## O <br> E PART OF OUR STORY

ANNUAL REPORT 2008

$\mathscr{B}$
E PART OF OUR STORY

CONTENTS

CHAPTER 1: OUR STORY BEGINS IN LOS ANGELES

CHAPTER 2: HOW THE READING CLUBS WORK

CHAPTER 3: OUR GROWTH AND SUCCESS

CHAPTER 4: HIGHLIGHTS \& SPECIAL EVENTS

CHAPTER 5: SOURCES OF INSPIRATION

CHAPTER 6: BEHIND THE STORY

CHAPTER 7: FINANCIAL HIGHLIGHTS

"It is such a beautiful thing when you see that glimmer of light in the kids' eyes when they talk with you about what they're getting out of the book. And the fact that these kids would come in early on Saturday to be read aloud is truly inspiring!"

## $\sigma_{\text {ur story... }}$

## Begins in Los Angeles

Reading to Kids began with a small group of volunteers, teachers, and administrators who shared the same goal: to inspire children with a love of reading. Reading aloud to a child helps spark a love of books that leads to improved literacy, a more successful education, and a brighter and more productive future.


On a second Saturday morning, the kids gather around the rug to listen to a story read by the volunteers.

On the second Saturday of each month, Reading to Kids organizes reading clubs at Los Angeles area elementary schools. With an average of 1,130 children and 405 volunteers each month in 2007-2008, our reading clubs helped to make reading an integral part of the lives of children and their families. During the monthly events, volunteers read teacher-selected books to small groups of children at each of our schools.

While many kids are sleeping in late or sitting in front of the television on a Saturday morning, the children at Reading to Kids are spending the morning captivated by a storysurrounded by other children who share a passion for reading and fun, enthusiastic, and dedicated volunteers. They practice new words, engage in discussions about the characters and plot, and create a craft that reinforces the themes of the book.

During the reading clubs, teachers host workshops for parents, offering advice on encouraging their children to read at home, and providing them with information regarding educational resources in their community.

At the end of the reading clubs, the children and parents in attendance bring home a brand new book to help build their home libraries. All of the hardcover read-aloud books are donated to our
partner school libraries. Since 1999, we have given away more than 60,000 books to children, parents, and teachers, and have donated over 10,000 hardcover books to school libraries.

The children who attend our clubs are at risk for academic failure. They are primary English Language Learners. Most have substantial room for improvement on their reading test scores, and virtually all are from low-income households. Our reading clubs provide these children with an extracurricular opportunity to engage in a fun reading atmosphere and listen to English speakers read aloud. Kids emerge from our program with more enthusiasm for reading, books for their home libraries, stronger school libraries, personal relationships with volunteers, and improved attitudes toward reading in English

Being a positive role model in a child's life, even for a day, is such a rewarding and encouraging experience. Every day we finish, the children and the volunteers both leave feeling enlightened and excited.
-Andrew Lindo, Los Angeles Volunteer

## How the Reading Clubs Work

Step 1: Before the Clubs

STEP 2: TRAINING \& PREPARATION

Step 3: Reading Time

STEP 4: ARTS \& CRAFTS

Step 5: Parent workshop

Step 6: BOOKS FOR THE Kids \& SChools

STEP 7: ASSEMBLY

## Before the Clubs

On the second Saturday of each month, Reading to Kids hosts reading clubs at participating elementary schools in the downtown Los Angeles area. In the weeks preceding each month's reading clubs, volunteers sign up to attend on the Reading to Kids website, browse for tips on reading to children, and review the read aloud books while teachers and administrators encourage students at our partner schools to attend.


TRAINING AND PREPARATION

On the day of the reading clubs, Site and Grade Level Coordinators arrive early at each school to set up for the volunteers, who arrive between 8:45 and 9:15 a.m. At 9:00 a.m., new volunteers participate in a 30 -minute teacher led training session that gives them an overview of the program and provides tips on reading aloud. At 9:15 a.m., returning volunteers are engaged in a 15 minute volunteer led training session with tips for volunteers' time in the classroom. At 9:30 a.m., the new volunteers are paired with returning volunteers to prepare for the reading clubs by reviewing books, classroom discussion topics, and craft ideas by grade level.

While the volunteers prepare for the reading clubs, teachers and administrators check in the arriving children and group them by grade level.


READING TIME

At 10:00 a.m., the children and volunteers are brought together to begin the reading clubs. For ninety minutes, children take a literary journey to fuel their imaginations. The volunteers read a story aloud, bring up discussion questions, explain challenging passages and vocabulary words, and encourage children to participate in the discussion. For children and volunteers alike, it is a fun and rewarding morning where kids can develop a love of reading.


