



## Read to a Child

Read to a Child is a national literacy and mentoring non-profit that fosters a love of reading, improves literacy skills, and empowers underserved children by inspiring adults to read aloud to them regularly. The organization strives to provide equal opportunity for success to all children through inspirational literacy and mentoring programs.

# Dear Friend of Read to a Child

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As of 12/31/19

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*Greater Boston Director, Program*

\* Current Volunteer Reader

\*\* Past Volunteer Reader

We are so proud and grateful to have enrolled more under-served students in the Lunchtime Reading Program than ever before! A record 1,470 students were mentored by 1,914 volunteers! We are hugely indebted to all of our volunteer reading mentors who spent so much quality time with students during more than 40,000 Lunchtime Reading Program sessions.

In 2019, we formalized our Celebrity Reading Program, which enabled existing (and an additional 313) students to be inspired by athletes, authors, politicians and other celebrities who demonstrated the fun of reading and how critical reading is to attain success.

This Program also became the inspiration for the inaugural National Read to a Child Day, which was celebrated at events all over the country on October 8 and was a fantastic success. More than 1,000 children were read to on that day by celebrities and more than 100,000 people viewed reading events live on Facebook, thanks to the participation of NFL stars!

Our program evaluation results were again outstanding. **99% of Lunchtime Reading Program students showed improvement** in one of ten of the following areas: vocabulary; listening comprehension; ability to articulate thoughts; critical thinking; self-confidence; exposure to new ideas, knowledge and places; enthusiasm for books and reading; reading by choice; interest in reading instruction; and overall reading ability! **Even more impressively, 83% of students showed improvement in ALL 10 of these categories!**

In FY19, Read to a Child inspired **64 board members** to volunteer on both our national and regional boards and to dedicate their time, money, energy, expertise, networks and passion to the Read to a Child cause! Every board member is highlighted within this report and we thank them for their service!

Also importantly, in FY19 our revenue grew by 7% as we received financial support from more than 150 organizations and nearly 1,000 individual donors. Please see the donor pages in this report for more information, recognition and heartfelt thanks to our generous donors! Major corporate and foundation donors are highlighted at various **Giving Levels**. The **Caldecott Circle** celebrates individual donors who contributed \$10,000 or more during the fiscal year and the **Seuss Circle** recognizes individual donors who contributed \$1,000 or more.

As we strive to address the literacy crisis in the United States and provide more opportunities for success to under-served students across the country, we continue to be grateful and humbled by the investment of time, money, expertise and passion from all of our stakeholders! Thank you for your support!



Mark Tarini (Board Chair)



Paul Lamoureux (CEO)



# National Read to a Child Day Highlights

OCTOBER 8, 2019



Senator Richard Blumenthal of Connecticut visited Dr. Michael D. Fox Elementary School in Hartford, CT.



Former Boston Red Sox Player Manny Delcarmen and Boston Mayor Marty Walsh read to children at the Harvard-Kent Elementary School in Charlestown, MA.



NASCAR Driver Garrett Smithley conducted a read aloud event at the Herrington Elementary School in Pontiac, MI.



Renata Bowers read her nationally awarded 'Frieda B' series at the Betances Elementary School in Hartford, CT.



Los Angeles Rams running back Todd Gurley and author and Super Bowl Champion Malcolm Mitchell read to students at Peter Burnett Elementary School in Greater Los Angeles.



Businessman and author Andy Gutman read his acclaimed book 'Charlie the Caterpillar' to students at Whitman Elementary School in Pontiac, MI.

2019  
BY THE  
NUMBERS

1,914

Lunchtime Reading  
Program Volunteers

1,470

Lunchtime Reading  
Program Students

156

Corporate Partners \*

77

Caldecott and  
Seuss Circle Members

33

schools

7%

more revenue \*\*

\* includes institutions  
and organizations

\*\* excludes donated items

Mark your calendars for our second  
annual National Read to a Child Day  
on October 20th, 2020!

