



BookTrust

2017

ANNUAL REPORT





“MY KIDS TAKE MORE CARE OF THEIR BOOKS FROM BOOK TRUST THAN THEIR TOYS — THEY JUST LOVE READING”

SILVIA | Parent

Book Trust’s mission is to help elementary school children with little/no access to books fall in love with reading and become lifelong learners. With Book Trust, students learn the power of choice and the pride of ownership, and students’ reading levels and academic performance improve, motivating them to succeed.

Book Trust believes that Choice, Consistency and Celebration, along with access to books and independent reading time, create a world in which literacy removes barriers and provides all children with tools to navigate life successfully.

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2016-2017 SCHOOL YEAR

Together, we did it!

This year, we reached the first milestone set forth in our strategic plan---50,000 students. In fact, we surpassed this goal and served 51,000 children during the 2016-2017 school year. A 40% increase in the number of students served was accompanied by a 35% increase in revenue, catapulting Book Trust across the \$5M revenue threshold---an accomplishment that fewer than 5% of US nonprofits ever achieve. Our impact now spans from New York City, the largest city in America, to Molokai, the most rural island in Hawaii.

How did we accomplish this? With your support! Whether you are a teacher who taught students how to choose books they are interested in reading, a volunteer who read with students at a book celebration, or a donor who sponsored a student, a classroom, or a school, it is each person's individual contribution that led to our collective accomplishments. Thank you for being part of this journey to inspire a passion for reading among kids in need across America.

Our recent growth has been accelerated by the powerful combination of a successful program and leveraging strong, existing relationships in new markets. Moving forward, Book Trust is taking time to ensure that we are not only focused on offering an effective, evidence-based program that delivers measurable improvements in reading motivation and achievement, but also on expanding our reach with a strategic, intentional approach that will ensure sustainable growth.

Book Trust's current roadmap gets us to scale at 100,000 students, and longer-term, we aim to reach at least one million of the 16 million kids living in poverty who need our help. We dream of a day when Book Trust no longer needs to exist, because every child has the tools and skills they need to be successful lifelong readers and learners. Thank you for dreaming with us! Together we are changing the trajectory of the lives of the children who need us most.

With gratitude,

Amy Friedman | President & CEO



51,433
STUDENTS



2,465
CLASSROOMS

170
SCHOOLS

55
DISTRICTS

19
STATES



1.2 MILLION
BOOKS

5.1 MILLION
IN REVENUE

How We're Helping

Choice, Celebration, and Consistency Make the Difference

Each month of the school year, Book Trust teachers engage their students in choosing books that connect to their interests. Anticipation builds as teachers place their students' orders on Scholastic's website and kids start asking, "Are the books here yet?" and "How many more days?"

When they arrive, students hug their books, and sometimes even smell them, before sharing their new prized possession with their peers. Reading, or at least beginning their books in the classroom before they go home allows students to lean on their teachers for support and gain confidence in the new worlds they're discovering between the pages.

And Book Trust does make a measurable difference. In the 2016-2017 school year, Book Trust students made significantly higher gains in reading achievement. Although fewer Book Trust students were reading on grade level at the beginning of the year compared to our control group (35% vs. 49%), by the end of the year, Book Trust students had made more progress. The percentage of Book Trust students reading on grade level jumped 19%, compared to a 4% increase by non-Book Trust students.

Building a Sustainable Future

As we go forward, we continue to refine our program, evaluation process, and business model to ensure that Book Trust can both achieve and successfully weather significant growth. We've effectively piloted a program fee model that we'll expand to help strengthen our district and school partnerships and diversify revenue streams. We've made investments in our infrastructure in terms of board, staff, and technology. We're also building awareness of Book Trust at a national level, and together, these initiatives, aligned with our strategic goals, will sustain us through the growth we've already experienced and beyond.



"Here's what I see - I see the excitement in the kids when their books arrive - the same kids who are told constantly that they don't like to read, that they have poor reading stamina, or don't enjoy reading the way they should - these kids get books, and class has to shut down. Not just for the celebration that we do for Book Trust, but beyond. They will put away their Pokemon cards, their little comics and things, and they take out their Book Trust books, running from friend to friend, sharing what they got this month. These kids, from communities where people believe they are so impoverished, so unmotivated, so under-achieving - THESE KIDS FLIP THAT SCRIPT.

They read, they love to read, they take the books home and read with their little brother or mommy or daddy - and they can't wait to order their next books and do it again. They show us who they are, telling us, 'I'm not who you think I am - I am a Reader.' That's what Book Trust is doing for these kids. It was a profound honor and privilege working with your amazing organization. It will be a cherished memory, long after I retire, of the joy you brought hundreds of children at 112. Thank you from the bottom of my heart. I will miss you all very much."

