KEEP LEARNING ALIVE

book harvest

2020 IMPACT REPORT

KEEP PARENTS CONNECTED
P.S. Our kids inspired us this year like never before. We were honored and uplifted to receive this note from our friend Davis. His loving advice is something we can all use:

We can both go wherever we like in the world just by reading books.

2020 was a brutal year. And, yet, as this mom reminded us, books take us places even when we can’t go anywhere. They help us escape from the stresses right in front of us; they serve as a wellspring of comfort, far horizons, and shared experiences; they spark joy and build brains; and, now more than ever, they combat isolation.

2020 affirmed what we at Book Harvest have been doing since 2011. Providing children and families with access to books, in abundance, is the work we strive to do both in a pandemic and in normal times. And along the way, we provide a host of literacy supports to parents so that they are able to enjoy snuggling up with their precious children for bedtime stories – heading off to lands of adventure, exploration, and delight together.

In 2020, with school doors shuttered and with parents heroically juggling roles of worker, teacher, and caregiver, our work compelled us to embrace with a newfound urgency two imperatives:

Keep Learning Alive
Keep Parents Connected.

You’ll learn more about this work in the pages of this report. But first: thank you.

As we raced this year to innovate safe new approaches to delivering books and literacy supports to children and families, we were buoyed and lifted up by YOU – by your book donations, your financial gifts, your volunteer service, your generous expressions of concern, and your unwavering friendship.

We wish you good health, and the power to go wherever you like in the world by reading books.

Ginger Young
Executive Director

Tabitha Blackwell
Board Chair

DEAR BOOK HARVEST FRIENDS AND FAMILY,

In April, as we were all struggling to adjust to a new normal of anxiety and lockdowns, a mom reflected on how she and her eight-year-old son were coping with the isolation they faced:

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Board Chair

REMEMBRANCE:
RANDALL KENAN, 1963-2020

This year, Book Harvest lost a dear friend, devoted ally, and passionate advocate. Randall Kenan (right) was part of the Book Harvest family from our very first days. He is pictured here with fellow Authors’ Circle Co-Chair Daniel Wallace at our 2013 Dream Big Book Drive. We are heartbroken, but we will always be inspired by the words he left behind.

2020 BOARD OF DIRECTORS
Tabitha Blackwell, Chair
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Sarah Wood, Treasurer
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Kyle Cavanaugh
Mariel Christian
Linda Shorepshire Eudy
Sheronda Witter Fleming
Richard Hunt
Ann Leininger
Bert L’Homme
Tiara Lassiter McCarter
Lou Rollins
Taquoa Street
Heidi Hillman Tyson
Laura Bastian Webb

2020 FULL-TIME STAFF
Victoria Arrivillaga, Book Babies Coach
Meytal Barak, Associate Director for Early Literacy
Caitlyn Bergmann, Book Bank Manager
Daniele Berman, Communications Manager (Jan.-Sept. 2020)
Wilmarie Cintron-Tyson, Pre-K/K Transition Coach
Paula Espinosa, Book Babies Coordinator
Amy Franks, Learning Partnerships Manager
Isabel Geffner, Advancement Director
Benay Hicks, Communications Manager (Nov.-Dec. 2020)
Temika Jones, Book Babies Coach
Kate Panuska, Operations and Finance Director
Nadiah Porter, Community Partnerships Manager (Jan.-Mar. 2020)
Rachel Stine, Program Director
Charlia Vance, Finance and HR Manager
Kenitra Williams, Book Babies Lead Coach
Ginger Young, Founder and Executive Director

2020 AUTHORS’ CIRCLE
Daniel Wallace, Chair
John Claude Bemis
Nicholas Dawidoff
Sarah Dessen
Frances O’Roark Dowell
Jaki Shelton Green
Allan Gurganus
Django Haskins
Joan Holub
J.J. Johnson
Kelly Starling Lyons
John McCorkie
Mary Parry
Loo Smith
John Stanley
Stephen Zapotoczny

