

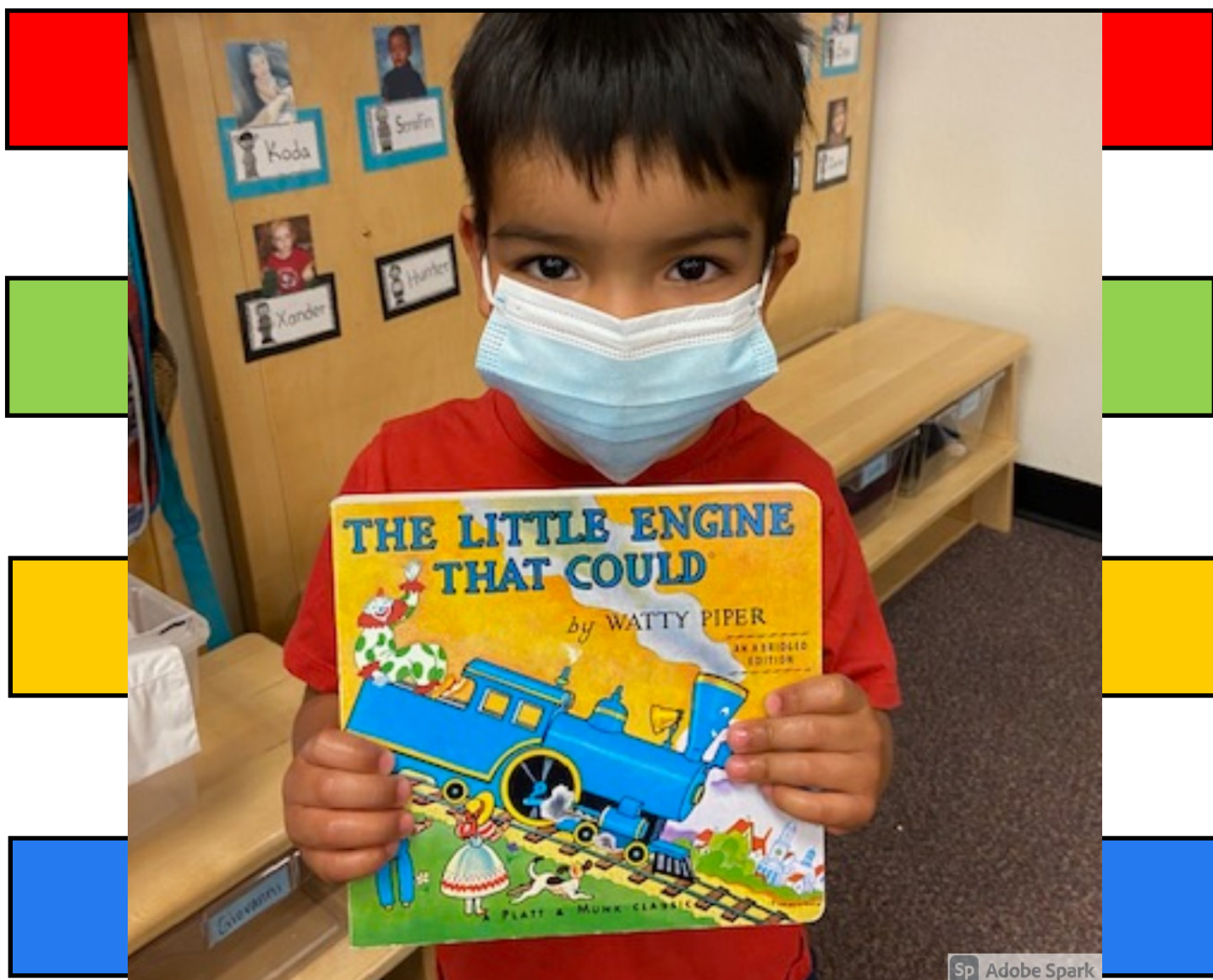
KIDS NEED TO READ



Inspiring Imagination

WWW.KIDSNEEDTOREAD.ORG

2020-2021 Annual Report



Sp Adobe Spark

Table of Contents

3	Mission Statement
4	Letter from the Chairman of the Board
5	Letter from the Founder
7	Letter from the Executive Director
8	Board and Staff Members
9	Our impact since 2018
10	Covid -19 Relief Efforts
11	Literacy Programs Served 2019-2020
20	Event Participation 2019-2020
21	Kids Need to Read Contributors 2020-2021
22	The Page Coach has New Clothes
23	Program: From Our Shelves to Yours
27	Program: Grow Your Library
28	Program: The Page Coach

Together, we will help children discover the joy of reading and the power of a literate mind!



Our Mission:

Kids Need to Read helps children discover the joy of reading and the power of a literate mind by providing inspiring books and literacy programs to underfunded schools, libraries, and community agencies across the United States, especially those serving disadvantaged children.

Letter from the Chairperson

One can never overestimate the importance of reading. Charles William Elliot, cousin of T.S. Eliot and President of Harvard University from 1869 to 1926, emphasizes this truth, *"Books are the quietest and most constant of friends; they are the most accessible and wisest of counselors, and the most patient of teachers."* At Kids Need to Read, we believe reading is the most important skill a child can develop to become a productive member of society. Books open children's minds to a world of possibility, while stimulating their intellect, imagination and intelligence, especially during their formative years. Like Dr. Seuss, we believe that *"The more that you Read, the more things you will Know. The more you Learn, the more Places you'll go!"*

During 2020-2021, Kids Need to Read continued its mission to provide thousands of books to at risk children living in low socioeconomic communities. Over 166,000 books, most of them new, were provided through the organization's three major programs: From Our Shelves to Yours (national), The Page Coach (southwestern region), and Grow Your Library (national). These continuously expanding programs touch the lives of children who lack access to books, and therefore the ability to keep pace with children surrounded by a wealth of reading resources. Our sincere gratitude goes to our major Program Funding Partners and Book Contributors: Arizona Renaissance Festival, Barnes & Noble Chandler, Barnes & Noble Dana Park, Barnes & Noble Desert Ridge, Barnes & Noble Surprise, Bellwether Media, Bookmans Entertainment Exchange Mesa, Cox Charities, Elkes Foundation III, Embraer Foundation, Employees Community Fund of Boeing Arizona, GreaterGood.org, Highlights for Children, Houghton Mifflin Harcourt, Kathy and Jerry Wood Foundation, Mesa United Way, Author Lance Noel, PetSmart Charities/PetSmart Christown Spectrum Phoenix, Phoenix Suns Charities, Pi Beta Phi Arizona Beta Chapter, Pi Beta Phi Foundation, Pi Beta Phi Phoenix Alumnae Club, Square Egg Entertainment, and Thunderbirds Charities. These contributors, along with many other generous agencies and individuals, make the important work of Kids Need to Read possible.

As always, our deepest gratitude goes to Executive Director Denise Gary, who is retiring this year. Her tireless efforts are the foundation of the organization, and her dedication and commitment to literacy for every child is an inspiration to us all. Thanks as well to Jessica Payne, our new Executive Director; Robert Gary, Creative Director; Tiernee Jefferis, Operations Assistant; Bruce Matsunaga, Secretary; Heather Miller, Treasurer; and our Board of Directors, composed of Diane Elhard, Gary Mlodzik, Tina Mlodzik and Kim OBrien. Last, but certainly not least, we appreciate our Advisory Council of experts, including Margaret Bostrom, Faith Hochhalter, Tom Leveen, Jackie Morris, James A. Owen, Janette Rallison, Steven Riley, and Dr. Marlinda White-Kaulaity, whose talents have enriched the lives of so many.

Best wishes and happy reading,



Tyson Breinholt



Letter From The Outgoing Executive Director



The importance of reading extends far beyond the mechanics. Its greatest power is determined by how each person uses reading to shape their lives.

—Denise Gary, Executive Director, Kids Need to Read

Greetings!

It has been thirteen years since Kids Need to Read began as a nonprofit organization with little more than a wing and a prayer. We did not have a warehouse full of beautiful books or a large cache of funding to get us off the ground. However, all of our founding members recognized the dire lack of literacy support services silently lurking in our most vulnerable communities, and each of us embodied immense levels of passion to help disadvantaged children become powerfully literate. We were driven to be a positive force for the literary support so desperately needed in low socioeconomic areas.

Now, as Kids Need to Read’s co-founder and first executive director, I feel elated to witness the spectacular support the organization is providing to the children we serve. In addition to contributing hundreds of thousands of reading resources annually, the dedication of our staff and donors in assuring the quality of those materials is attested to by the many heartfelt testimonials we receive. Each one makes my heart soar. To think we have made it to this level of assistance is awe-inspiring. We have all done this together: founders, board members, staff, volunteers, supporters, donors, *believers!* Thank you for getting us this far!

