

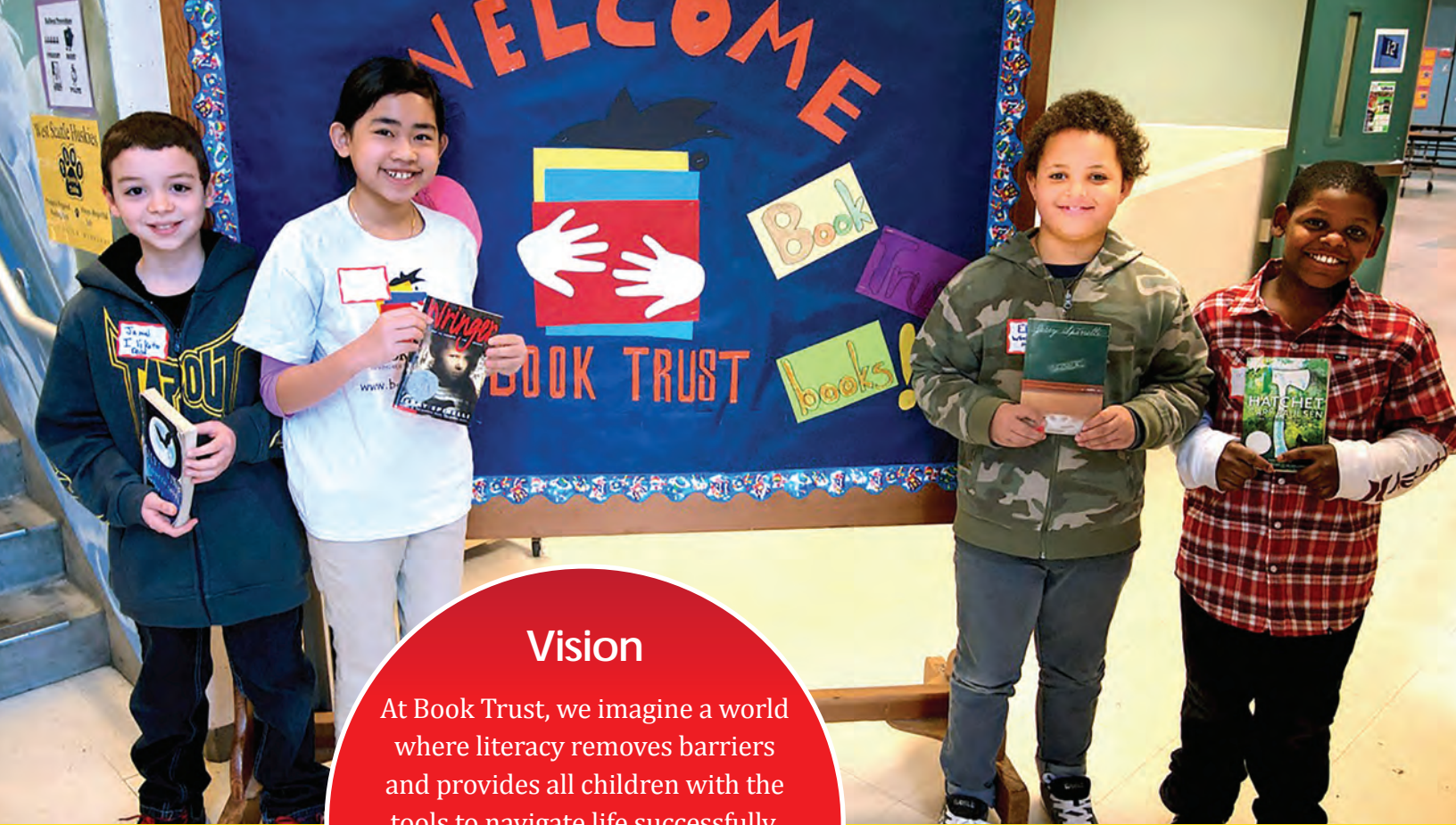


2014

Annual Review



Book Trust
INSPIRING KIDS' PASSION FOR READING



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.

"I like reading because it always takes me to another world. It's like traveling to places without a plane ticket."

Fourth grader at a Book Trust School

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"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*

A Message from the Executive Director



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

The Book Trust Experience

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.

“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

Choice



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.

Life Skills

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.



Anticipation



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.

Celebration



Sharing



Another vital component of *The Book Trust Experience* is the concept of sharing. Students read and discuss books with friends, parents and other family members, developing a culture of literacy in classrooms and homes.

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*

Ownership

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.



Family Engagement



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



Greater Interest in and Excitement for Reading and Learning

- 98% of Book Trust teachers tell us their students demonstrate **enjoyment in reading**.
- Book Trust students are more likely to see reading as a **“great” or “interesting” way to spend time** than students in other reading programs.
- Teachers tell us, as a result of participation in Book Trust their students demonstrate increased engagement in other subjects. In fact, Book Trust students are **five times more likely to be engaged** in other subjects as a result of their reading program than students in non-Book Trust reading programs.
- 60% of Book Trust teachers “strongly agree” their students are **more excited and willing to read**, compared to only 13% of teachers whose students participate in other reading programs.

“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*

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.

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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.

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As of July 1, 2014

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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**

