



2017 Annual Report

Learn
more at

KidsReadNow.org

Kids Read Now has moved!

We have moved our facility from a 2,200 sq. ft. warehouse to a 17,000 sq. ft. warehouse and from a 800 sq. ft. office to a 2,500 sq. ft. office space to streamline all of our operations.



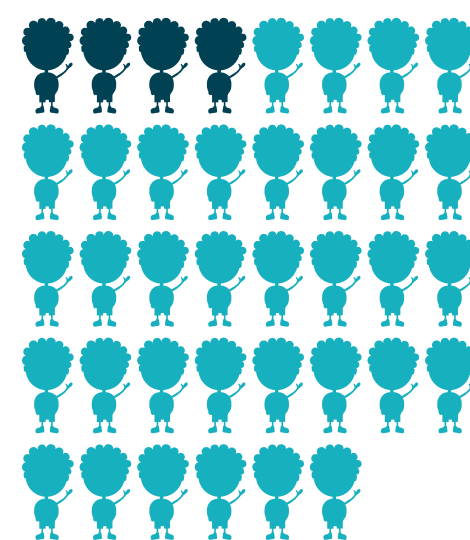
Financials

	2016	2017	2018 (projected)	% change 2017- 2018
# of students served	3,916	11,717	40,000	341%
Books distributed	24,240	76,160	280,000	368%
Cost Per Kid	\$46.50	\$29.97	\$28.28	
Booked revenue*	\$-	\$1,000,000	\$3,096,750	310%
Billed school revenue	\$69,000	\$281,664	\$1,852,383	658%
Donations & Grants	\$257,923	\$322,143	\$300,000	93%
Total Revenue	\$326,923	\$603,807	\$2,152,383	356%

	2016	2017	2018 (projected)	% change 2017- 2018	% of Total
Program Expenses	\$457,655	\$1,161,386	\$2,634,857	227%	95.4%
Admin Expenses	\$93,296	\$56,185	\$87,948	157%	3.2%
Development Expenses	\$12,558	\$24,117	\$38,193	158%	1.4%
Total Expenses	\$563,509	\$1,241,688	\$2,760,998	222%	100%
Loans Outstanding**			\$2,102,300		

A Growing Program = a Growing Team

Kids Read Now started with just 4 team members in 2014 and has grown almost tenfold to 38 team members in 2018.



Letter from the CEO

The Kids Read Now summer reading program combines the research-backed principles of choices, challenges, and rewards to keep students reading all summer long.

KRN sends a weekly multilingual voice call, text, and/or email to keep families engaged through the summer so children are more prepared when they return to school in the fall.

Independent research shows that Kids Read Now works. According to Soothsayer Analytics, KRN students' reading scores went up a full month compared with non-participants, and second-year students' scores went up 1.4 months.

Since 2014, every single school district that has provided reliable data has seen positive results among its students. Surveys show 89 percent of parents think their child is reading more because of Kids Read Now, and 94 percent would recommend the program to other parents.

Our dedicated team and professional board has driven 300% annual growth for the past three years. In 2018 we will proudly deliver close to 300,000 books to help nearly 40,000 K-3 students build a love of reading that transcends the summer reading slide.

Moving forward,

Leib Lurie

*Board President and CEO
Kids Read Now*

2018 Program Stats

81%
OF ELIGIBLE
STUDENTS

ENROLLED IN 2018.
UP FROM 77%

119
DISTRICTS

250% INCREASE
FROM 2017

41.5K
STUDENTS

248% INCREASE
FROM 2017

249,240 Books Delivered

Strong Partnerships = A Strong Program



KRN finalized partnerships with the Ohio Educational Service Center Association (OESCA) in December 2016 and the National Summer Learning Association (NSLA) in October 2017. Districts who are a member or become a member of OESCA or NSLA receive a 5% discount from KRN. Over the past year, OESCA referred over 2,000 students in five school districts and NSLA has referred over 2,500 students in another five districts, totaling almost \$720,000 in booked revenue for 2018-2020.



Expanded Programming Options

\$50
per student

Basic Program

Read Now started with only one program option for its school districts. In 2017, Kids Read Now switched to a three-tiered model, with a Basic, Standard, and Comprehensive program, each with its own pricing and features. By providing three different program tiers, higher-need districts benefit from a more robust program while those with fewer needs benefit from a scaled-back program.

