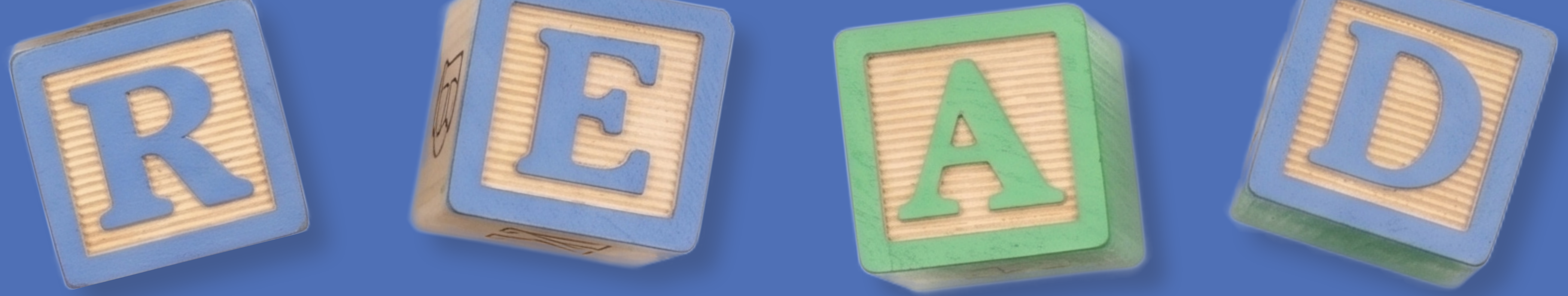


STRATEGIC PLAN
2026 - 2029

LITERACY NOW

BUILDING BLOCKS FOR A BRIGHTER FUTURE

STRONG FOUNDATIONS TO TRANSFORMATIONAL IMPACT.



OUR MISSION

To empower children and families through literacy.

OUR VISION

For EVERY child to read at grade level.





THE PROBLEM

- ONLY 32% of Houston area 3rd grade students read at grade level
- 40% of Houston children failed to meet Kindergarten ready requirements
- High school dropouts are not eligible for 90% of existing jobs
- Research shows the correlation between reading difficulties and adverse outcomes
 - Serious behavior problems
 - Under/Unemployed
 - Crime
 - Homelessness
- More than 93% of those we serve are low-income
- Currently serving ONLY 20% of students that urgently need our services

THE POWER OF LITERACY TO CHANGE OUTCOMES

**CLOSING THE
ACHIEVEMENT
GAP**

Reducing tax
burdens created by
the need to provide
support for those who
are unemployed or
stuck in low wage jobs
due to illiteracy or
low literacy

*Reducing the current
85% of youth who
interface with the
juvenile justice
system who are
functionally illiterate*

*Reducing
educational
inequities*

**Reducing
high school
dropout rates**

Growing the
pool of high
school and college
graduates we
need for a skilled
and educated
workforce



LITERACYNOW

STRATEGIC GROWTH

Every child learns to read one skill at a time. Every thriving organization grows one building block at a time. Together, we are building the foundation, demonstrating the impact, and scaling with purpose to ensure more children have the opportunity to read, learn, and succeed.



YEAR 1: BUILDING FOUNDATIONS



YEAR 2: DEMONSTRATING IMPACT



YEAR 3: SCALING WITH PURPOSE



LITERACYNOW

STRATEGIC PRIORITIES

1

*Strengthen
Funding*

2

*Use Data to
Prove Impact*

3

*Build Capacity
& Systems*

4

Sustainably



LITERACYNOW

1

Strengthen Funding

- Grow foundation and corporate partnerships
- Expand monthly donor program (Page Turners)
- Launch new earned revenue streams (online programming)

OUTCOME:

Predictable, diversified revenue

2

Use Data to Prove Impact

- Improve student data access through school partnerships
- Track reading growth over time
- Build dashboards and reporting systems

OUTCOME:

Clear, measurable impact

3

Build Capacity & Systems

- Increase grant writing capacity
- Strengthen internal systems and processes
- Improve volunteer and staff efficiency

OUTCOME:

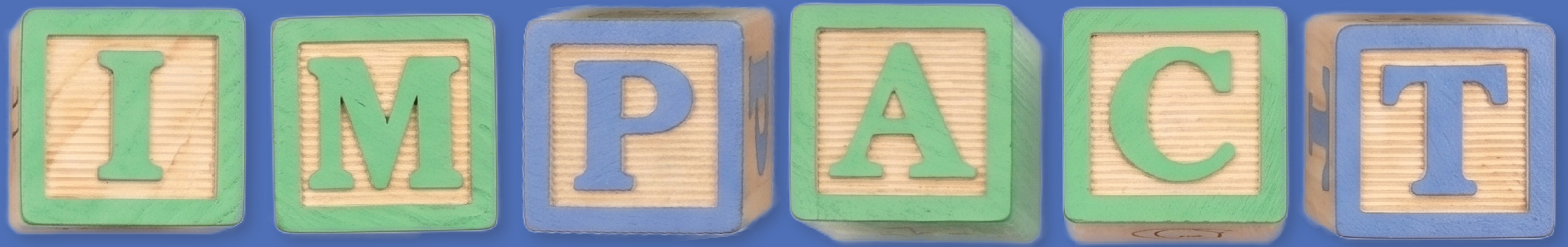
Infrastructure to support growth

- Launch scalable program models
 - Online tutoring earned income
 - Page's Promise curriculum
- Maintain quality while growing reach
- Expand access to more students and families

