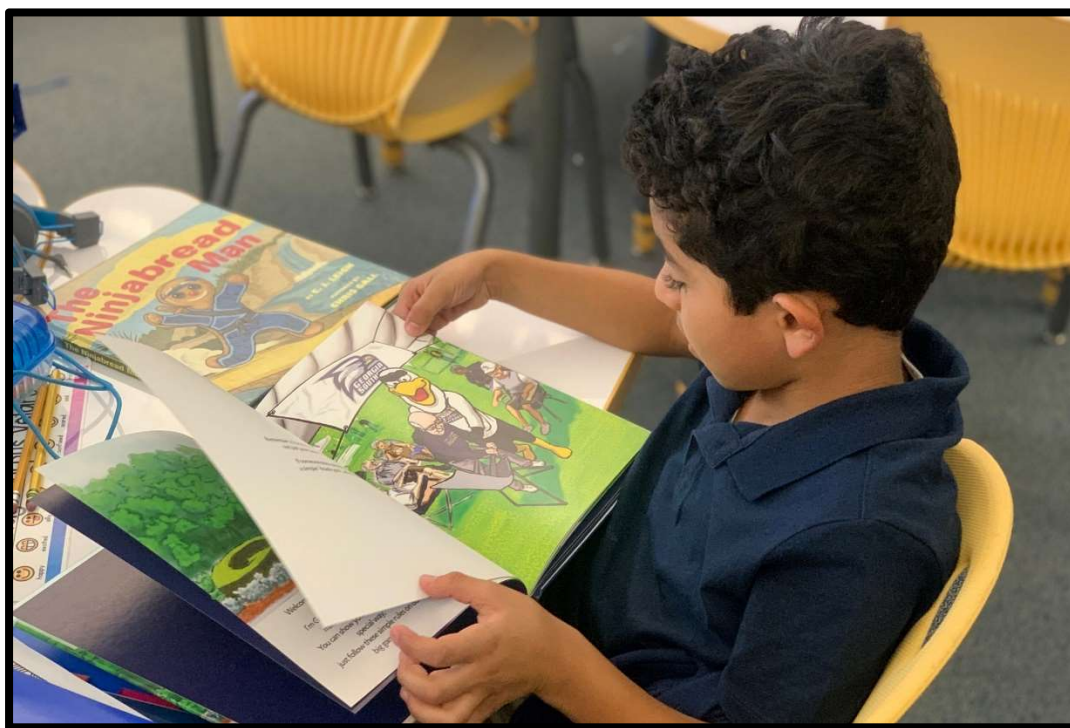




The Page Coach Impact Report 2023-2024



“Thank you so much for considering our 18 schools again! Our students were more than thrilled to get a book and the fact that some will also be going into our 18 libraries is also very exciting. Thank you for encouraging literacy in our schools!”- Amanda Coltman, Library Coordinator, Yuma Elementary School District One, Yuma, AZ

Impossible to Choose Just One

In a year full of adventures, new friends, and new ideas, it is impossible to pick just one story to highlight. Whether it is meeting the literary needs of a rural community, or providing books to support and encourage teachers and their students, or celebrating family literacy with a fun story time and book giveaway, the Page Coach will continue its appealing approach to helping children discover the **JOY of reading** and the **POWER of a literate mind!**



Bring a Book- Take a Book ... Trading for new books

This year Kids Need to Read created a new Page Coach initiative, Bring a Book -Take a Book. Run through public libraries, this program is designed to bring the community together and encourage book trading as a way to freshen up home collections and help empower children in exploring new literary genres as well as stretching reading habits.

Supporting those that teach literacy!

It has been well documented that teachers on average spend \$500 or more of their own money on classroom resources each year. Kids Need to Read opened our warehouse this year to support teachers at Mesa Public Schools by providing them the opportunity to choose an unlimited number of books for each of their classrooms at the start of the school year. This event was well attended with teachers lining up almost 30 minutes before we opened!



Literacy Night Special!

