

ALL SYSTEMS GO



LITERACY NOW

2020 - 2021 IMPACT REPORT

LETTER FROM THE EXECUTIVE DIRECTOR

DEAR FRIENDS,

WOW, what a year - virtual, hybrid, in-person - we did it ALL for program delivery and events. Was it challenging, yes! But, oh how proud I am of our staff, volunteers, donors, and partners who came alongside us to ensure we did not miss a beat in providing critical services during a time when those services were needed more than ever. I am overwhelmed with gratitude for a staff that rises to every challenge, for volunteers that continue to say "How can I help?", and for donors that give generously even during uncertain times.



Just before the pandemic, our board approved a very ambitious expansion plan and although a few adjustments were made, we were all systems go and increased the number of students served in Reading Intervention by 20%. AND, we have expanded to new frontiers in Aldine ISD in 2021-22 with a Reading Intervention pilot at Ogden Elementary. We are very excited to develop this partnership with Aldine ISD and to expand our partnership with Houston ISD by adding four elementary schools for 2021-22.

There seems to be no shortage of issues that divide us these days. But, at Literacy Now, we are 100% united and focused on our mission by doing whatever it takes to serve our children and their families with excellence and love. Thank you for being on this journey with us, we could not do it without YOU!

Blessings,

Jacquie

Jacquie Daughtry

BY THE NUMBERS 2020-2021

PEOPLE SERVED



724

STUDENTS



631

ADULTS

= 1,355

TOTAL



10,960 BOOKS DISTRIBUTED



608

K-2ND GRADE STUDENTS SERVED IN READING INTERVENTION IN **10 HISD SCHOOLS**



103

3RD – 5TH GRADERS SERVED IN LUNCH BUNCH PROGRAM ON **4 CAMPUSES**



631

PARENTS/CAREGIVERS SERVED THROUGH PARENT ENGAGEMENT WORKSHOPS AND LITERACY KIT DISTRIBUTIONS



411

VOLUNTEERS TO **8,900** STUDENTS FOR A TOTAL OF **102.75 HOURS** AT **24 CAMPUSES** DURING HOUSTON READS DAY



514

DEDICATED VOLUNTEERS SERVED OVER **1,800 HOURS**, FOR AN ESTIMATED ECONOMIC VALUE OF **\$51,886**.

DEMOGRAPHICS



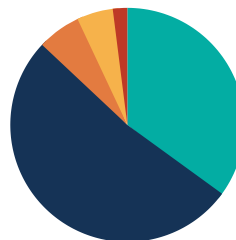
46.5%

MALE



53.5%

FEMALE



■ **52%** Hispanic
■ **35%** African American
■ **6%** White
■ **5%** Asian
■ **2%** Other



46%

SINGLE PARENT HOUSEHOLD



93%

LOW-INCOME HOUSEHOLD

SHINING STARS

METEORIC RISE IN CONFIDENCE

William, a shy 1st grade student at Neff Early Learning Center, mainly kept to himself before joining our Reading Intervention program this fall. To make matters worse, William had a tough year as he was faced with virtual learning, alienating him further from his peers. But, after only two weeks of fun, interactive lessons, his mom said he waited excitedly for his reading intervention class. He now loves to read stories with dinosaurs, trains and anything that is nature related. William even made a new friend in his small group.

His mother expressed her gratitude to the interventionist as William had taken a meteoric rise in confidence!



ONE GIANT STEP

Joining any group can be intimidating, especially for 4th grader Sophia. Recently, she experienced her first Lunch Bunch group with three other girls who had already been together the previous year. Being virtual this year made it difficult for Sophia to interact with the girls, and she became withdrawn, quiet, and refused to turn her camera on for the group sessions. With the encouragement and engagement of our volunteer mentor, Sophia began happily responding and even smiling! She became animated and participated well in the group, sharing stories of her family life and activities outside of school. We are so proud of Sophia for taking one giant step in her personal growth!



TO INFINITY AND BEYOND

Parents are a child's first and most important teacher, and no one knows this better than the Garza family. Due to the pandemic, The Reading Express mobile classroom for ages 2 months to four years old and their caregivers, was conducted via LIVE virtual lessons throughout the year. The Garza family didn't let this stop them as they attended every session with their one-year-old daughter, Gaby. They were also the first one in line at every book and literacy kit distribution event we offered. Thanks to Gaby's mom and dad, her education will go to infinity and beyond.