Of course, we have much farther to go in the years to come. However, as we all know, “For everything there is a season, A time for every activity under heaven.” (Ecclesiastes 3:1-8) The time has come for me to slow down and shift my focus to making the best of the golden years with my beloved husband, family and friends, as well as enjoying my other lifelong passion, Mother Nature, to the fullest. To this end, I have stepped down as Kids Need to Read’s executive director and handed over the reins to our former operations director, Jessica Payne. We have been working on the transition this past year, and I will continue assisting in a minimum part-time capacity throughout the new year. My duties will entail writing grants, seeking corporate sponsorships, and assisting with all things financial during this period of transition. Working in this capacity will make it possible for me to continue to participate in Kids Need to Read’s mission, but on a less demanding schedule. Eventually, I will transition away from the staff and become a volunteer board member.



In Jessica, you have a passionate servant of childhood literacy. As a former high school English teacher, Jessica lives and breathes literature. She is very creative and quick to adapt to changing conditions, such as the current pandemic. Best of all, she is an absolutely lovely person who is devoted to Kids Need to Read and its continued growth. What a terrific executive director she will be!

Rest assured, I will always be a part of Kids Need to Read in one capacity or another. As its original guiding light, the organization resides within my every heartbeat. It is a living, breathing entity to my mind—a child, in a sense. I will always be there to help it grow and succeed in its purpose. The cause we serve is deeply vital, and Kids Need to Read performs its mission with kindness, dignity, grace, and passion.

Thank you for your incredible support over the years! It is my hope you will assist Jessica with the same fervor as you provided to me for so long. Kids Need to Read and the children need you!

With heartfelt gratitude,

Denise Gary
*Past Executive Director
Interim Development Manager*





Letter from the Executive Director

[Kids Need to Read was] fantastic to work with. [The operations director] made this a very simple process for us and made sure we received the books best suited for the children participating in our programs. The books were in excellent condition. We began giving the books out right away and the children could not be more excited. Thank you ... Kids Need to Read!- Stacey Payne Planning & Grants Manager, Knoxville Police Department - Safety City and Safety Education, Knoxville, Tennessee

Dear Friends,

There is nothing like witnessing a child take ownership of their literacy. Kids Need to Read sees this when we deliver our books to events and the students gasp in delight; when their small serious faces suddenly relax as they find the perfect book, and when we assure the children that, "really, they can keep all of their books." In all of my working years, both as a teacher and for Kids Need to Read, it has always been a pleasure and a privilege to be present in those magical moments.

The past two years have witnessed progressive growth for Kids Need to Read. This includes the thrilling milestone of seeing over one million dollars worth of books pass into the hands of the vulnerable children we serve annually.

Other changes include passing the torch to a new Executive Director, since our beloved co-founder has decided to transition into retirement. Never fear, Denise Gary will remain a guiding light for our cherished organization by serving on the board of directors.

The future of Kids Need to Read is bright! Our team of staff and board members are dedicated to bringing the joy of reading and the power of a literate mind to the vulnerable children and disadvantaged communities we serve.

Sincerely,



Kids Need to Read Board of Directors

Tyson Breinholt
Chair

Jessica Payne
Executive Director

Bruce Matsunaga, Ph.D.
Secretary

Heather Miller
Treasurer

F. Diane Elhard
Director

Tiffany Ellington
Director

Joe Boudrie
Director

Kim OBrien
Director

Tina Mlodzik
Director

Gary Mlodzik
Director

Denise Gary
Co-Founder & Director Emeritus



Advisory Council

Margaret Bostrom

Jackie Morris

Steven Riley

Faith Hochhalter

James A. Owen

Dr. Marlinda White-Kaulaity

Tom Leveen

Janette Rallison

Staff

Jessica Payne
Executive Director

Denise Gary
*Co-founder & Development
Manager*

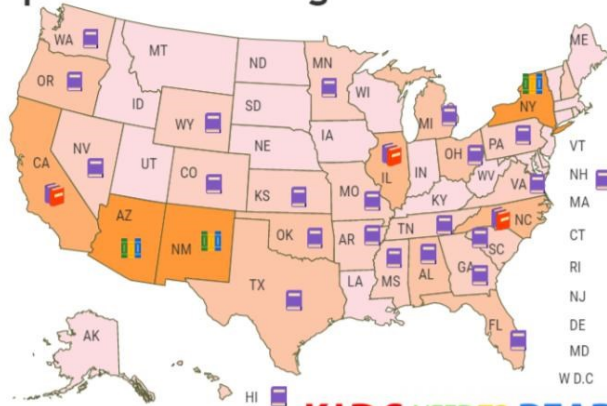
Robert Gary
Creative Director

Tiernnee Jefferis
Operations Assistant



Our Impact since 2018!

Book Fulfillment April 2018 through March 2019



- 1-2 Fulfillments
- 3-5 Fulfillments
- 6+ Fulfillments



KNTR Fiscal Year April 2018- March 2019
 Book fulfillment as of 3/31/2019:
 29 states
 189 completed fulfillments
 79,313 reading resources donated
 103,036 children served

Book Fulfillments April 2019-March 2020

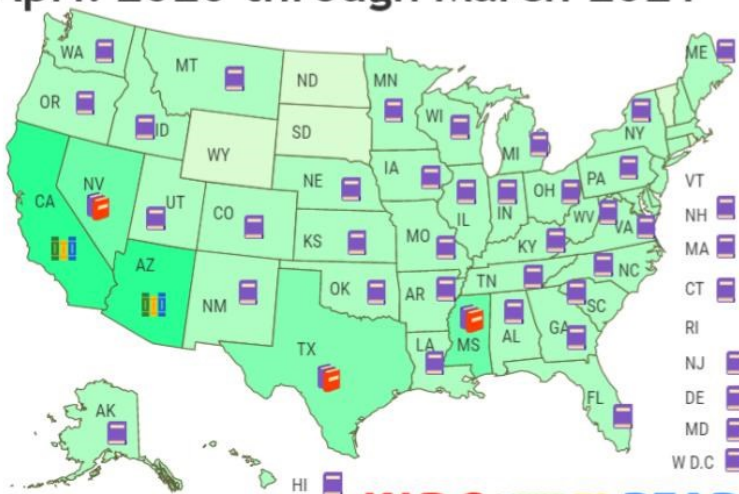


- 1-2 Fulfillments
- 3-5 Fulfillments
- 6+ Fulfillments



KNTR Fiscal Year April 2019- March 2020
 Book fulfillment as of 3/31/2020
 35 States
 183 completed fulfillments
 124,120 reading resources donated
 99,353 children served

Book Fulfillment April 2020 through March 2021



- 1-2 Fulfillments
- 3-5 Fulfillments
- 6+ Fulfillments



KNTR Fiscal Year April 2020- March 2021
 Book fulfillment as of 3/31/2021:
 45 states & District of Columbia
 156 completed fulfillments
 166,136 reading resources donated
 88,697 children served

Kids Need to Read's dedication to serving the literary needs of vulnerable children is shown with these maps of the past 3 years. Each year we spread a little further, adapt programs to meet new challenges, and work to support and encourage organizations, libraries, and schools across the country.



Covid - 19 Relief

Kids Need to Read, approved our request within a matter of days and the Page Coach delivered books a week later. The Covid-19 crisis is an extreme disaster on the already burdened. This donation will go to children in the poorest performing schools and early learning centers in South Phoenix and Native American Reservations. (Roy T. Dawson, Executive Director, Arizona Center for African American Resources, Goodyear, Arizona)

Nonprofits are often needed most during times of crisis. KNTR is no exception. Demand for the organization's support increased dramatically following COVID-19 school and library closures. This is directly related to a greater need for books in the homes of vulnerable families during isolation protocols.

KNTR has devoted itself to keep kids reading during the pandemic by providing emergency reading relief packages to families experiencing virtual classrooms and closed school libraries. The packages are self-contained, making them easy to distribute, and feature family read-aloud books, activity books, musical bilingual ABC CDs, widely appealing picture books, chapter books for a range of ages, Highlights magazines, and bilingual educational reading tips for caregivers—a treasure trove of incentives to invest families in the vital act of reading together.

The reading relief packages are provided to vulnerable families via free meal pickups and drive-through events at schools, food banks, community centers, and other agencies on an ongoing basis. These “read together” packages had such an impressive impact on the disadvantaged demographic KNTR serves, that the organization will continue providing them indefinitely into the future. We would like to offer special thanks to Alliance Bank of Arizona/Western Alliance Bank for getting this project off the ground with a generous \$25,000 COVID-19 relief contribution.

Board member and frequent volunteer Heather Miller comes in often to help assemble Family Read Together packs which were vital in our Covid 19 relief efforts.



Literacy Programs served in 2020-2021

Kids Need to Read provided new books to 157 literacy programs in 45 states and the District of Columbia during 2020-2021. Together, these programs received a total of 166,469 books and other reading resources valued at \$1,085,279.45 . Approximately 86 percent of the 89,042 children served lived at or below the poverty level.

