

KIDS NEED TO READ

Inspiring Imagination

The Page Coach Impact Report 2022-2023



“Our community is starved for kid's books. They are always the first to go at yard sales, online sales, book sales, and little free libraries. Kids Need to Read gave us an awesome assortment of seasonally themed books for our little free libraries and Highlights magazines to hand out at a local family event. Kids and adults alike were very excited to receive them! Thank you, KNTR, for the work that you do.” Erin Roper, Director, Kingman Area Literacy Program, Kingman, Arizona

Impossible to Choose Just One

In a year full of adventures, new friends, and new ideas, it is impossible to pick just one story to highlight. Whether it is meeting the literary needs of a rural community or providing books to support and encourage teachers and their students or celebrating family literacy with a fun story time and book giveaway, the Page Coach will continue its appealing approach to helping children discover the **JOY of reading** and the **POWER of a literate mind!**



At Kids Need to Read we are delivering treasure literally to the end of the rainbow.

Kids Need to Read loaded up the Page Coach with 2,238 books for a multi stop trip to Kingman, Arizona. Plagued with rain most of the trip, we were blessed with the sight of this rainbow which ended right at our destination.

Supporting those that teach literacy!

It has been documented that teachers on average spend \$500 or more of their own money on classroom resources each year. Kids Need to Read reached out this year to support teachers at Los Ninos Elementary School by providing them the opportunity to choose 20 books for each of their classrooms at the start of the school year. Every teacher was also provided with enough Highlights Magazines to send home with each student as a welcome back to school gift.



Literacy Night Special!

At Vista College Preparatory's family literacy nights we decided to do it all! Kids Need to Read provided over 800 books and Highlights magazines in a school giveaway AND we hosted a story time where each audience chose the story that was read to them. Cowgirls, ghosts, and Pirate characters worked together to show kids that reading is fun!





...” Because of this gift...”

Kids Need to Read receives a lot of messages that include the phrase, ‘Because of this gift...’ Each story that precedes is a message of hope and encouragement. They are stories of books changing lives. Kids Need to Read is making a difference in the lives of the children and the communities that we serve.

The Page Coach, Kids Need to Read’s mobile outreach unit providing literary treasure to disadvantaged children, proudly served 74,209 children during the 2022-2023 fiscal year (April 1, 2021–March 31, 2022), distributing inspiring books and literacy programming at a diverse array of schools, libraries, and literacy events in low socioeconomic communities throughout the states of Arizona, and California. The number of reading resources

provided by the program was 116,157 books and reading resources which are valued at \$830,417.00. The average poverty rate of clients served was 82%.

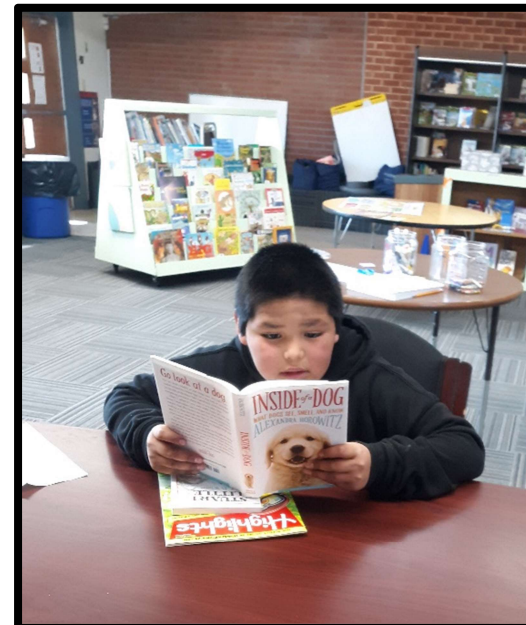
Surveys were sent to agencies that received visits from The Page Coach. The surveys are structured to gauge an increased desire to read after the program. This included interactive presentations, as well as book giveaway events. Of the seventy-one Page Coach survey respondents, 80% of participants reported observing an increased desire to read after the program. Many respondents provided positive feedback, such as this:

On behalf of the Peach Springs Unified School District, thank you for the generous donation of books.... Over one-hundred budding readers will go on literary adventures, strengthen their skills and fertilize a love for reading because of this gift.

