celebrating successes

2021 IMPACT REPORT

book harvest

CELEBRATING OUR FIRST DECADE!

See Special Insert Inside.
2021 FULL-TIME STAFF
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Data and Evaluation Manager
Victoria Arrivillaga  
Book Babies Coach
Meytal Barak  
Associate Director of Early Literacy
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Wilma Cintron-Tyson  
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Book Babies Coordinator
Amy Franks  
Learning Partnerships Manager
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Kenitra Williams  
Book Babies Lead Coach
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Ginger Young  
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2021 FINANCIALS AT-A-GLANCE*
REVENUE
Foundations ........................................... $912,637  45%
Individuals ............................................. $663,389  34%
Government .......................................... $241,004  12%
Sponsorships .......................................... $128,591  6%
Corporate and Community ......................... $49,028  2%
Investment Earnings/Other ......................... $23,295  1%
TOTAL .................................................. $2,017,944  100%

EXPENSE
Early Literacy: Book Babies, Pre-K/K Transition  ........ $547,401  30%
Learning Partnerships: Books on Break, Community Programs  .... $213,196  12%
Book Bank ............................................. $199,419  11%
Administrative ......................................... $169,350  9%
Fundraising ............................................ $128,828  7%
Communications ..................................... $111,610  6%
Events .................................................. $77,132  4%
Strategic Initiatives ................................. $70,021  4%
Contribution to Operating Reserve ................. $311,000  17%**
TOTAL .................................................. $1,827,957  100%

* This Impact Report went to press prior to audit. Please visit www.bookharvest.org for our most recent audited financial statements and our 990.
**This allocation is necessary to ensure compliance with our Board-approved Operating Reserve Policy.
Dear Friends of Book Harvest,

Of all the things that parents said to me in 2021, this is the one I will never forget...

Children are the future of the world. It is in those moments of clarity that I am stopped in my tracks with the knowledge that we – each of us – must do everything in our power to equip them for that future. Book Harvest’s role in securing this future for our children feels like both a serious obligation and a joyful opportunity.

2021 saw great progress toward securing a brighter future for children:

- We ended the year with a first decade grand total of 1,663,738 books in the hands and homes of children and families! In 2021 alone – a year in which we were all contending with the challenges of COVID – children and families harvested a remarkable 240,727 books.
- We hosted our first national research briefing – sharing, alongside external researchers, significant findings of the impact of our work on early language development and parent engagement.
- We launched Book Babies Bright Futures, a children’s savings account program for our Book Babies families, to help unlock college or career when their children turn 18.
- We pioneered a new free book access network, planting outdoor Book Boxes stocked with an abundance of books free for the taking across our community.
- We celebrated our 10th birthday with an enormous COVID-safe Summer Block Party, with thousands of children and families taking home great books to keep forever.
- We gifted a very special 10th birthday book, The Word Collector by Peter H. Reynolds, to readers across our community (special thanks to Scholastic for their donation of 10,000 copies of a special Book Harvest-imprinted edition of this beloved title!).

You’ll read about all these successes and more in the pages ahead – and get a glimpse of our first decade’s highlights in a special centerfold insert.

Through it all, we stood in awe of every child’s innate brilliance and boundless potential, so present from the moment they are born; and we redoubled our commitment to unlocking opportunity and ensuring that every child everywhere has what they need to thrive in school and in life. This is our obligation and our privilege – and we can’t do it without you.

This past decade’s successes position us for an ambitious next 10 years. In my new role as Chief Executive Officer, I will lay the groundwork for an expanded Book Harvest organization - one that realizes greater reach and impact in our beloved flagship community of Durham, North Carolina, and that catalyzes and maximizes our impact, scale, and policy influence beyond Durham.

The future awaits. Our children are ready. Our ability to secure that brighter future has never been stronger. I hope you will join me!

In partnership, and with hope and love,

Ginger Young
Founder and Chief Executive Officer
Book Harvest provides children and families with an abundance of high-quality books in all the places they go in their everyday lives: schools, laundromats, child care centers, public parks, and dozens of other free book locations throughout the community.