Alabama

Wedowee Middle School
Wedowee, Alabama
(school)
155 children served
70% at or below poverty level
16% African American
68% Caucasian
16% Hispanic/Latino
1% Native American

Alaska

Copper Valley Community Library
Glennallen, Alaska
(library)
285 children served
63% at or below poverty

Razdolna School
Fritz Creek , Alaska
(school)
97 children served
96% at or below poverty level
100% Caucasian

Arizona

Academy Del Sol Roger Campus
Tucson, Arizona
(school)
200 children served
60% at or below poverty level
5% African American
5% Asian
30% Caucasian
60% Hispanic/Latino



Altrusa of the West Valley
Surprise, Arizona
(service)
46 children served
80% at or below poverty level
14% African American
50% Caucasian
25% Hispanic/Latino
11% Native American

Arizona Center for African
American Resources
Goodyear, Arizona
(service)
1298 children served
75% at or below poverty level
30% African American
6% Asian
9% Caucasian
45% Hispanic/Latino
2% Middle Eastern
5% Native American
3% Other

Backpacks 4 Kids
Phoenix, Arizona
(service)
1786 children served
100% at or below poverty level
30% African American
20% Caucasian
40% Hispanic/Latino
1% Middle Eastern
1% Native American
8% Other

Booker T Washington Early
Learning
Phoenix, Arizona
(school)
170 children served
93% at or below poverty level
6% African American
6% Caucasian
88% Hispanic/Latino

Boys Hope Girls Hope of Arizona
Phoenix, Arizona
(service)

224 children served
100% at or below poverty level
100% Native American

Brichta Infant and Early Learning
Center (TUSD)
Tucson, Arizona
(school)
38 children served
100% at or below poverty level
8% African American
2% Asian
10% Caucasian
78% Hispanic/Latino
1% Native American
1% Other

Cactus Wren Elementary School
Phoenix, Arizona
(school)
121 children served
100% at or below poverty level
13% African American
4% Asian
24% Caucasian
49% Hispanic/Latino
7% Native American
3% Other

Capitol Elementary School
Phoenix, Arizona
(school)
500 children served
92% at or below poverty level
8% African American
1% Asian
9% Caucasian
81% Hispanic/Latino
1% Native American

Catholic Charities Community
Phoenix, Arizona
(service)
4800 children served
100% at or below poverty level

Arizona (continued)

Cesar Chavez Community School
Phoenix, Arizona
(School)
461 children served
100% at or below poverty level
3% African American
1% Caucasian
96% Hispanic/Latino

Charli's House
(Service)
290 children served
100% at or below poverty level
1% African American
1% Asian
95% Caucasian
1% Hispanic/Latino
1% Native American
1% Pacific Islander

CJ Jorgensen Elementary School
Phoenix, Arizona
(School)
555 children served
81% at or below poverty level
6% African American
2% Caucasian
90% Hispanic/Latino
1% Native American
1% Other

College Bound AZ
Mesa Arizona
(Service)
150 children served

Community Food Bank
Tucson, Arizona
(Service)
1012 children served
100% at or below poverty level

Control Alt Delete
Mesa, Arizona
(Service)
1599 children served
100% at or below poverty level

Coolidge Public Library
Coolidge, Arizona
(Library)
348 children served
92% at or below poverty level

Drexel Elementary School
Tucson, Arizona
(School)
1310 children served
95% at or below poverty level
1% Caucasian
95% Hispanic/Latino
2% Native American
2% Other

Dysart Community Center
El Mirage, Arizona
(Service)
810 children served
100% at or below poverty level

Eagle Pathway
Mesa, Arizona
(Service)
1191 children served
100% at or below poverty level
20% African American
20% Asian
20% Caucasian
20% Hispanic/Latino
10% Middle Eastern
10% Native American

Echo Mountain Elementary School
Phoenix, Arizona
(School)
120 children served
74% at or below poverty level
6% African American
24% Caucasian
62% Hispanic/Latino
3% Native American
5% other

Foothills Food Bank
Cave Creek, Arizona
(service)
2770 children served
100% at or below poverty level

Griffith Elementary School
Phoenix, Arizona
(School)
525 children served
90% at or below poverty level
10% African American
5% Asian
10% Caucasian
75% Hispanic/Latino

House of Refuge
Mesa, Arizona
(Service)
1340 children served
100% at or below poverty level

Huachuca City School
Huachuca City, Arizona
(School)
415 children served
73% at or below poverty level
6% African American
1% Asian
50% Caucasian
33% Hispanic/Latino
1% Native American
1% Pacific Islander
8% Other

Ignacio Conchos
Phoenix, Arizona
(School)
240 children served
86% at or below poverty level
11% African American
2% Asian
3% Caucasian
83% Hispanic/Latino
1% Native American

Imagine Camelback Elementary
School
Phoenix, Arizona
(School)
630 children served
86% at or below poverty level
12% African American
3% Asian
5% Caucasian
76% Hispanic/Latino
1% Native American
3% Other

Imagine East Mesa Elementary
School
Mesa, Arizona
(School)
1243 children served
55% at or below poverty level
3% African American
1% Asian
50% Caucasian
39% Hispanic/Latino
2% Native American
1% Other

Arizona (continued)

Indian Oasis Intermediate School
Sells, Arizona
(School)
270 children served
100% at or below poverty level
6% Hispanic/Latino
94% Native American

Indian Oasis Primary School
Tucson, Arizona
(School)
460 children served
100% at or below poverty level
6% Hispanic/Latino
94% Native American

J.B. Sutton Elementary
Phoenix, Arizona
(School)
100 children served
94% at or below poverty level
3% African American
1% Caucasian
94% Hispanic/Latino
2% Other

Jewish Family & Children's Service
Phoenix, Arizona
(Service)
2850 children served
100% at or below poverty level

Joseph Zito Elementary School
Phoenix, Arizona
(School)
540 children served
100% at or below poverty level
1% African American
6% Caucasian
78% Hispanic/Latino
1% Middle Eastern
1% Native American

Kyrene Digital Academy
Tempe, Arizona
(School)
120 children served
100% at or below poverty level
11% African American
5% Asian
44% Caucasian
29% Hispanic/Latino
4% Native American
7% Other

Longfellow Elementary School
Mesa, Arizona
(School)
420 children served
92% at or below poverty level
7% African American
3% Caucasian
90% Hispanic/Latino

La Paloma South Campus
Tucson, Arizona
(School)
355 children served
90% at or below poverty level
5% African American
1% Asian
3% Caucasian
90% Hispanic/Latino
1% Native American

Mesa Chamber of Commerce
Mesa, Arizona
(Service)
102 children served
100% at or below poverty level

Mesa Education Center MPS Parent
University
Mesa, Arizona
(School)
35 children served
100% at or below poverty level
4% African American
1% Asian
43% Caucasian
44% Hispanic/Latino
4% Native American
1% Pacific Islander
3% Other

Mesa K Ready
Mesa, Arizona
(School)
80 children served
95% at or below poverty level
27% African American
1% Asian
30% Caucasian
30% Hispanic/Latino
1% Middle Eastern
2% Native American
1% Pacific Islander

Mesa Public Library
Mesa, Arizona
(Library)
2936 children served
55% at or below poverty level

Mesa United Way
Mesa, Arizona
(Service)
1386 children served
100% at or below poverty level
Montecito Community School
Phoenix, Arizona
(School)
100 children served
100% at or below poverty level
35% African American
24% Caucasian
35% Hispanic/Latino
6% Native American

Mountain Park Health Center
Phoenix, Arizona
(Service)
1636 children served
80% at or below poverty level
13% African American
1% Asian
52% Caucasian
1% Hispanic/Latino
1% Native American
32% Other





Arizona (continued)

Mountain View School
Phoenix, Arizona
(School)
1110 children served
100% at or below poverty level
8% African American
1% Asian
6% Caucasian
78% Hispanic/Latino
1% Middle Eastern
1% Native American
1% Pacific Islander
4% Other

Native American Connections INC
Phoenix, Arizona
(Service)
525 children served
50% at or below poverty level
7% African American
28% Asian
15% Caucasian
50% Native American

Nevitt Elementary School
Phoenix, Arizona
(School)
465 children served
83% at or below poverty level
12% African American
2% Asian
6% Caucasian
77% Hispanic/Latino
2% Native American
1% Pacific Islander

Over-Flo Missions
Mesa, Arizona
(Service)
1000 children served
100% at or below poverty level

Palo Verde Elementary
Palo Verde, Arizona
(School)
550 children served
78% at or below poverty level
12% African American
28% Caucasian
68% Hispanic/Latino
1% Native American
1% Other

Palomino Primary School
Phoenix, Arizona
(School)
620 children served
99% at or below poverty level
3% African American
1% Asian
4% Caucasian
90% Hispanic/Latino
1% Native American
1% Other