The attention and care offered to our students is particularly heartwarming. Thank you for being culturally astute and asking about our needs and concerns. I've had the pleasure of reading a few of the new, donated books with a couple of students while they were having a hard moment in their day. When offered the healthy distraction of a story one student sidled up to me and exhaled, visibly becoming more serene with each turned page till she shared a smile and said she was ready to continue her day. Another student, agitated and scowling, was taken aback when I offered him an alluring book for scary stories. He dubiously cracked it open, a few minutes later saying, “This is cool.” When I offered that he could keep the book, all the tension in his face and shoulders melted.

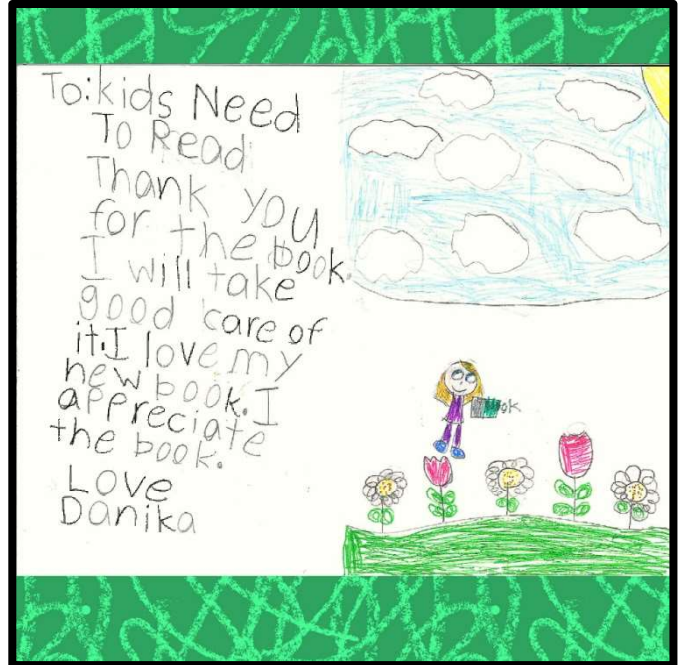
“Really?!” He read on for a few minutes, self-regulating, till he too was ready to return to class.

The transformative power of reading is taking hold in our school and “kids need to read” is taking on a much deeper meaning... Thank you for being a part of our village.



(Kayla Crowe, Social & Emotional Learning Specialist,
Peach Springs Unified School District #8, Peach Springs,
Arizona)

From top to bottom and all around the middle
The Page Coach has traveled the length and
width of Arizona. Each stop in our literary travels
brings smiles to the children that we serve as we
create opportunities for them to discover for
themselves the joy of reading and the power of a
literary mind.



Below is a list of major funding contributors who have been exceedingly helpful in our mission to deliver desperately needed reading resources, providing literary support and increased book access to children we serve.

Major Funding Contributors

Arizona Federal Credit Union
Beyond Words Foundation
Blue Cross Blue Shield Arizona
Margaret Bostrom
Cardinals Charities
Cox Communications Charities
Faith Christian Center
Fidelity Charitable
Lupine Entertainment
Mesa United Way

Pi Beta Phi Foundation/Pi Beta Phi Phoenix
Alumnae Club/Pi Beta Phi Arizona Alpha
Chapter
Respect 90 Foundation
Kathy and Jerry Wood Foundation
Square Egg Entertainment
Thunderbirds Charities
Walmart
Western Alliance Bank

Major In-kind Contributors

All About Kids Publishing
Author Nancy Donovan
Author Erik Koester
Author Nancy Ganz
Author Steven King
Author Judy E. Laufer
Author Lauren Tarshis
Arizona Renaissance Festival

Barnes & Noble Book Sellers Phoenix area
Bookman's Entertainment Exchange Mesa
Candlewick Press
Digital Radar
Highlights for Children
Lizard Pools
One Monkey Books
PetSmart Charities/PetSmart Phoenix area

Storybook Adventures

“[Kids Need to Read's Executive Director] did such an amazing story time for our families. She was engaging and fun and delivered the stories with such experience and enthusiasm. It was clear our families had a wonderful time with her. All of the kids were very happy to walk away with their own Highlights Magazine in addition to a set of books for family sharing.” Michele Sheppard, Librarian II, Mesa Public Library Red Mountain Branch, Mesa, Arizona

Immersing children into the world of stories is the magic of Kids Need to Read's “Storybook Adventures”. With fun characters or special speakers Storybook Adventures throws open the door for each child to begin the process of dreaming for their bright future.

