tim Keegan
- Mark Landes
- Luis Ponce Ruiz
- Charlotte Robinson
- Katelyn Roberts
- Katica Roy

- Karen Ryan
- Jim Tanzillo
- Rick Thomas
- Debbie Ward, Board Chair
- Kate Sneed

### Regional Advisory Board

#### Maui

- January Asbury
- Kristi Bendon
- Tim Garcia
- Shay Goodfellow
- Shep Gordon
- Ashley Takitani Leahey
- Jill Schatz

### Regional Advisory Board

#### New York City

- January Asbury
- Daniel Chu
- Michael Del Mauro
- Naomi (Hochberg) Del Rosario
- Esther Kremer
- Justin Mascall, Board Chair
- Brittany Wimmer

# our **top books**





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