Pendergast Learning Center
Phoenix, Arizona
(School)
143 children served
100% at or below poverty level
4% African American
7% Caucasian
85% Hispanic/Latino
1% Native American
3% Other

Pomeroy Elementary
Chandler, Arizona
(School)
660 children served
50% at or below poverty level
3% African American
3% Asian
46% Caucasian
40% Hispanic/Latino
3% Native American
1% Pacific Islander
4% Other

Porter Elementary School
Mesa, Arizona
(School)
65 children served
66% at or below poverty level
4% African American
1% Asian
38% Caucasian
47% Hispanic/Latino
4% Native American
2% Pacific Islander
4% Other

Primrose School of North Scottsdale
Scottsdale Arizona
(School)
110 children served

Read Better Be Better
Phoenix, Arizona
(Service)
1500 children served
100% at or below poverty level
35% African American
24% Caucasian
35% Hispanic/Latino
6% Native American

Roosevelt Elementary School
Mesa, Arizona
(School)
2115 children served
84% at or below poverty level
13% African American
4% Asian
20% Caucasian
50% Hispanic/Latino
1% Middle Eastern
10% Native American
1% Pacific Islander
1% Other

Schumacher Infant and Early Learning
Center (TUSD)
Tucson, Arizona
(School)
63 children served
67% at or below poverty level
8% African American
2% Asian
10% Caucasian
78% Hispanic/Latino
1% Native American
1% Other

Scott Libby Elementary PTA
Tucson, Arizona
(School)
510 children served
50% at or below poverty level
2% African American
2% Asian
48% Caucasian
46% Hispanic/Latino
2% Native American

Whittier Elementary School



Whittier Elementary School
Mesa, Arizona
(School)
600 children served
80% at or below poverty level
4% African American
2% Asian
26% Caucasian
50% Hispanic/Latino
1% Middle Eastern
13% Native American
1% Pacific Islander
3% Other

Rancho Mirage Library and Observatory
Rancho Mirage, California
(Library)
650 children served

Richard R. Oliphant Elementary School
Indio, California
(School)
775 children served
71% at or below poverty level
1% African American
1% Asian
8% Caucasian
87% Hispanic/Latino
1% Pacific Islander
2% Other

Arizona (continued)

Superstition Community Food Bank
Apache Junction, Arizona
(Service)
2184 children served
100% at or below poverty level

United Food Bank
Mesa, Arizona
(Service)
500 children served
100% at or below poverty level

Valley Against Sex Trafficking-VAST
Mesa, Arizona
(Service)
810 children served
100% at or below poverty level

VH Lassen School
Phoenix, Arizona
(School)
400 children served
86% at or below poverty level
7% African American
1% Asian
2% Caucasian
87% Hispanic/Latino
1% Native American
1% Middle Eastern
1% Pacific Islander

Arkansas

Greenland High School
Lincoln, Arkansas
(School)
20 children served
70% at or below poverty level
1% African American
86% Caucasian
8% Hispanic/Latino
1% Native American
4% Other

California

Amanecer Community Counseling Services
Los Angeles, California
(Service)
1920 children served
90% at or below poverty level
6% African American
2% Asian
2% Caucasian
8% Hispanic/Latino
1% Middle Eastern
1% Native American
8% Other

Orange Public Library
Orange, California
(Library)
338 children served

Porterville Public Library
Porterville, California
(Library)
511 children served

San Gabriel Educational Foundation
San Gabriel, California
(Service)
2270 children served
90% at or below poverty level
1% African American
22% Asian
3% Caucasian
73% Hispanic/Latino
1% Other

St Hope PS & Elementary
Sacramento, California
(School)
420 children served
90% at or below poverty level
96% African American
1% Asian
1% Caucasian
1% Hispanic/Latino
1% Middle Eastern



Colorado

Limon Correctional Facility
Limon, Colorado
(Law Enforcement)
362 children served
50% at or below poverty level
50% African American
5% Asian
20% Caucasian
20% Hispanic/Latino
1% Middle Eastern
3% Native American
1% Other

Rifle Correctional Center Library
Rifle, Colorado
(Law Enforcement)
226 children served
100% at or below poverty level
20% African American
5% Asian
40% Caucasian
25% Hispanic/Latino
1% Middle Eastern
3% Native American
1% Pacific Islander
5% Other

Connecticut

Read to Grow Inc.
Branford, Connecticut
(Service)
501 children served
60% at or below poverty level
32% African American
6% Asian
30% Caucasian
32% Hispanic/Latino

Delaware

Caesar Rodney School District
Wyoming, Delaware
(School)
457 children served
59% at or below poverty level
26% African American
3% Asian
54% Caucasian
9% Hispanic/Latino
8% Other

Florida

Christmas Comes True INC
Brunell, Florida
(Service)
500 children served
100% at or below poverty level
30% African American
1% Asian
59% Caucasian
4% Hispanic/Latino
3% Middle Eastern
2% Native American
1% Pacific Islander

Lealman Innovation Academy
Saint Petersburg, Florida
(School)
100 children served
79% at or below poverty level
57% African American
6% Asian
24% Caucasian
13% Hispanic/Latino

Georgia

Crawford Long Middle School
Atlanta, Georgia
(School)
61 children served
100% at or below poverty level
90% African American
2% Caucasian
8% Hispanic/Latino

Hawaii

Kealakehe Elementary School
Kailua Kona, Hawaii
(School)
925 children served
60% at or below poverty level
1% African American
11% Asian
5% Caucasian
18% Hispanic/Latino
47% Pacific Islander
18% Other

Idaho

Council Elementary School
Council, Idaho
(School)
280 children served
51% at or below poverty level
1% African American
97% Caucasian
1% Native American
1% Other

Illinois

Indian Springs School Dist. 109
Bridgeview, Illinois
(School)
945 children served
74% at or below poverty rate
15% African American
1% Asian
56% Caucasian
24% Hispanic/Latino
1% Pacific Islander
3% Other

Indiana

The Very Early Childhood Education
Center
Kokomo, Indiana
(Service)
1108 children served
60% at or below poverty rate
17% African American
1% Asian
71% Caucasian
3% Hispanic/Latino
8% Other

Iowa

1st Congregational Church UCC
Dubuque, Iowa
(Church)
575 children served
60% at or below poverty rate
70% African American
5% Asian
10% Caucasian
10% Hispanic/Latino
5% Pacific Islander

Kansas

Western Kansas Child Advocacy
Hays, Kansas
(service)
420 children served
60% at or below poverty level
3% African American
74% Caucasian
23% Hispanic/ Latino

Kentucky

UK Gen Ped
Lexington, Kentucky
(service)
305 children served
70% at or below poverty level
30% African American
2% Asian
40% Caucasian
20% Hispanic/ Latino
2% Middle Eastern
2% Pacific Islander

Louisiana

Caddo Heights Elementary School
Shreveport, Louisiana
(school)
430 children served
90% at or below poverty level
97% African American
1% Caucasian
2% Hispanic/ Latino

Maine

Bangor Regional Therapeutic Day
Program
Bangor, Maine
(service)
110 children served
70% at or below poverty level
2% African American
80% Caucasian
4% Hispanic/ Latino
7% Native American
7% Other

Maryland

KIPP (Knowledge is Power Program)
Baltimore, Maryland
(school)
603 children served
50% at or below poverty level
99% African American
1% Hispanic/ Latino

Operation Pathways
Cambridge, Maryland
(service)
468 children served
100% at or below poverty level
90% African American
4% Caucasian
5% Hispanic/ Latino
1% Other

Massachusetts

Giving Back Together
Athol, Massachusetts
(service)
354 children served
100% at or below poverty level

McGlynn Elementary PTG
Medford, Massachusetts
(school)
800 children served
50% at or below poverty level
14% African American
14% Asian
51% Caucasian
12% Hispanic/ Latino
9% Other

Michigan

The Crescent Educational Foundation
of Detroit
Detroit, Michigan
(school)
25 children served
80% at or below poverty level
80% African American
5% Asian
5% Caucasian
10% Hispanic/ Latino

Minnesota

Casa Lake Bena Middle School
Casa Lake, Minnesota
(school)
189 children served
95% at or below poverty level
5% African American
2% Asian
5% Caucasian
2% Hispanic/ Latino
86% Native American

Mississippi

B. F. Liddell Middle School
Macon, Mississippi
(school)
370 children served
100% at or below poverty level
98% African American
1% Caucasian
1% Hispanic/ Latino

Earl Nash Elementary School
Macon, Mississippi
(school)
790 children served
100% at or below poverty level
96% African American
3% Hispanic/ Latino
1% Middle Eastern

Noxubee County High School
Macon, Mississippi
(school)
400 children served
100% at or below poverty level
95% African American
2% Caucasian
3% Hispanic/ Latino