Schools and libraries served with onsite or virtual Storybook Adventures events included:

- ❖ Pinal County Library San Tan
- ❖ Native American Fatherhood and Families association
- ❖ Mesa Public Library (3 Locations)
- ❖ San Tan Heights Elementary
- ❖ Friends of the Children
- ❖ Mountain View School
- ❖ Sanborn Elementary
- ❖ Porter Elementary School
- ❖ Galveston Elementary School
- ❖ Indian Oasis Primary
- ❖ San Gabriel Education Foundation (6 Locations)
- ❖ Whittier Elementary School
- ❖ Caesar Chavez Community School
- ❖ Bookman's Entertainment Exchange
- ❖ Apache Junction Public Library
- ❖ Bologna Elementary School
- ❖ Joseph Zito Elementary
- ❖ Catholic Charities Community services Head start Glendale
- ❖ Bookman's Entertainment Exchange
- ❖ Champion Schools South Mountain

A special thank you to our reading volunteers among whom are authors, participants of the Miss America Pageant, Miss USA Pageants, Mesa Police officers, and cosplay groups who give their time to bring magic to Storybook Adventures.



Traveling Treasure!

School-wide book giveaways! Family literacy nights! STEM nights! Fall carnivals! Parent meetings! Community events! Food bank events! Holiday events! What fantastic opportunities to inspire children and families to read. Kids Need to Read's Page Coach visited 207 locations in Arizona, and 15 in California to support massive book giveaway events and celebrate literacy in the schools and community.

The "Wheel of Literacy" continues to remain a staple of our community events. Designed to engage and excite children with the prospect of winning at reading, children spin the wheel for an opportunity to win something extra to take on their reading adventures. Prizes include reading buddies, small bags of reading swag, and additional reading resources.



Community events

- ❖ Ahwatukee: Valley of The Sun YMCA- Winter Event
- ❖ Apache Junction: Apache Junction Public Library- Lib Con
- ❖ Apache Junction: Apache Junction Parks and Recreation -Trunk or Treat
- ❖ Avondale: Sun Valley Academy- Literacy Night
- ❖ Bisbee: The Copper Queen Library- Community Celebration
- ❖ Casa Grande: Child and Family Resources: Celebration
- ❖ Chandler: Butterfly festival- Chandler Parks and Recreation
- ❖ Gold Canyon: Arizona Renaissance Festival
- ❖ Mesa: Adams Elementary School Back to School Night
- ❖ Mesa: Arizona Museum of Natural History- Dinosaur Party
- ❖ Mesa: Irving Elementary School: Literacy Night
- ❖ Mesa: Mesa Arts Center Teacher appreciation night
- ❖ Mesa: Mesa Public Library: Halloween Boo
- ❖ Mesa: Mesa Public Library Lib Con
- ❖ Mesa: Native American Fatherhood and Families association Father Day event
- ❖ Phoenix: Child help Children center - Superhero Saturday
- ❖ Phoenix: Desert Botanical Garden- Summer Programing
- ❖ Phoenix: Native Health: Open House
- ❖ Phoenix: Palomino Primary School- Summer Kick off
- ❖ Phoenix: Phoenix AZ Center - Community Event
- ❖ Phoenix: Phoenix Fan Fusion
- ❖ Phoenix: Run Your Race-Community Event
- ❖ Phoenix: Slope Fest- Community event
- ❖ Phoenix: Valley of the Sun YMCA- Winter Event
- ❖ Pinal County: Domestic Violence Walk
- ❖ Queen Creek: Jack Barnes Elementary School
- ❖ Scottsdale: Sonoran Sky Elementary School
- ❖ Tempe: Atabey Outdoors- Nuestra Tierra Conservation- Juneteenth Celebration
- ❖ Tempe: EOS community event
- ❖ Tempe: Tempe Public Library: Lib-Con



“We have parents complete a survey about our events and 99% of the responses praised the free books that were given to their children. The students love the Highlights and the books! We are always excited and so appreciative of the people and the organization Kids Need to Read!”

