



# PROMISING PAGES™

*"CHANGING THE WORLD,  
ONE CHILD AND ONE BOOK AT A TIME"*

## 2013 ANNUAL REPORT

PROMISING PAGES, INC.  
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PROMISING PAGES IS A NON-PROFIT ORGANIZATION UNDER SECTION 501(c)(3) OF THE INTERNAL REVENUE CODE  
EIN: 45-2540702

## **MISSION STATEMENT**

Our mission is to level the playing field and offer all kids a fair shot at life by giving them the tools they need to succeed at an early age. Those tools are books, a love of reading, and a healthy self-esteem that comes with book ownership.

## **WHO WE ARE**

Promising Pages is a 501(c)(3) early-literacy non-profit organization based in Charlotte, NC. We collect new and gently used children's books and distribute them to area kids growing up with few, if any, books at home. Many of the donated books are wrapped as presents and given in a completely unique fashion that has won a national award and gained national news attention on CNN-HLN. Studies have consistently shown the strong and undeniable correlation between early childhood literacy, which leads to increased brain synaptic development and success later in life. Founded in 2011, Promising Pages has had tremendous success in its few short years of operation. Over 164,000 books have been collected in the past two years, many of which have already been distributed to Charlotte-area children.

## **GOALS FOR THE FUTURE**

We are excited to build on our success from 2013 as we head into 2014 and beyond. We are currently planning the execution of our Charlotte Chamber of Commerce-inspired, "One Million Books Revolution," with the goal of collecting one million books for the estimated 60,000 Charlotte-area children without any books at home. This area-wide platform aims to provide our signature Magic Book Party programming to all K-2nd grade Title I students in the area. Once we have the proper title sponsors and programming in place, we believe in three years we can cut in half the number of third graders reading below grade level. That number is currently one in three, which correlates to a later one in four dropout rate. (CMS)

We are also excited about launching "Team Read, 2014" with some of the area's best and brightest high school interns. Thanks to The Dale Earnhardt Foundation, this past summer was such a huge success with our high school leadership program and we look to make 2014 even better.

This summer, Promising Pages will receive national attention as the service project facilitator for a national organization's annual convention. This will expose us to over 1,000 volunteers from nearly all 50 states. As Promising Pages continues to grow, we look to expand into other cities, and even countries! We already have a functional Promising Pages chapter in El Salvador and look forward to strengthening those efforts.

Everyone at Promising Pages has ambitious goals and hopes for our organization as we move forward. The need for our programs nationwide is considerable and the growth potential for our organization is limitless, as our programs are very cost-efficient and easily replicated. We are united in our mission to get books into the hands of children who desperately need them and we welcome your partnership to make this happen.

2013 BY THE NUMBERS

**46,096** BOOKS DISTRIBUTED TO  
KIDS IN 2013

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**8,895** VOLUNTEER HOURS LOGGED

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NUMBER OF BOOK  
DISTRIBUTION AND  
VOLUNTEER EVENTS **318**

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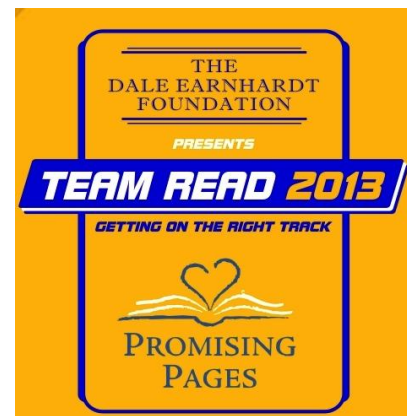
**3,150** KIDS SERVED WITH WRAPPED  
BOOKS FROM ERMA AT

**42** CRISIS ASSISTANCE MINISTRY  
DISTRIBUTION EVENTS

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**45** "TEAM READ, 2013"  
HIGH SCHOOL  
INTERNS LOGGED

**2,808** HOURS DURING  
SUMMER, 2013



We offer a special Thank You to The Dale Earnhardt Foundation for making "Team Read, 2013" possible.