Missouri

CareSTL Health
Milwaukee, Missouri
(service)
402 children served
100% at or below poverty level
94% African American
1% Asian
1% Caucasian
1% Hispanic/ Latino
1% Native American
2% Other

Parents As Teachers
East Prairie, Missouri
(service)
129 children served
100% at or below poverty level
1% African American
98% Caucasian
1% Hispanic/ Latino

Montana

Florence Crittenton Home
Helena, Montana
(service)
200 children served
95% at or below poverty level
2% African American
1% Asian
85% Caucasian
1% Hispanic/ Latino
10% Native American

Nebraska

Skinner Magnet Center
Omaha, Nebraska
(service)
490 children served
100% at or below poverty level
90% African American
1% Asian
2% Caucasian
7% Hispanic/ Latino

Nevada

Keystone Development Center
Las Vegas, Nevada
(service)
840 children served
100% at or below poverty level
75% African American
25% Hispanic/ Latino

Monaco Middle school
Las Vegas, Nevada
(school)
1,530 children served
93% at or below poverty level
20% African American
5% Asian
5% Caucasian
65% Hispanic/ Latino
2% Middle Eastern
1% Native American
1% Pacific Islander
1% Other

Ruby S Thomas Elementary School
Las Vegas, Nevada
(school)
885 children served
100% at or below poverty level
21% African American
7% Asian
11% Caucasian
54% Hispanic/ Latino
1% Native American
1% Pacific Islander
4% Other

Three Square Food Bank
Las Vegas, Nevada
(service)
2850 children served
100% at or below poverty level

New Hampshire

Belmont Public Library
Belmont, New Hampshire
(library)
365 children served
71% at or below poverty level
1% African American
1% Asian
95% Caucasian
1% Hispanic/ Latino
2% Other

New Jersey

The Foodbank of Monmouth and
Ocean City
Neptune, New Jersey
(service)
600 children served
100 at or below poverty level

New Mexico

Career Guidance Institute
Albuquerque, New Mexico
(service)
251 children served
100% at or below poverty level
10% African American
7% Caucasian
71% Hispanic/ Latino
12% Native American

New York

Urban Assembly School for Leader-
ship and Empowerment
Brooklyn, New York
(school)
600 children served
100% at or below poverty level
12% African American
17% Caucasian
18% Hispanic/ Latino
47% Middle Eastern
1% Native American
5% Other

North Carolina

Promising Pages
Charlotte, North Carolina
(service)
1,063 children served
100% at or below poverty level
48% African American
5% Asian
5% Caucasian
39% Hispanic/ Latino
2% Native American
1% Other

Ohio

DECA Prep
Dayton, Ohio
(school)
294 children served
74% at or below poverty level
98% African American
1% Caucasian
1% Middle Eastern

Gallia County Local Schools
Patriot, Ohio
(school)
709 children served
90% at or below poverty level
15% African American
80% Caucasian
5% Hispanic/ Latino

Oklahoma

Muskogee Public Library
Muskogee, Oklahoma
(library)
333 children served
90% at or below poverty level
35% African American
10% Asian
28% Caucasian
15% Hispanic/ Latino
2% Middle Eastern
10% Native American

Oregon

Hillsboro Online Academy
Hillsboro, Oregon
(school)
280 children served
43% at or below poverty level
8% Asian
54% Caucasian
21% Hispanic/ Latino
2% Native American
15% Other

Pennsylvania

Mon Valley School
Clairton, Pennsylvania
(school)
220 children served
63% at or below poverty level
33% African American
1% Asian
62% Caucasian
1% Hispanic/ Latino
1% Middle Eastern
1% Native American
1% Pacific Islander

South Carolina

Dreams With Open Arms
Calhoun Falls, South Carolina
(service)
433 children served
100% at or below poverty level
27% African American
1% Asian
68% Caucasian
2% Hispanic/ Latino
2% Other

Tennessee

Knoxville Police Department
Knoxville, Tennessee
(police)
1,152 children served
60% at or below poverty level

Texas

Marti Elementary School
Cleburne, Texas
(school)
450 children served
65% at or below poverty level
5% African American
1% Asian
56% Caucasian
29% Hispanic/ Latino
1% Native American
4% Pacific Islander
4% Other

Northside High School
Fort Worth, Texas
(school)
550 children served
82% at or below poverty level
3% African American
1% Asian
10% Caucasian
83% Hispanic/ Latino
1% Middle Eastern
1% Native American
1% Other
4% Other



Texas (continued)

Storybridge
 Amarillo, Texas
 (service)
 1,406 children served
 90% at or below poverty level
 20% African American
 10% Asian
 25% Caucasian
 40% Hispanic/ Latino
 5% Middle Eastern

Utah

4th East Community Garden
 Salt Lake City, Utah
 (service)
 499 children served
 90% at or below poverty level
 10% African American
 20% Asian
 10% Caucasian
 30% Hispanic/ Latino
 10% Middle Eastern
 5% Native American
 10% Pacific Islander
 5% Other

Virginia

The Free Book Bus
 Charlottesville, Virginia
 (service)
 666 children served
 100% at or below poverty level

Washington

Communities in Schools of Puyallup
 Puyallup, Washington
 (school)
 499 children served
 90% at or below poverty level
 10% African American
 20% Asian
 10% Caucasian
 30% Hispanic/ Latino
 10% Middle Eastern
 5% Native American
 10% Pacific Islander
 5% Other

West Virginia

Helvetia Public Library
 Helvetia, West Virginia
 (library)
 135 children served
 99% at or below poverty level
 100% Caucasian

Southern Area Library
 Lost Creek, West Virginia
 (library)
 200 children served
 80% at or below poverty level
 2% African American
 2% Asian
 90% Caucasian
 6% Hispanic/ Latino

Wisconsin

Central City Cyber School
 Milwaukee, Wisconsin
 (school)
 500 children served
 95% at or below poverty level
 100% African American

District of Columbia

Mary House
 Washington D.C.
 (service)
 223 children served
 100% at or below poverty level
 5% African American
 95% Hispanic/ Latino

Board member Tiffany Ellington volunteers on a weekly basis; often packing up books for delivery on her lunch hours.





The Page Coach Has New Clothes

Author and artist extraordinaire, Travis Hanson, came to town to help unveil the spectacular new wrap on Kids Need to Read's mobile outreach unit. Travis's design is so wonderfully whimsical and adventurous—the perfect embodiment of our passion to help children discover the joy of reading and the power of a literate mind!

The design is one continuous piece, so folks can walk around the van and immerse themselves in different worlds on each side. Mike Syfritt of WrapForce Inc also joined in the unveiling. He did an outstanding job of applying the new wrap! Our sincere thanks to both of these gentlemen for upgrading the Page Coach to this new, thrilling design. Everywhere we go, people stop to comment!

Kids Need to Read loaded the shiny, new Page Coach completely full of reading resources and delivered them to Mountain View School in Phoenix, along with Travis. He helped to unload 3,996 books, Highlights magazines, and PetSmart Charities reading buddies. The 100% Title I school conducts several school-wide book giveaways for their students throughout the year, and KNTR always provides enough resources for one of those giveaways each year. From their request: "We have the highest homeless rate in our district and over 80% of students have been classified as English Language Learners...."

Afterward, we received the following heart-tugging note from Mountain View School's ELL Testing Specialist, Karen O'Keefe (pictured right in the photos below):

The Page Coach delivers more than beautiful books to our school, more than fun activities, more than cuddly reading buddies... The Page Coach delivers success in school and a brighter future for our students who so badly need that extra support The Page Coach provides. Each and every time we have a Kids Need to Read book give away we see the joy in the students' faces!! "Do we get to keep these? Are these ours?" The primary students plop down on the floor the second they get their books even if they are right in the middle of a room!! They hold their books close to their hearts as they make their way to their rooms. The intermediate students have conversations about books, NOT video games, BOOKS!! They often tell us that they look forward to the book give-aways and ask us each year when the next one will be!!! YOU ARE MAKING A DIFFERENCE IN THEIR LIVES BY PROVIDING THESE BOOKS, THESE EXPERIENCES!!! THANK YOU!!!!!!!

What a fantastic day of giving and celebrating the Page Coach's new look, thanks to all of you who support the Page Coach!





Event Participation 2020-2021

The pandemic created opportunities for creative solutions to getting books to the vulnerable children we serve. The creation of our special Family Read Together packs allowed Kids Need to Read to offer literacy support to the communities we serve. Each pack contains materials for every reading level from pre reading to Young Adult, thus encouraging the whole family to start a family reading habit. Despite limited opportunities, each event that we participate in helps to connect children to the joy of literacy and the power of a literate mind.

