



Read to Me Project 2018 – 2019 Annual Report



Every child entering kindergarten prepared to succeed.

From the start, I was so excited about Read to Me Project and how it can change lives one child, family, school, and community at a time.

Literacy is the heartbeat of any elementary school. I continue to be thrilled with the results I am seeing with my fourth graders. It will be wonderful through the years to have the little ones coming to kindergarten not only excited about reading, but with some of the foundational skills already!!

This is such a worthwhile program. A book changes lives one person at a time.

— Noelle Griffin, 4th grade teacher
La Gloria Elementary School, Gonzales



Dear Valued Members of the Read to Me Project Community,

As we close our eighth program year and prepare for 2019/20, I am so very grateful to everyone who makes this visionary program a success. Whether you are a financial supporter, volunteer, teacher, administrator, school staff, or a member of our own Read to Me Project team, your participation makes it possible for us to bring early literacy to so many little ones and their families who desperately need it. A child's zip code at birth should have no bearing on that child's ability to develop his or her God-given potential.



This year our team delivered our program to 126 local classrooms in 20 schools, 19% growth over last year, empowering 1,579 fourth, fifth and sixth grade readers to bring books, literacy, vocabulary and imagination to 1,839 little ones at home, a total of 3,438 children reached! And we couldn't have done it without all of you.

I especially want to give a shout out to our amazing volunteers. Wells Fargo employees helped with the Holiday Book Wrap, a bilingual team from Reiter Affiliated Companies implemented parent education sessions, and many individual volunteers continue to help with ... just about everything! Thank you for your time, energy and dedication to the Read to Me Project.

And I would be remiss not to recognize the substantial continued support from our funders, including nearly all of our major local foundations, a growing list of donor advised funds and large private employers, and so very many individuals, all sharing our vision of a day when every child enters kindergarten ready to succeed in school and in life. Also this year, for the first time, we were awarded multi-year grants from the Monterey Peninsula Foundation, Harden Foundation, and from Bruce Taylor of Taylor Farms. This predictable funding facilitates our ability to plan and grow. A giant thank you to our multi-year funders for your leadership.

This year has seen major progress in our long-range succession plan allowing Founder Barbara Greenway to transition to the role of part-time program advisor. We welcome to our team Program Manager Kirstin van Gend, who is already using her knowledge gained from a Master's in Public Administration from Middlebury Institute of International Studies (MIIS) to expand our organizational capacity, while learning everything Barbara has to teach her about running the program day-to-day. And as we give great thanks to founding board member Sonia Arámburo who has retired from the Board to become a member of our advisory team, we welcome three new board members to the Read to Me Project family: budget analyst Juan Pablo Lopez from the County Administrator's Office, HR professional Jennifer Ortega Uribe, and elite nonprofit fundraising executive Debbie Howitt. Welcome everyone!

Looking ahead — ever striving to deepen impacts and achieve greater scalability, in 2019-2020 we will be delivering our program as a Common Core aligned curriculum to entire classrooms. In previous years students with young siblings were pulled out of classrooms for the coaching sessions. We believe changing our model to working with the entire class will allow us to teach many more young readers how to bring the love of words, books and learning to all of the little ones they have the opportunity to reach.

With high expectations and warm regards,

A handwritten signature in purple ink, appearing to read 'Libby', with a stylized flourish at the end.

Your generous donations during the 2018/2019 school year have changed the lives of thousands of children in Monterey County. Thank you!

\$40,001 - \$60,000

- Tanimura Family Foundation

\$25,000 - \$40,000

- Community Foundation for Monterey County:
 - The John & Mary Dawson Learning Fund
 - Shirley I. Thackara Fund
 - Lewis Gloria Fenton Fund
 - Fuqua Family Foundation
- DeWitt Fund of the Community Foundation for Monterey County
- Monterey Peninsula Foundation, host of the AT&T Pebble Beach Pro-Am
- Taylor Farms

\$10,000 - \$24,999

- Barnet Segal Charitable Trust
- Chevron Eagles for Education
- Dunspaugh-Dalton Foundation Inc.
- Harden Foundation
- Jean & Jim Duff Fund of the Community Foundation for Monterey County
- Lois Lenski Covey Foundation
- Nancy Buck Ransom Foundation
- Pebble Beach Company Foundation
- Reiter Berry Farms, Inc. Fund at Community Foundation Santa Cruz County

\$5,000 - \$9,999

- Alex Lilley
- Community Foundation for Monterey County, Organizational Development Grant
- Rita & Luis Echenique Charitable Foundation
- St. Dunstan's Foundation
- The Upjohn California Fund

