

— 2024 —

IMPACT REPORT



book harvest





BOOK HARVEST 2024 FULL-TIME STAFF

BOOK HARVEST

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Zarria Bratts, Donor Relations Manager
Jillian Buckley, Executive Coordinator and Research Assistant
Wilmarie Cintron-Tyson, Books from Birth Implementation Specialist
Cheri Coleman, Director of Book Babies
Bria Davenport, Events Manager
Ranita Dawkins, Associate Director of Data and Evaluation
Maria Garcia, Data Manager

Isabel Geffner, Senior Director of Strategic Partnerships
Benay Hicks, Chief External Relations Officer
Connor Kirkpatrick, Director of Development
Mary Mathew, Director of Advocacy
Ashley McClure, Books on Break Expansion Manager
Kalyn Milot, NC LiteracyCorps Intern
June Neese, Logistics Coordinator
Parker Nelson, Volunteer Coordinator
Kate Panuska, Chief Internal Officer

Perry Robinson, Executive Assistant to the CEO and Special Projects Manager
Jeff Quinn, Chief Operating Officer
Caitlyn Smith, Associate Director of Procurement and Logistics
Rachel Stine, Senior Director, Books on Break
Smrithi Swaminathan, Talent Specialist
Charlia Vance, Senior Finance Manager
Alison Westbrook, Director of Talent and Culture
Erin Wuebbens, Grants Manager

BOOK HARVEST DURHAM

Tabitha Blackwell, Executive Director, Book Harvest Durham
Emma Beeler, NC LiteracyCorps Intern
Vanessa Collier-Robinson, Book Babies Manager
Phoebe Craft, Community Engagement Coordinator
Frida Daniels Sanchez, Book Babies Coordinator
Daniela Dunn, NC LiteracyCorps Intern
Amy Franks, Director of School and Family Engagement
Caitlin Georgas, Associate Director of Early Literacy

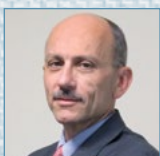
George Hendrix, NC LiteracyCorps Intern
Kai Hill, Literacy Coach
Taylor Horne, Literacy Coach
Alisa Miller, Family Engagement Manager
Gisela Mora Hernandez, Bridge to School Coordinator
Valerie Moreno, Literacy Coach
Anneke Oppewal, School Engagement Manager
Gia Parker, Family Engagement Coordinator
Dani Rangel, Literacy Coach
Katie Wachob, NC LiteracyCorps Intern

BOOK HARVEST BOARD OF DIRECTORS

(As of December 31, 2024)



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Education and Early
Childhood Advocate



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and Child Health,
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Global Public Health



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Education, Fred Rogers
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Ginger Young
Founder and CEO,
Book Harvest

STRATEGIC ADVISORS AND PARTNERS:

Public Purpose Strategies • The Atwood Group • Vista Strategies • Womble Bond Dickinson

DEAR FRIENDS:

Book Harvest's vision of *Literacy and Justice for All* has never felt more compelling than it does right now.

At a time when our nation navigates complex shifts in culture and policy, we stand firmly grounded in the foundational truths that drive Book Harvest:

- *Literacy starts at birth, in the home, powered by parents, and nourished with books.*
- *The work to equip children and families with brimming home libraries over the spectacular first decade of life is a cherished privilege for the Book Harvest Board and staff.*
- *We hold an unshakeable belief in the spirit of joy and abundance – and in the transformative power of storytimes between parent and child. These are keys for early relational health – for connecting, learning, enduring, and thriving.*

2024 marked a year of extraordinary momentum toward our vision of literacy and justice for all.

This momentum powered the **293,365 books** harvested by families and children over the course of the year, to take home and keep forever (and in the **2,461,503 books** harvested since our founding in 2011!). And, as families built abundant home libraries starting at birth, we supported them in developing and sustaining self-determined habits of shared reading every step of the way.

This momentum earned recognition from our flagship city's Mayor, who proclaimed Durham as a **"City of Books"** – the first in the nation – when he cut the ribbon on our new and expanded headquarters in September.