OUTCOME:
Sustainable growth

4

Sustainably



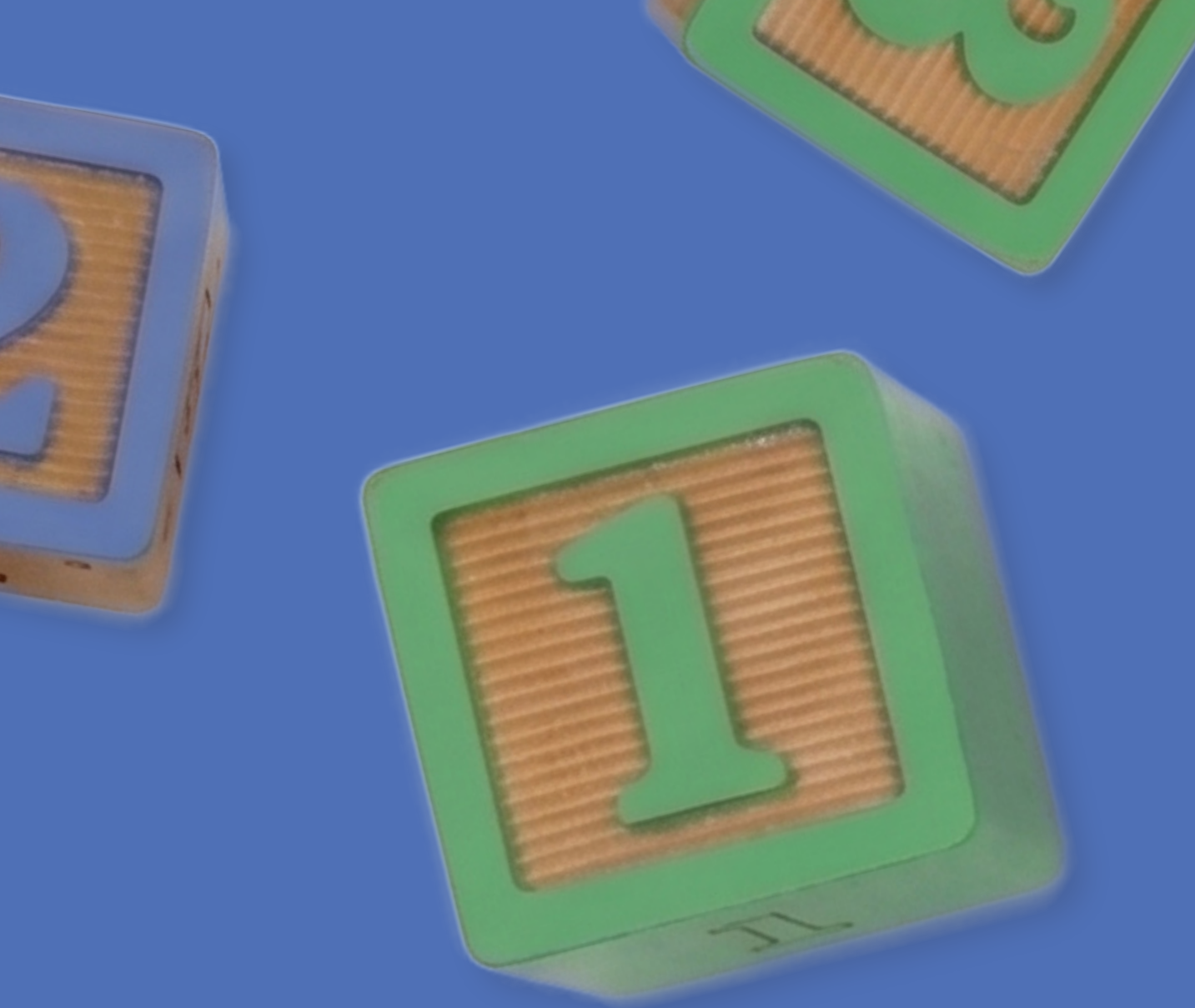
MEASURING SUCCESS

STUDENT IMPACT – Reading growth

ACHIEVEMENT PROGRAMS – Attendance, consistency, participation

OPERATIONS – Staff and volunteer retention

REVENUE – Diversified funding and growth



YEAR 1 - BUILDING FOUNDATIONS

EXPAND
FUNDING
SOURCES

STRENGTHEN
THE GRANT
PIPELINE

ESTABLISH
DATA-SHARING
PARTNERSHIPS

BEGIN KPI
TRACKING

YEAR 2 - DEMONSTRATING IMPACT

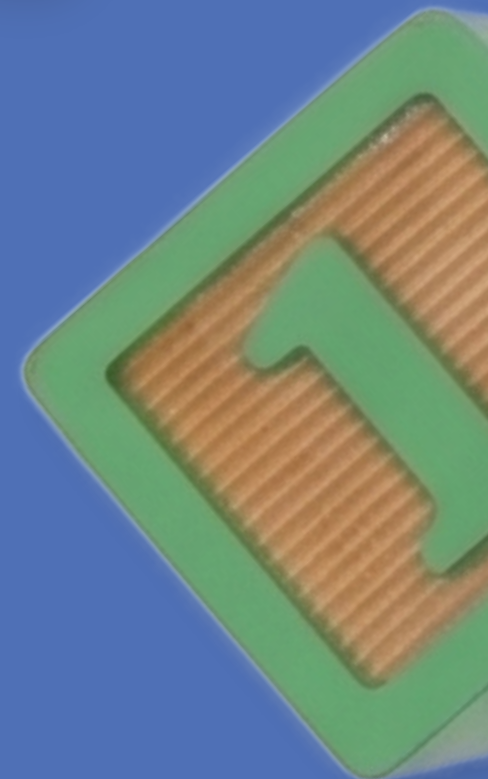
DEMONSTRATE
MEASURABLE
STUDENT
OUTCOMES

REFINE
PROGRAMS
AND FUNDING
STRATEGIES

EXPAND
SUCCESSFUL
INITIATIVES



LITERACYNOW





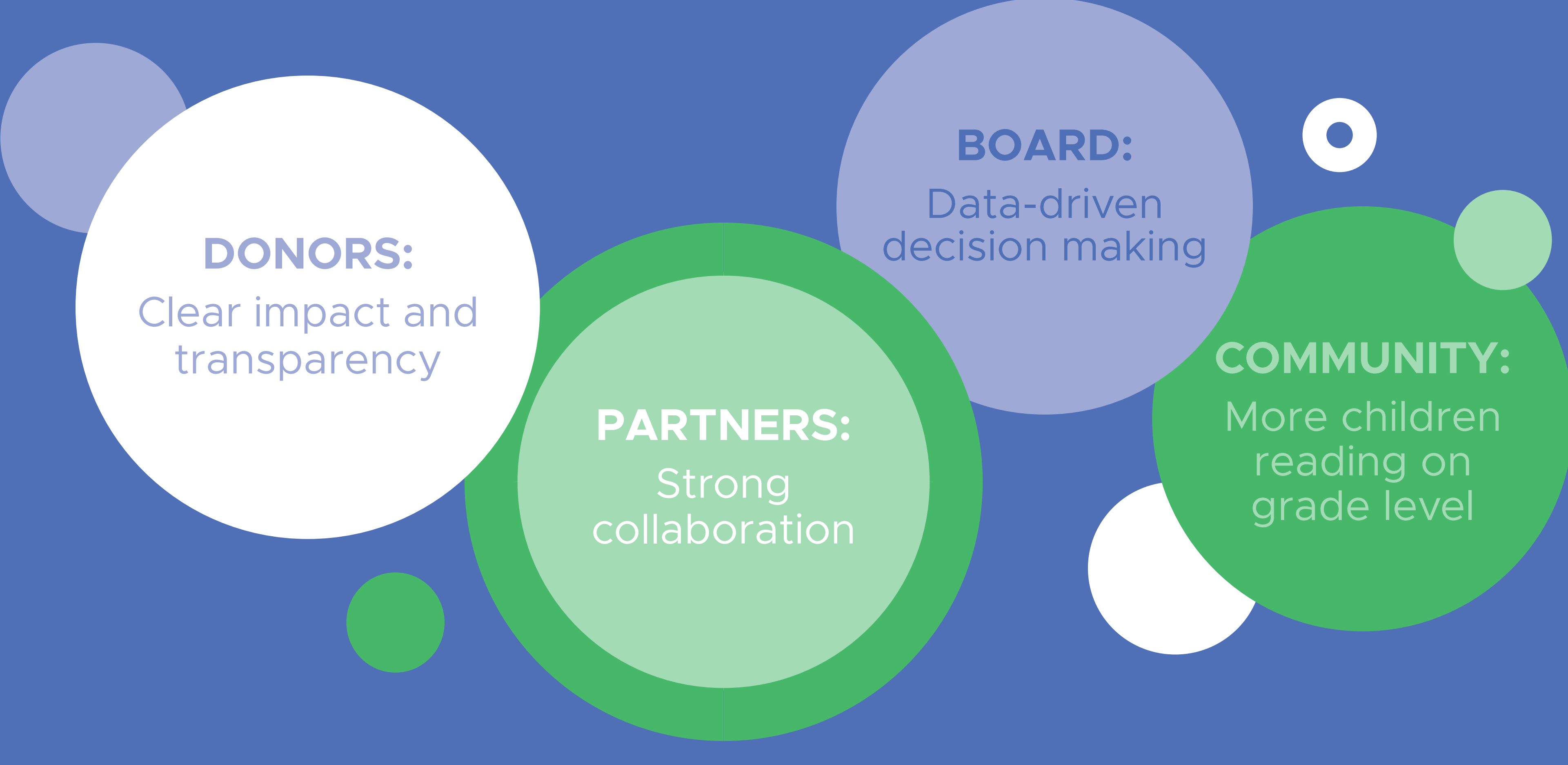
YEAR 3 - SCALING WITH PURPOSE

GROW
PROGRAMS TO
SERVE MORE
STUDENTS

DEEPEN
PARTNERSHIPS

SUSTAIN
LONG-TERM
IMPACT

DELIVERING IMPACT FOR STAKEHOLDERS



DONORS:
Clear impact and
transparency

PARTNERS:
Strong
collaboration

BOARD:
Data-driven
decision making

COMMUNITY:
More children
reading on
grade level



LITERACYNOW



JOIN US IN BUILDING A FUTURE
WHERE EVERY CHILD CAN READ
AND SUCCEED.

LITERACYNOWHOUSTON.ORG

BUILDING BLOCKS
TO SUCCESS



YEAR 1 - *BUILDING FOUNDATIONS*

FOCUS: Infrastructure + Funding + Data

FUNDING:

- Apply to 20–30 new grants
- Strengthen corporate partnerships
- Improve monthly donor program
- Develop an online tutoring program for Earned Income opportunities

DATA:

- Execute MOUs and data-sharing agreements
- Begin longitudinal tracking
- Establish KPI framework

OPERATIONS:

- Hire or outsource grant writing support
- Build a KPI dashboard
- Standardize reporting processes

YEAR 2 - *DEMONSTRATING IMPACT*

FOCUS: Optimization + Evidence + Growth Readiness

FUNDING:

- Increase grant success rate
- Grow a recurring donor base
- Expand corporate engagement
- Maintain high donor retention rates

DATA:

- Analyze student outcomes
- Share impact reports with stakeholders
- Refine KPI tracking

PROGRAMS:

- Pilot online tutoring program
- Optimize delivery models
- Launch digital, revenue-producing Page’s Promise

YEAR 3 - *SCALING WITH PURPOSE*

FOCUS: Expansion + Sustainability

FUNDING:

- Achieve a diversified, predictable revenue mix
- Renew and grow major funding partnerships

DATA:

- Demonstrate multi-year student impact
- Use data to support major funding opportunities

PROGRAMS:

- Expand online and in-person reach
- Serve significantly more students without proportional cost increases

SUCCESS INDICATORS BY YEAR:

Year 1: Systems in place, funding pipeline growing
Year 2: Clear, measurable impact demonstrated
Year 3: Scaled programs with sustainable funding

FINAL NOTE

These building blocks to success ensures Literacy Now grows with intention, building a strong foundation first, proving impact, and then scaling to reach more students across Houston.