# PROGRAM NUMBERS

(2018–2019 SCHOOL YEAR)

# 99%

of students improved in AT LEAST ONE of the success factors measured:

1. Enthusiasm for books and reading
2. Reading by choice
3. Self-Confidence
4. Ability to articulate thoughts
5. Vocabulary
6. Critical thinking
7. Reading ability
8. Interest in reading instruction
9. Listening comprehension
10. Exposure to new ideas, knowledge, people and places

## 83%

of students improved  
in ALL TEN

# 99%

of volunteers

would recommend  
the program to  
friends/coworkers



# 99%

of volunteers

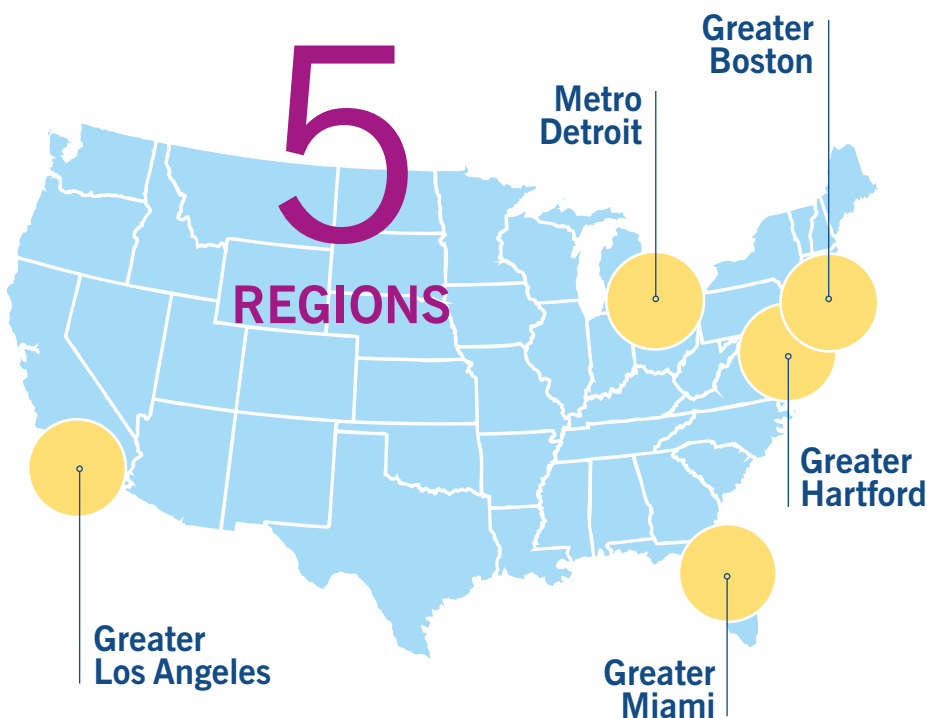
feel good about working  
for a company that offers  
opportunities such  
as lunchtime reading



# 99%

of volunteers

agree that the Lunchtime  
Reading Program is an  
enjoyable and rewarding  
experience





# Regional Events and Happenings



## Greater Boston

Read to a Child in Greater Boston expanded through the addition of a new school and Kindergarten programs.

We welcomed the Harvard-Kent School in Charlestown, MA as our newest school. Our business partner, RSM provided the initial funding and volunteers to support our newest Lunchtime Reading Program. Students from the Harvard-Kent School enjoy the newly renovated library courtesy of RSM to meet with their volunteer mentors for weekly reading sessions.

Six schools' Lunchtime Reading Programs expanded to add the Kindergarten grade. This allows our youngest mentees to gain momentum in reading at an earlier age; providing a stronger foundation for success.

In November, the Magic of Reading Gala was held in Boston. Boston Mayor Marty Walsh was honored for his long-standing commitment to Read to a Child with the Read to a Child Youth Literacy Award and guests heard from successful alumnus Luther Evans and his mentor, Pam Giannatsis.

## Metro Detroit

The Metro Detroit Region welcomed a new school, business partners and volunteers to the Lunchtime Reading Program this year. Through a grant from the United Way for SE Michigan, the Metro Detroit Region was able to expand the program in Pontiac by partnering with Walt Whitman Elementary School. Increasing the number of schools in Pontiac was embraced by our corporate partners in the area, United Wholesale Mortgage, Fiat Chrysler Automobiles and DuPont who are providing volunteer readers.

