



By age 3, there is a **30-million-word** gap between children from the wealthiest and poorest families.

Summer learning loss or “the summer slide” can add up to the equivalent of **3 years** of reading loss by the end of fifth grade.



Only **39%** of area 3rd-grade students are reading on grade level.

Children who can't read proficiently by 3rd-grade are **4 x** more likely to drop out of high school.



"Access to books and educational material is the single biggest barrier to literacy development in the United States and beyond. If we can solve the problem of access, we will be well on the road to realizing educational parity..."

(Neuman and Moland "Book Deserts: The Consequences of Income Segregation on Children's Access to Print. 2016)



WHO WE ARE

Promising Pages is a nonprofit organization that collects new and donated books and shares them with children living in the Charlotte Area Book Desert: those with few, if any, books at home. Our mission is to provide ownership of books to underserved children and cultivate a lifelong love of reading through innovative literacy programs and partnerships. We partner with more than 150 schools and other child-serving organizations to provide access to books and to help students build home libraries.

We envision a world where all children have adequate reading materials at home, can see themselves reflected in the books they read, and have made reading a joyful habit for a lifetime.



182,256

Books were distributed to children and families through our partners and programs

33,732+

Children and families received books through Promising Pages' programs in '20-'21

20,850

New diverse books were donated and distributed

Programs



FEED THE BODY, FEED THE MIND

There are an estimated 48,000 children who live with food insecurity in our community. So, with the help of the Charlotte Dilworth South End Rotary Club, Promising Pages launched a new program that provides free books through local food pantries and mobile food distributions. We have joined forces with Loaves & Fishes, Second Harvest Food Bank, Community Kindness, and The Bulb and are now able to reach more families living in our city's food deserts. A parent shouldn't have to choose between nourishing their child's body and nourishing their child's brain.

"Books are so expensive and I can't really afford alot. This is wonderful!"
- local Loaves & Fishes parent

BOOKS ON BREAK

Books on Break expanded this past school year to support 16 local Title I schools! Over **54,000 books** were distributed to **9,358 PreK through 5th grade students** who each chose five high-interest books to take home and read over the summer months. Created to provide needed book resources during school breaks, Books on Break addresses summer learning loss or "summer slide" that can add up to the equivalent of three years of reading loss by the end of fifth grade.

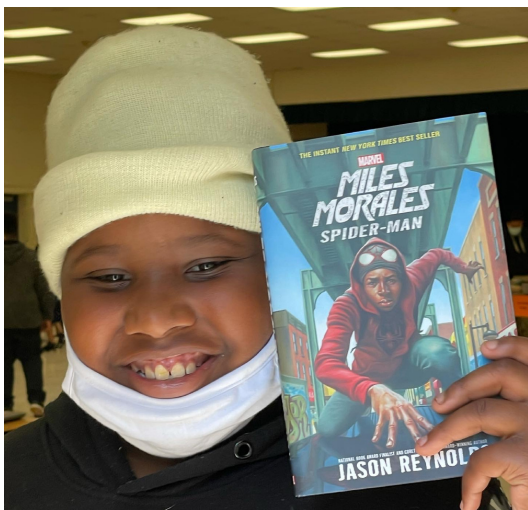
"Our students were so excited to receive their books and went home with big smiles on their faces." - Tuckaseegee Elementary School



DIVERSE BOOK INFUSION

For our 9 year anniversary, we challenged ourselves and the community to collect and distribute 25,000 new and diverse books to local students. The students served through Promising Pages come from a diverse set of backgrounds and are disproportionately children of color. We believe every child should see themselves represented in the books that they read. This school year we collected and distributed **20,850 diverse books**, creating more inclusive and diverse book rich environments for children. Due to the success of our initial diverse book challenge, we are continuing to infuse diverse books throughout our community and into all of our programs.

"Books transmit values. They explore our common humanity." - Walter Myers



2,402

Children received books through our Feed the Body, Feed the mind project

16

Title I Schools received free Books on Break book fairs

26

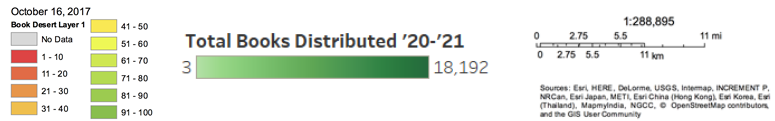
Summer Camps and after-school programs served

Mapping Our Impact



FLOODING THE BOOK DESERT

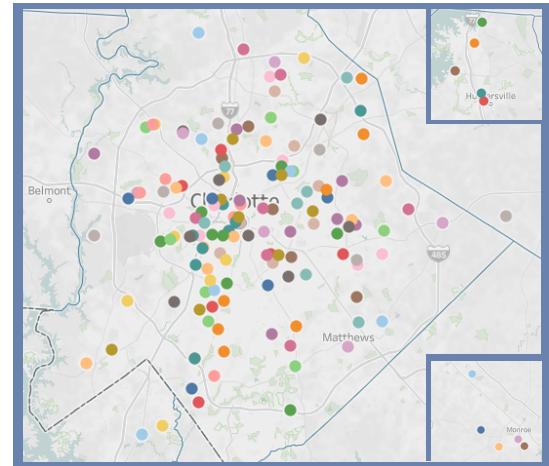
In order to eliminate the Charlotte Area Book Desert we rely on our Community Partners to help us distribute books to children. By continually tracking where and how many books our partners are distributing, it gives us a clearer picture of our impact. This is a map of the Charlotte Area Book Desert and the surrounding counties. Each green dot represents a book distribution that occurred during the '20-'21 year. The darker the green dot the more books distributed.



