



BookTrust

2018 ANNUAL REPORT

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 key to our success.

CONTENTS

Letter from the President & CEO	4	Schools	8
Impact	5	Financials	10
Book Trust Student Journey	6	Leadership	11

2017-2018 SCHOOL YEAR

Dear Book Trust Family,

I am truly inspired by this extraordinary Book Trust community. I had the great honor of joining Book Trust in July 2018, and each time I walk into one of our Book Trust classrooms I can feel my heart becoming bigger. I can't thank each of you enough for being a part of the Book Trust mission. Whether you are a teacher, parent, education advocate, volunteer, business leader, or philanthropist, your contribution and investment in Book Trust makes all the difference.

Since our founding in 2001, Book Trust, in partnership with Scholastic Book Clubs, has invested more than \$19 million into more than 7.6 million books for children to choose and own. Book Trust has served nearly 350,000 students cumulatively and student book purchases have accumulated more than 109 million Scholastic bonus points for Book Trust teachers to invest in their own classroom and school libraries. These numbers translate into schools and communities creating a culture of literacy that inspires students' love and passion for reading.

This past year, Book Trust was the beneficiary of the 2018 Eagles for Impact Challenge, which garnered national television and media publicity throughout The PLAYERS Tournament. Thanks to the PGA Tour Professional Justin Rose and the support of the Kate and Justin Rose Foundation, Morgan Stanley partnered with Book Trust at the PGA PLAYERS Championship. Morgan Stanley committed a donation for each Eagle made during the tournament, equaling more than 96,000 books selected and owned by our students nationally. We continue to be grateful for corporations like Morgan Stanley who are leading the way in doing business and making a meaningful impact on their local and national communities.

The demand for our program continues to grow. We have developed a more sophisticated tool for principals and school district leaders to complete called "The Book Trust Fit Test," which includes questions about literacy instruction alignment with the program and the school/district's ability to bring a portion of the funding to our partnership. Currently, we have more than 200 qualified schools on our "waitlist," representing 165,000 boys and girls who we could reach today if we had the resources to make it possible. These boys and girls are who we think of each day and where our focus is to direct our funding and expansion approach.

Thank you for bringing the joy and power of reading to our children who need it most and for being such an important member of our Book Trust community. As we continue to evolve and plan for the next five years and beyond, we are committed to quality education access, equity and agency. We are grateful for your partnership and we're excited for the opportunity to work together ahead. On behalf of all of our Book Trust students from Hawaii to New York, we thank you.

In partnership,



Tiffany R. Kuehner | President & CEO

54,460
STUDENTS

2,577
CLASSROOMS

174
SCHOOLS

21
STATES

900,000+
BOOKS

\$5.2 M
IN REVENUE



THE OPPORTUNITY

BOOK CHOICE & OWNERSHIP MAKES ALL THE DIFFERENCE

Book Trust is a teacher-led, student-driven national early literacy program which includes a step-by-step supported and evaluated process to ensure students have the opportunity to discover the joy and power of reading.

I'm Angel - a fourth grader who can't read at grade level.



Let's choose some great books together.



Your new books are here!



YES! My favorite day of the month!



Mom, can I read to you?



You bet! Let's read all the books you got this month.



I love to read & learn!



THE CHALLENGE

THE LITERACY CRISIS IN AMERICA

I'm behind — and always will be.



- There are 16 million kids living in poverty in the United States.
- In low income areas, there is only one book for every 300 kids, but middle class neighborhoods average 13 books per child.
- Children who are not reading at grade level by the end of third grade are four times more likely to drop out of high school; for children being raised in poverty, that number increases to seven times more likely to drop out.
- The drain on our economy due to illiteracy is enormous – an estimated \$300 billion in opportunity costs annually is directly due to the fact that 14% of adults in the United States (almost 40 million) cannot read at a functional level.
 - 85% of all juveniles who interface with the court system are functionally low literate.
 - 90% of welfare recipients are high school drop outs.

THE BOOK TRUST PROGRAM

IN CLASSROOMS, IN HOMES, IN COMMUNITIES

STEP 1: TEACHER TRAINING & SUPPORT

Book Trust managers and teachers receive in-depth training at the beginning of every school year with content focused on the power of interest-based choice and its direct correlation to students' motivation to read.

Teachers also spend time digging into reading tactics, family engagement, and the benefits of playing an active role in daily reading in the classroom.

STEP 2: CLASSROOM IMPLEMENTATION

Teachers implement Book Trust's Program in their classrooms every month of the school year, establishing habits and behaviors of avid readers. Students' motivation to read increases as teachers empower them to choose books

based on their individual interests. Teachers place the students' orders with Scholastic Book Clubs and accumulate additional bonus points to purchase their own classroom supplies.

STEP 3: CELEBRATION & OWNERSHIP

Anticipation builds as teachers place students' orders on Scholastic's website and kids start asking, "Are the books here yet?" And when that book box arrives, magic awaits inside. Celebration naturally erupts as kids hug their new books and share their choices with peers.

After celebrating, kids fill their backpacks and share their books with their siblings and family members at home, building a meaningful and motivating library of their own. Once that culture of literacy is established in the classroom and at home, students are able to succeed in school and beyond.