National Read to a Child Day in October brought two celebrity readers as well as book donations to students made possible by Victory Lane Quick Oil Change and Farbman Group. The Council of Supplier Diversity Professionals chose to support Read to a Child and has quickly become a source for corporate partners and volunteers. As awareness spreads about the program and impact, interest grows on how to become involved.

Supporters, volunteers and our corporate partners came together in May for our annual event and celebration which supported the Lunchtime Reading Program.

## Greater Miami

The Lunchtime Reading Program in Miami continues to grow, leaving existing schools near capacity. The Miami Region is poised for expansion and exploring new school partners.

Volunteer readers continue to be recruited to be matched with students awaiting mentors. Volunteers come to us from local businesses, government agencies, civic organizations and retirees.

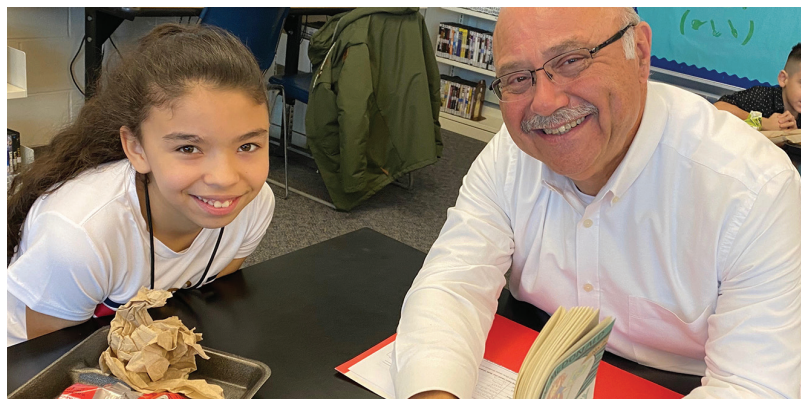
This year's Read to a Child Give Miami Day participation was a great success. This is an annual event run by The Miami Foundation. Many new supporters chose to support Read to a Child through online donations to our page. We also enjoyed seeing and meeting local benefactors at our annual fundraising event held at Books and Books in Coral Gables.

# Regional Events and Happenings

## Greater Hartford

The Greater Hartford Region of Read to a Child had an exciting year as we expanded to the S.A.N.D. Elementary School. This school joined our three other schools in Greater Hartford — Betances, Lincoln and M.D. Fox — and creates opportunities to serve many more students in the coming years.

In June, we welcomed guests to the Mark Twain House and Museum for our annual fundraiser. Carolina Cruz, from local CBS affiliate WFSB, was our emcee. She shared her own story of reading as a young girl inspiring guests to support Read to a Child.



## Greater Los Angeles

Read to a Child in Greater Los Angeles had an exciting year with celebrity visits, donor support, and new volunteers.

On National Read to a Child Day, students at Esperanza Elementary and Peter Burnett Elementary Schools were treated to special visits by former New England Patriots player, Malcolm Mitchell, and Los Angeles Rams player, Todd Gurley. Malcolm and Todd shared their love of reading through reading rallies, and Malcolm read from his book, *The Magician's Hat*. We are very appreciative of our partnership with the Share the Magic Foundation for these events. Students at both schools were further motivated to read through their new books donated from Scholastic Book Clubs.

The Greater Los Angeles Lunchtime Reading Program received a generous \$50,000 grant from the PwC Charitable Foundation to support program expansion in Greater Los Angeles. Funding from this grant allowed us to expand to an additional school, with another opening next year, and introduce a STEM program. We also welcomed new PwC volunteer readers to the Lunchtime Reading Program.

AEG has been an extraordinary partner to Read to a Child and donated \$25,000 to the Greater Los Angeles Region. Erikk Aldridge, Director of Community Affairs at AEG, is a long-time volunteer reader at 10th Street Elementary School and was honored at our Magic of Reading Gala in July. J.A. Adande, Northwestern University's Director of Sports Journalism and an Associate Professor at Medill School of Journalism, flew in from Chicago to personally present the "Hero for Literacy" award to his close friend, Erikk.





