



PROMISING PAGES™

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

2014 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.

WHO WE ARE

Founded in 2011, 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. Our goal is to create and foster a love and excitement of reading within the children we meet via our signature "Magic Book Parties" and other distribution events. We emphasize the importance of reading on a daily basis, which helps build imagination and self-esteem. 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. As we say at all of our events: "Reading will help you be smart, successful, and do anything you want in the world!"

Many of the donated books are wrapped as presents and given to children via our signature "Magic Book Party." Our programs have been highlighted regionally in the *Charlotte Observer* newspaper as well as *Society* and *South Charlotte Weekly* magazines.

Promising Pages has had tremendous success in its few short years of operation. Over **280,000** books have been processed in the past three years, many of which are now in the hands of kids who desperately need AND want to read them

GOALS FOR THE FUTURE

We are anxious to build on our success from 2014 as we head into 2015 and beyond, and we are eager to expand our partnerships with some of our new sponsors that came on board in 2014:

- Wells Fargo
- OrthoCarolina
- Dilworth Rotary
- Elevation Church
- Christ Episcopal Church
- Junior League of Charlotte

We will soon be launching two new partnerships. The first is called "Raising A Reader" in partnership with the Child Resource Center. We have pledged to provide 10,000 books to the program's pre-school students, supplementing the books they currently only get to borrow. Each child will choose their own books to KEEP as their own in this effort to combat the summer "brain drain," keeping the kids reading and engaged. Another new partnership is with Reach Out and Read. We are partnering with six medical facilities that are frequented by children and families on Medicaid. We will be providing an on-going stream of books for their waiting room as well allowing older kids and siblings to keep books for themselves, building their own libraries at home.

We continue to plan the launch of our Charlotte Chamber of Commerce-inspired "One Million Books Revolution," with the goal of collecting one million books over a three year period. This area-wide platform aims to provide our signature "Magic Book Party" programming to all K-3rd grade Title I students in the Charlotte area. Once we have the proper Presenting Sponsor and programming in place,

we believe in three years we can successfully cut in half the number of third graders reading below grade level, currently one in three, which correlates to a later one in four dropout rate. (CMS)

Everyone at Promising Pages has ambitious goals and hopes for our organization as we move forward. The need for our programs both locally and 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.

2014 “MAGIC BOOK PARTY” PARTNER SCHOOLS

- RAMA ROAD ELEMENTARY
- REID PARK ACADEMY
- SUGAR CREEK CHARTER SCHOOL
- SEDGEFIELD ELEMENTARY
- WALTER G. BYERS ELEMENTARY
- BILLINGSVILLE ELEMENTARY

51 TOTAL CLASSROOMS, SERVING **1,020** STUDENTS!!
(28 MORE Classrooms than we served in 2013!!)

2014 BOOK COLLECTION / DISTRIBUTION PARTNERS

- AUGUSTINE LITERACY PROJECT
- QUEENS UNIVERSITY OF CHARLOTTE
- CHILD CARE RESOURCE CENTER
- JUNIOR LEAGUE OF CHARLOTTE
- MONKEY JOES
- BETHLEHEM CENTER
- CARE RING
- MYERS PARK UNITED METHODIST CHURCH
- UNION COUNTY HEALTH DEPARTMENT
- SECOND HARVEST FOOD BANK
- HIDDEN VALLEY OPTIMIST CLUB
- MONTECLAIRE ELEMENTARY

2014 VOLUNTEER PARTNERS

- ELEVATION CHURCH
- JUNIOR LEAGUE OF CHARLOTTE
- WELLS FARGO
- TIME WARNER CABLE
- ORTHOCAROLINA
- JACK AND JILL
- HANDS ON CHARLOTTE
- MOMENTIVE
- CAROLINAS HEALTHCARE SYSTEM
- CHARLOTTE CHRISTIAN SCHOOL
- BANK OF AMERICA
- PFEIFFER UNIVERSITY
- HEAR HIS HEART YOUTH
- QUEENS UNIVERSITY OF CHARLOTTE
- PREMIER VALUES
- MYERS PARK HIGH SCHOOL
- PROVIDENCE HIGH SCHOOL
- PROVIDENCE DAY SCHOOL
- SOUTH MECKLENBURG HIGH SCHOOL

TOTAL VOLUNTEER HOURS WORKED IN 2014:

8,067

VOLUNTEER EVENTS / OPPORTUNITIES:

168

Thank you to all of the volunteers who worked with us in 2014. We are so grateful for your time and your efforts

2014 BY THE NUMBERS

50,924 BOOKS DISTRIBUTED

48,841 BOOKS COLLECTED

CHILDREN SERVED AT
CRISIS ASSISTANCE MINISTRY:

2,705

“TEAM READ, 2014”