**THE RESULTS:** Home libraries are built. Imaginations and vocabularies are supercharged.

**OUTDOOR BOOK BOXES**

Brightly colored green and orange book boxes are popping up across Durham, regularly restocked with plentiful selections of free children's books for all ages. Our partners at recreation centers, childcare locations, housing communities, faith-based organizations, health clinics, and more co-host these outdoor book access hubs.

**94% OF SURVEYED PARENTS** agree that the books are useful in helping their family create a reading routine at home.

**100% OF COMMUNITY PARTNERS** agree that hosting the Book Box has been a positive experience for their organization.

“The Book Boxes are a wonderful new amenity at the recreation centers! By promoting literacy and fostering love of books, they help us achieve our mission of connecting our whole community to wellness, the outdoors, and lifelong learning.”

— Durham Parks and Recreation

“Right after the book box was installed I saw the children from across the street looking at the box. The look of amazement on their faces was priceless when I told them they could come over and get a book anytime they wanted to.”

— Kiddie Kollege Child Care Center
BOOKS ON BREAK

For the 10th consecutive year, Book Harvest partnered with Durham Public Schools to ensure that students in kindergarten through 5th grade had an abundance of books to take home over summer break to keep learning alive.

11,510 STUDENTS
took home 40,045 books to read and keep over the summer.

100% OF SURVEYED DURHAM PUBLIC SCHOOL STAFF agree that Books on Break contributes to encouraging an interest in books and reading among their students.

“Scholars, parents, and staff alike rave over this partnership! They simply love the high quality books, that we’re helping to build home libraries, and instilling a love of literacy.”
– Assistant Principal, Durham Public Schools

“Thank you a million times. Please keep the books coming!”
– Media Coordinator, Durham Public Schools

THE ANNE DELLINGER FUND:
Bringing the Joy of Books to Babies

In April 2021, we mourned the passing of literacy and social justice hero Anne Dellinger. Book Harvest was honored to establish The Anne Dellinger Fund, in celebration of Anne’s unwavering devotion to children’s literacy. With this new fund, generations of babies will begin life with home libraries, bringing the joy of books and the essential building blocks of language and literacy right to their cribside tables.

“Reading may be close to my first and last ‘friend’. It has brought me so much love and knowledge, opening by now perhaps thousands of new worlds.”
– Anne Dellinger
early literacy support

Book Harvest accompanies parents and families for their child’s first five years starting at birth with Book Babies, an evidence-informed in-home literacy coaching and book provision partnership.

THE RESULTS: Parents’ confidence and skills grow. Children’s early literacy flourishes.

LITERACY BEGINS AT BIRTH:
Parents Make the Difference

Book Babies creates a rich ecosystem of support for parents, by parents, and with parents, helping them build their child’s early literacy and language development from the moment their children are born.

216 FAMILIES participated in Book Babies in Durham County; 136 families participated in Book Babies at Imprints Cares in Forsyth County.

99% OF FAMILIES report that their knowledge of early language and literacy strategies is positively impacted by Book Babies.

94% OF FAMILIES report that Book Babies helps them create a regular reading routine at home.

“I love that my coach informs me on other questions when I have them. She also reassures me in my tactics.”

– Book Babies parent

“Our culture is enriched every day because this program has provided us not only with books in English, but also in our own language. I love being part of this program.”

– Book Babies parent

595 LITERACY COACHING VISITS IN 2021
THE BRIDGE FROM HOME TO SCHOOL: Children are Ready for Kindergarten

The Book Babies Class of 2021 – enrolled at birth in 2016 – donned their caps and gowns to celebrate five years of book love and literacy and language development! All 47 accomplished young scholars and their families gathered on Zoom for a commencement ceremony, including a beautiful message of congratulations from North Carolina Governor Roy Cooper. A caravan of Book Harvest staff and volunteers visited all 47 graduates at their homes for a personal photo shoot and presentation of their diploma. Supported by the Book Babies Pre-K/Kindergarten Transition Coach, every graduate is ready to take kindergarten by storm!

97% OF PARTICIPATING FAMILIES
agree that working with the Book Babies Pre-K/Kindergarten Transition Coach helped them better understand how to apply for and enroll in Pre-K and kindergarten.