TESTIMONIALS

Literacy Now works with schools as a partner in education, helping to increase student achievement and close reading gaps through targeted, intentional, data-driven small-group interventions. These interventions help teachers provide even more targeted instruction and helps our earliest learners increase their foundational literacy skills, allowing for greater academic gains.

Santrice Jones,
Principal

What strikes me as wonderful, with my students, is how much they love coming to our program. We work hard on learning and practicing reading skills, but the children almost always moan when our time is up. They are so happy when I pick them up and tell me frequently how much they enjoy our time together.

Georgia King,
Reading Interventionist

Reading is hard for me because sometimes I don't even know the words. But, if I keep practicing how to read, I'll get better and I can read the book.

Arya,
Kindergartner

I really enjoyed working with Lunch Bunch this year! I especially liked our first session of the year when we read *The Giving Tree* and learned about generosity. It was really nice hearing students express, later, how they helped their families and siblings, and I could tell the lesson really made an impact.

Coleen Sanchez,
Lunch Bunch Mentor



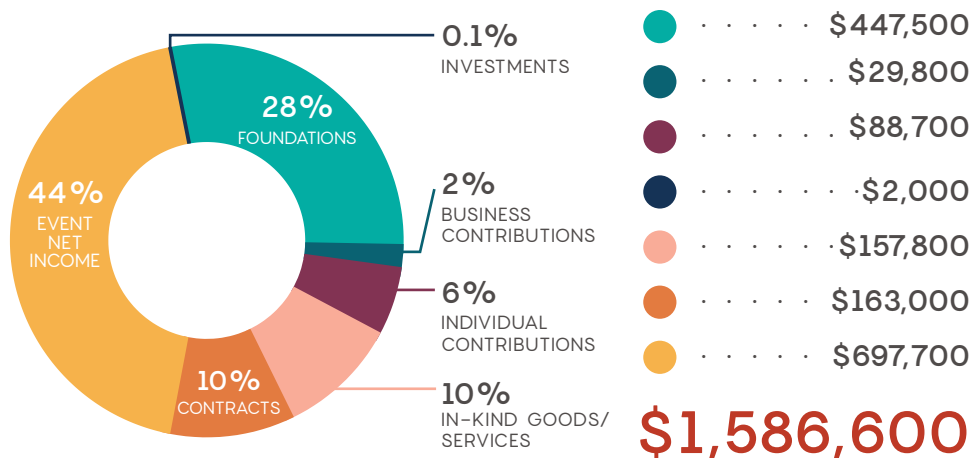
"If I keep practicing how to read, I'll get better."

-Arya, Kindergartner



FINANCIALS

FISCAL YEAR SOURCES OF INCOME



MAJOR SUPPORTERS

Amegy Bank
Maire & David Baldwin
Barbara Bush Houston Literacy Foundation
Julia & Jody Batdorf
Castex Foundation
Cheniere Energy
Anna & Fred Charlton
CenterPoint Energy
Community Health Choice/
Harris Health System
Coaching for Literacy
Cormack Living Trust
Jacque & Mike Daughtry
Jennings Dincans Charitable Foundation

Freudenberg e²
Britain and Jeremy Garner
Terri & Joseph Gugenheim
HEB Tournament of Champions
Albert & Ethel Herzstein Foundation
Houston Junior Forum
Jack and Jill Foundation
KHOU & The Tegna Foundation
Nine Energy
Powell Foundation
Denise & Kevin Poynter
Julie & Keith Rae
Rebecca & Dudley Ray
Donna & Paul Reinbolt

St. Luke's United Methodist Church
Elizabeth & Richard Schmidt
Niti & Sanjiv Shah
Loretta Shumway
Texas Mutual Insurance Company
The Houston Foundation
The Junior League of Houston, Community Program Fund
Vinson & Elkins LLP
AnnaLee & Andy Waite
Wells Fargo
David and Jean Wiley Foundation