PARENT WORKSHOPS

## ARTS AND CRAFT TIME

After reading the story and engaging in discussion, volunteers and children create a craft project related to the book. The projects stimulate further discussion about the book and encourage the children to explore the story and interact with volunteers

While the children and volunteers are reading, school administrators and teachers conduct workshops for parents. The sessions cover a variety of topics including encouraging children to read at home and educational resources available in the community, and also give participating parents a sense of empowerment regarding the education of their children.


## BOOKS FOR KIDS \& SCHOOLS

At the close of the reading clubs, volunteers give each participating child and parent a book to take home. Reading to Kids donates the read aloud books to each school library-20-40 books each month at each school.


ASSEmbly

For the conclusion of each reading club, everyone returns to the auditorium for a brief assembly. Reading to Kids often uses this time to bring the monthly theme to life with visits from special guests such as musicians, magicians, and Santa each year.

## OUR Growth and Success

EXPANSION OF NEW READING CLUBS
THE READING CLUBS

alta loma elementary, 1745 Vineyard Avenue, Los Angeles, California 90019 Phone 323.939.2113


ESPERANZA ELEmENTARY, 680 Little Street, Los Angeles, California 90017 Phone 213.484.0326


Gratts Elementary, 309 S. Lucas Avenue, Los Angeles, California 90017 Phone 213.250.2932


Hoover Elementary, 2726 Francis Avenue, Los Angeles, California 90005 Phone 213.387.3296


LOS ANGELES ELEMENTARY, 1211 S. Hobart Boulevard, Los Angeles, California 90006 Phone 323.734.8233MAGNOLIA ELEMENTARY, 1626 S. Orchard Avenue, Los Angeles, California 90006 Phone 213.748.6281


POLiti Elementary, 2481 W. 11th Street, Los Angeles, California 90006 Phone 213.480.1244

White Elementary, 2401 Wilshire Boulevard, Los Angeles, California 90057 Phone 213.487.9172

Over the past year, Reading to Kids expanded to two new elementary schools sites in the Los Angeles area and increased attendance at the reading clubs to 1,130 children and 405 volunteers-and our numbers continue to grow!

Over the next year, we will explore expanding the program into new Los Angeles area elementary schools. With a committed Board of Directors, dedicated Taskforce members, and enthusiastic volunteers, we are ready to move forward and make this year the best one yet for Reading to Kids.

LOCATIONS OF READING CLUBS


2007-2008 Highlights
FROM JULY 2007- JUNE 2008


TOTAL NUMBERS OF:
STUDENT ATTENDANCE 13,577 VOLUNTEERS 4,867
PARENTS 2,599

## BOOKS DONATED:

SCHOOL LIBRARIES 2,228
KIDS, PARENTS \& TEACHERS 18,626

## New Reading Clubs:

Los Angeles Elementary - Sep 2007 Alta Loma Elementary - May 2008

During craft time, a 3rd grader made a mask to become part of the story.

## COMEDY NIGHT



Carlos Mencia headlined a hilariously talented list of comedians for our Fourth Annual Comedy Night, which raised more than $\$ 10,000$.


FESTIVAL OF BOOKS

Every year, the Festival of Books provides a great opportunity to let the community know about Reading to Kids, and to recruit volunteers.


## COLLEGE SPIRIT DAY

Each November, volunteers dig through their closets and pull out their favorite Alma Mater gear for our annual College Spirit Day competition.

## O

UR SOURCE OF INSPIRATIONS


## CHILDREN

Through Reading to Kids, the children at our partner schools spend time with volunteers who are donating time and talent with passion and enthusiasm. Our goal is to make sure the kids get all of the benefits we can possibly offer-a love of reading, a desire for higher education, and a greater understanding of and connection to the world outside of their communities. The more we can motivate children to read, the better equipped they will be to meet and exceed the reading requirements of their grade levels.

For many kids, the most important part of the reading clubs is taking home their prize books, as it is the only way some of them are able to build their own personal libraries. For others, they can't wait to get to the craft projects. All of them, however, have decided to come to school on a Saturday morning, on their own weekend time, to share the power of reading.


The kindergartens are excited about the paper puppets made during craft time.

## EDUCATORS

Teachers and administrators at our partner schools are essential in building and maintaining a successful Reading to Kids program. They recruit students each month, select the books used in the program, and provide overall guidance concerning the needs of each school. Like the children and volunteers, teachers and administrators come to school on their own time to encourage their students to take part in the reading clubs. From signing in the students, to training new volunteers, to leading the parent training program, educators bring the program to life at our schools-their input and support are absolutely vital in ensuring that the Reading to Kids story is a success.

