

The Page Coach Impact Report 2018–2019



My students were SO inspired after the [Storybook Adventures] presentation! They were showing EVERYONE their new books. The staff who visited were extremely personable and it was evident they have a true passion for kids and reading.

—Carrie Jasinski, K-3 Reading Coach, Kingswood Elementary School, Surprise, Arizona and Surprise Elementary School, El Mirage, Arizona

The Page Coach, a mobile outreach unit providing literary resources to disadvantaged children in low socioeconomic and rural areas, served 36,449 children in Arizona, California, New Mexico and Texas. This was more than double the children served by the program in 2017–2018. The program provided 42,865 books valued at \$373,845 in total. New Mexico locations were limited to the Navajo Nation, which extends from northeastern Arizona into northwestern New Mexico. No Arizona-based grant funds were used to provide books to the out of state locations.

Surveys were sent to agencies that received visits from The Page Coach. The surveys are structured to gauge an increased desire to read after the program. This included the interactive Story Quest and Storybook Adventures presentations, as well as book giveaway events.

Of the ten Page Coach survey respondents, seven reported 100% increased desire to read after the program. Two reported a 75% increased desire to read, while one reported 40% after a literacy night book giveaway. A literacy night event would not be expected to have as high a percentage of impact on children as interactive literacy programming, but has more reach with caregivers. In point of fact, the respondent, Media Center Specialist Bobbi Torres at Lowell Elementary School in Mesa, expressed the high value of the book giveaway event to the participating students and families:

*Our students couldn't believe they were given free books to take home and share. Our school is 98% free or reduced lunch, our students are in need of reading materials that they can keep. Our population is mostly Spanish speaking homes so our students are learning to read and their parents are learning to speak in English. Giving them these books helps with both the student and the parents working together and **spending quality time with one another transforming their future.***

Major Funding Contributors

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STORYBOOK ADVENTURES



Kids Need to Read loves to create magic during its Page Coach visits. Showing a great passion for reading, along with presenting interactive programs and setting up tables piled high with books and other literacy gifts, is equivalent to throwing the door to the future wide open for disadvantaged children! Storybook Adventures engages children in reading and story immersion, as well as practicing important skills such as confidence, self-control, and devotion to accomplishment. The librarian of a Navajo Nation school participating in the program shared the impact of a Page Coach visit in this statement:

*Something I noticed during the week of testing right after you were here was encouraging. I saw several students carrying their new books along with them to read as they waited during testing periods.... Thank you, [Kids Need to Read], for your passion for reading and your willingness to pass that along to students. **I believe you sparked a new interest in reading and books among our students.** —Ronda Pinto, Librarian, Dzilth-Na-O-Dith-Hle Community School, Navajo Nation*

Indeed, the students of Dzilth-Na-O-Dith-Hle wrote letters to continue the conversation, telling us which books they like to read, asking what books we like to read, sharing personal tales—such as being bullied for reading—and expressing a strong desire for our return. Fifth grade student, Kimmora, provided perspective and wisdom:

*I love reading books. Thank you for the visit. I'm in the dorm as well. ... [You're] very caring because you bring kids and schools books. **It's really nice of you to encourage kids to read. It really does bring you into a whole other world.***

Please read more excerpts from the kids at <http://www.kidsneedtoread.org/testimonials18.html>.

Books are clearly vital, not only as a means to learn to read but as a tool for children to dream and to accomplish those dreams. The repeated presence of The Page Coach reinforces the vital importance of literacy and keeps children engaged and excited about reading. It represents opportunity at its purest, by encouraging children to discover for themselves the joy of reading and the power of a literate mind.