And this momentum propelled Book Harvest across and beyond our home state of North Carolina with the expansion of two scaled impact initiatives: **Books from Birth** and **Books on Break**. As this goes to press, we are excited to share that Book Harvest program expansions are in the works in Oregon and Tennessee!

We are both optimists, but, more than that, we are *determined* – determined to continue to build this movement with you to realize a simple but powerful goal: **book ownership for all children**.

Our babies and children deserve – and have – our full, determined support and commitment, at this time, and at all times. *Thank you for being a part of our story.*

With enduring gratitude and unshakeable resolve,



Ginger
Ginger Young
Founder and CEO



Anna
Anna Reilly
Board Chair

P.S. In December 2024, our Board of Directors adopted an ambitious and actionable Strategic Plan for the next three years, building on all that you will read about in these pages. To learn more about **Book Harvest's 2025-2027 Strategic Plan**, please visit www.bookharvest.org/strategic-plan.

P.P.S. We can't resist sharing a favorite photo from 2024 – a moment of reading bliss at one of our 84 book hubs!



2024 FINANCIALS AT A GLANCE*

* This Impact Report went to press prior to audit. Please visit www.bookharvest.org for our most recent audited financial statements and 990.

REVENUES

Individuals	\$1,450,008	29%
Government	\$1,466,712	29%
Foundations	\$1,180,952	23%
Program-Related Revenue	\$415,909	8%
Corporate and Community	\$210,443	4%
Other	\$189,674	4%
Investment Gains	\$93,274	3%

TOTAL **\$5,006,972** **100%**

EXPENSES

Book Harvest Durham Programs	\$1,973,391	40%
Book Harvest Regional and National Programs	\$1,516,986	30%
Fundraising	\$565,560	11%
Administrative	\$452,017	9%
Communications	\$333,627	7%
Events	\$144,509	3%

TOTAL **\$4,986,089** **100%**

BOOKS FROM BIRTH

Igniting Literacy for Every Newborn

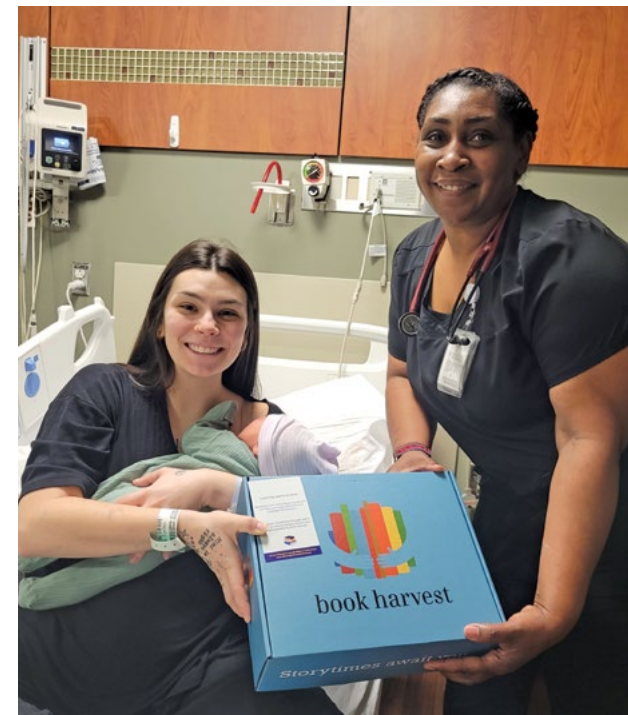
IN 2024

On October 1, 2024, Book Harvest and ECU Health Foundation launched Books from Birth at Maynard Children's Hospital in Greenville, North Carolina.

By the end of December 2024,

**929 FAMILIES
WITH NEWBORNS**

had brought home a Books from Birth starter home library along with their bundle of joy. This partnership is on track to reach 4,300 newborns, including 1,400 babies in the NICU, and was made possible with funds from the State of North Carolina.



“

As a proud Book Harvest Champion for ECU Health, I'm over the moon to share what we're doing right here in ENC! Thanks to our Books from Birth program, every newborn at Maynard Children's Hospital is already heading home with the sweetest gift – a box of 10 board books, educational goodies, and even a onesie!

This incredible partnership between Book Harvest and ECU Health is helping families across Eastern NC kick off a lifelong love of reading from Day 1....together, we're flipping the script – one baby and one book at a time!