\$1,000 - \$4,999

- Alexander F. Victor Fund
- Benevity Community Impact Fund/Driscoll's Employees
- Carmel Realty Company Youth Philanthropy
- Carmel Rotary Fund of the Community Foundation for Monterey County (classroom sponsor)

- Cynthia Hertlein
- David Taggart
- Dollar General Literacy Foundation
- Driscoll's Charitable Fund
- F. Robert Nunes Family Fund
- Goldstein Family Foundation
- Grainger Foundation
- Laura and Brad Niebling
- Marylu and David Mesa
- Monterey Peninsula Volunteer Services
- Manette and Stephen Rogers, IQ Devices
- Naturipe Berry Growers
- Nunes Company
- Robert and Florence Slinger Fund
- Union Bank Foundation
- Wells Fargo
- Women of St. Dunstan's Church
- Yellow Brick Road

\$200 - \$999

- Amy Anderson & George Somero
- Barbara and John Greenway in honor of all who read to young children
- Bert Gerlitz
- Charles and Patricia Asmus Trust
- Craig Kaplan
- Delta Kappa Gamma Society
- Don & Judy Kirk
- Donna & Allan Van Noy
- Edward and Patricia Bulkley
- Friends and family of Allie Kambic: baby shower donations
- Grace Merrill
- Helen Ogden & Frederick McGarrity
- Janel Yamasaki
- J.M & D.C. Storkan
- Laura Hooper
- Kerry Lee
- Letitia Bennett
- Libby and Mark McMahan
- Marjorie McNeely Fund of the Community Foundation for Monterey County
- Michael Covey and Jacqueline DeLu
- Michael Stamp and Molly Erickson
- Nancy B. Zaro Living Trust
- Network for Good
- Pacific International Marketing

\$200 - \$999 continued

- Patty Marlow
- Pediatric Group of Monterey's "The Book Garden", Mia Bennett & Caitlyn Giannini
- Ralph Knox Foundation
- Sam Bishop & Elena Laborde
- Susan & Rick Bugarin
- Tom Korper
- Youth in Action, Tularcitos Elementary School
- Vicki Mitchell, The Carmel Realty Foundation of the Community Foundation for Monterey County

\$100 - \$199

- Bradley Zeve
- Brian Searcy
- Carol & David Jackson
- Carol & Mitch Goozé
- Christine Hirsch
- Cynthia Gernet
- Di Nielson
- Elizabeth Birkeland
- Engage R&D, Inc.
- Erika Takada & Kevin Wasbauer
- Heidi Fisher
- Janice Yaxtheimer
- Jason Baskett
- Jennifer Uribe
- Karl Pallastrini
- Kathey Felt
- Leslie Salmon-Zhu
- Linda McMenimon
- Manning Phillips / 1951 Foundation
- Margaret Hansen
- Mary De Groat
- Melanie & Eric Allen
- Myra & Drew Goodman
- Myrna C. King
- Rebecca Bishop
- Tiffany Buraglio
- Vaughan & Lynne Monnes
- Veronica Ruiz Torre
- William and Cathleen Solms

< \$99

Everyone who donated to Read to Me Project through the Monterey County Gives! Campaign and throughout the year. Thank you.

In-Kind Services

- Luis Larrauri, Web Developer
<http://www.luislar.com>
- Moranda Minds
- Rayne Technology Solutions, Inc.

Book Donations and Drives

- Anita McKean
- Carmel High School Interact Club
- Dwight Metcalfe
- First 5, Monterey County
- Friends of Carmel Valley Library
- Girl Scouts Troop 35605, Carmel River School Students
- Marian Mizelle
- Natalie Low
- Yale Alumni Club for Monterey County
- Youth in Action, Carmel Valley

BOARD OF DIRECTORS

Janel Yamasaki, Board Chair, Salinas, retired teacher with 35 years experience providing bilingual education to the children of the Alisal Union School District in East Salinas.

Cynthia Hertlein, Treasurer, Carmel Valley, president of The Upjohn California Fund since 1992.

Juan Pablo Lopez, Secretary, Salinas, Principal Administrative Analyst in the Monterey County Administrative Office budget and analysis division.

Debbie Howitt, Member, Salinas, has 18 years of experience in key aspects of nonprofit development including major gift fundraising, annual fund, capital campaigns, planned giving, and special projects.

Jenn Ortega Uribe, Member, Gonzales, Certified Professional Human Resource Business Partner.