Aimee Gerkin, Reading Specialist, Palomino Primary School, Phoenix, AZ

In addition to the many individuals who donate books and handmade reading buddies to Kids Need to Read, several corporate benefactors hold annual book-raisers and buddy-raisers, contributing desperately needed reading resources to enhance the quality and quantity of the Page Coach’s gifts to children. Among these much-appreciated resource-raising partners are:

- ❖ Barnes and Noble Phoenix Area Stores- 5,864 books
- ❖ Nancy Donovan- 3,942 books
- ❖ Arizona Renaissance Festival-3,754 books
- ❖ One Monkey Books -3,561 books
- ❖ AZ Beta Pi Beta Phi -ASU- 2,566 books
- ❖ Digital Radar 2,502 books
- ❖ Nancy Ganz 1,916 books
- ❖ Sonoran Sky Elementary School 1,600 books
- ❖ Verrado High School 1,530 books
- ❖ Lisa Papa 1495 books
- ❖ Capital One 350 reading buddies

PetSmart Arizona Arrowhead, in conjunction with **PetSmart Charities**, worked together to raise 1,353 stuffed reading buddies. The irresistible pals serve as comforting read aloud companions for the children we serve, especially those whose caregivers have difficulties helping with at-home reading due to burdensome schedules, language barriers, or other challenges.

“Kids Need to Read sponsored our Preschool and Kindergarten December book give-away by providing books and reading buddies. The books were BEAUTIFUL!! They were perfectly selected for the time of year and the level of our students! The reading buddies... Oh my goodness!! The students kept asking, “Do we get to keep these?” Once they knew that they could, they held on tight to their buddies AND their books! Our students received the best gift of the holiday season - READING!!! Mountain View School is so very grateful for all that Kids Need to Read has done for us”- Karen O’Keefe, EL Testing Specialist, Mountain View School, Phoenix, AZ





Arizona Agencies Served

Chandler

Bologna Elementary School
 Chandler Parks and Rec
 Conley Elementary School
 Fit Kids Inc DBA Champion
 Galveston Elementary School
 Hartford Sylvia Encinas Elementary
 Pomeroy Elementary
 Sanborn Elementary School

Coolidge

Central Arizona College

Flagstaff

Elevate Pre-K- Candelen

Florence

Florence Virtual Academy
 Office of Pinal County Attorney. K. Volkmer

Glendale

Comicare
 Legend Springs Elementary School
 Military Support Foundation
 Washington Elementary School
 Washington School District

Golden Valley

Black Mountain School

Good Year

Arizona Center For African American Resources

Guadalupe

Pascua Yaqui Tribe
 Frank Elementary

Kingman

Dig it Kingman Community Garden
 Workplace Education and Literacy Coalition of
 Mohave County

Litchfield Park

Scott Libby Elementary PTA

Ahwatukee

Valley of The Sun YMCA * Ahwatukee

Apache Junction

Apache Junction Parks and Recreation
 Apache Junction Public Library
 Apache Trail High School
 Superstition Community Food Bank

Avondale

Sun Valley Academy

Black Canyon City

Foothills Foodbank * Black Canyon City

Bylas

Our Saviors Lutheran Church

Bisbee

Boys & Girls club of Bisbee
 Bisbee Unified School District

Casa Grand

AARP Foundation Experience
 Child and Family Resources
 United Way of Pinal County INC

Cave Creek

Foothills Food Bank* Cave Creek

Mesa

Adams Elementary School
Arizona Museum of Natural History
Control Alt Delete
Longfellow Elementary School
Eagle Pathway
Eisenhower Center for Innovation School
Emerson Elementary School
Harris Elementary
Ida Redbird Elementary School
Irving Elementary School
Longfellow Elementary
Mesa Arts Center
Mesa K Ready
Mesa Public Library
Mesa Unified School District (14 Schools)
Mesa United Way
Native American Fatherhood and Families Association
Porter Elementary School
Project Sleep Tight
Red Mountain High School
Roosevelt Elementary School
Streets of Joy

Peach Springs

Peach Springs Unified School District

Phoenix

Arizona Child & Adolescent Survivor Assistance League of Arizona
Initiative Family Violence Center, School of Social Work
Boys Hope Girls Hope of Arizona
Brunson Lee Elementary
Cactus Wren Elementary
Caesar Chavez Community School
Champion Schools South Mountain
Child help Children center
Community Event: Phoenix AZ Center
Community Event: Phoenix Run Your Race
Copper State Academy
Desert Botanical Garden
Echo Mountain Elementary
Friends of the Children
Garfield Elementary
Gift Books for Children
Girl Scouts - Cactus Pine
Heard Elementary
Imagine Schools Cortez Park

Joseph Zito Elementary
Mountain View School
Native Health
New Song Center for Grieving Children
The Facts of Life Group Home
Ocotillo Elementary School Head Start
Palomino Primary School
Pan-American Charter School
Phoenix Fan Fusion
Read Better Be Better
Richard E Miller Elementary
Slope Fest
Sun Valley Academy
Valley of the Sun YMCA * Phoenix
Vista College Preparatory
Whitter Elementary School

