



WHO WE ARE

Promising Pages is a nonprofit organization that collects new and donated books and shares them with children living in the Charlotte Area Book Desert: those with few, if any, books at home. Our mission is to provide ownership of books to underserved children and cultivate a lifelong love of reading through innovative literacy programs and partnerships. We partner with more than 120 schools and other child-serving organizations to help students build home libraries and make reading a joyful habit for a lifetime.

2019-2020 HIGHLIGHTS



Transitioned to a July - June fiscal year



New inventory, CRM, and financial management system



Third Annual Turner Carolinas Invitational golf tournament



Welcomed new Program Coordinator Taylor Houston



Welcomed new members to our Board of Directors



Long & Short Term Strategic Planning



6th Annual Ballantyne Ball Recipient



COVID 19 Response: 89,000+ books distributed to almost 20,000 students



2020 COVID-19 Response

The global COVID-19 pandemic has affected us all, and we have had to adapt to new ways of doing things. When the Charlotte-Mecklenburg Schools closed in March 2020, grab and go meals were provided for students who needed them at 69 school sites. CMS school board member Margaret Marshall asked if we could provide books to accompany these meals. Without volunteer support, our staff of four started work immediately, packaging books and preparing them for delivery. During this time, we took all necessary and prudent precautions to preserve the good health of ourselves, our families, and our students. Through our partnerships with CMS and the Mecklenburg County Sheriff's Office, our small team received additional help with book deliveries and school distributions.

To broaden our reach, and to supplement the books and meals with other important resources, we worked with other key partners including Communities in Schools, Classroom Central, Heart Math Tutoring, Augustine Literacy Project, Read Charlotte, Charlotte Family Housing, OURBridge, and the YMCA of Greater Charlotte. **Between March 16 and June 30, we supplied more than 89,000 books to help students maintain their reading skills during this extended break from school.**

Books on Break 2020 - Drive-through Edition!

The Books on Break program provides FREE pop-up book fairs, at select CMS elementary schools, before summer break. Students in Pre-K through 5th grade choose five books to take home and read over the summer months. This program is designed to reduce the "summer slide" children experience when they are out of school for extended periods of time.



So what do you do when school buildings are closed?

You get creative! We purchased metal display racks, bagged up all of the books in clear plastic bags so students could still choose, and set up our drive-through book fairs in the schools' parking lots. With masks and gloves on, our staff ...

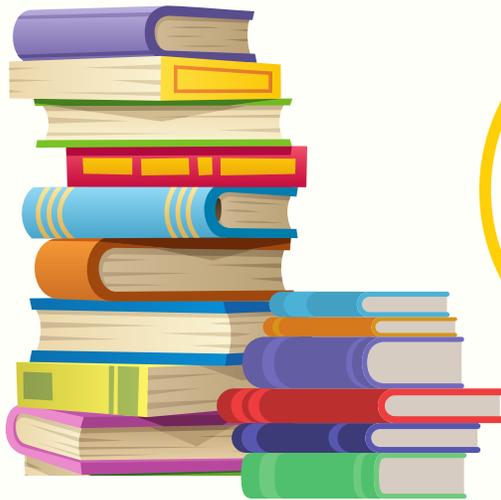


served
4,794
students



gave away
19,176
books

2019-2020 By The Numbers



193,434
Books
Shared



1,524 - Volunteers*

3,605 - Volunteer Hours*

194,758 - Books Collected*

27,632
Students
Served

123
Non-Profit
& School
Partners

*From March 13th - June 30th, volunteerism and book collections were suspended due to COVID 19 safety concerns.



Financial Summary



Income

Corporate Contributions	199,205
Individual Contributions	28,610
Foundation Grants	35,362
Government Funding	34,427
Program Income	317
Interest Income	5
Total Income	297,925

Expenses

Program Expenses	149,690
Management/General/Administrative Expenses	47,934
Fundraising Expenses	54,162
Total Expenses	251,786

Net Income

46,139



2019-2020 Top Donors



\$50,000 and up

- CBI Workplace Solutions / Live Love Serve Foundation



\$10,000 - \$49,999

- Ballantyne Ball
- Bank of America
- Duke Energy
- LPL Financial
- United Way of Central Carolinas
- Wells Fargo



\$2,500 - \$9,999

- Ally Financial
- American City Business Journals employees
- Amphibious Medics
- Covia Corporation
- Environamics
- Families Forward Charlotte
- Hamlin Companies
- Industrial Electric Company of Charlotte
- Insperity
- Junior League of Charlotte
- Kevin and Jennifer Kendrick
- McKenney's, Inc.
- Rosendin Electric
- SC Steel
- SPS Corporation
- Turner Construction Company
- United Painting Services



\$1,000 - \$2,499

- Bob Theodore
- Bookworm's Treehouse
- CarMax Foundation
- Century Contractors
- Charlotte Dilworth South End Rotary Club / Dilworth Charities
- Chip and Debi Hills Foundation
- Donley's, Inc.
- Enterprise Holdings Foundation
- Gamewell Mechanical
- Intertek-PSI
- Jack Locke
- Kirk Shaw
- Lyndon Steel Company
- Manganaro Southeast, LLC
- Miller Electric
- MSS Solutions
- Red Ventures
- Rotary Club of Charlotte
- South-Fair Electric
- SteelFab, Inc.
- Vanguard Matching Gifts
- Various Donors via Facebook/ Network for Good
- Various Donors for Turner Carolinas Invitational Golf Tournament
- Wayne Brothers, Inc.
- William and Harriet Barnhardt



\$200 - \$999

- American Airlines
- Ariana Klotz
- Barbara Carmichael
- Britt Ruby
- Carol Hull
- Charlotte Woman's Club
- Ed Rosenblatt
- Eric Law
- Housing Opportunity Foundation
- JenaMarie Fox
- Jimmy Taylor
- Kelly Cates
- Kendra Scott
- Marcy Neale
- Mark Zimmerman
- Maribeth Baker
- Mary Case
- Matt and Katie Susong
- Melissa Nemec
- Michael Olivieri
- Nathan Francis
- Nick Hurd
- Operation Warm
- Providence United Methodist Women
- Robert Denta Foundation
- Rosheen O'Donovan
- Sarah DeLoach
- Scott Chappell
- Sonia Gwyn
- TIAA Serves
- Tina O'Brien
- Various Donors for Queens University of Charlotte - KIPP Book Drive
- Various Donors in memory of Nancy Chappell