Its not often we have dinosaurs come through our book line but here they are at the Irving Elementary family event. Kids Need to Read was excited to attend 15 different school Family Literacy and STEM nights this year. These events serve to strengthen school communities, deliver important information and materials to families and to bring a bit of fun to the school year.





Children do Read... when they have books

When people lament that children don't read anymore, do they stop to consider whether those children have access to the books they need? Kids Need to Read understands that access is key. We're on a mission to bridge gaps in literacy access and support. We aid libraries whose funding has been slashed to bare operational standards. We provide relief to teachers who are struggling to provide their students with the best opportunities. Additionally, we empower families who, despite lacking financial means, possess the unyielding will to guide their children towards success.

The Page Coach, Kids Need to Read's mobile outreach unit, providing literary treasure to disadvantaged children, proudly served 111,770 unique children during the 2023-2024 fiscal year (April 1, 2023–March 31, 2024), distributing inspiring books and

literacy programming at a diverse array of schools, libraries, and literacy events in low socioeconomic communities throughout the states of Arizona, and California. The number of reading resources provided by the program was 138,775 books and reading resources which are valued at \$1,181,363.32. The average poverty rate of clients served was 83%.

Surveys were sent to agencies that received visits from The Page Coach. The surveys are structured to gauge an increased desire to read after the program. This included interactive presentations, as well as book giveaway events. Of the 58 Page Coach survey respondents, 72% of participants reported observing an increased desire to read after the program. Many respondents provided positive feedback, such as this:

🚩 ***The students and teachers were so happy with the book sets delivered to our school!! The book sets were just big enough for primary students' hands and there were so many books in each set! The students couldn't wait to unwrap them and read them!! As always, Kids Need to Read helped us to motivate our students to read with beautiful books. Thank you, thank you, thank you for your generous donation!! -Karen O'Keefe, ELL Testing Specialist, Mountain View School, Phoenix, AZ***

🚩 ***My summer school students really love receiving books that they get to take home and keep. Sometimes these books are the only access they have to books outside of school. I love seeing their big smiles. - Audrey Arvizu, Adams Elementary, Mesa, Arizona***



From top to bottom and all around the middle The Page Coach has traveled the length and width of Arizona. Each stop in our literary travels brings smiles to the children that we serve as we create opportunities for them to discover for themselves the joy of reading and the power of a literary mind.

Below is a list of major funding contributors who have been exceedingly helpful in our mission to deliver desperately needed reading resources, providing literary support and increased book access for children.



Major In-kind Contributors

Author Nancy Donovan
 Author Erik Koester
 Author Judy E. Laufer/ Little Egg Publishing
 Author Lauren Tarshis
 Author Alan Venable/ One Monkey books
 Author Cynthia F. Jones
 Author Laurelle Adrien
 Author Cindy Callaghan
 Author Wendelin Van Draanen
 Author Soman Chainani
 Author Lisa and Matt McMann
 Author Shannon Messenger
 Author Anthony Delauney
 Author Nicolette DiMaggio
 Author Robin Reynolds Gold
 Author Louisa Onome
 Author Jerome Tiller
 Author Barry Lyga
 Author Cynthia F Jones

Amazon Brilliance
 Publishing
 Animal Welfare Institute
 Archway Classical Academy
 Arizona Renaissance Festival
 Barbara Meland
 Barnes & Noble Book Sellers
 Phoenix area
 Bellwether Media
 Bookman's Entertainment
 Exchange Mesa
 Brainy Top press
 Brophy College Preparatory
 Bundled LLC
 Charlesbridge Publishing
 Chronical Books
 Coiling Media
 DK Publishing
 EX Publishing LLC
 FedEx Employee Credit
 association
 GBS books
 Gilbert Classical Academy

Hachette Group
 Harvey Klinger INC
 Insight Editions
 Lawley Publishing
 Lee and Low Books
 Lerner Publications
 Library tales
 Lickety Split Press
 Mesa Chamber of Commerce
 National Charity League
 One Heart Cork by Karly
 Penguin/ Random House
 Root Literacy
 Simon and Schuster
 Sonoran Sky Elementary
 The Creative Company
 The DML foundation
 The Mother Company
 PetSmart Charities/PetSmart
 Phoenix area
 Pi Beta Phi- Beta Chapter
 Pippin Properties
 Whimsical World