ADVISORY COUNCIL

Sonia Arámburo, Elementary School Principal in the Greenfield Union School District.

Letitia Bennett, Librarian with experience in sales and fund raising.

Michael Covey, Ph.D., President and Board Director for the Lois Lenski Covey Foundation (A foundation that supports small libraries and innovative literacy programs.)

Alex Lilley, Member of the Stanford Alumni Consulting Team for the past ten years who has provided pro bono consulting for Monterey County non-profits including the Read to Me Project.

David Taggart, Retired CTB/McGraw Hill President, former Read to Me Project Board member.

Elizabeth (Betsy) Taleporos, Ph.D., Measurement and test development expert.

The Read to Me Project is the only way schools have to penetrate homes to provide early literacy experiences for children beginning at birth. The Read to Me Project is a simple and impactful program that benefits communities, schools and the lives of students, little ones, and parents.

— Sonia Arámburo, Oak Avenue Elementary School Principal

VISION: Every child enters kindergarten prepared to succeed.

MISSION: Read to Me Project helps underserved children achieve kindergarten readiness and a lifetime of literacy by empowering school-age brothers and sisters to read to their young siblings at home.

PROGRAM GROWTH

Program Year	2016/17	2017/18	2018/19	Difference over previous year
Student Readers	945	1354	1579	17% increase
Little Ones, 0 to 5 years	1075	1647	1859	13% increase
Total Participants	2020	3001	3438	14.5% increase
Classrooms	96	106	126	19% increase
Schools	13	17	20	18% increase
Districts	3	5	5	0%

LEADERSHIP SUCCESSION

Two major strides have been taken to complete Read to Me Project’s leadership succession plan this year. August 1, 2019 marked the completion of Libby McMahan’s first year as Read to Me Project Executive Director. To quickly learn every aspect of the organization and nuances of program implementation, Ms. McMahan spent a majority of time this year learning how to deliver the program. In May, Kirstin van Gend joined the team as program manager. Ms. van Gend will shadow Program Founder Barbara Greenway throughout the 2019/2020 school year, gleaning institutional knowledge and details of program implementation. Both newcomers have been integral to bringing fresh perspectives and solutions for greater program efficiencies and a focus on scalability.

PARENT EDUCATION

At the conclusion of a 9 week series of parent education sessions, conducted by bilingual volunteers from Reiter Affiliated Companies, attending parents were asked, what is one of the ideas learned that you plan to use with your children?

*All of the 9 ways to read to her. They’ve worked really good so far.
Los pasos que nos enseñaron...the steps they taught us. – Parent*

The content for each session about brain development and how to inspire a love of learning and books was well received and rated useful by new parents. However, over the nine weeks, only 15 parents attended the early morning sessions at their children’s school. Staff is revising the format for delivering vital information to far more parents during the 2019/2020 school year.



“My little brother repeats the words I say when I’m reading to him. He’s 4 years old. And he points to the pictures to ask ‘what’s that? What’s that?’”



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“If I leave my backpack open, my nephew will grab the book out of the backpack and bring it to me. It just tells me he likes all the books.”



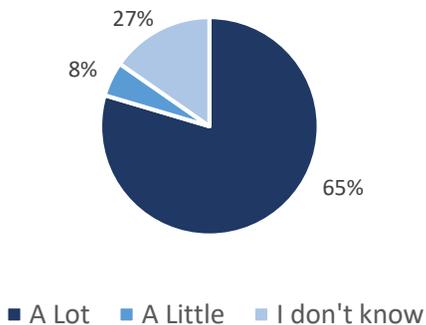
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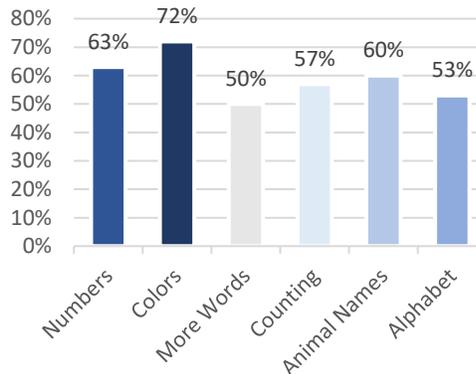
“I like Read to Me Project because even at 7 months I know my little sister likes when I read to her because she laughs and smiles and tries to hold books.”



