



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

Staff Leadership As of 12/31/20

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Program Management*

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*Greater Boston Director,
Development*

Eunice Jeffries (through 11/6/20)
Metro Detroit Director

Gloria Jolley
Greater Los Angeles Director

Linda Winin*
Greater Boston Director, Program

*Has participated as a volunteer
reading mentor

2020 was an incredibly challenging year, especially for under-served communities. Read to a Child came together as a national organization of mission-driven professionals and, through hard work and perseverance, successfully pivoted in-person programs to online platforms, enabling us to meet the moment, stay on-mission and establish an infrastructure for continued growth.

Up until March 16, 2020, our flagship Read Aloud Mentoring Program (formerly Lunchtime Reading Program) was serving 1,451 students with the help of 1,833 volunteer reading mentors, and was on course to achieve its annual program goals. However, by this date, all of our partner schools had closed and were beginning the process of attempting to conduct remote learning.

Read to a Child immediately began re-inventing itself. We facilitated personal video messages from our mentors that we made available to students at home. We evolved our Celebrity Reading Program into a new Remote Read Aloud Program, enlisting acclaimed authors to read to children live on Zoom and then producing YouTube read aloud videos that we made widely available. We provided parents with resources and recommended titles for reading at home.

In communication with partner schools (despite them being overwhelmed), we began the process of creating a virtual version of our flagship program using Zoom and Google Meets. We trained staff to manage virtual reading sessions in online breakout rooms. We secured access to digital libraries. We evolved how we support our volunteer reading mentors. We learned to be very flexible to support these amazing students and their school's changing schedules.

While all of this re-invention was occurring, our national and regional board members came together more than ever before. They helped us secure ongoing funding from major supporters; apply for and receive a Paycheck Protection Program (PPP) loan of \$250,000; and shift regional fundraising events to November (which falls in FY21) when we would produce a truly national and completely virtual fundraising event for the first time (raising \$300,000!).

Despite ending FY20 with a decrease in net assets, we maintained an excellent cash position (ending the year with over 5 months operating expenses). We expect our net assets to significantly improve by mid FY21 when we realize event income and PPP loan forgiveness.

Simultaneously with the pandemic, the country was grappling with racial justice. Read to a Child redoubled efforts to examine systemic racism; conducted staff awareness training; added more diverse book titles to our libraries; increased efforts to recruit diverse staff and volunteers; and made strides evolving our policies, practices and communications to be more aware and inclusive.

Indeed 2020 was an incredibly challenging year. However, based upon an extraordinary group of mission-driven staff and board members, coupled with caring volunteer reading mentors and steadfast donors, Read to a Child is better prepared than ever to work towards its mission. We are proud, despite all of the year's challenges, to continue to pair our amazing elementary school students with caring volunteer reading mentors across the country.

In the subsequent pages of this annual report we provide a glimpse into all of the stakeholders that helped Read to a Child deftly pivot to meet the moment. Thank you for your ongoing support!

Wishing all of you more health, equity and opportunity in 2021.



Peter Necheles

Peter Necheles (Board Chair)



Paul Lamoureux

Paul Lamoureux (CEO)

Summer 2020 COVID-19 Response and Outreach Efforts

HOW WE PIVOTED TO HELP REACH OUR STUDENTS AT HOME

Click here to watch our [Collage of Caring Video](#) as presented at our 2020 Together is Better virtual event



Volunteers were ready and willing to embrace new technology to record themselves reading so students could see both the reader and the story



Volunteers in multiple regions sent read aloud videos throughout the summer to their reading buddies

2020 BY THE NUMBERS

1,883

Volunteer Reading Mentors

1,451

Students Served



Aerospace Systems Engineer, Tracy Drain, reading "Hidden Figures" to students at Greater Los Angeles partner school, Esperanza Elementary, as part of the Remote Read Aloud Program



Motown Legend, Claudette Robinson, reads her children's book to a group of students at Metro Detroit partner school, Detroit Leadership Academy, as part of the Remote Read Aloud Program

118

Corporate Partners *

55

Caldecott and Seuss Circle Members

34

schools



Author and activist, Jamia Wilson, reads aloud from her children's book "Young, Gifted, and Black" to a group of Detroit students from the Center for Success in partnership with Read to a Child's Remote Read Aloud Program



Volunteers across all five regions recorded video messages for their reading buddies when schools abruptly closed in March due to the onset of the Coronavirus pandemic

* includes institutions and organizations

Numbers as of March 16 before programs closed to in-person learning

Click here to watch our [Remote Read Aloud Program](#) overview as presented at our 2020 Together is Better virtual event

PROGRAM NUMBERS

Read Aloud Mentoring Program 2016–2019

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

78%*

of students improved in ALL TEN

* Due to COVID-19 we were unable to evaluate student success measurements in spring of 2020. These results are cumulative from the past three years.