The driving force is that the middle of the road option, the Standard program, has more benefits than the Basic and fewer than the Comprehensive. Over 90% of districts that are part of Kids Read Now have chosen the Standard Model as opposed to the Basic or Comprehensive.

See our detailed program options at KidsReadNow.org

\$70
per student

Standard Program

\$85
per student

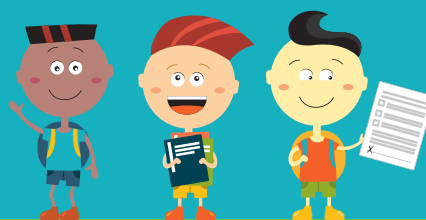
Comprehensive Program

First year students gained

1

MONTH

of reading skills



Second year students gained

1.4

MONTHS

of reading skills

2017 Program Stats

The drop in participation (those who read at least one book) and program completion, was expected because of an automatic enrollment system for the 2017 program that automatically enrolled all eligible students, rather than only enrolling those who opt in. The automatic enrollment system to caused a decrease in participation and completion because it automatically enrolled those who are unlikely to voluntarily enroll—and those who are unlikely to read at all—during the summer. Second year students consistently do better in the program.

6,532

1 or more books reported
up from 1,979 in 2016

4,940

4 or more books reported
up from 1,581 in 2016

2,405

9 or more books reported
up from 969 in 2016



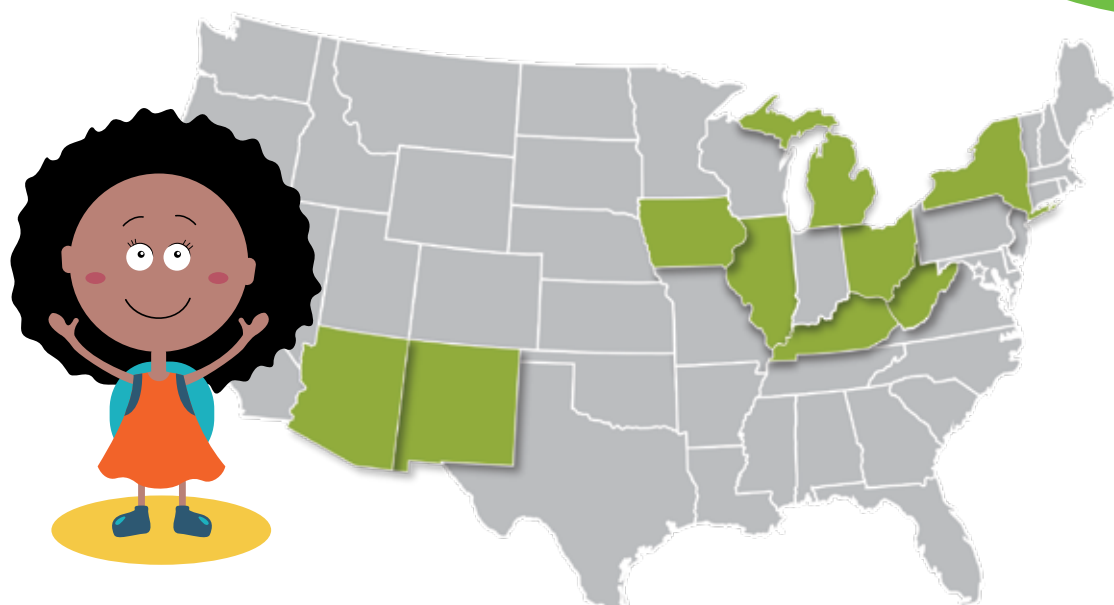
Students saw "significant and substantial improvements in reading scores, especially in high poverty populations"

- Dr. Richard Stock, Executive Director
University of Dayton Business Research Group

We've expanded into

9 STATES

A 350% increase from 2017



Improvement in Reading Abilities

Through the KRN Summer Reading Program students gained nearly a full month of reading skills compared to non-KRN peers, according to an independent analysis by Soothsayer Analytics of spring and fall reading scores of students who participated and those who did not. Students who previously participated in Kids Read Now also gained 1.4 months of reading skills compared to first-year students.