”

**J. NICHOL, RN
MAYNARD CHILDREN'S HOSPITAL**



What it is:

Books from Birth partners with hospitals and health systems to provide families and their newborns with a starter home library of 10 brand new board books. These books come nestled in a special box that includes a onesie and a rich array of resources to support parents in establishing regular shared reading routines from Day One.

Why it matters:

Books from Birth equips parents with the necessary tool – books! – to lay the foundation for storytimes and for a lifetime of literacy for their child. When families have their own books, starting at birth, they are able to cultivate a habit of shared reading at home, an essential precondition for robust early relational health, school readiness, and a lifetime of flourishing.



14,440 BOOKS FILLED STARTER HOME LIBRARIES IN 2024!

In partnership with trusted messengers – among them, nurses and doctors – new parents took home **1,683 starter home libraries** filled with brand new books to jumpstart cozy reading routines at home with their newborns.

> PROGRAM CHAMPIONS:

Nurses, obstetricians, pediatricians, and health professionals provided Books from Birth boxes to families in 2024.

> MEETING FAMILIES WHERE THEY ARE:

In 2024, Books from Birth starter home libraries were embraced by families on birthing floors, in NICU units, at health departments, in WIC clinics, and more.

> LAYING THE GROUNDWORK FOR NATIONAL PROGRAM EXPANSION:

Books from Birth ended 2024 with agreements to launch in 2025 with partners in Oregon and Tennessee.

BOOKS FROM BIRTH IN THE NEWS!

Read about the launch of the program
at Maynard Children's Hospital:



BOOKS ON BREAK

Building Home Libraries for Summer Reading



IN 2024

Book Harvest brought Books on Break to 12,437 pre-K through 5th grade students in six counties across North Carolina. In a survey issued after the summer,

98% OF TEACHERS reported that caregivers were excited to read with their children over the 2024 summer break.

“

It was incredible to see our students' faces light up as they picked out 10 books to keep forever. Parents were thrilled with how excited their children were to read, with some even starting book clubs and re-reading their books all summer.

”

CHARLY INMAN, FEDERAL PROGRAMS DIRECTOR,
HAYWOOD COUNTY SCHOOLS

What it is:

Books on Break partners with school districts and summer learning initiatives to enable elementary school students to select 10 brand new books to take home and keep forever, right before summer break. Students take their books home in special string backpacks filled with additional resources and information for their families about ways to keep learning.



Why it matters:

Books on Break helps students build home libraries just before summer, a critical time for practicing reading and maintaining learning gains. During joyful Books on Break events, students get to choose their own books to take home and keep forever, building their identities as book owners and giving them abundant opportunities to practice the reading skills they worked so hard to gain during the school year.

12,437 STUDENTS IN 2024!

In **37 schools** across five North Carolina counties, elementary school students selected **101,340 books** to take home and keep forever at the end of the 2024 school year. Here's how their teachers and parents described the impact of the program:

- > **91% OF CAREGIVERS** said their child was "VERY" excited when they brought the books home.
- > **94% OF TEACHERS** reported that the program supports the literacy goals for the students over the summer months.
- > **92% OF TEACHERS** reported that their students were more motivated to read over the summer.

EdNC[®]

"SUMMER
MATTERS...A LOT"

Read Book Harvest Director of Advocacy
Mary Mathew's Published Perspective:



BOOK HARVEST DURHAM

City of Books



IN 2024

Under the leadership of Executive Director Tabitha Blackwell, Book Harvest Durham continued its contributions to Book Harvest's vision of *literacy and justice for all*. Book Harvest Durham serves as the organization's flagship location and demonstration city, exemplifying what is possible in a community that is devoted to books for every child and support for every parent.

On September 11, Durham Mayor Leonardo Williams cut the ribbon at Book Harvest's all-new 15,000-square-foot headquarters, welcoming all to our book-filled Family Space. Mayor Williams was joined by Durham Public Schools Superintendent Dr. Anthony S. Lewis, Book Harvest board and staff members, parents, volunteers, and dozens of children for this celebratory moment of shared commitment to every child's flourishing.