2020 FINANCIALS AT-A-GLANCE*

CASH REVENUE
Individuals $1,067,422** 51%
Foundations $697,325 33%
Government $160,041 8%
Sponsorships $141,610 7%
Investment Earnings/Other $17,150 <1%
Corporate and Community $14,673 <1%
TOTAL $2,098,221

**Includes early payments on pledges originally scheduled for 2021 and 2022 to take advantage of the CARES Act.

CASH EXPENSE
Early Literacy: Book Babies, Pre-K/K Transition $496,552 35%
Learning Partnerships: Books on Break, Community Programs $398,848 28%
Books on Break, Community Programs $148,574 10%
Book Bank $116,204 8%
Funding $113,536 8%
Communications $76,371 5%
Events $59,673 4%
Strategic Initiatives $19,020 1%
TOTAL $1,428,778

*Unaudited figures; audit available upon request.
KEEP LEARNING ALIVE

WELL FED, WELL READ
Recognizing that nourishing young brains as well as bodies was more important than ever in 2020, we launched Well Fed, Well Read. Every week, children and their families harvested bags brimming with age-appropriate books, to go along with the meals they received from our community partners.

BOOKS TO CHILD CARE CENTERS
We knew that essential workers who depend on child care centers to keep their very young children safe this year needed one stop to harvest books. We forged new partnerships with child care providers to ensure that the children in their care could take home backpacks of age-appropriate, culturally inclusive books to fuel bedtime stories and home libraries.

GRAB-AND-GO BOOKS
The signature program of our Rapid Response Center, Grab-and-Go Books became the destination for families looking for books for their children while schools and libraries were closed. Every week, families pulled up to our Rapid Response Center, and safely, without contact, received bags of age-appropriate books to the delight of their children.

Books build brains – and we did not let COVID-19 get in the way of our work to provide easy, free access to an abundance of books for all children!

We opened an all-new Rapid Response Center right next door to our headquarters in Durham, NC to house our Book Bank so that books could be quickly sorted, stickered, and sent into community places and directly to families. We showed up – safely – in places where families could readily access books to ignite their children’s imaginations and fuel their learning. And we collaborated with community partners so that, together, we could keep learning alive with books.

One Day in September
Superheroes and princesses – masked, of course! – came to share bags of Grab-and-Go books with families. And, WOW, did families show up! Every 48 seconds, a car arrived to pick up bags of books, and, by the end of the afternoon, 281 cars full of young readers had visited us, taking home a whopping 2,944 books!

“Thank you! The rapid response during COVID-19 was quick, easy, and gave us something positive to look forward to in these challenging times.”

“Literacy is a key component in my program and this program provides a way to get books in the homes of all the children we serve.”

BOOKS DIRECTLY TO HOMES
Our Book Babies families continued to receive their bundles of books at home. And since homes became classrooms for every child this year, we provided thousands of books directly to the homes of kindergarten through fifth grade students in partnership with Durham Public Schools.

“Books build brains – and we did not let COVID-19 get in the way of our work to provide easy, free access to an abundance of books for all children!”

“Thank you! The rapid response during COVID-19 was quick, easy, and gave us something positive to look forward to in these challenging times.”

“We were beyond thrilled when we opened your boxes and saw how many gorgeous, wonderful new books you gave us to share with the families who come to our Food Pantry. Also, we had no idea you were giving us books in Spanish.”

“You guys are doing a great service- my son woke up from his nap and had been told before his nap that there would be new books when he woke up. When he woke up, he came running into the living room saying ‘Mama, did you get my new books? Thank you so much for my new books.’”

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KEEP PARENTS CONNECTED

Parents are their children's first teacher, brain builder, tech navigator, advocate, and coach. Our parent partners are our north star; they guide us, inspire us, and provide the fuel and energy that create success for their children.