## PARENTS

encouraging their children to attend the reading clubs, to participating in the parent workshops, to reading to their children at home, parents provide invaluable support to our organization. Parents want to see their children succeed, and they share our belief that reading can help open the door of opportunity in the future.


## The Volunteers



Volunteer Greg shows his enthusiam to be at the reading clubs on a Saturday morning.

Reading to Kids continues to inspire me to be involved with kids. I feel like I'm actually making a difference.
-Mark Encinias,Gratts Volunteer

Volunteers are the lifeblood of Reading to Kids. Whether they are engaged in organizational duties as Reading to Kids Taskforce committee members, in operational duties as members of a school's Site Operations Staff on the day of the reading clubs, or as readers and mentors to the hundreds of participating elementary school children, volunteers work together month after month to help provide children with a brighter future by encouraging them to become better readers.

Reading to Kids' success in inspiring a love of reading is rooted in the enthusiasm and commitment of the over 800 active volunteers who donate their time, expertise, and financial resources to the organization. From 18 to 88 years old, and from many cultural and professional backgrounds, our volunteers are the backbone of the reading clubs. Since the first reading club at Gratts, over 8,135 individuals have volunteered with the program.

$$
\text { Nearly } 80 \text { volunteers participate }
$$ in our volunteer Taskforce, made up of nine committees: Curriculum, Fundraising, Marketing, Operations, School Relations, Special Events, Strategic Planning, Training, Volunteer Relations, and Website. Committee members work with program staff to plan and implement aspects of the program.

## ALUMNI GROUPS

ASU Alumni LA Chapter
Brown Club of Southern California
IU Alumni Club
OU Alumni
Pepperdine Alumni Association Stanford Alumni Community Service Club
University of Chicago Alumni Association University of Michigan Club - Los Angeles University of Virginia Alumni Club Vanderbilt Alumni Association
Westside Cal Alumni Club

## BUSINESSES

Accenture
Accenture SoCal AANG
Appian Way
Boeing
Capital Group
Cerrell Associates
Clark Constructions
Disney VoluntEARS
Ernst \& Young
FOX Social Club
FTI Consulting
The Open Fist Theater Company
Pricewaterhouse Coopers
The Rogers Group
Siemens Healthcare DX
Women's Fitness for Life

## COLLEGE GROUPS

Caltech Y
Cal Mu Sig Ep
Cerritos College Puente Club
Claremont Colleges Circle K
Claremont Colleges Community Service
CSULB Accounting Society
CSULB Beta Alpha Psi
CSULB Petra
Caltech Y
Cal Mu Sig Ep
Cerritos College Puente Club
Claremont Colleges Circle K

Claremont Colleges Community Service

CSULB Accounting Society
CSULB Beta Alpha Psi
CSULB Petra
LMU Pi Beta Phi
LMU Sursum Corda
Pepperdine Community Living
Pepperdine Kappa Kappa Gamma
Pepperdine Psi U
UCI PASS
UCI Pi Beta Phi
UCLA Alpha Lambda Delta Honors
UCLA Delta Sigma Pi
UCLA Alpha Phi Omega - Chi Chapter
UCLA Bruin Corps
UCLA Circle K
UCLA Golden Key
UCLA Mortar Board, Agathai Chapter
UCLA Phi Eta Signma Honor Societies
UCLA Phi Gamma Nu
UCLA Tau Theta Pi
USC Alpha Phi Omega
USC Arnold Air Society
USC Beta Alpha Psi
USC Circle K International
USC Helenes
USC Parkside Residents
USC Pi Beta Phi
USC Stark Volunteer Corps
WLAC Alpha Gamma Sigma

## ORGANIZATIONS

Japanese American Optimist Club
Jr Hollywood Radio \& Television Society
Kuppa
L.A. Morning Rotary
L.A. Works

Pasadena Jaycees
Sierra Club 20's and 30's
South Bay Rotaract Club

SOCIAL GROUPS
Next Gen Femmes
Meetup.com
Planet Social Sports

## THE TASKFORCE

Nearly 80 volunteers participate in our volunteer Taskforce, made up of nine committees: Curriculum, Fundraising, Marketing, Operations, School Relations, Special Events, Strategic Planning, Training, Volunteer Relations, and Website. Committee members work with program staff to plan and implement all aspects of the program. The chairs of each committee serve on our Executive Committee, which works with the board of directors to define Reading to Kids priorities and ensure the timely achievement of individual committee and overall organizational goals.