Foothills Food Bank
 Adopt-A-Family Holiday
 Event
 Cave Creek, Arizona
 (Community Event)
 3,711 children served

Mesa Public Library
 Halloween Boo
 Mesa, Arizona
 (Community Event)
 3,959 children served

Mesa Public Library
 Not-so- Polar Express
 Mesa, Arizona
 (Community Event)
 2,594 children served



Mesa Public Library's annual "Halloween Boo" was a perfect example of adaptation during pandemic restrictions. This yearly event that traditionally caters only to preschool, was quickly revamped to accommodate children of all ages who were now required to be educated virtually at home.

Kids Need to Read Contributors 2020-2021

Fiscal April 1, 2020-March 31, 2021

Contributing Organizations

\$50,000 and Above

Kathy and Jerry Wood Foundation

\$20,000 and Above

Alliance Bank of Arizona

\$10,000 to \$14,999

Mesa United Way
Elkes Foundation III

\$5,000 to \$9,999

Benevity
Cardinals Charities
Cox Charities
Employees Community Fund of Boeing Arizona

\$1,000 to \$4,999

1000 Wishes
Eustis Mortgage
Facebook Payments
Faith Christian Center
Jewish Community Foundation of Greater Phoenix INC
Liberty Mutual
Mighty Cause
Northrop Grumman Charity Custodial Account
Pi Beta Phi Foundation

\$500 to \$999

Black Rose Writing
Macon Dreams Come True Foundation
United Way Valley of the Sun
Vanguard Charitable

\$100 to \$499

Amazon Smile Foundation
American Express Employee Giving
ARC Thrift Stores
Ben Bosch Fund via Schwab Charitable
Fidelity Charitable
GreaterGood.Org
Kroger Fry's Food Stores
Raizz LLC
Laura Sixkiller PLLC
Your Cause



Kids Need to Read Contributors 2020-2021

Fiscal April 1, 2020-March 31, 2021

Contributing Individuals

\$100,000 and Above

Margaret Bostrom

\$5,000 and Above

Anonymous

\$1,000 to \$4,999

Tyson Breinholt
Gary & Tina Mlodzik
Dawn Russo

\$500 to \$999

Kevin & Robyn Kelly
Tara Tince
Joanne and John Markis
Sharon Michalove
Victor Khai Ngyem
Kim OBrien

\$100 to \$499

Adela Angiuli
Lynette Bendixsen
Dana Biehn
Joe Boudrie
Brian Brewer
Andy Bustamante
Cramin Charen
Teresa Dlouhy
Melissa Drake
Garrett French
Frank Friet
Joan Geardino
Dondeena Griffiths
Caoilinn Grove-Collins
Adam Halley
Bethany Harowitz
Donna Hart

Kristen Klein
Diana Venus Knox
Jeffery Kobacker
Peter Kowalski
Timothy Kragt
Cynthia Krigbaum
Sigrid Kuster
Gregory Lemon
Michelle Lubrano
Andrew Marnik
Anthony Masalonis
Bruce Matsunaga
Diane McKeown
Heather Miller
Paula Moss
Richard Niles
Lance Noel
Joy Nuttmann
Gary and Karen O'Keefe
William Otto
Ravi Pasumarhi
Amanda Sexton
Kathleen Skubic
Jane Snyder
Nancy Soderberg
Bryan Thomas
C.J. Viosca
Susan Wagemann
Ariela Weinbach
Sylvia Wermes
Stephen and Aleda West
Jennifer Wizel



Kids Need to Read Contributors 2020-2021

Fiscal April 1, 2020-March 31, 2021

In-Kind Donors

Over \$200,000 Value

Highlights for Children
Houghton Mifflin Harcourt

Over \$20,000 Value

Lutheran Social Services

\$15,000-\$19,999

Ami Loper

\$5,000-\$14,999

American Girl
Jerry Brown
Coil Records

\$1000-\$4,999

Adventures in Ink
Sarah Anderson
Anonymous via Amazon
Anonymous
Arizona Renaissance Festival
Susan Edie Ashe
Bagdonas Naomi
Barnes & Noble Desert Ridge
Barnes and Noble Chandler
Jim Bates
Naomi Black
Bookmans Entertainment Exchange #4
Brearily School

B. Briggs
Candlewick Press
Soman Chainani
Todd Civin
Mark Dagley
Miguel Lopez de Leon
Nicolette DiMaggio
Eddie Ferriter
Sasha and Rodney Glassmen
Amy Herzog
Dani Hoots
Independent Publishers Group
Dr. Rachel Kowert
Kat Kronenberg
Kansas State RE Bookstore and Mail Center
Leading Edge Academy Student Council
Library Tales Publishing Group
Melinda Mazkuriewtiz
Susan McCurren
Peggy's Passion
Penguin Young Readers
Julie Savage
Scholastic
Scottsdale Prep
Smart City
Lorraine Strenkowski
Teachers for Teachers
Verrando High School Library

Jennifer Weisman

\$100-\$999

Abaton Book Publishing
Aramoun Publishing for Education LLC
Lester Ariadi
Barefoot Books Community Bookseller
Cherry Bekaert
Bellwether Media
Black Rose Writing
Rob Chifokoyo
Michelle Householder
Pete Jirles
Mary & John Lerch
Tom Leveen
D Christian Nelson
Amanda Rodman
Beth Schatzer Gave
Laura Sixkiller PLLC
Jennifer E Smith
Sophia's List
M.E. Weldon



Reading Buddies

Over \$1,000

PetSmart Christown Spectrum
PetSmart Deer Valley

Under \$1,000

Anonymous via Amazon
Carrie Baker
Barnes and Noble Chandler
Hirtle Callaghan
Teresa Dlouhy

Tiffany E. Ellington
Denise Gary
Jessica Payne
Phoenix Suns Charities
Shauna Wooley

Kids Need to Read is also supported by many other valuable volunteers



From Our Shelves to Yours

Impact 2020-2021

“We are very thankful to Kids Need to Read for sharing Highlights and classroom books with us during the COVID 19 pandemic. Charlotte has approximately 60,000 children living in a book desert and every book we receive brings us closer to building a book rich city. Promising Pages distributed over 105,000 books to almost 28,000 children in five months and KNTR supported our efforts. We look forward to working with them again in the future!”

- Kelly Cates, Deputy Director of Promising Pages (9/2/2020)

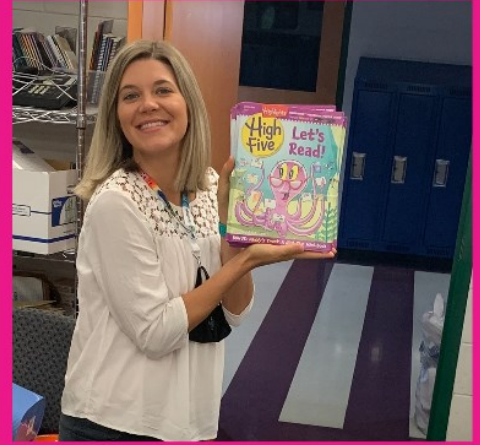
From Our Shelves to Yours is a program that witnesses, encourages, and supports innovation when it comes to getting books into the hands of children. The program answers grant applications for books needed in every state; Kids Need to Read has helped to maintain Little Free Libraries in Utah, brought books to classrooms in Alaska. Libraries have built teen summer reading programs in New Hampshire and Medical centers in Montana give books during checkups because of grants received from Kids Need to Read.

From Our Shelves to Yours is not a flashy program. We rarely see pictures of the books being used, or even hear back from those we serve once we have sent them books. But the need is very real and very serious. The words and phrases that are most often used are: “desperate,” “children do not have access to books outside of school,” “the students need books,” and “we do not have many resources.”

Kids Need to Read was created for this very need. We are honored to answer the call and excited to share the joy of reading and the power of a literate mind with the vulnerable children we serve.

Stand out projects include the opportunity for Kids Need to Read send books to a brand-new library that was built by hand by community members in Idaho. We were told that, “*The students of Council do not have much materialistically in comparison to others their age. They make do with what they have with little complaint, but they need more. More books, more knowledge, more motivation to search out what lies beyond their mountains. This project would allow the students of Council to glimpse the world outside their mountains and encourage them to reach past economic and geographic boundaries.*” (Council Elementary School, Idaho) To be a part of this community wide project was an honor and a privilege and we were grateful that we could help.

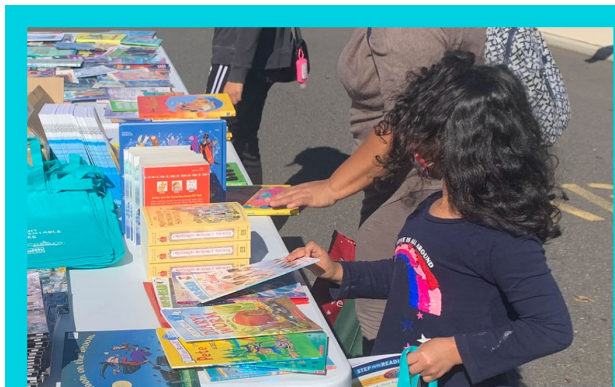
These project that serve children are why Kids Need to Read's lineup of popular and interactive literacy programs will always revolve around one simple core commitment: getting books in the hands of children who desperately need them. From Our Shelves to Yours.