99%*

of volunteers

would recommend the program to friends/coworkers



97%*

of volunteers

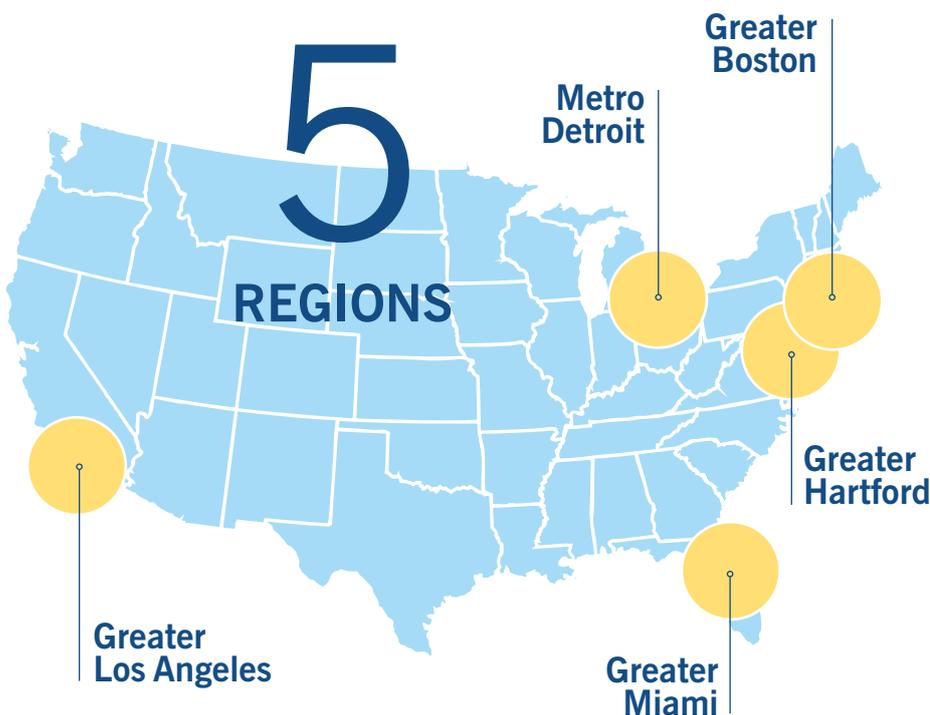
feel good about working for a company that offers opportunities such as the Read Aloud Mentoring Program



99%*

of volunteers

agree that the Read Aloud Mentoring Program is an enjoyable and rewarding experience



Regional Happenings



Greater Los Angeles

No matter the challenges that were presented this year, the Greater Los Angeles Region continued to serve students and stay on mission by pivoting and evolving into the virtual space.

After programs were suspended at partner schools due to COVID-19, Greater Los Angeles relayed personal video messages to students from their volunteer reading buddies. In addition, students who graduated out of the 2019–2020 school year program received customized digital certificates. Thanks to Inaugural Sponsor **Winston & Strawn**, 4th Grade students at **Esperanza Elementary** directly participated in our virtual Remote Read Aloud Program with **Tracy Drain**, a Systems Engineer working at **NASA's Jet Propulsion Laboratory**. Tracy read from the children's book *Hidden Figures* by Margot Lee Shetterly. The students were also part of the read aloud with *New York Times* bestselling author, **R.J. Palacio**, who read from her book, *Wonder*. Support from **Winston & Strawn** allowed Read to a Child to produce five videos for the Remote Read Aloud Program digital library.

Generous funding from the **Los Angeles Dodgers Foundation** and the **Capital Group** allowed Greater Los Angeles to build the infrastructure to launch their first virtual Read Aloud Mentoring Program for the 2020–2021 school year at partner schools.

The region was honored to have been chosen by the West Coast offices of **Alston & Bird** to participate in their National 2020 Pro Bono Innovation & Impact Challenge and received second place! And on Read to a Child Day, Read to a Child's CEO, Paul Lamoureux, was the featured guest reader for the Los Angeles Dodgers Storytime Series.

Greater Boston

In the first few weeks of fiscal year 2020, the Magic of Reading Gala was held in Boston. The evening was hosted by radio personality, **Candy O'Terry**. Greater Boston regional board member, Jeff Stone, received the **Above and Beyond Award** in recognition of his long-standing commitment to Read to a Child.