Dr. J

DR. MARVIN JENNINGS
Assistant Principal, P.S. 112, Bronx, NY



IN THEIR WORDS

59%

59% OF BOOK TRUST STUDENTS WERE READING ON GRADE LEVEL AFTER A YEAR OF CHOOSING, OWNING, AND LOVING THEIR BOOKS (UP FROM 31% AT THE BEGINNING OF THE YEAR).

89%

89% OF BOOK TRUST STUDENTS BELIEVE THAT BECOMING A GOOD READER IS "IMPORTANT" OR "VERY IMPORTANT."

82%

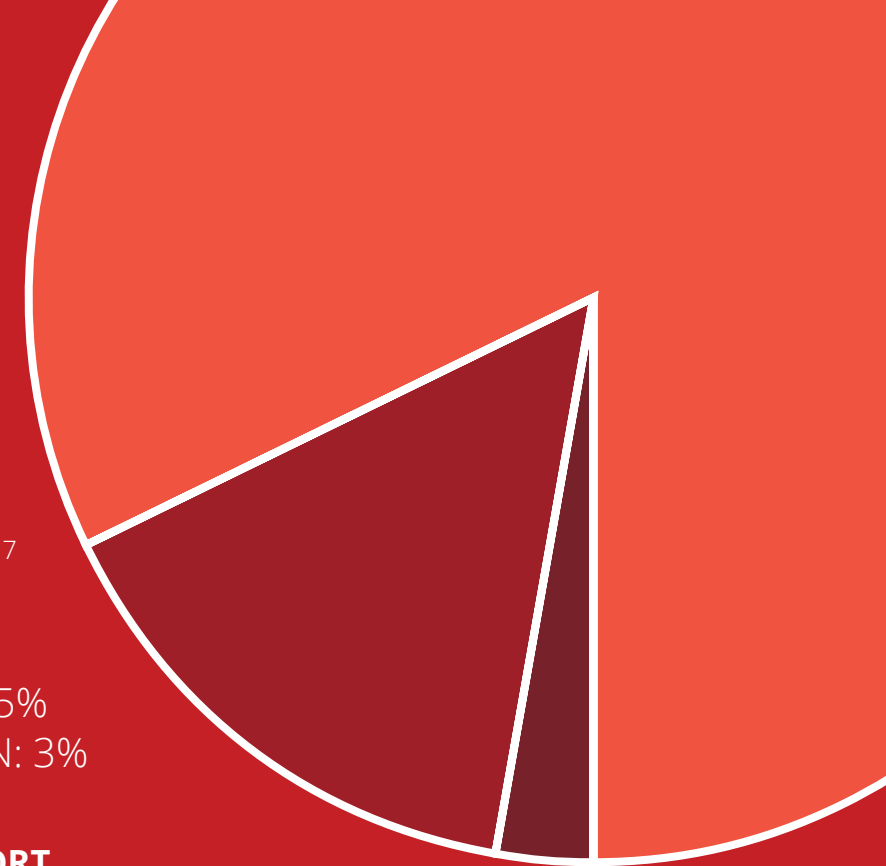
82% OF BOOK TRUST TEACHERS REPORT THAT THEIR STUDENTS READ BOOKS THEY CHOOSE EVERY DAY.



Financials

YEAR ENDING JUNE 30, 2017

- ▶ PROGRAM: 82%
- ▶ FUNDRAISING: 15%
- ▶ ADMINISTRATION: 3%



REVENUES & SUPPORT

Contributions	
Individuals	\$1,205,543
Foundations	\$1,815,102
Organizations	\$955,301
Corporations	\$78,002
Total Contributions	\$4,053,948
Special events	\$554,591
In-kind contributions	\$489,329
Total Revenues and Support	\$5,097,868

EXPENSES

Program expenses	\$3,996,297
Support services	
Administration and general	\$163,077
Fundraising	\$751,644
Total support services	\$914,721
Total Expenses	\$4,911,018

Change in net assets	\$186,850
Net assets at beginning of the year	\$1,538,994
Net assets at end of year	\$1,725,844

Extraordinary Gifts

Kate and Justin Rose Foundation Inc.
Scholastic Inc.
Serimus Foundation

The Fund for Public Schools
TOSA Foundation

Inspired Supporters

\$25,000+

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Erin and Weston Whittington

"Our Edison family is so grateful for the gift of Book Trust. Your partnership has benefited more than just our 307 kiddos - families are learning to love a reading life. Teachers are seeing their dreams come to fruition - KIDS LOVE READING! There aren't words to express our gratitude to you and the many donors who make this happen."

SARA PRUSS
Book Trust Manager | Edison Elementary



\$5,000 - \$9,999

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Meet Moe Cantrell.