*"I just received the books you sent! **Holy guacamole!** There are so many! We are so grateful! I can not thank you enough!... Our kids are so lucky!"*

-Ms. Mallory Bui, Central City Cyberschool

Sp Adobe Spark



**THANK YOU
from New Jersey**



Sp Adobe Spark

Major Funding Contributors

Kathy and Jerry Wood Foundation

Major In-kind Contributors

Animal Welfare Institute
 Arizona Renaissance Festival
 Barnes & Noble Chandler Fashion Mall
 Barnes & Noble Desert Ridge Marketplace
 Barnes & Noble Surprise
 Bookman's Entertainment Exchange Mesa
 Elks Foundation III
 GreaterGood.org
 Highlights for Children
 Houghton Mifflin Harcourt
 PetSmart Charities/PetSmart Christown Spectrum
 Phoenix

From Our Shelves to Yours is Kids Need to Read’s flagship program, providing literary treasure to disadvantaged children throughout the United States. It supports a diverse array of schools, libraries, community agencies, and literacy events in low socioeconomic communities by sending books and other reading resources to assist children with access to direly needed books.

The program distributed reading resources to 24,656 children during the 2020–2021 fiscal year (April 1, 2020–March 31, 2021). The number of reading resources provided across the country increased by over 28%, from 23,755 books valued at \$144,165 in 2019–2020, to 35,246 books valued at \$199,254 during 2020–2021. The average poverty rate of clients served was 82%. 56 fulfillments were provided through the program in 44 states and Washington D.C., up from 35 states during the 2019–2020 fiscal year.

By teaming up with schools, libraries, and other agencies to provide thousands of books to children lacking adequate access to reading resources, Kids Need to Read encourages kids to discover the joy of reading and the power of a literate mind.

From Our Shelves to Yours

Recipients

Alabama

Wedowee Middle School

Alaska

Razdolna School

Arkansas

Greenland High School

California

St Hope PS & Elementary

Colorado

Limon Correctional Facility
Rifle Correctional Center
Library

Connecticut

Read to Grow Inc.

Delaware

Caesar Rodney School
District

Florida

Christmas Comes True INC
Lealman Innovation
Academy

Georgia

Crawford Long Middle
School

Hawaii

Kealakehe Elementary
School

Idaho

Council Elementary School

Illinois

Indian Springs School Dist.
109

Indiana

The Very Early Childhood
Education Center

Iowa

1st Congregational Church
UCC

Kansas

Western Kansas Child
Advocacy

Kentucky

UK Gen Ped

Louisiana

Caddo Heights Elementary
School

Maine

Bangor Regional Therapeu-
tic Day Program

Maryland

KIPP (Knowledge is Power
Program)
Operation Pathways

Massachusetts

McGlynn Elementary PTG
Giving Back Together

Michigan

The Crescent Educational
Foundation of Detroit

Minnesota

Casa Lake Bena Middle
School

Mississippi

B. F. Liddell Middle School
Earl Nash Elementary
School
Noxubee County High
School

Missouri

Care: STL Health
Parents As Teachers

Montana

Florence Crittenton Home

Nebraska

Skinner Magnet Center

Nevada

Keystone Development
Center

New Hampshire

Belmont Public Library

New Jersey

Belmont Public Library

New Mexico

Career Guidance Institute

New York

Urban Assembly School for
Leadership and
Empowerment

North Carolina

Promising Pages

Ohio

DECA Prep
Gallia County Local
Schools

Oklahoma

Muskogee Public Library

Oregon

Hillsboro Online Academy

Pennsylvania

Mon Valley School

South Carolina

Dreams With Open Arms

Tennessee

Knoxville Police Depart-
ment

Texas

Storybridge
North Side High School
Marti Elementary School

Utah

4th East Community Garden

Virginia

The Free Book Bus

Washington

Communities in Schools of
Puyallup

Washington DC

Mary House

West Virginia

Helvetia Public Library
Southern Area Library

Wisconsin

Central City Cyber School



Grow Your Library

Impact 2020-2021

“I'm glad you're still doing your good work, even with 2020 being so... 2020.”

-Beth Cato, Author, Donor (8/4/2020)

For Kids Need to Read’s Grow Your Library team, flexibility was the name of the game in 2020! The program, created by Kids Need to Read Board Directors Gary and Tina Mlodzik, has been serving libraries in rural communities all over the United States for the past several years. However, in this last fiscal year, the status of the world was unknown and ever changing. Gary and Tina worked hard to maintain activity and a presence in the literary circles. With so many libraries closed with little notice, all that could be done was to prepare for the future. Even though there were no solid plans on when they would reopen.

Communication was key for fiscal year 2020-21. Kids Need to Read’s Grow Your Library team maintained a strong social media presence through Instagram, Facebook and LinkedIn. Supporters were reassured that the Grow Your Library program would be back when the pandemic subsided. This media support is crucial to all of Kids Need to Read’s programs and often leads to donations of new publications that the rural libraries rarely have the ability to pay for. A great example of this is when, author Lester Aradi, sent Kids Need to Read a generous donation of his books after hearing about the Grow Your Library Program on LinkedIn.

Although many authors and publishers felt the pinch of uncertain economic times, many generously sent books at our request. Over 2,500 books were received at Kids Need to Read specifically for the Grow Your Library program.

In response to new needs, the Grow Your Library team did virtual story time recordings from scenic locales and posted them on YouTube with links posted on Facebook. Bryce Canyon National Park, the Pacific Ocean and Joshua Tree National Park were some locations featured.

These links, called Miss Tina’s Traveling Story Time Adventures, were emailed directly to all 31 librarians the Grow Your Library team had served since 2015. In addition to being shared on social media.

In late 2020 Kids Need to Read’s Grow Your Library team reached out to public libraries who had submitted grant requests to receive books for their libraries. Upon introduction, they were thrilled to hear from us. Could they wait until mid to late 2021 for a book donation and Grow Your Library story time? Everyone responded with an excited YES! Everyone understood flexibility was needed due to uncertain pandemic restrictions.

By the end of the fiscal year in March 2021, plans for in person Grow Your Library events were being solidified. The six librarians that were patient and flexible would soon be rewarded with many beautiful new books and a super fun story time event. Before long, we’ll all be sharing stories and making memories in person again. The longevity of Kids Need to Read’s Grow Your Library program is due to the passion and hard work of the directors that go into every donation made through this program. The program’s success also comes from the support of kind and generous authors, publishers, and friends. As a team, Kids Need to Read’s Grow Your Library program will be serving children and community libraries across the United States for years to come.





One of the social media posts for Miss Tina's Traveling Storytime.

Major In-kind Contributors:

- Abrams Books
- Bellwether Media
- Candlewick Press
- Highlights for Children
- Houghton Mifflin Harcourt
- Penguin Young Readers
- PetSmart Charities/PetSmart Christown Spectrum Phoenix
- Spencer Hill Press

Libraries served:

Covid-19 affected the entire fiscal year. Although no libraries were actually provided books through the Grow Your Library program for the full fiscal year, preparations were made for FY 21/22. Authors and publishers were solicited for book donations. Libraries were researched, vetted and contacted. Arrangements were solidified for when in person events opened up in summer of 2021 (tentative event date listed). The public libraries committed to for FY 2021/22 are as follows:

- Estancia Public Library, Estancia, NM (6.22.21)
- Rossville Public Library, Rossville, GA (7.8.21)
- Starkville Public Library, Starkville, MS (7.14.21)
- Muskogee Public Library, Muskogee, OK (10.27.21)
- Hot Spring County Library, Malvern, AR (11.1.21)
- Essex Public Library, Essex, MO (11.2.21)





Page Coach

Impact 2020-2021

“I am stunned by the generosity and care of Kids Need to Read. The library books we received were obviously chosen for our school with great care, as were the COVID relief book bags given out to our students. [Kids Need to Read staff and volunteers] were amazing. They distributed book bags OUTSIDE at noon in temperatures of over 100 degrees and were still enthusiastic, welcoming, and kind. Our families were very pleased and excited to get their books. We cannot thank you enough for helping our young people get the encouragement and TLC they needed during these troubled times.” (Jo Ann Hallstrom, Resource Center Specialist, Roosevelt Elementary School,



School-wide book giveaways! Family literacy nights! STEM nights! Fall carnivals! Parent meetings! Community events! Food bank events! Holiday events! Setting up massive book distributions at such events in order to provide kids with access to books is the Page Coach’s specialty. When the COVID-19 pandemic shut down these opportunities, Kids Need to Read never wavered. We simply shifted gears and brought our treasure trove of books to free meal distributions, drive through events, and anywhere else books could be handed out to children in need of reading resources. The distribution events

provided extremely effective opportunities to inspire children and families to read.