LAUNCHING CHILDREN’S SAVINGS ACCOUNTS

With a generous bequest from the Angelina Merenda O’Bar Trust, we launched Book Babies Bright Futures, a new initiative that offers a $500 savings account to each of our Book Babies enrollees and graduates. Bright Futures will help their families build a financial foundation to realize their children’s dreams for college or career.
Book Harvest promotes a literacy-rich culture throughout our community, with abundant events and messaging that “Books Build Brains” and “Books Spread Joy.”

THE RESULTS: Communities celebrate a love of reading. Books are everywhere.

2021 DREAM BIG BOOK DRIVE AND COMMUNITY CELEBRATION

Dream Big 2021 was a record-breaking celebration of Book Harvest’s 10th birthday. Adapted to ensure COVID safety precautions, the event hosted more than 500 visitors who drove through to donate new and gently used children’s books, harvest a new string backpack full of books, and enjoy mascots and music safely from their cars!

130 BOOK DRIVES
64 GENEROUS SPONSORS
65,188 BOOKS DONATED

2021 SUMMER BLOCK PARTY

We hosted a huge outdoor 10th birthday party, and our special guests - Pierce and Stella Freelon, NC Poet Laureate Jaki Shelton Green, Hayti Heritage African Dance, the Poetry Fox, and the Bouncing Bulldogs – performed with ebullience and smiles galore. All around, kids were hugging their Book Harvest backpacks filled with new reads and stopping to leaf through their new copies of The Word Collector, our birthday present to Durham (thanks to Scholastic and author Peter H. Reynolds!).

2,000 + ATTENDEES
4,848 BOOKS PROVIDED
10,000 COPIES OF THE WORD COLLECTOR GIFTED TO DURHAM
BOOKS ARE EVERYWHERE!

- Vaccination Sites
- Workplaces
- Childcare Centers
- Housing Communities
- Food Banks
- Laundromats
- Homes
In 2021, Book Harvest deepened our commitment to research and evaluation. We conducted internal and external studies; we collected quantitative and qualitative data from parents and community partners; and we hosted our first national research briefing, “Parents Make the Difference.”

THE RESULTS: Robust proof points of our outcomes. National recognition of our impact.

ORGANIZATIONS ATTENDING BOOK HARVEST’S SEPTEMBER 2021 RESEARCH BRIEFING:
Parents Make the Difference

Books for Keeps
The Bridgespan Group
CAP Tulsa
Center for Child and Family Health
Central Piedmont Community College
Chatham Education Foundation
Child Care Services Association
Clinton Foundation
College Foundation, Inc.
Duke University
Durham Children’s Initiative
Durham County Government
Durham Public Schools
Durham’s Partnership for Children
Early Learning Partners
East Carolina University
Equity Before Birth
Family Connects International
Family Reading International
Frank Porter Graham Child Development Institute
Gary Community Investments
George Kaiser Family Foundation
Get Ready Guilford
Helps Education Fund
Imprints Cares
Kaleidoscope Pathways
Kids Book Bank
Latino Community Credit Union
LENA
Leon Levine Foundation
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New York Association for the Education of Young Children
North Carolina Department of Public Instruction
North Carolina Division of Public Health
North Carolina Early Childhood Foundation
North Carolina Integrated Care for Kids
North Carolina Partnership for Children/Smart Start
Promise Venture Studio
Public Purpose Strategies
Reading Basecamp
Research Triangle Institute
Student U
The Grable Foundation
University of Kentucky
University of North Carolina, School of Law
University of North Carolina, Jordan Institute for Families
Village of Wisdom
Watauga County Schools
Western Carolina University
RANDOMIZED CONTROL TRIAL EVALUATION:  
A Two-Site Longitudinal Study of Book Babies

INVESTIGATORS:  
Iheoma U. Iruka, Ph.D. (Principal Investigator), Ximena Franco, Ph.D., and Fernando Andrade, Ph.D. from Equity Research Action Coalition at the UNC Frank Porter Graham Child Development Institute with The Center for Early Education Research and Evaluation at HighScope Educational Research Foundation

THE FULL REPORT OF THE STUDY MAY BE FOUND AT:  