## BOARD OF DIRECTORS

## Jason Axe, Treasurer

Jason Axe holds a B.A. from the University of California, Los Angeles and a J.D. from he UCLA School of Law. Mr. Axe is an attorney, practicing law in Los Angeles.

## Robyn Chew, Director

Robyn Chew holds a B.A. from the University of California, Davis, and a J.D from Hastings College of the Law. Ms Chew is an attorney practicing law in Los Angeles, California.

Mark May, President
Mark May holds a B.S. from Stanford University and an M.B.A. from the University of California, Los Angeles. Mr. May is an executive consultant and program manager with IBM Global Technology Services


President of Reading to Kids, Mark May Sarah Boyd, site coordinator Esperanza

## Tracy Wilkison, Director

Tracy Wilkison holds a B.A. from the University of Maryland, College Park and a J.D. from Harvard Law School. Ms.
Wilkison is an attorney, practicing law in Los Angeles.

Sean Morris, Secretary
Sean Morris is the Secretary of Reading to Kids. He holds a B.A. from the University of California, Berkeley and a J.D. from the UCLA School of Law. Mr. Morris practices in the Los Angeles office of Arnold \& Porter, LLP.

Rich Shimano, Director
Rich Shimano holds a B.S. and an M.S. in civil and environmental engineering from the University of California, Los Angeles. Mr. Shimano is an engineer with the Contra Costa County Department of Public Works in Martinez, California.

Matthew Jones, Director
Matthew Jones holds a B.S. in Marketing from the University of Illinois, ChampaignUrbana. Mr. Jones, a former 10 -year marketing executive, is now a working television and film actor and a journalist/ marketing editor with diversityinbusiness.com

## ReADing TO Kids Staff

Jessica Tritsch, Program Director Jessica Tritsch holds a B.S. from the University of Wisconsin-Madison. Jessica manages Reading to Kids operations with the help of the Program Coordinator, interns, and the Taskforce. She also acts as Development Officer.

Sarah Kolterman, Coordinator Sarah Kolterman holds a B.A. in Psychology from the University of California, Los Angeles. Sarah coordinates the monthly reading clubs with the help of interns and the Taskforce.

## DONORS AND SUPPORTERS

DONORS, FY 2006-2007

| RESTRICTED GRANTS AND DONATIONS | DATE <br> RECEIVED |
| :--- | :--- |
| Bank of America Foundation $(\$ 5,000)$ | July 2002 |
| Books for Gratts Elementary | (for FY $06-07)$ |
| Northrop Grumman ECHO $(\$ 3,666.67)-$ Program | July 2006 |
| Los Angeles Clippers Foundation $(\$ 5,000)$ - Program | Aug 2006 |
| Weingart Foundation $(\$ 10,000)-$ Program Expansion | Aug 2006 |
| Mattel Children's Foundation $(\$ 10,000)-$ Program | Sep 2006 |
| Hilton Hotels Corporation $(\$ 5,000)-$ Program | Oct 2006 |
| Whitecap Foundation $(\$ 2,000)-$ Strategic Planning | Nov 2006 |
| Pacific Life Foundation $(\$ 5,000)-$ Program | Jan 2007 |
| Ahmanson Foundation $(\$ 10,000)-$ Program | Mar 2007 |
| Crail-Johnson Foundation $(\$ 5,000)-$ Program | Mar 2007 |
| Capital Group Companies Charitable Foundation $(\$ 7,500)-$ Program | Apr 2007 |
| Water Buffalo Club $(\$ 7,800)-$ Books | Apr 2007 |


| UNRESTRICTED GRANTS AND DONATIONS | DATE <br> RECEIVED |
| :--- | :---: |
| Toyota Motor Sales, USA, Inc. $(\$ 5,000)$ | Jul 2006 |
| Aaroe Associates Charitable Foundation $(\$ 1,500)$ | Oct 2006 |
| Kleiner Cohen Foundation $(\$ 1,000)$ | Nov 2006 |
| Bice Passavant Foundation $(\$ 1,000)$ | Dec 2006 |
| IBM $(\$ 1,000)$ | Feb 2007 |
| National Starch and Chemical Foundation, Inc. $(\$ 4,000)$ | Apr 2007 |
| Aegon Transamerica Foundation $(\$ 1,500)$ | Apr 2007 |

