

2023-2024 Kids Read Now IMPACT REPORT

Celebrate with us!

Our passion, like yours, is childhood literacy. With your partnerships and support, we have created a successful formula of delivering self-selected books for children to read right to their door, which supports families in reading.

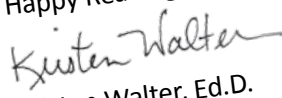
This year, Kids Read Now served 136,445 PK-5th grade students and their families, strengthening reading outcomes. We partnered with 538 schools and 201 districts across the country to deliver 917,044 books.

This was also a year to celebrate the legacy set by Barb and Leib Lurie and usher in new leadership. Building on the principles and solid foundation they laid, our focus on continuous improvement resulted in developing a new program where we feel a need exists.

In 2024, we launched...**KRN Growing Readers**
This new endeavor allows us to lean into the secret sauce of our program, supporting families reading together. Partnering with employers allows us to meet families "where they are" in our communities and support reading development at the grass roots level, building home libraries for employee families, and a stronger, skilled workforce.

With your support, we continue to affect the learning lives of students throughout the country. Together, we will innovate, measure impact, and deliver books—laying the groundwork for school success by removing barriers for children to read outside of school time... at home, in the community, and with their families.

Happy Reading,



Kristen Walter, Ed.D.
CEO, Kids Read Now



Kids Read Now Impact



136,445 kids
received books from KRN in 2024.

917,044 books

kids chose mailed to kids' homes.



3.7 million reading activities

sent in books to build comprehension.

133 languages

for reading activities on Discovery Sheets.



3115+

volunteer hours donated

151 Wish List
Titles

62 NEW
Titles

15 NEW
Bilingual

41% NEW for 2024!

OR

New
State

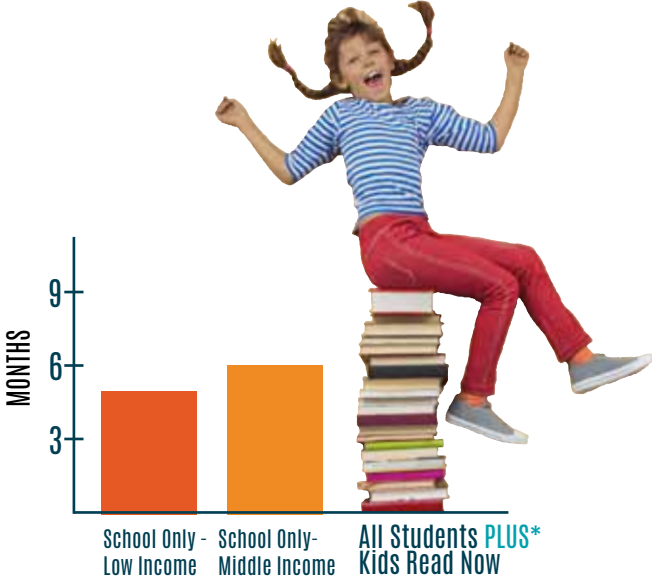
17 states

201 districts

538 schools



K-5 Net Reading Gains Over One Full Year



**Students participating in Kids Read Now in-home reading programs add months of reading gains beyond their peers regardless of socioeconomic factors.*

Organizational Highlights

- Expanding our advocacy work at state legislative levels to bring awareness of Kids Read Now programs that are effective, affordable, and easily implemented. This work is currently underway in several states through the legislative process.
- Ushered in new leadership with Dr. Kristen Walter, Ed.D. as our CEO/Executive Director. Kristen's extensive literacy and education background coupled with her drive to bring Kids Read Now to every student has us all excited to see what's next!
- Launched our new Growing Readers program focusing on bringing books to kids as an employee benefit for parents.
- Growing private philanthropy through corporate, foundation and individual giving to help grow programs in schools and communities that struggle for funding. Thank you to those businesses, foundations and individuals who have given your support of treasure, time and talent.

2023-2024 Fiscal Report

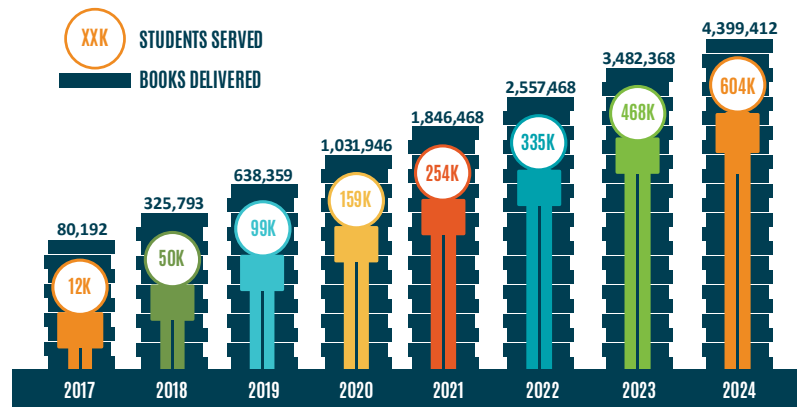
REVENUE

Donations & Foundation Grants	\$693K
Donations In-Kind	\$390K
Program Revenue-New	\$3.19M
Program Revenue-Renewal	\$1.95M

EXPENSES

Program Expense-COGS	\$2.83M
Program Expense-Other	\$1.83M
Administrative	\$857K
Fundraising	\$142K

KIDS READ NOW GROWTH 2017-2024



“ We attribute the fact that 97% of our returning 3rd-5th grade readers maintained or grew their skills over the summer break to their participation in the Kids Read Now program. ”

– **Ann M. Collins, Principal**
Hugh Gregg Elementary School
Corning, NY

Get Engaged For the Future!

Kids Read Now's reading programs partner with school districts, parents, and their communities to keep students reading throughout the year.

The goal is simple—eliminate the achievement gap and help ensure children progress from learning to read to reading to learn. When each partner participates fully in the program, the results can be life-changing for students.

A Scalable Solution That Works

In 2012 Kids Read Now set out to impact America's childhood literacy crisis. Reading scores have barely budged in decades, and those horrific reading scores were driven down even more by Pandemic-related school disruptions.

In partnership with educators, parents and private donors Kids Read Now addresses three things directly:

- Eliminating the summer slide
- Putting books in homes
- Helping parents know how to help their kids learn to read and enjoy books.

Kids Read Now's in-home reading programs have been shown to make a significant and substantial difference for the kids we serve.



“KRN can more than eradicate the entire 2 months of summer learning loss experienced by low-income students.”

- Geoffrey D. Borman, Ph.D.
Foundation Professor of Quantitative
Methods and Education Policy
Arizona State University
Mary Lou Fulton Teachers College

LITERACY MATTERS!

PREVENT the summer reading slide in PreK-5 kids and contribute to the future literacy of your community with Kids Read Now.



... adults in the United States cannot read, write, or do basic math above a third grade level.



... of state prison inmates did not complete high school or can be classified as functionally illiterate.¹



... young adults—more than 1.2 million— drop out of high school every year.²



... or more each year in non-productivity in the workforce, crime, and loss of tax revenue due to unemployment.³

*Sources: 1. Rand Report: Evaluating the Effectiveness of Correctional Education
2. National Center for Education Statistics
3. National Council for Adult Learning

kids
read now

Reading Successes Delivered

a 501 (c)(3) nonprofit organization

    @KidsReadNow

55 Marybill Drive
Troy, OH 45373
877.536.0130

info@KidsReadNow.org
www.KidsReadNow.org
TAX ID # 45-3504550