This year, in response to profound educational disruptions, we redoubled our efforts to keep parents connected to the literacy resources and supports that helped them keep learning alive for their children.

FAMILY WORKSHOPS AND FAMILY CHECK-INS

We tirelessly worked to support and connect with parents this year. We piloted a series of workshops with Durham Public Schools and the nationally recognized Springboard Collaborative so that elementary school families could be at-home reading coaches. We regularly checked in with our parent partners – with phone calls, texts, surveys, and focus groups – to listen closely to what they wanted, needed, and enjoyed so that they stayed connected to resources and to each other.

LITERACY COACHING

We continued partnering with parents enrolled in Book Babies, our program that provides literacy coaching and lots of books to families over the course of the first five years of their children's lives. But as soon as it became clear that our regular in-home visits were prohibited by COVID-19, we recreated our Book Babies meetings to virtual platforms. Parents – and children! – were enthusiastic participants – via Zoom, Skype, FaceTime, What’sApp, and more.

PRE-K/KINDERGARTEN TRANSITION COACHING

Pandemic or not: our Book Babies children kept growing and learning this year — and many got ready to enter formal learning environments in Pre-K and kindergarten. Their parents benefited from the expert individualized information and support provided by our Pre-K/K coach so that the first day for every child could be a joyful success.

CURATED RESOURCES FOR ALL PARENTS

Book Harvest literacy experts offered regular, live, and recorded on-line activities to all parents. “Parent Chats with Wilma” and “Audible with Amy” shared creative brain-building activities that children need most. We provided laptops to families who needed them for connections to school for their children.

“Parents are their children's first teacher, brain builder, tech navigator, advocate, and coach. Our parent partners are our north star; they guide us, inspire us, and provide the fuel and energy that create success for their children.”

“I learn as much as my child to see the importance of reading.”

“I am thankful for the workshops because they help me get back to the feeling of community that has been lacking and I can connect with other parents from our school.”

“"The amount of support and resources that are provided is amazing! You help us in many issues about the education of our children."

AMY FRANKS
Learning Partnerships Manager

With 25 years of mom and super fun auntie experience, Amy looks to her six- and eight-year-old nieces and seven-year-old nephew to make her look cool and keep her in the know.

WILMARIE CINTRON-TYSON
Pre-K/K Transition Coach

Wilma is always looking for new things to try and new books to read with her one-year-old, Isabel.

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Book Harvest Helps Educators KEEP LEARNING ALIVE for Students:

- "I am immensely grateful to Book Harvest for their generosity to our students. In this difficult time, the book bags provided were a special help for our students and families...and that has made all the difference in keeping students connected to learning."
- "COVID-related school and library closures have made the imperative to get books into the hands of kids across Durham more important than ever."
- "Durham Public Schools is grateful for Book Harvest’s continued commitment to provide an abundance of books that keep our learners engaged in reading. During this COVID crisis, these books have been a source of joy and continued literacy development for our K-5 students."

Book Harvest Helps to KEEP PARENTS CONNECTED:

- "We love that we can explore the adventures of books and meet new people. And everyone is doing a great job with social distancing."
- "We love that literacy coaching starts from the newborn stage because I probably wouldn’t think to buy new books as often at such a young age or know what age appropriate books to start with at each development stage in their life. I'm happy that we implemented reading books into our routines early on because now my baby/toddler loves reading books and looks forward to it every day."
- "I never thought my daughter would have the opportunity to participate in a Pre-K program, and I know you made this possible."

Book Harvest Helps Educators KEEP LEARNING ALIVE for Students:

- 170,989 books donated
- 2,279 boxes packed with books
- 4,304,112 pages turned
- 4,460 volunteer hours
- $121,325 value of volunteer hours
- 42 community partners hosted
- 479 literacy coaching sessions with 281 families enrolled in Book Babies
- 100,684 website page views
- 98% book babies families report having a regular reading routine with their children

Books Harvested by Children Since 2011:

- 1,436,958 books harvested by children since 2011!

