



# PROMISING PAGES™

## 2015 ANNUAL REPORT

PROMISING PAGES, Inc.  
4112 Old Pineville Road  
Charlotte, NC 28217  
704-399-1934  
[www.promisingpages.com](http://www.promisingpages.com)

Promising Pages is a non-profit organization under section 501(c)(3) of the Internal Revenue Code  
E.I.N. 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 consistently show 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, *Society* and *South Charlotte Weekly* magazines, and nationally on *CNN-HLN Headline News*.

Promising Pages has had tremendous success in its few short years of operation. Nearly **400,000** books have been processed in the past five years, many of which are now in the hands of kids who desperately need AND want to read them

## 2015 IN REVIEW

2015 was once again a banner year for Promising Pages. We directly served more kids, collected nearly 100,000 books, and formed new partnerships with community organizations and civic groups. Some of our 2015 highlights include:

- New office space, generously donated by Carolina Business Interiors, allowing us to centrally locate our business operations
- Guys with Ties fundraiser at Sugar Creek Brewing Company
- Ruth's Chris Steakhouse in Southpark generously hosting multiple events for us
- Team Read 2015 was another complete success

In 2015 Promising Pages entered a new leadership chapter. Our wonderful Director of Operations, Ms. Brennan Shearer, vacated the position in October, leaving room for new leadership and fresh perspective. Our Director of Operations position garnered a tremendous amount of interest from the community, with more than 111 qualified applicants applying for the position. The position was offered to Mrs. Helen Hope Kimbrough. Mrs. Kimbrough is a children's author, publisher, and literacy advocate who has inspired children and their families to read for over a decade. She is certified in MotherRead for young children (newborn to age five) and has facilitated a 14-week program in partnership with Alliance for Children and Union County Public Schools to show parents & guardians simple, yet impactful tools to build reading skills at home with favorable results. Helen is the past board chair of the Literacy Council of Union County, and currently serves on the board of the Charlotte Mecklenburg Library Foundation.

We are so excited about what 2016 holds in store for Promising Pages. We continue to develop our 3-5 year strategic plan, including the much anticipated "One Million Books Revolution."



## **2015 “MAGIC BOOK PARTY” PARTNER SCHOOLS**

- RAMA ROAD ELEMENTARY
- REID PARK ACADEMY
- LAWRENCE ORR ELEMENTARY
- SUGAR CREEK CHARTER
- SEDGEFIELD ELEMENTARY

**25,410** books distributed to **1,210**  
Kindergarten through 2nd grade students!  
(190 more than we served in 2014)

## **2015 BOOK COLLECTION / DISTRIBUTION PARTNERS**

- JUNIOR LEAGUE OF CHARLOTTE
- WELLS FARGO
- SOUTHPARK MALL
- BRANCH OFFICE SOLUTIONS
- AVID XCHANGE
- 1 LITTLE FREE LIBRARY
- GUYS WITH TIES
- THE LAST WORD
- REACH OUT AND READ
- YWCA OF THE CENTRAL CAROLINAS
- CAROLINAS HEALTHCARE SYSTEM
- JULIA’S CAFÉ AND BOOKS
- CORNWELL CENTER
- “WINGS” FOR KIDS
- CANON SOLUTIONS
- CHILDCARE RESOURCES
- MALE LEADERSHIP ACADEMY
- BIG BROTHERS, BIG SISTERS
- AUGUSTINE LITERACY PROJECT
- SMART START
- DILWORTH UNITED METHODIST CHUCH
- CMC NORTH PARK, CMC BIDDLE POINT

## **2015 VOLUNTEER PARTNERS**

- JUNIOR LEAGUE OF CHARLOTTE
  - ELEVATION CHURCH
- DILWORTH SOUTHEND ROTARY
  - WELLS FARGO
  - HANDS ON CHARLOTTE
  - SHARE CHARLOTTE
- DILWORTH UNITED METHODIST
- CAROLINAS HEALTHCARE SYSTEM
  - LEADERSHIP CHARLOTTE
  - PROVIDENCE DAY SCHOOL
    - GUYS WITH TIES
  - CHARLOTTE COUNTRY DAY
  - MYERS PARK HIGH SCHOOL
    - TEMPLE BETH EL
    - DUKE ENERGY
- QUEENS UNIVERSITY OF CHARLOTTE