“What a joy to fling open the doors of this gathering and learning space to the children and families of Durham. Through our deep commitment to family engagement and community-focused programs – Books from Birth, Book Babies, Books on Break, and abundant book hubs all across town – we celebrate book ownership right here at home.”

**TABITHA BLACKWELL,
EXECUTIVE DIRECTOR, BOOK HARVEST DURHAM**



BOOK BABIES

Book Harvest Durham celebrated **33 BOOK BABIES GRADUATES** in June – children who participated in the program for five years starting at birth. They entered kindergarten in the fall ready to read and excited to learn!



BOOK HARVEST FAMILY SPACE

The Family Space has become a trusted and beloved destination for high-quality playful learning and reading together. In 2024, **6,363 VISITORS** selected **19,374 BOOKS** to take home and keep forever!



COMMUNITY EVENTS

January's MLK Day Dream Big Book Drive and Community Celebration and July's Summer Block Party brought more than **5,500 ATTENDEES** together to celebrate sharing books and building home libraries!



BOOK ABUNDANCE

All across Durham, children and families harvested **79,860 BOOKS AT 84 BOOK HUBS** in laundromats, public parks, health centers, and more.





DREAMING BIG WITH ELECTED OFFICIALS



US Congressman Jamie Raskin, Durham County Commissioner Wendy Jacobs, and Durham Mayor Leonardo Williams joined the 2024 DREAM BIG BOOK DRIVE!



KEEPING FAMILIES CONNECTED



Book Harvest's Books in A Box program delivered 1,160 BOOKS in special boxes to 134 CHILDREN in 105 towns across the US whose parents are incarcerated in North Carolina. Parent notes were included with the books, and on visiting days parents and children read together and chose additional books to share.



PROVIDING HURRICANE HELENE RELIEF



Book Harvest delivered 6,123 BOOKS to schools and community centers in Western North Carolina to help rebuild home and school libraries.

293,365 BOOKS
HARVESTED BY CHILDREN
TO TAKE HOME AND
KEEP FOREVER.

185,082 BOOKS
DONATED BY COMMUNITY
MEMBERS AND BOOK DRIVES.



book harvest

2,461,503

BOOKS HARVESTED SINCE 2011!

514 FAMILIES
PARTICIPATED IN BOOK BABIES
IN DURHAM, FORSYTH,
AND WAKE COUNTIES, WITH
286 ALUMNI/AE FAMILIES.

98% OF PARENTS
REPORTED THAT BOOK
BABIES SUPPORTS THEM IN
CREATING A DAILY READING
ROUTINE AT HOME.

746 DONORS
MADE FINANCIAL CONTRIBUTIONS
TO BOOK HARVEST.

535 VOLUNTEERS
DONATED 3,864 HOURS
OF THEIR TIME,
VALUED AT \$129,405.

37 SCHOOLS
PARTICIPATED IN
BOOKS ON BREAK, REACHING
12,437 STUDENTS.

**106 COMMUNITY
PARTNERS**
COLLABORATED WITH BOOK HARVEST
AT COMMUNITY EVENTS AND
STORYTIMES, AND WITH
GENEROUS SPONSORSHIPS.



HEARING FROM KIDS



More than 1,250 CHILDREN shared their personal delight about choosing books of their very own to take home and keep forever.

FUELING BOOK ABUNDANCE



Families, schools, businesses, faith communities, and local neighborhoods conducted 113 BOOKS DRIVES for new and gently used books.

GOING THE DISTANCE



The Book Harvest truck traveled 8,614 MILES in 2024, delivering palettes of books and cherished storytimes to children and families across North Carolina!

CREATING A COMMUNITY-WIDE CULTURE OF LITERACY

In 2024, Book Harvest Durham engaged the entire community to lead and participate, to learn and have fun. With an abundance of opportunities to harvest books to take home to read again and again and keep forever, children and parents built home libraries to develop shared reading routines, anchor identities as readers, and nourish hearts and mind.



Book Harvest Durham parent leaders and advocates – Susan English, DeAnna Vincent, and Tiara McCarter – guided staff in an informative discussion about “Centering Family Stories.”



Cherished community partners – from the Museum of Life and Science to The Wonder Lab and from Kids Voting Durham to the NC Museum of Art, among others – brought engaging family programs to the Book Harvest Durham’s Family Space.