FUNDING SOURCES:
CORPORATE AND FOUNDATION GRANTS AND DONATIONS

| RESTRICTED GRANTS AND DONATIONS | DATE |
| :--- | :---: |
| RECEIVED |  |


| UNRESTRICTED GRANTS AND DONATIONS | DATE |
| :--- | :---: |
| RECEIVED |  |

## FinANCIAL HigHLIGHTS

FISCAL YEAR: JULY 1, 2007 - JUNE 30, 2008

## REVENUES

| REVENUES \& OTHER SUPPORT | $6 / 30 / 2008$ | $6 / 30 / 2007$ | $6 / 30 / 2006$ |
| :--- | :--- | :--- | :--- |
| Individual Contributions | $\$ 46,955$ | $\$ 33,449$ | $\$ 28,342$ |
| Business Donations | $\$ 8,845$ | $\$ 13,734$ | $\$ 9,086$ |
| Corporate Grants | $\$ 27,000$ | $\$ 33,500$ | $\$ 7,000$ |
| Private Foundation Donations | $\$ 5,650$ | $\$ 4,950$ | $\$ 10,500$ |
| Private Foundation Grants | $\$ 58,500$ | $\$ 50,500$ | $\$ 50,000$ |
| Public Charity Donations | $\$ 5,120$ | $\$ 200$ | $\$ 1,000$ |
| Public Charity Grants | $\$ 17,750$ | $\$ 11,467$ | $\$ 10,000$ |
| Publicly-Supported Organizations | $\$ 479$ | $\$ 108$ | $\$ 1,462$ |
| Donated Services | $\$ 600$ | $\$ 600$ | $\$ 600$ |
| Donated Food | $\$ 2,647$ | $\$ 2,314$ | $\$ 840$ |
| Donated Prizes | $\$ 20,305$ | $\$ 7,673$ | $\$ 5,054$ |
| Donated Volunteer Recognition | $\$ 2,441$ | $\$ 2,352$ | $\$ 1,531$ |
| Other In Kind Donations | $\$ 216,039$ | $\$ 174,587$ | $\$ 134,287$ |
| Special Events | $\$ 16,037$ | $\$ 9,380$ | $\$ 7,427$ |
| Interest | $\$ 3,711$ | $\$ 4,360$ | $\$ 1,334$ |
| TOTAL REVENUES | $\$ 110$ |  |  |

## EXPENSES

| Office and Other EXPENSES | $6 / 30 / 2008$ | $6 / 30 / 2007$ | $6 / 30 / 2006$ |
| :--- | :---: | :---: | :---: |
| Employee Salary, benefit, taxes | $\$ 98,155$ | $\$ 86,010$ | $\$ 53,455$ |
| Occupany Expenses | $\$ 13,080$ | $\$ 7,680$ | $\$ 7,350$ |
| Telecommunications | $\$ 3,067$ | $\$ 3,259$ | $\$ 3,545$ |
| Insurance | $\$ 2,095$ | $\$ 2,381$ | $\$ 2,423$ |
| Supplies | $\$ 4,104$ | $\$ 3,825$ | $\$ 1,367$ |
| Professional Fees and Dues | $\$ 1,555$ | $\$ 3,648$ | $\$ 3,110$ |
| Conferences and Meetings | $\$ 1,104$ | $\$ 1,267$ | $\$ 1,107$ |
| Depreciation Expense | $\$ 1,295$ | $\$ 877$ | $\$ 2,357$ |
| Postage, Delivery, Copying | $\$ 3,872$ | $\$ 1,102$ | $\$ 913$ |
| Fundraising Expense | $\$ 4,376$ | $\$ 2,697$ | $\$ 3,010$ |
| Other Nonrecurring Expenses | $\$ 815$ | $\$ 495$ | $\$ 684$ |
| TOTAL EXPENSES | $\$ 133,517$ | $\$ 113,240$ | $\$ 79,322$ |


| ReADING Club Expenses | $6 / 30 / 2008$ | $6 / 30 / 2007$ | $6 / 30 / 2006$ |
| :--- | :---: | :---: | :---: |
| Books | $\$ 26,271$ | $\$ 17,450$ | $\$ 14,068$ |
| Foods | $\$ 3,912$ | $\$ 3,610$ | $\$ 1,956$ |
| Parent Supplies | $\$ 3,203$ | $\$ 1,369$ | $\$ 770$ |
| Prizes | $\$ 16,923$ | $\$ 8,623$ | $\$ 9,967$ |
| Teacher Incentives | $\$ 1,764$ | $\$ 1,281$ | $\$ 1,453$ |
| Volunteer Expenses | $\$ 2,480$ | $\$ 2,352$ | $\$ 1,531$ |
| Total Reading Club Expenses | $\$ 54,554$ | $\$ 34,686$ | $\$ 29,745$ |
| TOTAL EXPENSES | $\$ 188,072$ | $\$ 147,926$ | $\$ 109,067$ |



1600 Sawtelle Blvd, Suite 210
Los Angeles, California 90025
P 310.479.7455 | F 310.479.7435