Major Funding Contributors

Arizona Federal Credit Union
 Beyond Words Foundation
 Blue Cross Blue Shield Arizona
 Cox Communications Charities
 Employee Community Fund of Boeing
 Fidelity Charitable
 Lupine Entertainment

Mesa United Way
 Pi Beta Phi Foundation/Pi Beta Phi Phoenix
 Alumnae Club/Pi Beta Phi Arizona Alpha
 Chapter
 Square Egg Entertainment
 The Elkes Foundation
 Walmart



Storybook Adventures

"It is always a pleasure to work with you, especially having the Mermaid and Captain Ruby Red Lips read to our families!" - Dirk Olmstead, Principal, Whitter Elementary, Phoenix AZ

Immersing children into the world of stories is the magic of Kids Need to Read's "Storybook Adventures". With fun characters or special speakers, Storybook Adventures throws open the door for each child to begin the process of dreaming of their bright future. Over 53 Storytime events took place this year.

Schools, libraries, and other organizations served with onsite or virtual Storybook Adventures events including:



- ❖ AZcends- (3 Locations)
- ❖ Native American Fatherhood and Families association
- ❖ Mesa Public Library (3 Locations)
- ❖ Washington Public School District (22 schools)
- ❖ Catholic Charity Services: Desert Willow Apt
- ❖ Camarena Memorial Library
- ❖ Page Public Library
- ❖ Arizona State Fair
- ❖ Hale Elementary
- ❖ Mental Heart Play Lab
- ❖ Sanborn Elementary
- ❖ Indian Oasis Primary
- ❖ Whittier Elementary School
- ❖ Nevitt Elementary
- ❖ Wood Elementary
- ❖ Blue Ridge Elementary
- ❖ Coolidge Public Library
- ❖ Phoenix Fan Fusion
- ❖ Tucson Comic con
- ❖ Keller Elementary
- ❖ San Gabriel Education Foundation (6 Locations)
- ❖ Apache Junction Public Library
- ❖ Mesa K Ready
- ❖ Arizona Children's Association
- ❖ Valley of the Sun YMCA- Ahwatukee

A special thank you to our reading volunteers among whom are authors, participants of the Miss America Pageant, Arizona Renaissance Festival, Mesa Police officers, and cosplay clubs who give their time to bring magic to Storybook Adventures.



Celebrate Reading!

Festivals! Community events! Food bank events! Holiday events! What fantastic opportunities to inspire children and families to read! Kids Need to Read's Page Coach attended over 45 events this year.

The "Wheel of Literacy" continues to remain a staple of our community events. Designed to engage and excite children with the prospect of winning at reading, Children spin the wheel for an opportunity to win something extra to take on their reading adventures. Prizes include reading buddies, small bags of reading swag, and additional reading resources.

Community Event Partners

- | | |
|---|--|
| ✚ Black Canyon City: Foothills Foodbank | ✚ Mesa: Porter Elementary |
| ✚ Cave Creek: Foothills Foodbank | ✚ Mesa: Shepperd Junior High School |
| ✚ Chandler: Chandler Parks and Rec | ✚ Mesa: Sistine Elementary School |
| ✚ Coolidge: Office of Pinal County Attorney | ✚ New River: Foothills Food Bank |
| ✚ Florence: Florence Public Library | ✚ Peoria: Ira A Murphy Elementary |
| ✚ Gold Canyon: Arizona Renaissance Festival | ✚ Phoenix: Brunson Lee Elementary |
| ✚ Litchfield Park: Wigwam Creek Middle School | ✚ Phoenix: Childhood Apraxia of Speech Association |
| ✚ Mesa: Arizona Museum of Natural History | ✚ Phoenix: Faith Christian Church |
| ✚ Mesa: Artist Assemble- Horror Fest Con | ✚ Phoenix: Joseph Zito School |
| ✚ Mesa: Brinton Elementary School | ✚ Phoenix: Military Support Foundation |
| ✚ Mesa: I Love Mesa Day | ✚ Phoenix: Native Health |
| ✚ Mesa: Ida Redbird Elementary | ✚ Phoenix: Ocotillo Elementary School |
| ✚ Mesa: Irving Elementary | ✚ Phoenix: Palomino Primary School |
| ✚ Mesa: Laundro Lab | ✚ Phoenix: Phoenix Fan Fusion |
| ✚ Mesa: Mesa Arts Center | ✚ Phoenix: Run Your Race |
| ✚ Mesa: Mesa Book Festival | ✚ Phoenix: Slopefest |
| ✚ Mesa: Mesa Public Library | ✚ Phoenix: Whittier Elementary School |
| ✚ Mesa: Native American Fatherhood and Families Association | ✚ Scottsdale: Hohokam Elementary School |
| | ✚ Tempe: Tempe Public Library |
| | ✚ Tucson: Tucson Comic Con |