Books Harvested by Children in 2020:

- 179,338 books harvested by children in 2020!
- 42,138 books collected for the 2020 Dream Big Book Drive
- 74 book drive captains participated in the 2020 Dream Big Book Drive
- 1,113 people joined us for the 2020 Dream Big sponsors
- 75 2020 Dream Big sponsors
- 786 financial donors
- 2,128 cars came to grab-and-go books
- 6,659 bags of books provided at Well Fed, Well Read
- 100,684 website page views
- 98% book babies families report having a regular reading routine with their children
In a year defined by challenges, 2020 also provided us with moments to celebrate with our community, families, and children. And we were honored by moments of recognition for the work we continued to do to keep learning alive and keep parents connected.

MIRRORS, WINDOWS, AND SLIDING GLASS DOORS

Just before the passing of U.S. Representative John Lewis, a friend of Book Harvest donated 10 copies of The March Trilogy, the graphic novel series that shares his heroic life story. It is one of the many books on our wish list, inspired by Dr. Rudine Sims Bishop who reminds us that books must serve as “mirrors, windows, and sliding glass doors”, so that all children see themselves in the pages of a book, glimpse the lives of others, and honor all backgrounds.

The very first children to receive a copy of the book are pictured here in a photo sent to us by their mother. When we shared the photo with our donor friend, she responded:

“I am so thrilled that these girls received the book! I know we have some future Congressmen and Congresswomen in the Triangle right now; future non-profit executives and civil rights activists and community organizers, CEOs, lawyers, doctors, teachers, artists, musicians and others who are going to find a way to change the world. Hopefully they keep seeing messages that they can be the hero of the story.”

AND THE AWARDS GO TO... BOOK HARVEST!

- We were one of only 15 organizations globally to be selected for the 2020 Library of Congress Best Practices Literacy Award.
- We were chosen to be part of the nationally recognized Fund for Shared Insight’s 2020 Listen4Good community, devoted to parent-centered partnerships and rigorous evaluation.
- GlaxoSmithKline named us as a 2020 GSK Impact Award recipient in recognition of our exceptional achievements, overall excellence, and best practices in contributing to a healthier Triangle Region.

DREAM BIG 2020

On January 20, 2020 – before COVID-19 struck – we marked MLK Day with DREAM BIG, our ninth annual community-wide celebration of books for all children. More than 1,100 friends gathered together at Rhythms Live Music Hall in Durham to donate books, volunteer, participate in family activities, meet favorite mascots, and celebrate kids, books, and reading.

Thousands of generous book donors contributed 42,138 books that day – books that have since found their way into the hands, homes, and hearts of local children and families. The volunteer leadership of 74 book drives captains and the generosity of 75 sponsors made our ninth annual DREAM BIG an unforgettable event!
2020 COMMUNITY PARTNERS

Community organizations are our valued collaborators. Among the many who helped us to keep learning alive and keep parents connected in 2020 were:

- Boys & Girls Clubs of Durham and Orange Counties
- Catholic Charities Chapel Hill-Carb Cobb County Schools
- Child Care Services Association
- C.L.A.S.S.
- CORA Food Pantry
- Dream Initiative
- Duke Children’s Primary Care
- Durham Children’s Initiative
- Durham County Cooperative Extension
- Durham County Government
- Durham County Library
- Durham FEAST
- Durham Housing Authority
- Durham Laundry Land
- Durham Parks and Recreation
- Durham Public Schools
- Durham Public Schools Foundation
- Durham PreK
- Durham Rotary Club
- Durham Technical Community College
- Durham’s Campaign for Grade Level Reading
- Durham’s Partnership for Children
- Eat NC
- El Futuro
- Exchange Family Center
- Equity Before Birth
- Family Connects Durham