Schools and libraries served with onsite Storybook Adventures events included:

- Navajo Nation schools: Mesa View Elementary, Carson Head Start, Dzilth-Na-O-Dith-Hle Community School, Bluewater Elementary, and Hanaadli Community School
- Indian Oasis Primary Campus (Sells, AZ, Tohono O’odham Nation)
- Parker Public Library (Parker, AZ)
- Kingswood Elementary School (Surprise, AZ)
- Surprise Elementary School (El Mirage, AZ)
- Mesa Public Schools: Edison, Guerrero and Lowell Elementary Schools
- Phoenix area schools: J. B. Sutton Elementary, Mountain View School, and Palomino Primary School

*It was such an amazing program! We cannot thank you enough for everything you did for us and the children here in Parker. **The books we received are WONDERFUL and the story time you did was so animated and fun! The kids LOVED it!!!** ... Everything was EXCELLENT!! Love you guys!!! THANK YOU!!* —Tracy McConnell, Children’s Librarian, Parker Public Library, Parker, Arizona



STORY QUEST



Books and buddies, hugs and happiness—what magical reading inspiration for youngsters! This is what Kids Need to Read brought to 1,482 students at seven schools before winter break (Brunson-Lee, Edison, Guerrero, J. B. Sutton and Lowell Elementary Schools; Indian Oasis Primary Campus; and Palomino Primary School). Located in low socioeconomic areas of Phoenix and Mesa, Arizona, as well as the Tohono O’odham Nation, many of the students attending these schools do not own a single book. Kids Need to Read changed that by showering gifts of books, *Highlights* magazines, and stuffed reading buddies upon the incredulous kindergarten students, all delivered via The Page Coach. Books and *Highlights* magazines were also provided to the first grade students at the schools. All 360 Pre-K–second grade students at Indian Oasis Primary on the Tohono O’odham reservation received books, *Highlights* magazines and stuffed reading buddies. Altogether, 4,291 brand new books and magazines were provided to the children during the presentations.

Each magazine and book provided high quality reading material for the winter break to keep their minds sharp while out of school. The irresistible reading buddies were provided to serve as read aloud companions for the children, especially those whose caregivers have difficulties helping them to read at home due to burdensome schedules, language barriers or other challenges. The children enthusiastically took a pledge to read aloud to their reading buddies for 30 minutes every day. However, witnessing the children with their new pals made it clear that the critters were also going to be a great source of comfort and love.



Undoubtedly, many of the children served by The Page Coach have few meaningful treasures to call their own. ELL Testing Specialist Karen O’Keefe of Mountain View School in Phoenix drove this point home:

*The books you and your organization have given to our students have been just wonderful. Please know that you ARE making a difference in their lives. They go home to several families in their apartment; they go home to sharing beds or floors and bathrooms with their relatives. **Having a book to call their own, being able to put it in their backpack to keep it safe—that means a lot.***

Books and buddies were not all The Page Coach brought to the students....



The gifts were enhanced through the enthralling Story Quest program featuring author/illustrator Steven Riley. Kids Need to Read offers this program annually to local schools and it is always received with excitement, laughter, and a newfound appreciation for the written word. The workshops walk children through every step of the creative process, planting the seed of a simple idea and then watching it grow as young minds conspire and collaborate toward their own literary masterpiece. Fun, silly, and invariably epic, the results are predictably unpredictable, with no two outcomes ever quite the same. Yet wherever the story may lead, one thing never changes: Story Quest delights and energizes children like few programs can.

*Steven's energetic and thoughtful interactions with our students gave real meaning to the word "author" and our students will forever have a positive connotation with the word! He connected with our students through humor and **I have never seen a room full of 100 kindergartners so completely engaged!*** —Susan Jenni, Dean of Students, Edison Elementary School, Mesa, Arizona

With innovative presentations and literary gifts such as these, it is easy to see how The Page Coach benefits children and contributes to the development of their reading skills. However, the educational nature of the Story Quest program also provides a huge assist to teachers, who clearly appreciate The Page Coach's effective approach:

*Thank you for the opportunity to have Steven Riley and the Kids Need to Read staff present at our school. The kindergarteners were engaged and loved getting to meet a real life author/illustrator in person. Students were so excited to get their very own books and reading buddies. The joy our students expressed the rest of the week that they got to meet Mr. Riley and have their very own books to take them home was heartwarming. **All students wanted to do was read to their reading buddies or friends.** We greatly appreciate having this opportunity to partner with Kids Need to Read and hope to continue this partnership for many years to come. —Katherine Knight, Kindergarten Teacher, J. B. Sutton Elementary School, Phoenix, Arizona*

While it is vitally important to make reading resources available, it is equally crucial to demonstrate with unbridled enthusiasm the joy and power reading can bring to each young life.