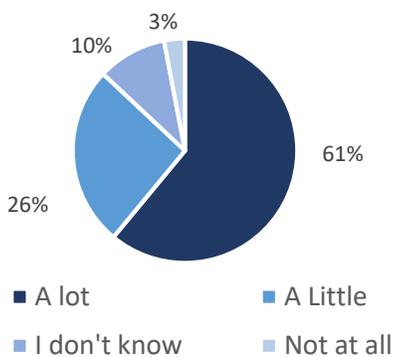
How much has your little one learned?



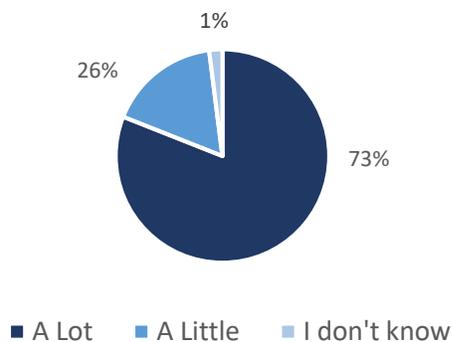
*What did your little one learn?



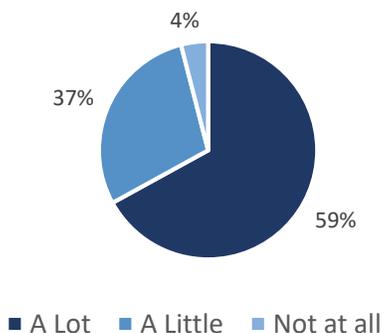
How much has it helped you to be a better reader?



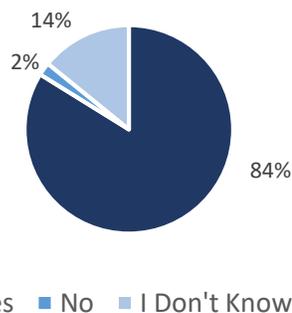
How much did you like reading to your little one?



How much does your little one like being read to?

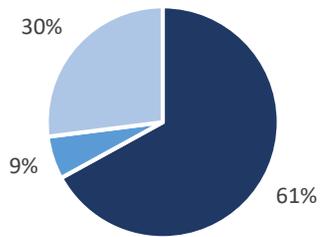


Do your parents like it when you read to your little one?



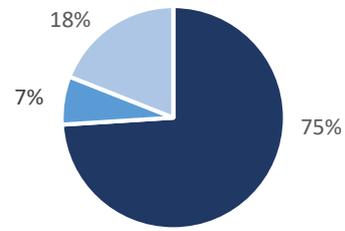
*Top 6 out of 11 answers. Students were asked to check all answers that applied as a result of reading to their little one.

Will you read to your little one over the summer?



■ Yes ■ No ■ I don't know

Would you like to continue reading to your little one next year?



■ Yes ■ No ■ I don't know

IMPLEMENTATION AND PARTICIPATION DATA

School Districts	5
Schools	20
Classrooms in the Program	126
Fourth Grades	61
Fifth Grades	42
Sixth Grades	23
Number of Student Readers	1,579
Number of Siblings Read to	1,859
Average Number of Weeks Students Read	14.4

DAYS STUDENTS READ TO THEIR LITTLE ONES

100 + days	26%
80-99 days	15%
60- 79 days	15%
40-59 days	18%
< 40 days	26%

Read to Me Project
 Statement of Activities and Changes in Net Assets
 for the Fiscal Year Ended June 30, 2019

REVENUES

Grants	\$ 330,690
Donations	60,839
Project fees	88,200
Other income	457
	<u>480,186</u>

EXPENSES

Program expenses	260,328
General and administrative	37,727
Fundraising	59,098
	<u>357,153</u>

INCREASE IN NET ASSETS	<u>\$ 123,033</u>
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NET ASSETS

Beginning of year	\$ 240,131
End of year	\$ 363,164





Girl Scout Juniors attending Carmel River School rolled up their sleeves on behalf of childhood literacy and chose Read to Me Project to receive 676 books for the program. **Scout Troop 35605** not only conducted the book drive, they brought the books to Fremont Elementary School and helped 4th, 5th and 6th grade students choose books for themselves and for the little ones at home. The Scouts also donated \$50 from the proceeds of their cookie sales!



Reiter Affiliated Companies formed a team of bilingual volunteers who gave their time to become trained and to present the nine-week series of Read to Me Project Parent Education Sessions.



A brilliant idea! Mia Bennett (left) and Caitlyn Giannini (right) raised \$500 for Read to Me Project. The high-school-grad philanthropists run book drives to make sure children's books are available at the **Pediatric Group of Monterey** for patients to keep in return for a suggested \$1.00 donation. "The Book Garden" in Dr. James Bennett's office was the idea of his daughter Mia and project colleague Caitlyn for raising money for charities.