San Louis

Harvest Prep Academy San Louis

San Tan Valley

Pinal County Library San Tan
The Tommy Two Shoes Literacy Project

Scottsdale

Hohokam Elementary School
Sonoran Sky Elementary School
Valley of the Sun YMCA

Sells, Tohono O'odham Nation

Indian Oasis Elementary-Primary

Somerton

Parks and Rec Cocopah Indian Tribe



Surprise

A Mighty Change of Heart
Altrusa of the West Valley
Kingswood Elementary school
Word of Life Lutheran Church

Tempe

Academies of Math and Science
Atabay Outdoors- Nuestra Tierra Conservation:
Juneteenth celebration
EOS community event
Kyrene Digital Academy
Scales Technology Academy
SLAM AZ Elementary School
Tempe Public Library

Tolleson

Dos Rios Elementary School
Hurley Ranch Elementary School
Union Elementary School

Tombstone

Walter J Meyer School

Tucson

Flowing Wells Junior High
Los Ninos Elementary School
Pi Beta Phi Arizona Alpha
Teenage Parent High School
Tucson United Way

Queen Creek

Jack Barnes Elementary School
San Tan Height Elementary

Yuma

Carver Elementary School
Fourth Avenue Junior High School
James B Rolle Elementary School
Harvest Prep Academy Yuma

California Agencies Served



Calexico

Calexico High School
Mains Elementary
Rockwood Elementary

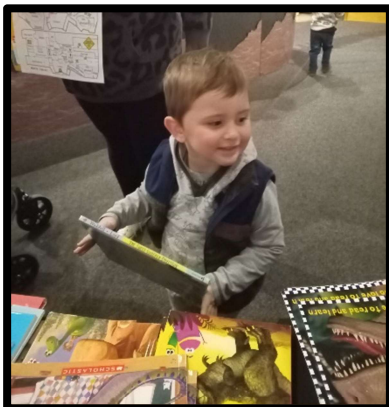
Indio

Oliphant Elementary
Roosevelt Elementary

San Gabriel

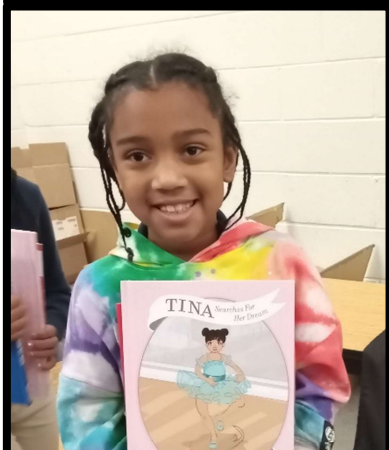
San Gabriel Educational Foundation
❖ Coolidge Elementary
❖ Jefferson Middle School
❖ McKinley Elementary
❖ Roosevelt Elementary
❖ Washington Elementary
❖ Wilson Elementary
Holy Family High School

The Page Coach Selected Testimonials



Nichole Cote, Administrative Secretary, Irving Elementary, Mesa, Arizona

All the kids enjoyed getting a book for the holidays. Thanks again for donating to our school. We appreciate all you do for us!



Melissa Case, Operations Director, Friends of the Children Phoenix, Phoenix, Arizona

This is such a great resource for us to have access to. Our agency is new to the valley and as we continue to grow, and our youth get older, it is good to know we have a partner to help us encourage reading and learning. The request process was so easy, and the staff was very responsive and friendly! The Page Coach was awesome! We cannot wait to have the Page Coach out again for our youth to check out.

Amanda Coltman, Library Coordinator, Yuma District One, Yuma, Arizona

...The students are already anticipating checking out the new materials. Thank you for encouraging the love of literacy in our children and thank you for all that you do!



Christina Stockdale, Teacher, Roosevelt Elementary, Indio, California
Watching our students get excited when selecting books that would be theirs was wonderful. Thank you for putting smiles on their faces and an eagerness to read.

Roy T. Dawson, Executive Director, Arizona Center for African American Resources, Phoenix, Arizona

Kids Need to Read is by far the most reliable source for quality books that represent our cultural, ethnic, and reading-level needs. Without their donations, our early literacy programs for African American Children in Arizona would not be as effective.



Jennifer Enriquez, Principal, Indian Oasis Primary School, Sells, Arizona
Kids Need to Read is amazing. Anytime I need books for our students, [KNTR's Staff] always comes through. The students love the Highlights magazines and the book buddies are a big hit with our little ones.