The Greater Boston Program reached new heights by serving more students with more diverse mentors than ever before. When the in-person program ended in March due to the COVID-19 pandemic, many mentors were ready to continue virtually as we pivoted to an online model.

This past spring, many of our mentors were able to express well wishes to their students and close the school year through a video message, and throughout the summer many were also able to record themselves reading books to send to their mentees. The heart of the program, the connection between mentor and child, shines bright in school and from afar.

In August, we went completely virtual for our annual **Trivia Night**. The event was a huge success for Greater Boston and provided **key funding to support the expansion of the Read Aloud Mentoring Program** to the virtual space for the 2020–2021 school year.



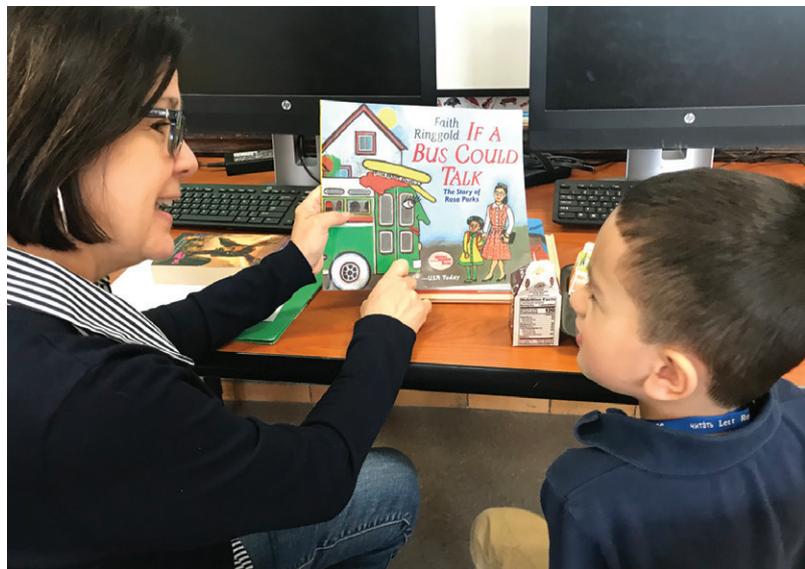
Regional Happenings

Metro Detroit

The Metro Detroit Region began the year ushering in a new partnership with **Hope of Detroit Academy** before programs were forced to close in March due to the COVID-19 pandemic.

School closures did not stop Metro Detroit volunteer mentors from connecting with their student mentees. Throughout the spring, many volunteers in the Metro Detroit region sent video messages to their students with words of encouragement to provide closure to an interrupted school year.

We also hosted two virtual guest readers as we piloted our Remote Read Aloud Program over the summer. **Claudette Robinson**, legendary Motown singer and children's book author, read her book to a classroom of students at **Detroit Leadership Academy**. Activist and children's book author, **Jamia Wilson**, read from her book *Young Gifted, and Black* to a group of students with Detroit's **Center for Success**.



Greater Miami

In February 2020, Greater Miami welcomed local supporters at our Magic of Reading Brunch held at **Books and Books** in Coral Gables, Florida. The event had many great successes, including a special appearance from **Suki Lopez, who plays Nina on Sesame Street**.

After programs were forced to close in March 2020, Miami volunteer mentors did everything they could to reach their student mentees including sending video messages and words of encouragement as well as recording videos of themselves reading from books to share with their reading buddies. **Nearly 100% of volunteers participated in this effort**, speaking volumes about their commitment to our program and their mentees.

We, once again, participated in **The Miami Foundation's Give Miami Day**. The annual fundraising event proved to be a great success with many longtime and new supporters lending their support for Greater Miami's Read Aloud Mentoring Program through online donations.



Greater Hartford

Read to a Child Greater Hartford partnered closely with **Hartford Public Schools** to ensure that students were supported in their reading at home during the pandemic. Our **Diversity Book Drive** supplied over 100 new and culturally representative books to the winners of the Superintendent's Summer Reading Challenge. Author Mary Pope Osborne of the **Magic Tree House series** participated in the Remote Read Aloud Program in August and subsequently donated over 2,500 books to students of Greater Hartford — **the largest book donation in Read to a Child's history!**

Read to a Child Greater Hartford was honored to hit the airwaves in a **profile by Sarah Cody**, host of 'Connecticut Families' on **WTNH Channel 8**.