# Financials for the fiscal years ending 9/30/19 and 9/30/18

<b>Support and Revenue</b>	<b>FY19</b>	<b>FY18</b>
Contributions	<b>\$615,738</b>	\$487,328
Grant Income - Unrestricted	<b>316,166</b>	316,403
Grant Income - Temporarily Restricted	<b>87,934</b>	134,417
Special Events Income, Net	<b>308,398</b>	306,112
In-kind Contributions	<b>99,433</b>	107,660
Other Revenue	<b>489</b>	736

<b>Total Support and Revenue</b>	<b>\$1,428,158</b>	<b>\$1,352,656</b>
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<b>Expenses</b>		
Program Services	<b>\$985,020</b>	\$958,871
Management and General	<b>218,485</b>	166,007
Fundraising	<b>235,106</b>	218,214

<b>Total Expenses</b>	<b>\$1,438,611</b>	<b>\$1,343,092</b>
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<b>Increase in Net Assets</b>	<b>(\$10,453)</b>	<b>\$9,564</b>
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\* Read to a Child benefits from donated (in-kind) office space in three locations. Thank you Douglas Emmett Management, LLC, John Hancock & Sachse Construction!

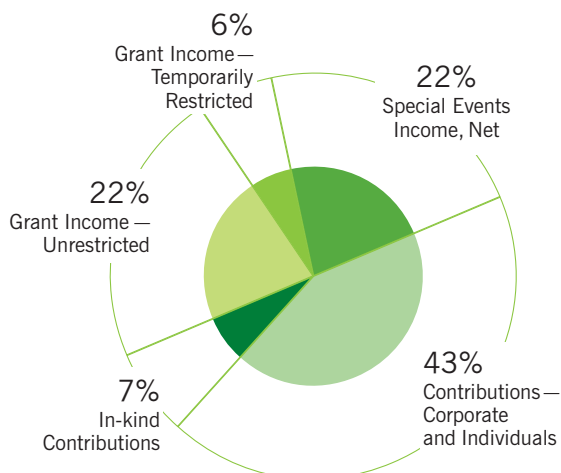
<b>Assets</b>	<b>9/30/19</b>	<b>9/30/18</b>
Cash and Cash Equivalents	<b>\$547,593</b>	\$580,901
Other Current Assets	<b>87,089</b>	52,295
<b>Total Assets</b>	<b>\$634,682</b>	<b>\$633,196</b>

\*\* In addition to the 68% of expenses that directly support our Programs, thank you to the more than 1,900 volunteer reading mentors who donated their time to Read to a Child's Lunchtime Reading Program in FY19.

<b>Liabilities and Net Assets</b>		
Deferred Income	<b>\$57,625</b>	\$45,000
Other Current Liabilities	<b>59,826</b>	60,512
Net Assets - Unrestricted	<b>429,297</b>	393,267
Net Assets - Temporarily Restricted	<b>87,934</b>	134,417

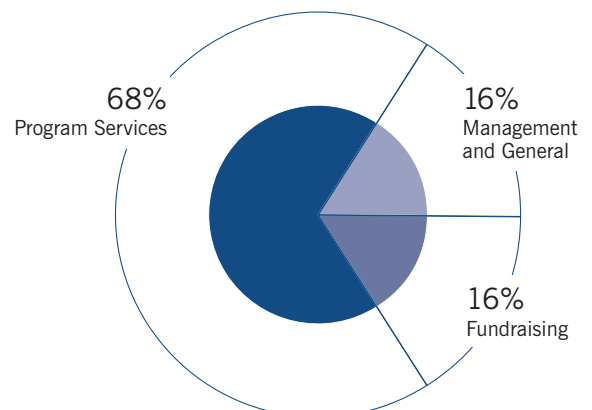
<b>Total Liabilities and Net Assets</b>	<b>\$634,682</b>	<b>\$633,196</b>
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## FY19 Support and Revenue\*



## FY19 Expenses\*\*

(excluding in-kind of \$99K or 7% of total expenses)



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jack \*

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our Annual Report  
since 2013!

*We do our best to list all corporate, foundation, individual and in-kind donors accurately. If you are not listed correctly, please let us know so we may amend any errors for the future.*