***VOLUNTEER HOURS WORKED IN 2015...***

**6,192**

**2015 BY THE NUMBERS**

**98,097** BOOKS COLLECTED

**74,409** BOOKS DISTRIBUTED

---

CHILDREN SERVED AT CRISIS ASSISTANCE MINISTRY:

**2,040** kids during **51** visits

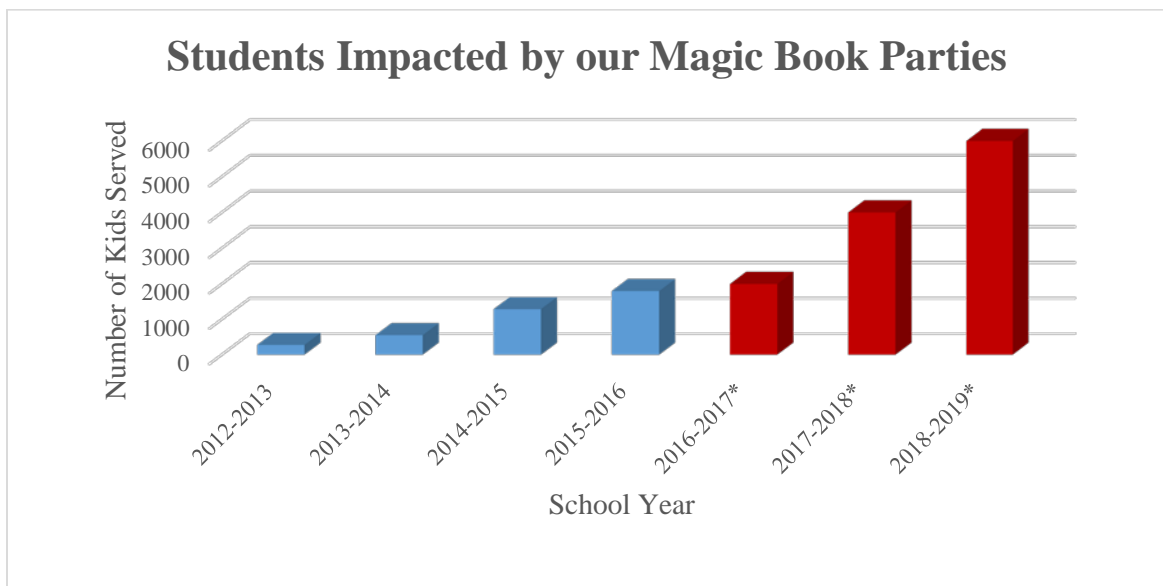
---

“TEAM READ 2015”

(Sponsored by Wells Fargo and the Dilworth Rotary)

**4,070** BOOKS DISTRIBUTED TO **2,365**

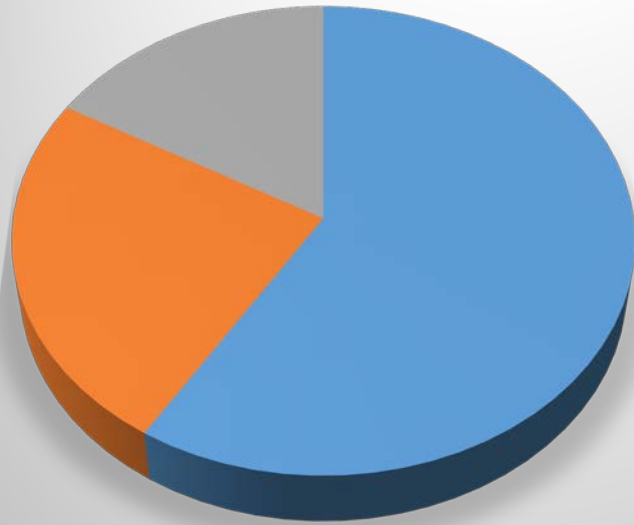
KIDS AT **13** DIFFERENT LOCATIONS DURING **120** EVENTS!