SPECIAL THANKS TO THESE FOUNDATIONS FOR MAKING A DIFFERENCE

The Harry S. & Isabel C. Cameron Foundation

WELLS FARGO

COACHING FOR LITERACY

TEGNA FOUNDATION

HOUSTON FOUNDATION INC. BECAUSE WE CARE

CASTEX

BARBARA BUSH HOUSTON LITERACY FOUNDATION

H-E-B TOURNAMENT OF CHAMPIONS

WILEY

JUNIOR LEAGUE OF HOUSTON

Powell Foundation

Albert & Ethel Herzstein Charitable Foundation

HOUSTON JUNIOR FORUM

Jane Cormack

FRIENDS OF JIM MURPHY

JACK AND JILL FOUNDATION

JENNINGS DINCANS CHARITABLE FOUNDATION

HOUSTON PI BETA PHI FOUNDATION

SUZANNE & ALAN STAHLMAN WITH NEW BRAUNFELS COMMUNITY FOUNDATION

HOW DONATIONS HELP OUR KIDS

\$1K	Helps sponsor one child in the Reading Intervention program
\$2.5K	Provides materials and supplies for 10 Parent Engagement Workshops
\$5K	Helps support the cost of one Reading Interventionist
\$10K	Helps support the cost of program materials and consumable for multiple programs
\$25	Provides literacy enrichment activity supplies
\$50	Provides supplies and materials for a Parent Engagement Workshop
\$100	Provides 35 books to be distributed to children
\$200	Provides materials and supplies for The Reading Express mobile classroom
\$500	Provides materials, supplies and volunteer training for the Lunch Bunch mentoring program



DONATE:

✉ BY MAIL:

14781 Memorial Dr. #25,
Houston, TX 77079

🖱 ONLINE:

literacynowhouston.org

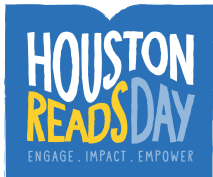
SAVE THE DATES



GIVING TUESDAY

Tuesday, November 30, 2021

Join the #GivingTuesday movement and make a difference by donating. Your support will provide books, activity supplies, and teaching materials for our Reading Intervention program.



HOUSTON READS DAY

March 2, 2022

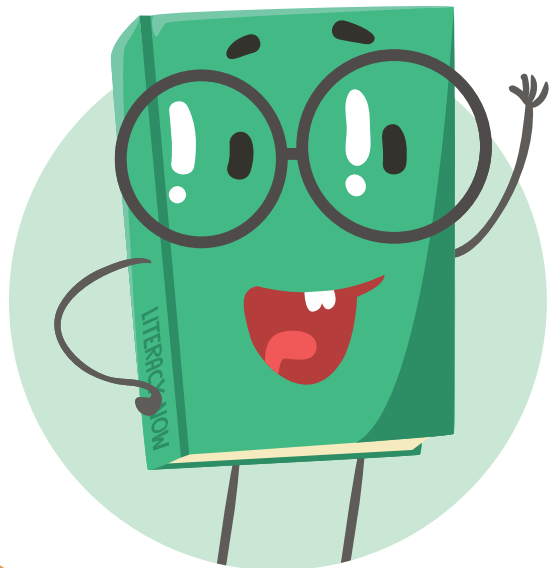
Join more than 650 volunteers to raise awareness of the literacy crisis in our city and support Literacy Now's expansion plan. Volunteers will come together to read aloud to 18,000 Pre K-3rd HISD and Aldine ISD students at 50 schools throughout Houston.



LITERACY NOW GUILD LUNCHEON

April 1, 2022, at The Junior League of Houston

BE A PAGE TURNER



Please join our monthly giving program and help Houston's newest literacy champion, Page Turner, empower kids to read! Your tax-deductible monthly donation will directly support our Reading Intervention program that provides individualized, small-group reading interventions for struggling readers in grades K-2.

As a Page Turner, you will receive quarterly updates on the progress of the students you are helping and will also be listed on our Page Turner web page. We will also offer fun, interactive events in which you and the kids can engage.

To become a member, please visit our website at literacynowhouston.org/makeadifference

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LITERACYNOWHOUSTON.ORG

VOLUNTEER OPPORTUNITIES:

- Lunch Bunch Mentor (October – April)
- The Reading Express (October – May)
- Houston Reads Day
- Themed Literacy Enrichment Group Activities
- Family Engagement
- Story Swap
- Sensational Super Readers
- Administrative Projects
- Book Sorting



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