Page Coach Adventures: Who Needs a Wig Anyway? By Jessica Payne



One of my Storybook Adventure characters is named Cactus Rose. She is a spirited cowgirl who brings a splash of Western adventure to story time! Decked out in a cactus shirt, a wig reminiscent of a country music star, and a trusty (not quite 10-gallon) pink cowgirl hat, she's a lively presence, throwing herself into the tales with gusto, often leading to some unforgettable moments.

During a recent visit to the San Gabriel schools, as Cactus Rose I was engrossed in reading: "THERE WAS AN OLD LADY WHO SWALLOWED A CACTUS" by Lucille Collandro. As the story reached its peak—a giant sneeze—excitement and drama won. In my fervor my wig went one way while my hat went another.



Now, normally, as Cactus Rose I keep my hair slicked back in a tight bun to ensure that the wig stays in place. However, on this particular day, with a much-needed haircut pending, my wig didn't quite fit as snugly as usual. So, when the hat went flying, so did the wig, much to everyone's surprise.

To the children, it seemed as though Cactus Rose had lost her hair! It wasn't until I scooped up my hat and a teacher returned the wig that I even realized what had happened. Cactus Rose continued on with story time and afterwards distributed books and buddies to each child.

In the end, several children told me with a lot of concern that I had, "lost my hair". A quick peek under my hat reassured each and I got big smiles and a "thank you" as each child received their book and buddy. Their smiles and gratitude filled the room, making it clear that even unexpected mishaps couldn't dampen the joy of story time with Cactus Rose.

Arizona Agencies Served

Ahwatukee

Valley of The Sun YMCA * Ahwatukee

Apache Junction

Apache Junction Public Library
Superstition Community Food Bank

Black Canyon City

Foothills Foodbank * Black Canyon City

Bisbee

Bisbee Rotary Club

Casa Grand

Casa Grande Alliance
Child and Family Resources
United Way of Pinal County INC

Cave Creek

Foothills Food Bank* Cave Creek

Chandler

AZcends- Chandler
Chandler Parks and Rec
Livewell Health Services

Sanborn Elementary
Sirrione Elementary School

Coolidge

Coolidge Public Library
Office of Pinal County Attorney

Flagstaff

Catholic Charities: Flagstaff
Coconino Health and Human Services
The Literacy Center

Florence

Office of Pinal County Attorney. K. Volkmer

Gilbert

AZcends- Gilbert
Burk Elementary
Gathering Humanity
Gilbert Elementary School

Glendale

Arroyo Elementary



Gold Canyon

Arizona Renaissance Festival

Good Year

Comicare

Grier

Estes Elementary School

Guadalupe

Pascua Yaqui Tribe

Kingman

Dig It Kingman Community Garden

Kingman High School

Workplace Education and Literacy Coalition of Mohave County:

Kingman

Lakeside

Blue Ridge Elementary

Laveen

Caesar Chavez High School

Litchfield Park

Scott Libby Elementary

Wigwam Creek Middle School

Mesa

Adams Elementary

Artist Assemble: Horror Fest

Con

Arizona Museum of Natural

History

Boys and Girls Club of the

Valley Grant Woods

Brinton Elementary School

Catholic Charities

Community Services

Catholic Charity Services:

Desert Willow Apt

Eagle Pathway

Eisenhower Center for

Innovation

Field Elementary

Franklin West Elementary

Hale Elementary

Holmes Elementary

Ida Redbird Elementary

Irving Elementary

Jefferson Elementary School

Keller Elementary

Laundro Lab

Lehi Elementary

Lindbergh Elementary

School

Longfellow Elementary

Madison Elementary School

Mary's Mission and

Development Center

Mendoza Elementary School

Mesa Arts Center

Mesa Book Festival

Mesa City Government

Mesa Chamber of Commerce

Mesa K Ready

Mesa Public Library (3)

Mesa Public Schools

Mesa United Way: Azura

Native American Fatherhood
and Families Association



(Mesa Continued)

Porter Elementary
Project Sleep Tight
Roosevelt Elementary School
Shepperd Junior High School
Junior High School
St. Vincent De Paul
Streets of Joy
The Literacy Lab
Whitman Elementary

Page

Page Public Library

Peoria

Ira A Murphy Elementary
Sundance Elementary School

Phoenix

Abraham Lincoln Traditional
Acacia Elementary School
Alta Vista Elementary
Arizona Children's
Association
Arizona State Fair
Assistance League of
Phoenix AZ
Basis Phoenix South
Big Brothers Big Sisters of
Central AZ
Brunson Lee Elementary
Cactus Wren Elementary
Chaparral Elementary
Childhood Apraxia of Speech
Association
Crossroads
Desert view Elementary
Echo Mountain Elementary
Faith Christian Church
Homeward bound
Ironwood Elementary
John Jacobs Elementary
Jewish Family and Children
Services
Joseph Zito School
Lakeview Elementary

Lookout Mountain
Elementary
Lutheran Social Services
Manzanita Elementary
Maryland Elementary
Military Support
Foundation
Moon Mountain
Elementary
Mountain View School
Native American
Community Health Center
Native American
Connections
Native Health [Native
American community
Health Center INC]
Nevitt Elementary School
Ocotillo Elementary School
Orangewood Elementary
Palomino Primary School
Pan American Charter School
Phoenix Fan Fusion
Roadrunner Elementary
Richard E Miller Elementary
Run Your Race
Saguaro Elementary



Shaw Butte Elementary
Sunnyslope Elementary
Sunset Elementary
Sweetwater Elementary
Valley of the Sun YMCA
Vista College Preparatory
Washington Elementary
Whittier Elementary School
Yeshiva High School

Prescott Valley

Prescott Valley Charter School

San Tan Valley

San Tan Valley Public Library

Scottsdale

Coronado High School

Hohokam Elementary School

Shabbos Project

Sells, Tohono O'odham Nation

Indian Oasis Elementary-Primary

Showlow

Showlow Public Library

Surprise

A Mighty Change of Heart

Altrusa of the West Valley

Toys for Tots

Tempe

Tempe Public Library

Wood Elementary

Tolleson

Dos Rios Elementary School

Tucson

La Paloma Academy

Literacy Connects

Pi Beta Phi Arizona- Alpha chapter

Tucson Comic Con

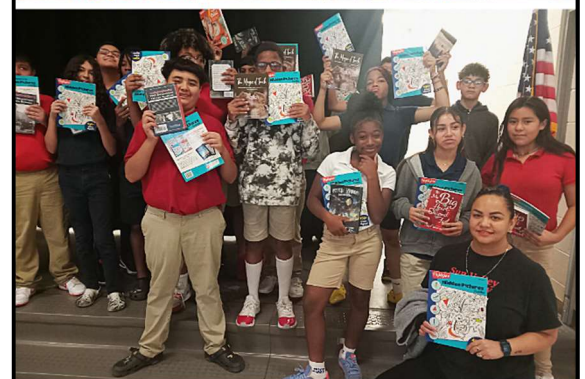
United Way Tucson

Yuma

Yuma High School

Yuma School District #1

Youth-Led book drives like this one inspire us at Kids Need to Read. These students collected almost 500 books to share with students just like themselves!