## 2015 FINANCIALS

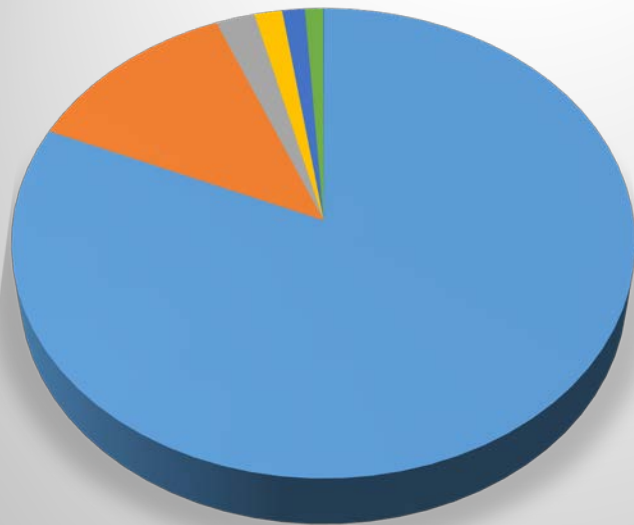
Every dollar, every book, and every donation is stewarded and allocated to provide the maximum impact for kids in our community.

### INCOME \$108,727.94



- Corporate Contributions - \$64,024.97
- Individual / Business Donations - \$26,568.89
- Program Income - \$18,133.92
- Other Income - \$.16

### EXPENSES \$75,667.55



- Payroll / Payroll Services - \$61,688.07
- Professional Services - \$9,330.01
- Operations - \$1,675.29
- Contract Services - \$1,195.00
- Facilities / Equipment - \$972.69
- Programs Expenses - \$781.49
- Travel - \$25.00

## SPONSORS AND PARTNERS

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 support. We are eternally grateful. Below are our most notable sponsors and partners.



DILWORTH ROTARY



SOUTHPARK



## **PROMISING PAGES LEADERSHIP**

- Mr. Jay Bendis *Chairman of the Board of Directors*  
*jay@bendis.net*
- Ms. Monica Allen *Vice-Chairman of the Board of Directors*  
Charlotte-Mecklenburg County Government  
*monica.allen@mecklenburgcountync.gov*
- Mrs. Kristin Prentice *Treasurer*  
Wells Fargo  
*kvprentice@icloud.com*
- Mrs. Christina Hoy *Secretary*  
*christinahoy10@gmail.com*
- Mrs. Kristina Cruise *Founder / Executive Director*  
*kristina@promisingpages.com*
- Mr. Edward Rosenblatt  
McGuire Woods  
*erosenblatt@mcguirewoods.com*
- Mrs. Whitney Feld  
Charlotte School of Law  
*wthompson@charlottelaw.edu*
- Mr. Gregory Goeke  
American Airlines  
*greg.goeke@gmail.com*

---

## **PROMISING PAGES STAFF**

- Mrs. Helen Kimbrough *Director of Operations*  
*helen@promisingpages.com*
- Ms. Arlethia Hailstock *Volunteer Engagement / Warehouse Manager*  
*arlethia@promisingpages.com*
- Mrs. Melissa Hovey *Marketing / Social Media Coordinator*  
*melissa@promisingpages.com*





## MOVING FORWARD

As the Founder and Executive Director of Promising Pages, I am continuously amazed at the generosity and compassion that exists within the Charlotte community. What started as a dream in 2011 has grown into such a force on the Charlotte non-profit scene, effecting real, measurable results for our community's most at-risk youth.

I am extremely excited about the future of Promising Pages and what lies ahead for us as an organization, but more importantly, the kids we serve. We are aggressively seeking a presenting sponsor for our "One Million Books Revolution" (OMBR) in which we aim to collect 1,000,000 books over a 5 year span and get them into the hands of kids who desperately need AND want to read them. We are seeking civic minded organizations, individuals, and corporations, both large and small, to partner with us as we continue our mission of getting books into the hands of kids, creating lifelong readers and leaders.

I'd like to personally thank all of our corporate sponsors who have supported us throughout the past 5 years, especially Carolina Business Interiors. Without their unwavering support, we never would have been able to accomplish what we've done. We are so grateful for your trust and dedication to our mission.

Thank you for taking the time to learn more about Promising Pages. We invite you to visit our website, [www.promisingpages.com](http://www.promisingpages.com), to learn more about our organization and how you can help. Please contact us at 704-399-1934 or via email at [info@promisingpages.com](mailto:info@promisingpages.com).

Kids Matter,



Kristina Cruise  
Founder, Executive Director  
Promising Pages



Cruise as  
"Erma the Bookworm"