But hold the horses! The mighty Page Coach kept on rolling throughout the holidays!

In addition to the Story Quest presentations, The Page Coach parked its wheels at several Phoenix area events, including Eisenhower Center for Innovation's fall carnival, Backpacks 4 Kids AZ's school supply giveaway, Mesa Public Library's Halloween Boo event, Arizona Humanities' Ghostly Stories Festival, and Arizona Museum of Natural History's Dino Preschool Party. Books were also delivered to 1 Step Away Foundation's Christmas celebration serving disadvantaged children, as well as the holiday ministries of Lutheran Social Services of the Southwest, Foothills Food Bank, Calvary Phoenix, First Institutional Baptist Church and The Church of Jesus Christ of Latter-Day Saints (Glendale). A total of 4,891 books were provided to approximately 3,346 kids attending these exciting events.

BOOK GIVEAWAY EVENTS, PARENT MEETINGS & MORE



Literacy nights! What a fantastic opportunity to inspire a large number of children and families to read! Kids Need to Read filled The Page Coach up with books and participated in family nights at two Mesa elementary schools. When one school's event was a bit under-attended, we proactively offered to go back to the school to give books out to the entire student body during a school day. The Page Coach also rolled its prolific wheels up to Mesa United Way's 12 Books location to deliver hundreds of books to the program.

High attendance was enjoyed at "Reading under the Stars" Literacy Night at Lowell Elementary School and the families were extremely enthusiastic to receive new books. Each child was able to choose three brand new books to keep for their home libraries, plus a *Highlights* or *Highlights High Five* magazine, bilingual Family Reading Tips flyers, and other educational materials. In total, 359 books valued at \$3,433 were given to 94 families on that wonderfully exciting evening.

Edison Elementary School's Community Night was not as highly attended, so we asked the school if they would like us to return during a school day to let their entire student body choose new books to keep. They agreed and we had a delightful afternoon giving books and *Highlights* magazines to the wide-eyed children, who often asked if they could really keep the books. Many of the children were clearly avid readers and very excited to learn they could indeed keep their literary treasures. The librarian explained that many of the students were not able to afford books of their own. One young man walked in and said he did not want anything until we showed him the books we had to offer. He quickly changed his mind! A young lady politely turned down a *Highlights* magazine until we showed her what was inside. She quickly changed her mind! The librarian marveled over the fantastic books we were giving away. We provided him with copies for the library! What a great day! Altogether, The Page Coach delivered 1,302 books valued at \$12,984 to 600 children during the Edison Community Night and school-wide giveaways.

Kids Need to Read's ability to provide such high quality books to local schools and other organizations, along with its commitment to serving with joy and passion is noticed by the staff and administrators at the agencies we serve:

You never cease to please and amaze us—thank you! —Mary Pisani, Title I Clerk,
Lowell Elementary School, Mesa, Arizona

[Kids Need to Read] was amazing to work with and so sincere in wanting to support our reading goals at Edison. I was completely impressed! — Susan Jenni, Dean of Students,
Edison Elementary School, Mesa, Arizona

Your efforts to connect our kiddos with great materials is fantastic for our families. They get so excited to get items of their very own. They light up every time. —Alex
Macdonald, Principal, Edison Elementary School, Mesa, Arizona

The Page Coach pays annual visits to Nevitt Elementary School in Tempe, Arizona to put on an enormous school-wide book giveaway, as well as share the importance of caregiver participation in the literacy education of children with the school's Parent Coffee Club.



Participating parents at the coffee club are very interested in their children's education and are always thrilled to receive books to read at home with them. 2,474 books valued at \$20,959 were provided to 810 students during the book giveaway event, while 166 books valued at \$962 were given to 50 families during the Parent Coffee Club presentation.