These local FedEx employees were among the 32 volunteer teams from local businesses, schools, and community groups who brought their skills and passion to the task of sorting, stickering, and boxing the thousands of books that were donated to Book Harvest during the year.



Over the course of the year, Book Harvest Durham partnered with the county’s VA so that local veterans expecting newborns would receive a Books from Birth box. Those who served our country are being served with a starter home library at the VA’s celebratory baby showers.



BOOK HARVEST DURHAM FAMILY ADVISORY BOARD

Susan English	Lena Randhawa
LaRhonda Leslie	Ivan Ross
Barbora Ngaboyamahina	Sonia Salas
Crystal Parker	Jessica Watkins

BOOK HARVEST DURHAM LEADERSHIP COUNCIL

Juan Canal	Lou Rollins
Mariel Christian	Joy Spencer
Tiara McCarter	Taquoia Street
Ann Leininger	

BOOK HARVEST DURHAM PARENT AMBASSADORS

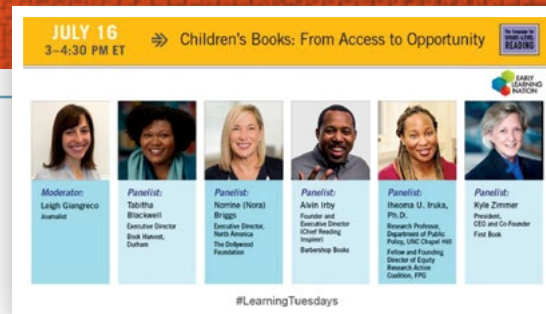
Beonka Jackson
Diana Abreu Zambrano

BUILDING THE FIELD OF KNOWLEDGE AND ADVOCACY

In 2024, Book Harvest staff and board members traveled across the country – to 37 convenings! – sharing and learning, presenting and advocating. Media interviews, webinars, and published opinion pieces were among the many ways we spoke up, leaned in, and went the distance to share our vision of literacy and justice for all.



As a partner in North Carolina's new State Family Engagement Center, Book Harvest joined other SFECs from around the country at the annual conference hosted by the National Center for Families Learning in Louisville, KY. A full-house session devoted to engaging families in reading with their students over the summer months was led by Senior Director of Strategic Partnerships Isabel Geffner, Director of Advocacy Mary Mathew, Family Engagement Manager Alisa Miller, and Director of School and Family Engagement Amy Franks.



Book Harvest Durham Executive Director Tabitha Blackwell and Book Harvest Board member Dr. Iheoma Iruka joined a group of national leaders during a Campaign for Grade-Level Reading webinar devoted to amplifying the need for book abundance for every child everywhere.



Director of Advocacy Mary Mathew (2nd from right) was among the 60 2024 education policy fellows from NC who participated in the Institute for Educational Leadership's Washington Policy Seminar with others from across the country. In addition to learning and networking, she visited Capitol Hill to advocate for policies that support the flourishing of all students.



Book Harvest Founder and CEO Ginger Young (2nd from left) joined fellow leaders at the 2024 National Summer Learning Association Summit in Washington, DC to discuss "Literacy for All: Building Partnerships for Youth Success," spotlighting the role of books in ensuring students can thrive during summer.



Senior Director of Books on Break Rachel Stine and Books on Break Expansion Manager Ashley McClure exhibited at the 50th annual National Association of Federal Education Program Administrators. They shared Book Harvest's innovative programming with hundreds of educators from around the country gathered to learn about how to improve student outcomes for their respective state agencies and districts.



Book Harvest's Founder and CEO Ginger Young challenged every school leader to ask – and answer! – the question "What is our summer learning strategy?" In this Perspective piece published in EdNC, she urged, "The time is now for superintendents to implement robust and effective summer learning strategies in order to combat the longstanding inequities in education...We can't afford to waste another summer."

2024 DONORS

Book Harvest pays grateful tribute to the many individuals, foundations, corporations, and government entities that supported our work in 2024.

\$500,000+

Matthew Cullinan and Anna Reilly
Oak Foundation
State of North Carolina

\$100,000-\$499,999

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