Financials

for the fiscal years ending 9/30/20 and 9/30/19

Support and Revenue	FY20	FY19
Contributions	\$413,919	\$615,738
Grant Income - Without Restrictions	260,413	316,166
Grant Income - With Restrictions	79,667	87,934
Special Events Income, Net	175,779	308,398
In-kind Contributions	120,032	99,433
Other Revenue	1,054	489
Total Support and Revenue	\$1,050,864	\$1,428,158

Expenses	FY20	FY19
* Program Services	\$927,038	\$985,020
Management and General	216,700	218,485
Fundraising	202,154	235,106
Total Expenses	\$1,345,892	\$1,438,611
Change in Net Assets	(\$295,028)	(\$10,453)

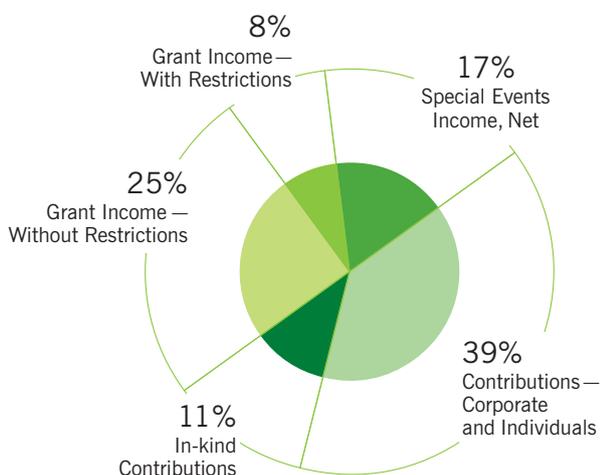
Assets	9/30/20	9/30/19
Cash and Cash Equivalents	\$579,089	\$547,593
Other Current Assets	47,760	87,089
Total Assets	\$626,849	\$634,682

Liabilities and Net Assets	FY20	FY19
Deferred Income	\$100,500	\$57,625
Other Current Liabilities	54,213	59,826
Debt (Current = \$152k) (PPP Loan)	249,933	—
Net Assets - Without Restrictions	79,671	429,297
Net Assets - With Restrictions	142,532	87,934
Total Liabilities and Net Assets	\$626,849	\$634,682

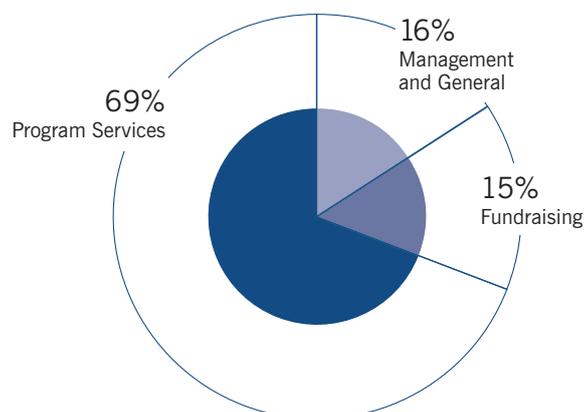
FY20 year-end numbers do not paint a full picture of Read to a Child's financial health. We maintained a solid cash position throughout the year, including significant cash received in FY20 that will not be realized as revenue until FY21 — including "postponed" fundraising events that occurred in early FY21 and a Paycheck Protection Program (PPP) loan that we expect to be forgiven in FY21. These offsets will significantly improve our reported net asset position from its 9/30/20 level.

* In addition to the large percent of expenses that directly support our Programs, thank you to the almost 1,900 volunteer reading mentors who donated their time to Read to a Child's Read Aloud Mentoring Program in FY20.

FY20 Support and Revenue



FY20 Expenses



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10/1/19 – 9/30/20

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Read to a Child

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10/1/19 – 9/30/20

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(continued on next page)

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Donors FY20

for the fiscal year ending 9/30/20

CORPORATE DONORS

\$50,000+

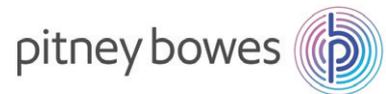
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Travelers*

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PwC Foundation*

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 The Hartford Financial
 Services Group

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\$49,999–\$25,000

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 United Way for
 Southeastern Michigan*

\$24,999–\$10,000

Beatrice Fox Auerbach
 Foundation Fund
 Los Angeles Dodgers
 Foundation
 The Kirk Foundation

\$9,999–\$5,000

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\$4,999–\$2,500

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 William P. Anderson Foundation

\$2,499–\$1,000

Jimmie Johnson Foundation
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 The Stocker Foundation

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\$49,999–\$25,000

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Caldecott Circle

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\$9,999–\$5,000

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†Volunteer Board Member

\$999-\$500

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Thank You Jack Design for designing 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.

“This has been a challenging time for all but particularly our kids. The silver lining is to see the creativity of teachers and students as they strive to keep the connection of education alive and well. Read to a Child allows me to be part of that creativity.” —VOLUNTEER, SANDRA ALLEN