An even larger school-wide book giveaway took place at Mountain View School in Phoenix, Arizona, serving preschool–eighth grade. The Page Coach team handed out 3,668 books valued at \$32,342 to 1,303 very excited students.



*Today I saw a 5th grade boy sitting on the playground equipment reading all recess. When I saw him in the lunch line reading, **I noticed the book he was reading was the book he received on Thursday!!! He couldn't put it down! THANK YOU!!!!** —Karen O'Keefe, ELL Testing Specialist, Mountain View School, Phoenix, Arizona*

Other book giveaway events took place at Valley View Community Food Bank, El Mirage, AZ (538 books) and Brunson-Lee Elementary School, Phoenix, AZ (1,075 books in two separate events in partnership with Pi Beta Phi Phoenix Alumnae Club).

Rock Point Community School and Leupp Elementary school in the Navajo Nation both received two book deliveries from The Page Coach over the course of the year. Additional deliveries were made to Altrusa International of the West Valley Foundation (Sun City West, AZ), ASA Now (Phoenix, AZ), Assistance League of Phoenix (AZ), Camelback High School (Phoenix, AZ), Franklin Police and Fire High School (Phoenix, AZ), Indian Oasis Intermediate Campus (Sells, AZ, Tohono O’odham Nation), James W. Rice School (Phoenix, AZ) and Mesa United Way (Mesa, AZ). In addition, hundreds of *Highlights* magazines were distributed to children at local events. Deliveries were made to two locations outside of Arizona: Dallas Independent School District (TX) and San Bernardino County Superintendent of Schools (CA).

It is an enormous pleasure to see children desire books and want to immerse themselves in the written word. Wherever The Page Coach travels, children are incredibly excited for the visit, especially those living in rural and low socioeconomic areas overlooked by other literacy programs. This is where we can help to close the literacy gap between high- and low-income children—right there among the children!



The Page Coach 2018–2019 Testimonials

[Story Quest and Storybook Adventures] *You never cease to please and amaze us—thank you!*
—Mary Pisani, Title I Clerk, Lowell Elementary School, Mesa, Arizona

[Literacy Event Book Giveaway] *Today I saw a 5th grade boy sitting on the playground equipment reading all recess. When I saw him in the lunch line reading, I noticed the book he was reading was the book he received on Thursday!!! He couldn't put it down! THANK YOU!!!!*
—Karen O'Keefe, ELL Testing Specialist, Mountain View School, Phoenix, Arizona
75% showed increased desire to read after the program

[Storybook Adventures] *It was such an amazing program! We cannot thank you enough for everything you did for us and the children here in Parker. The books we received are WONDERFUL and the story time you did was so animated and fun! The kids LOVED it!!! ... Everything was EXCELLENT!! Love you guys!!! THANK YOU!!*
—Tracy McConnell, Children's Librarian, Parker Public Library, Parker, Arizona
100% showed increased desire to read after the program

[Story Quest] *Steven's energetic and thoughtful interactions with our students gave real meaning to the word "author" and our students will forever have a positive connotation with the word! He connected with our students through humor and I have never seen a room full of 100 kindergartners so completely engaged! Likewise Denise was amazing to work with and so sincere in wanting to support our reading goals at Edison. I was completely impressed!*
—Susan Jenni, Dean of Students, Edison Elementary School, Mesa, Arizona
100% showed increased desire to read after the program

[Story Quest] *Thank you for the opportunity to have Steven Riley and the Kids Need to Read staff present at our school. The kindergartners were engaged and loved getting to meet a real life author/illustrator in person. Students were so excited to get their very own books and reading buddies. The joy our students expressed the rest of the week that they got to meet Mr. Riley and have their very own books to take them home was heartwarming. All students wanted to do was read to their reading buddies or friends. We greatly appreciate having this opportunity to partner with Kids Need to Read and hope to continue this partnership for many years to come.*
—Katherine Knight, Kindergarten Teacher, J. B. Sutton Elementary School, Phoenix, Arizona
100% showed increased desire to read after the program