Safety and efficiency protocols at these events inspired the creation of Kids Need to Read’s Family Read Together Packs—reading relief packages designed to encourage positive family reading habits. With books and literacy activities enclosed neatly in a bag or pack, they can be safely and easily distributed at any event. The Page Coach visited 62 locations in Arizona, five in California, and four in Nevada to support massive COVID relief efforts during the 2020–2021 fiscal year. Thousands of books were delivered to an additional 30 schools and agencies for crucially important literacy needs other than COVID relief.

The real power of the Page Coach is its ability to travel directly to children, no matter where they live or what adverse conditions may be impacting their lives. This is where we can help to close the literacy gap between high- and low-income children—right there among the children!



Sp Adobe Spark

KINDERGARTEN THANK YOU'S

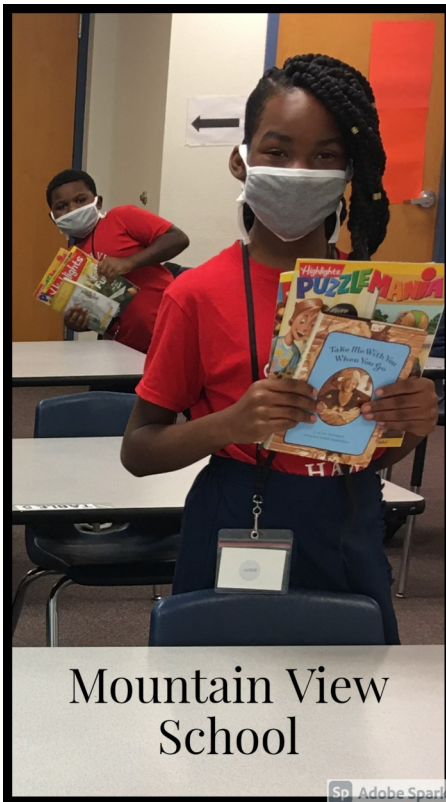
IGNACHIO CONCHOS SCHOOL

Major Funding Contributors

Alliance Bank of Arizona/Western
Alliance Bank
Cardinals Charities
Cox Charities
Elkes Foundation III
Employees Community Fund of Boeing
Arizona
Mesa United Way
Pi Beta Phi Foundation/Pi Beta Phi
Phoenix Alumnae Club/Pi Beta Phi
Arizona Beta Chapter

Major In-kind Contributors

American Girl Publishing
Barnes & Noble Chandler Fashion Mall
Barnes & Noble Desert Ridge
Marketplace
Bookman's Entertainment Exchange
Mesa
Coil Records
Mark Dagley
Miguel Lopez de Leon
Sasha and Rodney Glassman
Highlights for Children
Houghton Mifflin Harcourt
Lutheran Social Services
Vivian McCool
PetSmart Charities
PetSmart Christown Spectrum Phoenix
PetSmart Deer Valley
Scholastic, Inc



Mountain View
School

Sp Adobe Spark

The Page Coach, Kids Need to Read's mobile outreach unit providing literary treasure to disadvantaged children, proudly served 62,450 children during the 2020-2021 fiscal year (April 1, 2020–March 31, 2021), distributing inspiring reading resources at a diverse array of schools, libraries, and literacy events in low socioeconomic communities throughout Arizona, as well as multiple locations in California and Nevada. This represented an 29% increase over the 44,544 children served by the program the previous year. The number of reading resources provided by the program grew exponentially, from 92,922 books valued at \$631,779 during 2019–2020 to 130,845 books valued at \$883,017. The average poverty rate of clients served was 90%.

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. Of the 26 Page Coach survey respondents, nine reported 100% increased desire to read after the program. Three reported a 90–95% increase in the desire to read, while one reported 85% and three reported 70–75%. Ten respondents could not estimate a percentage, but provided positive feedback, such as this: *"I am feeling speechless this morning after unboxing the books from Kids Need to Read. The quantity was enough to be impressive, but the QUALITY and titles that were selected were impeccable. I am so excited to get these books to the hands of our kids. There are so many titles that resonated with our staff as we remembered our own reading as kids, and we cannot wait to share it with students. Being a small program, we are used to "get what you can" types of donations, so the quality of these books and the wonderful stories within surpassed our expectations. Thank you SO much for all that you do, we are so excited to have these books to start up our library. We so appreciate your work and your donation to our community."* (Mariah Kelly, Principal, Montecito Community School, Phoenix, Arizona)

In response to the COVID-19 pandemic, Kids Need to Read shifted its 2020 Page Coach programming from on-site events to the provision of books to be handed out to children during free meal giveaways and drive through events at schools, food banks and other community agencies. This often took the form of specially created family reading relief packs which contained a myriad of resources to engage every member of the family. In this way, students continued to have access to books and encouragement to read while isolating at home. In addition to COVID-19 relief work, the Page Coach continued its passionate approach to helping children discover the **JOY of reading** and the **POWER of a literate mind!**

Page Coach

Arizona Recipients

Apache Junction

Superstition Community Food Bank

Casa Grand

Charli's House

Cave Creek

Foothills Food Bank

Chandler

Pomeroy Elementary School

Coolidge

Coolidge Public Library

El Mirage

Dysart Community Center

Huachuca City

Huachuca City School

Litchfield

Scott Libby Elementary PTA

Mesa

Mesa United Way
Imagine East Mesa Elementary School
House of Refuge
United Food Bank
Valley Against Sex Trafficking - VAST
Over-Flo Missions
Control Alt Delete
Roosevelt Elementary School
Longfellow Elementary School
Mesa Education Center MPS
Parent University
Mesa Public Library
Porter Elementary School
Mesa K Ready
Eagle Pathway
Whitter Elementary School
Mesa Chamber of Commerce
College Bound AZ

Palo Verde

Palo Verde Elementary School

Phoenix

Imagine Elementary School (Camelback)
Palomino Primary School
Ignacio Conchos Elementary School
Jewish Family & Children's Service

Read Better Be Better
Catholic Charities Community Backpacks 4 Kids
Boys Hope Girls Hope of Arizona
C. J. Jorgensen Elementary School
Griffith Elementary School
Mountain Park Health Center
Cactus Wren Elementary School
Mountain View School
V. H. Lassen School
Capitol Elementary School
J. B. Sutton Elementary School
Nevitt Elementary School
Echo Mountain Elementary School
Pendergast Learning Center
Montecito Community School
Joseph Zito Elementary School
Booker T. Washington Early Learning
Native American Connections INC
South Mountain High School
Cesar Chavez Community School

Scottsdale

Primrose School of North Scottsdale

Sells, Tohono O'odham Nation

Indian Oasis Elementary-Intermediate
Indian Oasis Elementary-Primary

Surprise

Altrusa of the West Valley

Tempe

Kyrene Digital Academy

Tucson

Drexel Elementary School
Schumacher Infant and Early Learning Center (TUSD)
Community Food Bank
Brichta Infant and Early Learning Center (TUSD)
La Paloma South Campus
Academy Del Sol Roger Campus

“[Kids Need to Read] is doing all things good and right in the world and for this we are grateful!”

(Adela Angiuli, Executive Director, San Gabriel Educational Foundation (SEF), San Gabriel, California)

California Recipients

Indio

Oliphant Elementary School/Shadow Hills High School

Los Angeles

Amanecer Community Counseling Services

Orange

Orange Public Library

Porterville

Porterville Public Library

Rancho Mirage

Rancho Mirage Library and Observatory

San Gabriel

San Gabriel Educational Foundation



Nevada Recipients

Las Vegas

Monaco Middle School
Ruby S. Thomas Elementary School

North Las Vegas

Keystone Development Center
Three Square Food Bank

I cannot thank you enough for the very generous donations of books, Highlights magazines, and reading buddies! These are always so important for our preschoolers, but even more in these times. Thank you so much!

Rebecca Itkoe, Special Needs Preschool Teacher, Mountain View School, Phoenix, Arizona

KIDS NEED TO READ

Inspiring Imagination

Our Vision:

All children and adolescents will have access to quality books no matter their race, economic status, or capabilities. Further, our organization will provide inspiring programs to increase literacy rates and decrease dropout rates throughout the United States. These programs will be presented in a manner that will foster and uphold dignity and self-respect. We will consistently demonstrate to children and adolescents the need to read, as we believe literacy contributes to school and life success.



Kids Need to Read

2450 West Broadway Road, Suite 110
Mesa, Arizona 85202
Phone: 480-256-0115
www.kidsneedtoread.org
Email: info@kidsneedtoread.org

Follow Us

<https://www.facebook.com/kidsneedtoread>
<https://twitter.com/kidsneedtoread>
<https://www.instagram.com/kidsneedtoread/>
<https://www.youtube.com/user/KidsNeedToRead>