ANALYSIS OF PARENT FOCUS GROUPS:  
An Inquiry into the Early Literacy Practices of Book Babies Families

INVESTIGATORS:  
Cristina Gillanders, Ph.D., University of Colorado Denver and Meytal Barak, MED, Associate Director of Early Literacy, Book Harvest

THE FULL REPORT OF THE STUDY MAY BE FOUND AT:  

BOOK BABIES ANNUAL PARENT SURVEY:  
Analysis of Responses from 50% of Current and 66% of Alumni Book Babies Families

INVESTIGATORS:  
Meytal Barak, MED, Associate Director of Early Literacy, Book Harvest and Kenitra Williams, MSW, Book Babies Lead Coach, Book Harvest

- 99% said the books provided made reading routines easier at home
- 91% said their early language and literacy knowledge was impacted
- 98% said Book Babies supports them in including early strategies in the home
- 98% said Book Babies helps create a daily reading routine at home
- 97% said they read with their children at least twice per week
- 86% said they apply the text message suggestions sent to them by coaches
- 97% said they trust their literacy coach
- 86% said Book Babies helped them confidently make decisions for their child’s Pre-K
2021 COMMUNITY PARTNERS

Community organizations are our valued collaborators. Among those who contributed to the many successes we had in 2021 were:

- Alpha Tau Boulé
- Antioch Baptist Church
- Boys and Girls Club of Durham and Orange Counties
- Brown’s Early Learning School
- Catholic Charities
- Center for Child and Family Health
- Chapel Hill - Carrboro City Schools
- Child Care Services Association
- Compare Foods Roxboro Road
- CORA Food Pantry
- Dream Initiative
- Duke Manor Apartments
- Duke University
- Duke Children’s Primary Care
- Roxboro Street
- Duke Pediatrics
- Durham Children’s Initiative
- Durham County Cooperative Extension
- Durham County Department of Public Health
- Durham County Government
- Durham County Library
- Durham Early Head Start
- Durham Housing Authority
- Durham Laundry Land
- Durham Parks and Recreation
- Durham Public Schools
- Durham Public Schools Foundation
- Durham Public Schools Hub Farm
- Durham PreK
- Durham Rotary Club
- Durham Technical Community College
- Durham’s Campaign for Grade-Level Reading
- Durham’s Partnership for Children
- El Futuro
- Equity Before Birth
- Family Connects Durham
- Family Justice Center
- Fatherhood of Durham
- Food for Students Chapel Hill
- Habitat for Humanity
- Helps Education Fund
- Iglesia Emanuel
- ISLA
- Karyl Askew Consulting, LLC
- Kiddie Kollege
- Latino Community Credit Union
- Lincoln Community Health Center
- North Carolina Cooperative Extension/Durham County
- NC Department of Public Instruction
- Neighborhood Improvement Services, City of Durham
- Nugget
- Oaks at Northgate Apartments
- Orange County Department of Social Services
- Orange County Schools
- Regency Cleaners & Laundromat
- Student U
- The Wash House Laundromats
- United Way of the Greater Triangle
- Village of Wisdom
- Welcome Baby
- White Rock Child Development Center
- Women, Infants, and Children (WIC) Durham

2021 PARENT PARTNERS

Every parent we meet becomes a treasured member of the Book Harvest family. In 2021, these parents helped to shape our current and future programming. We are grateful for their partnership.

- Chianai Adkins-Sharp
- Katherine Martinez Albero
- Christine Atieno
- Yamzir Ayala
- ShaJuan Baxter
- MaryLizzie Booze
- Toni Brooks
- Stephanie Brewer
- Joy Campbell
- Lorrain Campbell
- Yesenia Carlon
- Veronica Cruz
- Lakesha Davis
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- Jenny Campa Rendon
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- Reyes
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- Jasmin Vasquez
- Nohelia Vasquez
- Tiara Waddell
- Sonique Wilks-Wright
donors

**FIRST EDITIONS:**
$250,000+
- Angelina Merenda O'Bar Trust
- NC Department of Public Instruction
- Matthew Cullinan and Anna Reilly

**BESTSELLERS:**
$100,000 - $249,999
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- United Way of the Greater Triangle
- William R. Kenan, Jr. Charitable Trust

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