First Book
Food for Students Chapel Hill
Habitat for Humanity of Durham
Helps Education Fund
Iglesia Emanuel
ISLA
Kidnotes
Latino Community Center
Lincoln Community Health Center
My Brother’s Keeper Durham
NC Department of Public Instruction
Orange County Schools
Reach Out and Read
Springboard Collaborative
Student U
The Wash House
Triangle Cycling
United Way of the Greater Triangle
Village of the Greater Village
Welcome Baby
World Relief Durham

First Editions:
- Of Charitable Trust
- Feidman Charitable Foundation
- Fohns Foundation
- NC Department of Public Instruction
- Oak Foundation
- Matthew Culinan and Alice and Matthew Smith Trust Foundation
- United Way of the Greater Triangle
- William R. Kenan, Jr. Charitable Trust

Scholarships:
- $10,000 - $49,999
  - Anonymous
  - Joe and Diane Bastian Bastian Family Charitable Foundation
  - Butler Family Foundation
  - Cary Colwell Fund of Triangle Community Foundation
  - Durham County Government
  - Durham’s Campaign for Grade Level Reading
  - GlascottKinne Family Charitable Fund
  - Harry L. and Helen M. Rust Charitable Foundation
  - Morgan Creek Foundation
  - Rotary Club
  - Scholastic, Inc.
  - Sabus Hendick
  - Southpoint
  - The Forest at Duke
  - The Grable Foundation
  - Triangle Community Foundation

Archivist:
- $5,000 - $9,999
  - Bike for Freedom Charitable Foundation, Inc.
  - Cardinal Retirement Plan
  - Mark Donahue
  - Drayton and Laura Vikher Fund of Triangle Community Foundation
  - Duke Energy Foundation

Archivist:
- $1,000 - $2,499
  - Apgi, Inc.
  - John and Katie Anthony
  - Jeffrey P. Baker and S. Alicia Rotram Baker Trust Fund
  - Mark Donahue
  - Drayton and Laura Vikher
  - Food for Students Chapel Hill
  - Habitat for Humanity of Durham
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13. Durham Housing Authority
14. Durham Laundry Land
15. Durham Parks and Recreation
16. Durham Public Schools
17. Durham Public Schools Foundation
18. Durham PreK
19. Durham Rotary Club
20. Durham Technical Community College
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22. Durham’s Partnership for Children
23. Eat NC
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26. Equity Before Birth
27. Family Connects Durham

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2020 PARTNERS

Every parent we meet becomes a treasured member of the Book Harvest family. In 2020, these parents helped to shape our current and future programming, and we are especially grateful for their partnership:

- Samehi Abdelgawad
- Yaseen Abdul-Malik
- Alma Ruiz Acosta
- Glenda Aguilar
- Katherine Martinez Albero
- LaTasha Aleton
- Isabel Alvarez
- Neli Claros Avila
- Anita Boone
- MaryLizzie Booze
- Stephanie Brewer
- Trudi Castellanos
- Guadalupe Vital Cepado
- Nancy Cortes
- Lakesha Davis
- Maricia del Cid
- Chaneille Elington
- Melissa Enders
- Tashina Foust
- Karen Franklin
- Maria Alejandra Garcia
- Yesenia Carlos Gonzalez
- Natisha Hall
- Lucia Hernandez
- Maria de Lourdes Hernandez
- Shamwet Herrera
- Mustapha Homran
- Ashley Johnson
- Shacorra Johnson
- Leaaka Kemp
- LaTasha King
- Maria Angelica Gonzalez Lopez

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Book Harvest pays grateful tribute to the many individuals, organizations, foundations, corporations, and government entities that supported our work with matched donations in 2020.
We provide an abundance of books and ongoing literacy support to families and their children from birth, and we serve as a model for communities committed to ensuring that children are lifelong readers and learners.

**OUR MISSION**

We envision a world in which reading, learning, and access to information are considered rights, not privileges, so that all children thrive.

**OUR VISION**