At the end of the school year incredible volunteers worked side-by-side with staff program coordinators entering data and inventorying and repacking bins with books organized for ages 0 to 5 years. Each bin that is provided to every participating classroom holds 75 to 80 books. This year more than 10,000 books were in use by students who were reading to their little ones at home.

A special thank you too, to **Carmel High School Interact Club** members for running a very successful book drive on behalf of Read to Me Project. While new books are purchased for use in classrooms and for the Holiday Book Wrap events; donations of gently loved books are very welcome – especially books for babies. Having books to give to students to keep encourages holiday and summer vacation reading and can create a library of favorite books at home. Students love choosing books for themselves and for reading to their young siblings. www.readtomeproject.org/bookdrive

HOLIDAY BOOK WRAP EVENT

Volunteers from **Wells Fargo** spent hours rolling out, measuring and cutting holiday wrapping paper for nearly 1,600 students to use to wrap a book as a holiday gift for their little one at home.



When my little sister opened her book for Christmas (provided by Read to Me Project), she loved it so much and asked me to read it to her right then. She always asks me to read it. My mom even likes the book a lot and asked if she could use it to practice English. She's trying to learn, and the book is easy for her to practice, so now after I read it to my sister, my mom reads it to her too.

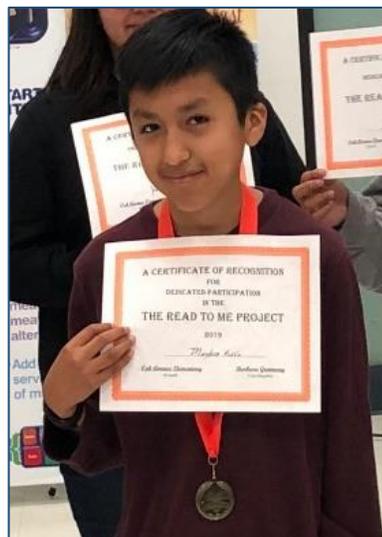
– 4th grader Denise reads to her 3 year old sister Dayan



I feel as if I'm helping my little one for the future. – Daniel, 6th grade

YEAR-END STUDENT AWARDS

The 2018/2019 school year concluded with 126 award presentations to 1,579 students. Nearly 400 students received special recognition for reading at least 100 days to their pre-k aged family members this school year. All participants received books to encourage their continued reading over the summer.



I feel very proud of my brother and sister because they accomplished a lot of things with Read to Me. I also feel proud of myself because I can say that I helped them learn all of those things.

– Johana, 5th grade

Every time I would take out the book that I got she would always run to me and say read it and I would feel happy and proud of what she has learned.

– Candy, 6th grade

NEW PROGRAM MODEL

The most significant change to the Read to Me Project classroom model since inception will be delivering the program to entire classes of an estimated 30 students per class. Since 2011 the traditional model involved students with little ones ages 6 months to 5 years at home – this key point will remain the same. However, only those students would leave the class to receive coaching sessions with their Read to Me Project program coordinator. Beginning in the 2019-20 school year the entire class will receive the benefits of those coaching sessions. The impacts will benefit all students in participating classes such as:

- Making connections between early learning, kindergarten readiness and school success
- Increased reading confidence and fluency
- Improved sibling relationships and social-emotional well-being
- Increased family awareness regarding the importance and power of language and literacy in the home
- Development of empathy, mentorship and leadership skills

The full classroom model is expected to improve time factors for teachers and program coordinators. Teachers will become better engaged with the program and deepen their understanding of how it works. The change is also expected to:

- Increase the number of participating families
- Increase the number of little ones read to
- Improve teacher-coordinator communication
- Improve adherence to program implementation and weekly book check-out

EXTENDED PROGRAM MODEL

Read to Me Project will pilot an extended program model to reach more parents and children through low-income housing communities. A new partnership will begin by spring 2020 with the Community Housing Improvement Systems and Planning Association (CHISPA). Engaging with students outside the classroom and with parents will expand Read to Me Project outreach and supplement capacity and resources. The collaboration between CHISPA and Read to Me Project will enhance the work to prevent low literacy by coaching and empowering older children and parents on ways to provide early literacy experiences to the youngest children.

PARENT EDUCATION

A revised parent education delivery model is currently in development that will involve new collaborations (such as the CHISPA partnership). Parents play a vital role in their children's success in school. While we primarily work with the students, the parent education program is an essential component for achieving the vision: *Every child enters kindergarten ready to succeed.*



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