[Story Quest] *The kids are always thrilled to see Mr. Riley and they are amazed when they find out the books they were given they can keep!*
—Anna LeBlanc, Kindergarten Teacher, Guerrero Elementary School, Mesa, Arizona
75% showed increased desire to read after the program

[Story Quest and Storybook Adventures] *The assemblies you have provided are fun and entertaining. They promote literacy in a fun way. The books and book buddies are so special for the students at our school.*

—Julie Kautenburger, Reading Specialist, Palomino Primary School, Phoenix, Arizona
100% showed increased desire to read after the program (“All the kids enjoyed getting a new book of their own, and were excited to read it.”)

[Story Quest] *Author Steven Riley and Kids Need to Read provides a most positive and engaging hour with our Kindergarten students. The children are fully participating and completely absorbed by Mr. Riley's story telling and illustrating. It's an added bonus that he shares his poster-sized illustrations with the students. Kids Need to Read is very generous in providing our students with beautiful books and a quality stuffed reading buddy. Their gift of time, talent, and books is a treasure for our students. Thank you from Lowell Elementary.*

—Mary Pisani, Title I Clerk, Lowell Elementary School, Mesa, Arizona
100% showed increased desire to read after the program

[Story Quest] *Thank you.*

—Della Guzman, Kindergarten Teacher, J. B. Sutton Elementary School, Phoenix, Arizona
100% showed increased desire to read after the program

[Storybook Adventures] *My students were SO inspired after the presentation! They were showing EVERYONE their new books. The staff who visited were extremely personable and it was evident they have a true passion for kids and reading.*

— Carrie Jasinski, K-3 Reading Coach, Kingswood Elementary School, Surprise, Arizona and Surprise Elementary School, El Mirage, Arizona
100% showed increased desire to read after the program (“The students were SO excited!”)

[Literacy Event Book Giveaway] *Our students couldn't believe they were given free books to take home and share. Our school is 98% free or reduced lunch, our students are in need of reading materials that they can keep. Our population is mostly Spanish speaking homes so our students are learning to read and their parents are learning to speak in English. Giving them these books helps with both the student and the parents working together and spending quality time with one another transforming their future.*

— Bobbi Torres, Media Center Specialist, Lowell Elementary School, Mesa, Arizona
40% showed increased desire to read after the program

[Story Quest and Book Giveaway Events] *Thanks for the generous donation of books and magazines for our young readers. Your efforts to connect our kiddos with great materials is fantastic for our families. They get so excited to get items of their very own. They light up every time.*

—Alex Macdonald, Principal, Edison Elementary School, Mesa, Arizona

[Storybook Adventures] *Thank you so much for coming every year to read to our Kindergartners and 1st graders! They always love it and we look forward to it too!!*

—Anna LeBlanc, Kindergarten Teacher, Guerrero Elementary School, Mesa, Arizona

[Storybook Adventures & Book Giveaway Events] *First, thank you so very much for coming to read to our students in May and for all the Highlights!!! Our students so enjoy those magazines, and they loved listening to you read!!! Second, I want to thank you again and again and again for all of your support throughout the year. The books you and your organization have given to our students have been just wonderful. Please know that you ARE making a difference in their lives. They go home to several families in their apartment; they go home to sharing beds or floors and bathrooms with their relatives. Having a book to call their own, being able to put it in their backpack to keep it safe—that means a lot. Thank you.*

—Karen O'Keefe, ELL Testing Specialist, Mountain View School, Phoenix, Arizona

[Storybook Adventures] *Something I noticed during the week of testing right after you were here was encouraging. I saw several students carrying their new books along with them to read as they waited during testing periods.... Thank you, [Kids Need to Read], for your passion for reading and your willingness to pass that along to students. I believe you sparked a new interest in reading and books among our students.*

—Ronda Pinto, Librarian, Dzilth-Na-O-Dith-Hle Community School, Navajo Nation