PARTNERS ARE KEY

Our community partners are what make our extended reach and impact possible. Each colored dot represents a community partner served in the '20-'21 school year. Ranging from schools and daycares to non-profits and faith partners, **158 partners** were supplied with free books for their students and programs. To see all of the amazing work being done in our community, visit the Partner page on our website for an interactive version of this map!

"The Mobile Book Bus distributed 23,086 books to approximately 4,000 children over the summer! We couldn't have done this without our great partner, Promising Pages!" – Union County Public Schools



LOCAL BUSINESSES LENDING A HAND

Donating books to Promising Pages has never been easier with the help of ten local businesses that are hosting book donation bins at their various locations. There are now **14 Book Drop-Off Locations** around the Charlotte area, making it more convenient than ever to make sure children have the tools they need to thrive.

"Uwharrie Bank enjoys partnering with local non-profits to strengthen the communities we serve. Literacy is the cornerstone for success in school and Promising Pages is ensuring that students have access to books that are fun and educational. We are proud to be involved in the work they are doing."

– Uwharrie Bank, Stonecrest

5

Counties Supported

37

Zip Codes Served

158

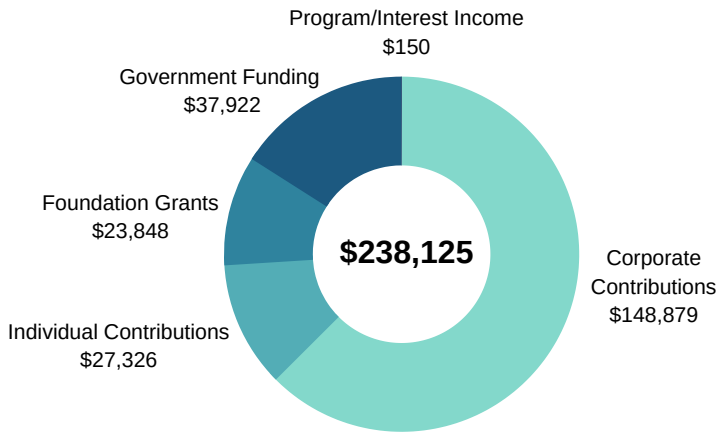
Community Partners

14

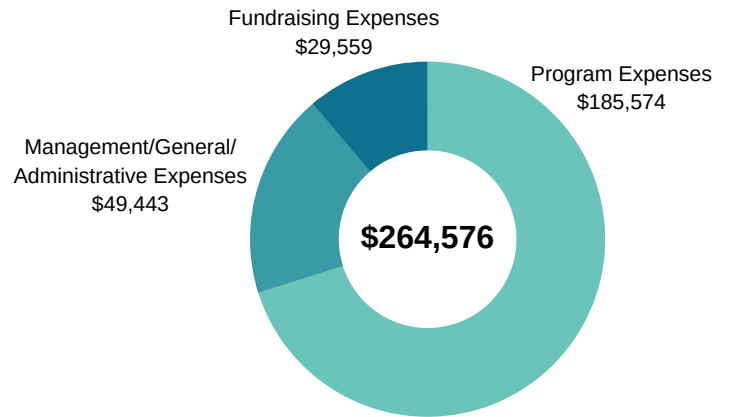
Book Drop-Off Locations

Financial Summary & Support

Revenue



Expenses



MAJOR FINANCIAL SUPPORT

CBI Workplace Solutions/
Live Love Serve Foundation
Elevation Church
Bank of America
Corning Optical Communications
Duke Energy
TIAA
United Way of the Central Carolinas
Charlotte Dilworth South End Rotary
Club/Dilworth Charities
Charlotte Knights Charities
Ann Dunlap Hendrix Charitable Fund
Dollar General Literacy Foundation
Nordstrom
Novant Health
Bob Theodore
Craig and Sarah Woelfel
Enterprise Holdings Foundation
Dino Olivetti Foundation, Inc.
Jack Locke
Wells Fargo
William and Harriet Barnhardt

TOP BOOK DONORS

Molina Foundation
Karen's Media & Collectibles
Charlotte Country Day School

Nana's Bookshelf
The Book Rack
Caroline Kuhn
Piedmont Open IB Middle School
Union County Public Schools
Read Charlotte
Scholastic
Ginny Lash
Little Citizens Club
Gloria Weinstein
Hachette Book Group
Community House Middle School
Anna Phan
Charlotte Latin School
Community House Middle School
Kerry Castro
Andrea Clusiau

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Sonia Gwyn - Integrated Coaching
Plus, LLC
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Kelly Cates - Deputy Director
Dana Barber - Operations &
Volunteer Coordinator
Taylor Houston - Program
Coordinator

WAREHOUSE HEROES

Kay Reid
Maddie Maher
Carrie Wielechowski
Jasmine Bamlet
Emma Morgan
Jenna Smith
Colleen Longo
Joe Melton
Brandon Rawlins

38,595

New Books Donated by the
Molina Foundation

1,101

Volunteer Hours Donated

185,664

Books were collected to help build
home libraries, reduce summer
slide, and support learning