"MY DAUGHTER, GRACE, LOOKS FORWARD TO BOOK TRUST DAY. BOOKS ARE HER TREASURE. THEY MAKE HER FEEL SMART AND SHE ENJOYS PUTTING HERSELF INTO THE STORIES BY PRETENDING SHE'S ONE OF THE CHARACTERS. I LOVE SEEING GRACE COME HOME SUPER-EXCITED ABOUT HER NEW BOOKS — WE ALWAYS HAVE TO READ THEM RIGHT AWAY! YOU WILL NEVER REALLY KNOW HOW THE LITTLE THINGS LIKE THIS HAVE SUCH A HUGE IMPACT ON FAMILIES LIKE MINE THAT STRUGGLE JUST TO PAY THE BILLS. AGAIN, THANK YOU FOR THIS PROGRAM!"

BOOK TRUST PARENT

WE'RE IN YOUR COMMUNITY

2017-2018 BOOK TRUST SCHOOLS



ARIZONA

Arizona Department of Education
Blackwater Community School

CALIFORNIA

Oakland Unified School District
Bella Vista Elementary
Brookfield Elementary
Burckhalter Elementary
Community United Elementary
Emerson Elementary
Futures Elementary
Global Family Elementary
Korematsu Discovery Academy
New Highland Academy
REACH Academy
RISE Community
Ravenswood City School District
Belle Haven Elementary
Brentwood Elementary
Costano Elementary
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
Cowell Elementary
DCIS @ Ford
Escalante-Biggs Academy
Fairview Elementary
Florida Pitt Waller Elementary
Godsman Elementary
Goldrick Elementary
Greenwood Academy
Hallett Academy
Harrington Elementary

Johnson Elementary
KIPP Northeast Elementary
Knapp Elementary
Math & Science Leadership Academy (MSLA)
Maxwell Elementary
McGlone Elementary
Munroe Elementary
Samuels Elementary
Schenck Elementary
SOAR
Swansea Elementary
University Prep
Valverde Elementary
Eagle County Schools
Gypsum Elementary
Englewood School District
Bishop Elementary
Cherrellyn 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

FLORIDA

Orange County Public Schools
Cypress Park Elementary
Kaley Lake Elementary
Academic Center for Excellence
Orange Center Elementary
Shingle Creek 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
Waianaean 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

MASSACHUSETTS

Salem School District
Nathaniel Bowditch School

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
C.S. 092 Bronx
P.S. 112 Bronxwood
P.S. 197 The Ocean School
P.S. 067 Charles A. Dorsey
P.S. 085 Great Expectations
P.S./M.S. 306 Ethan Allen
P.S./M.S. 42 Robert Vernam
P.S. 111 Jacob Blackwell Comm
P.S. 149 Sojourner Truth
P.S. 015 Roberto Clemente
P.S. 154 Jonathan D. Hyatt Elementary
P.S. 165 Ida Posner
P.S. 194 Countee Cullen
P.S. 123 Mahalia Jackson
P.S. 298 Dr. Betty Shabazz
P.S. 328 Phillis Wheatley
K284 Gregory Jocko Jackson
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
Pecan Springs Elementary
Sims Elementary
Widen Elementary

Fort Worth Independent School District
Diamond Hill Elementary

VIRGINIA

Charlottesville County Schools
Virginia Institute of Autism
Henrico County Schools
Faison Center

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
Sweetwater County School District #1
Desert School

OUR FINANCIALS

YEAR ENDING
JUNE 30, 2018

*AUDITED FINANCIALS

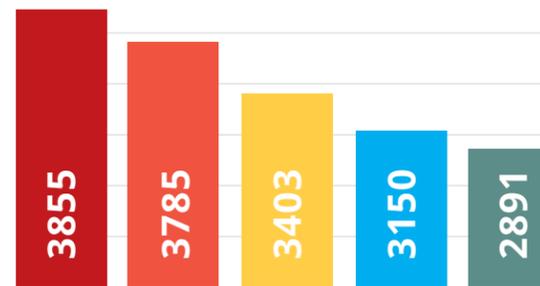
- ▶ PROGRAM: 81%
- ▶ FUNDRAISING: 16%
- ▶ ADMINISTRATION: 3%

REVENUE & SUPPORT

Contributions	
Individuals	\$1,269,843
Foundations	\$1,942,384
Organizations	\$90,043
Corporations	\$143,335
Total Contributions	\$3,445,605
Program service revenue	629,500
Special events	\$572,457
In-kind contributions	\$588,425
Total Revenue and Support	\$5,203,132

EXPENSES

Program expenses	\$4,266,213
Support services	
Administration and general	\$168,591
Fundraising	\$835,902
Total support services	\$1,004,493
Total Expenses	\$5,270,706
Change in net assets	-\$34,719
Net assets at beginning of the year	\$1,725,844
Net assets at end of year	\$1,691,125



MOST POPULAR CHOSEN SCHOLASTIC TITLES

- If You Take a Mouse to School
- The Ninjabread Man
- The Lego Ninjago Movie
- Rainbow Fish and the Big Blue Whale
- Big Shark, Little Shark

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- | | |
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*As of December 31, 2018



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