Moe remembers the Scholastic Book Clubs flyers with both longing and embarrassment – in his family, there was no extra money for books. But Moe was a voracious reader, who instinctively knew the power of reading and learning, and through hard work, a football scholarship and an MBA, grew up to be a successful HR professional and entrepreneur in Denver. Today Moe has many, many books – on a wide variety of subjects – and with reading a part of his everyday life for many years now, has been able to set the stage for a very different experience for his two-year old son.

Moe volunteered at a Book Trust celebration this year, and immediately connected with the young boy he was paired to read with. It seems Jesus came from a family like Moe's – but Jesus has Book Trust, helping him learn to choose books that interest him, build a home library, and become a stronger reader and a life-long learner. Success is going to be a lot easier for Jesus, and for that, Moe is grateful.

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Northern Colorado

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 Kate Baker
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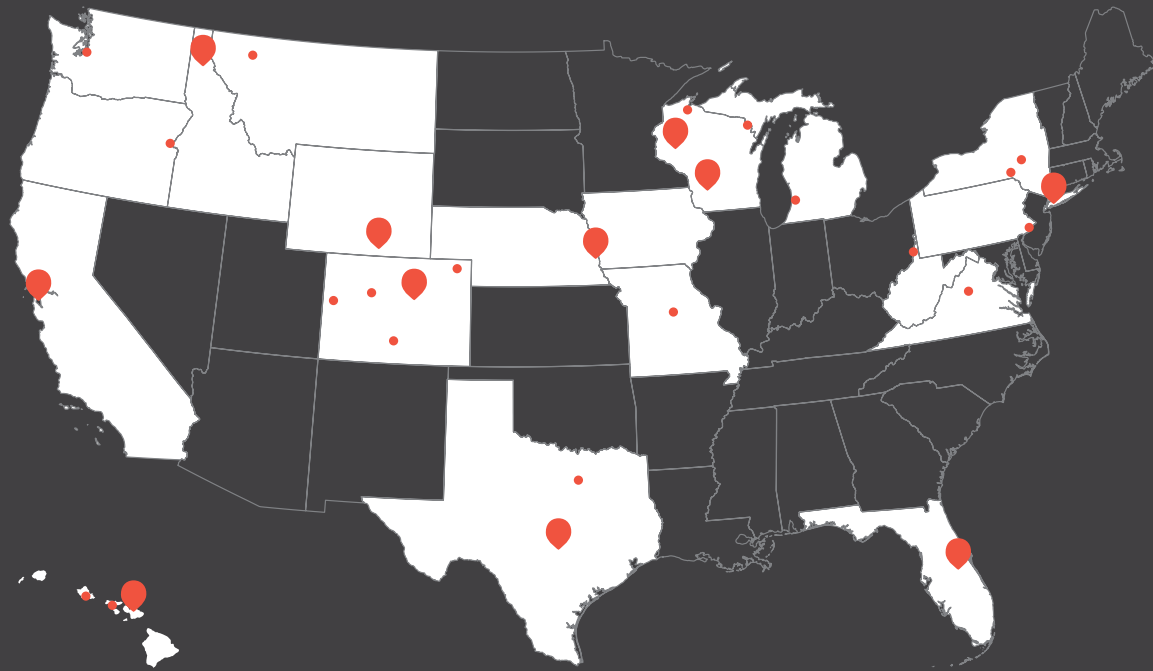


“I support Book Trust because I know they are making a meaningful impact on children living in my community. I particularly appreciate that students are able to choose their books each month. As a child, I wasn't much of a reader and I risked falling behind my peers; however, I have a clear memory of discovering I could read books about sports. I could read about football, basketball, my sports heroes, etc. Suddenly a spark was ignited and I realized how interesting and fun reading could be. That changed everything for me and that's why I'm proud to be able to help struggling students fall in love with reading every day.”

JOHN HINTZMAN
 Northern Colorado Regional Board member
 Partner, PFS Insurance Group

We're In Your Community

2016-2017 BOOK TRUST SCHOOLS



CALIFORNIA

Oakland Unified School District
 Bella Vista Elementary
 Brookfield Elementary
 Community United Elementary
 East Oakland Pride Elementary
 Emerson Elementary
 Esperanza Elementary
 Fruitvale Elementary
 Futures Elementary
 Global Family Elementary
 Hoover Elementary
 Korematsu Discovery Academy
 Lafayette Elementary
 New Highland Academy
 REACH Academy
 RISE Community
Ravenswood City School District
 Belle Haven Elementary
 Brentwood Elementary
 Costano Elementary
 Green Oaks Academy/Chavez
 Los Robles Magnet Academy
 Willow Oaks Elementary
Redwood City School District
 Hoover Elementary
San Jose Unified School District
 Empire Gardens Elementary