California Agencies Served

Calexico

Calexico Unified School District
Camarena Memorial Library

Indio

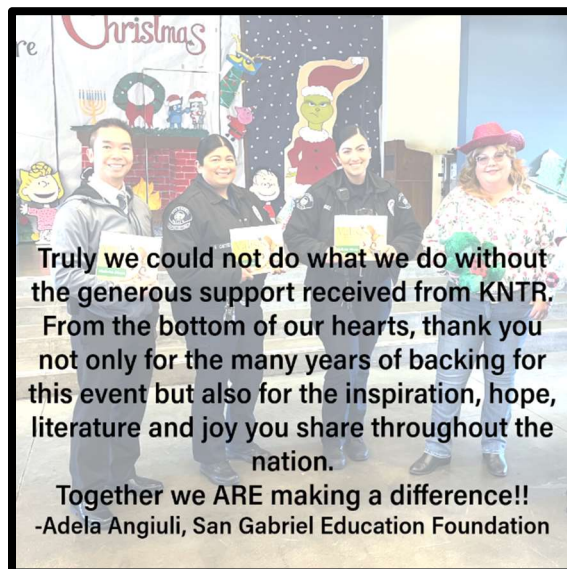
Amelia Earhart Elementary
Oliphant Elementary
Shadow Hills High School

San Gabriel

San Gabriel Educational Foundation

- ❖ Coolidge Elementary
- ❖ Jefferson Middle School
- ❖ McKinley Elementary
- ❖ Roosevelt Elementary
- ❖ Washington Elementary
- ❖ Wilson Elementary

Assumption of the Blessed Virgin Mary School



Trying New Things... Adventures in Reading Buddy Creations.

A reading buddy is a small stuffed doll given to children with the idea that they will have a buddy that they can practice reading with. This is a highly successful tool has led parents to observe a newfound interest in reading on the part of their children. Kids Need to Read has two types of buddies. Ones that have been donated by PetSmart Charities and ones that are donated by individuals. The latter buddies are often hand made.

This year Kids Need to Read was invited to lead a few different workshops in reading buddy creation. These workshops were usually made up of people who are starting to learn how to sew or are just interested in making new things. In response a sock dinosaur doll was created.

The results from these projects are cherished by kids of all ages. Thank you to all who have made buddies to share with our readers.



The Page Coach

Selected Testimonials

Kathy Ray, Principal, Porter Elementary, Mesa, Arizona

We are so appreciative of the continued support of literacy items at our family events, our community and children LOVE the books and reading buddies!

Crystal Perez, Teacher, Joseph Zito Elementary, Phoenix, Arizona
[Kids Need to Read is] amazing! Our kids had the best time picking out their books! We are excited to have you back next year to read to our K-2 students again too! Thank you for your generous donation and for contributing to the success of our students!

Kristy Apeshlakai, Native American Education Program Liaison, Mesa Public Schools, Mesa, Arizona

I am very grateful for this resource. My little classroom has some books available for the students. I had a good experience. [Kids Need to Read] was very helpful and responsive. I thank you all so much!

Lind Tardie, Reading Specialist, Hohokam Elementary, Scottsdale, Arizona

So grateful for staff from Kids Need to Read! This is the second year of attending our literacy event and they have become a popular station! Smiles on faces as they walk away with new reading material is priceless!

Alex Kenzler, Resident Services Specialist, Catholic Charities Community Services, Tempe, Arizona

Kids Need to Read is an amazing program that I have had the privilege of partnering with. [The Staff] provided amazing "ocean" themed books for the kids and did an amazing job at not only reading but singing & dancing too! Not to mention, they donated high quality books for our community library and puzzle books for kids.

Jesse Reese, Teacher, Sundance Elementary School, Peoria, Arizona
This was AMAZING and I couldn't be happier! The variety and grade appropriate books that were donated are in great condition. The planning and care that went into the whole process was perfect. Thank you Kids Need to Read and the entire team!