**NOTABLE COMMUNITY PARTNERS**

**MAGIC BOOK PARTY PARTNER SCHOOLS**

RAMA ROAD ELEMENTARY

REID PARK ACADEMY

SUGAR CREEK CHARTER SCHOOL

**23** TOTAL CLASSROOMS SERVED DURING THE SCHOOL YEAR

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**BOOK DRIVE PARTNERS**

THE LAST WORD BOOKSTORE

BETTER WORLD RECYCLING

EARTH FARE - BALLANTYNE

MYERS PARK HIGH SCHOOL

WELLS FARGO

**86,880** BOOKS WERE DONATED TO PROMISING PAGES IN 2013

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**OUTREACH PARTNERS**

CRISIS ASSISTANCE MINISTRY

YMCA Y-READERS

MALE LEADERSHIP ACADEMY

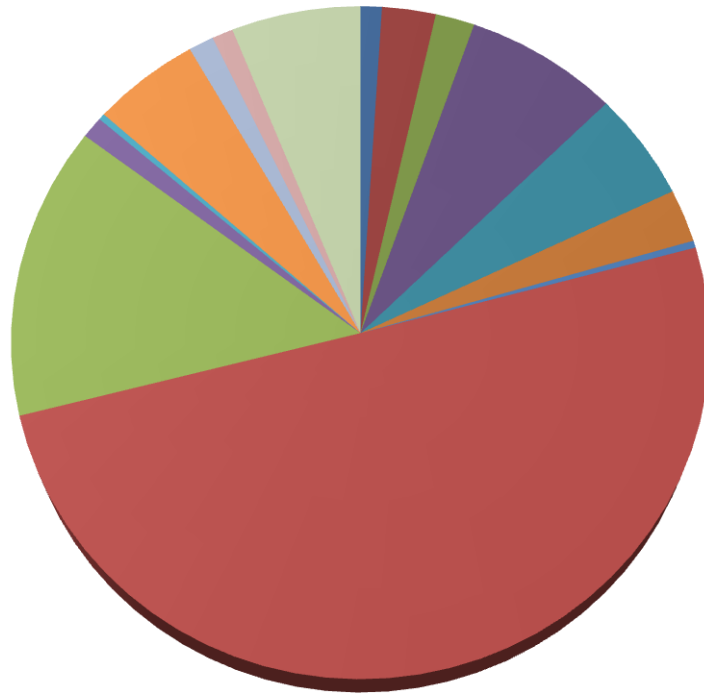
HABITAT FOR HUMANITY - MATTHEWS

BIG BROTHERS, BIG SISTERS

**5,250** CHILDREN SERVED BY OUR VOLUNTEERS IN 2013

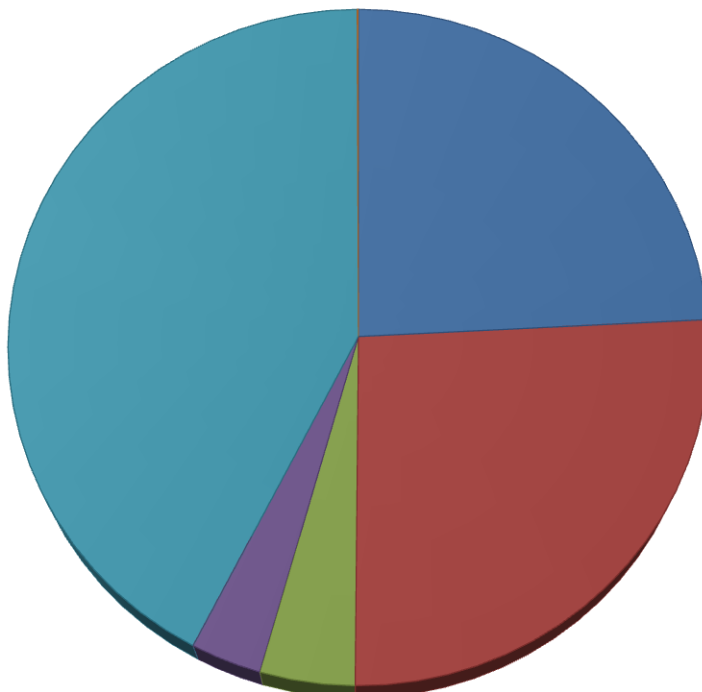
## 2013 TOTAL EXPENSES: \$35,617.48

- Warehouse Supplies: \$360.04
- Special Events: \$908.56
- Transportation: \$663.50
- Technology: \$2,601.95
- Internship: \$1870
- Event Supplies: \$908.56
- MBP Supplies: \$121.41
- Payroll: \$17,879.91
- Payroll Taxes: \$5,025.43
- Payroll Services: \$373.05
- Office Supplies: \$109.31
- Financial / Insurance: \$1,821.95
- Meal: \$429.75
- Miscellaneous: \$355
- Promotional: \$2,189.06



## 2013 TOTAL INCOME: \$48,123.68

- Private Donations: \$11,426.17
- Corporate Donations: \$12,250
- Revenue: \$2,009.23
- Fundraising: \$2,409.23
- Foundation Donations: \$20,000
- Miscellaneous: \$29.05



## PARTNERS AND CONTRIBUTORS

We are blessed to have so many wonderful individuals, corporations, and civic organizations that believe in our mission. There is absolutely no way we would be able to carry out our day-to-day operations without their full and unwavering support. We are eternally grateful. Below are our most notable partnerships and contributors.