COLORADO

Adams 12 School District
 Hillcrest Elementary
 North Star Elementary
 STEM Launch
Alamosa School District
 Alamosa Elementary
Aurora Public Schools
 Altura Elementary
 Crawford Elementary
 Elkhart Elementary
 Kenton Elementary
 Montview Elementary
 Paris Elementary
Denver Public Schools
 Amesse Elementary
 Archuleta Elementary
 Bryant-Webster Dual Language
 Castro Elementary
 Cheltenham Elementary
 Columbine Elementary
 DCIS @ Fairmont
 DCIS @ Ford
 Escalante Biggs Academy
 Fairview Elementary
 Florida Pitt Waller Elementary
 Godsman Elementary
 Green Valley Elementary

Greenwood Elementary
 Hallett Fundamental Academy
 Harrington Elementary
 Johnson Elementary
 KIPP Colorado Montbello
 Knapp Elementary
 Maxwell Elementary
 McGlone Elementary
 Munroe Elementary
 Samuels Elementary
 Schenck (CMS) Elementary
 SOAR
 Swansea Elementary
 University Prep
Eagle County Schools
 Gypsum Elementary
Englewood School District
 Bishop Elementary
 Cherrelyn Elementary
 Clayton Elementary
Greeley School District
 Billie Martinez Elementary
 Maplewood Elementary
Independent Schools
 Morgridge Academy
 Tennyson Center for Children

MESA COUNTY SCHOOL DISTRICT

Chatfield Elementary
 Clifton Elementary

POUDRE SCHOOL DISTRICT

Bauder Elementary
 Harris Bilingual
 Irish Elementary
 Laurel Elementary
 Linton Elementary
 O'Dea Elementary
 Putnam Elementary

RE-1 VALLEY SCHOOL DISTRICT

Ayres Elementary
 Caliche Elementary
 Campbell Elementary
Thompson School District
 BF Kitchen Elementary
 Monroe Elementary

FLORIDA

Orange County Public Schools
 Cypress Park Elementary
 Grand Avenue PLC
 Kaley Lake Elementary
 Orange Center Elementary
 Wetherbee Elementary

HAWAII

Maui Island Schools
 Haiku Elementary
 Hana Elementary
 Kahului Elementary
 Kihei Elementary
 Kula Elementary
 Lihikai Elementary
 Makawao Elementary
 Waihee Elementary
 Wailuku Elementary

MOLOKAI ISLAND SCHOOLS

Kaunakakai Elementary
 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

Council Bluffs Community Schools
 Bloomer Elementary
 Edison Elementary

MICHIGAN

Fennville Public Schools
 Fennville Elementary

MISSOURI

Jefferson City Public Schools
 South Elementary

MONTANA

Kalispell School District
 Hedges Elementary

NEBRASKA

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

NEW YORK

Deposit Central School District
 Deposit Elementary
NYC Department of Education
 P.S. 112 Bronxwood
 P.S. 194 Countee Cullen
 P.S./M.S 306 Ethan Allen
 P.S. 085 Great Expectations
 P.S. 165 Ida Posner
 P.S. 111 Jacob Blackwell Comm
 P.S. 154 Jonathan D. Hyatt
 P.S. 123 Mahalia Jackson
 P.S./M.S 42 Robert Vernam
 P.S. 149 Sojourner Truth
 P.S. 197 The Ocean School
 P.S. 050 Vito Marcantonio
Urban Scholars Community
Stamford Central School District
 Stamford Central School

OREGON

Baker School District
 Huntington Community Elementary

PENNSYLVANIA

School District of Philadelphia
 Andrew Jackson Elementary

TEXAS

Austin Independent School District
 Govalle Elementary
 Pecan Springs Elementary
 Sims Elementary
 Widen Elementary
Fort Worth Independent School District
 Diamond Hill Elementary

VIRGINIA

Charlottesville County Schools
 Virginia Institute of Autism

WASHINGTON

Seattle Public Schools
 West Seattle Elementary

WEST VIRGINIA

Marshall County School District
 Center McMechen Elementary

WISCONSIN

Beecher-Dunbar-Pembine School District
 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 School
Norwalk Ontario Wilton School District
 Norwalk Ontario Wilton Elementary
Riverdale School District
 Riverdale Elementary
Shullsburg School District
 Shullsburg Elementary
Webster School District
 Webster Elementary

WYOMING

Carbon County District 1
 Little Snake River Valley
 Rawlins Elementary
Carbon County District 2
 Elk Mountain Elementary
 Hanna Elementary
 Medicine Bow Elementary
 Saratoga Elementary



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