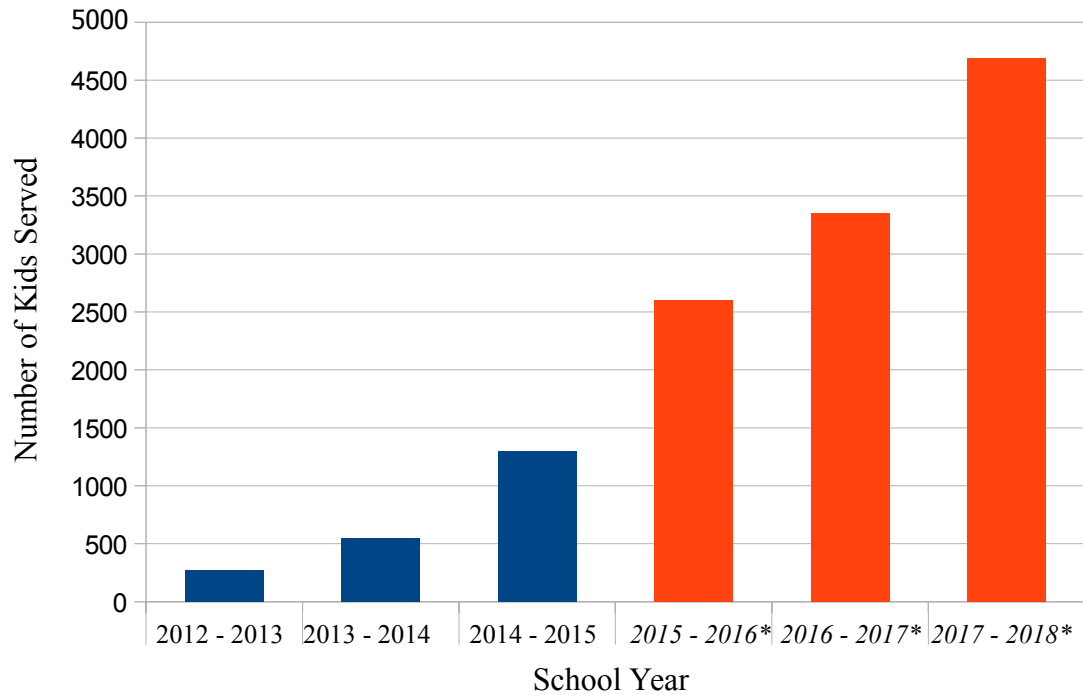
(Sponsored by Wells Fargo and Dilworth Rotary)

4,070 BOOKS DISTRIBUTED TO **1,390** KIDS

AT **13** DIFFERENT LOCATIONS DURING **243** EVENTS!

980 HOURS LOGGED BY OUR **10** COLLEGE INTERNS

Students Impacted by our Magic Book Parties



**Projected with OMBR*

Schools

15*						138
14*						138
13*						138
12*					138	276
11*					138	276
10*					138	276
9*				138	276	414
8*				138	276	414
7*				138	276	414
Walter G. Byers	--	--	92	184	276	276
Sedgefield	--	--	92	184	276	276
Billingsville	--	--	138	276	414	414
Sugar Creek Charter	--	276	414	414	414	414
Reid Park	138	138	276	414	414	414
Rama Road	138	138	276	414	414	414
	2012-2013	2013-2014	2014-2015	2015-2016*	2016-2017*	2017-2018*

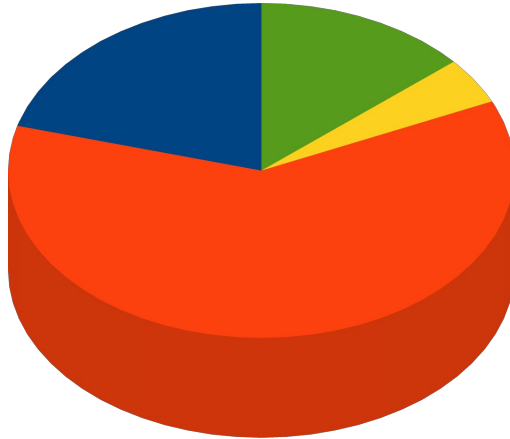
**Projected with OMBR*

2014 FINANCIALS

Every dollar, every book, and every donation is stewarded and allocated to provide the maximum impact for kids in our community.

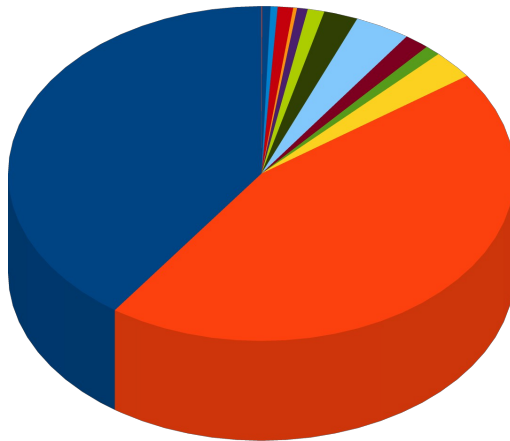
REVENUE \$127,394.10

- Corporate / Individual - \$26,348.86
- Donated Goods - \$77,841.00
- Program Revenue - \$5,714.24
- Sponsorships - \$17,490



EXPENSES \$113,812.05

- Payroll - \$45,726.93
- Distributed Goods - \$50,924
- Payroll Taxes - \$3,125.26
- Insurance - \$1,148
- Marketing / Promotional - \$1,816.15
- Program Costs - \$4,037.40
- Travel and Entertainment - \$2,472.54
- Professional Fees - \$1,220.50
- Office Supplies - \$772.33
- Miscellaneous Expenses - \$279.71
- Shipping / Printing - \$1,116.14
- Warehouse Supplies \$510
- Dues / Subscriptions - \$610
- Equipment Rental - \$53.09



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 partners and contributors.

OrthoCarolina



DILWORTH ROTARY



CHRIST
CHURCH
CHARLOTTE



BRANCH
Office Solutions



Julia's
Café & Books



Hands On
CHARLOTTE

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