



2002 ANNUAL REPORT

"Thank you for my book. It is the best book I have at my house, it's my best and goodest. I've never had one before."

-Irina, Oak Harbor Head Start, Oak Harbor

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"The book is magnificent, awesome, happy, and interesting. It helps me learn, and it helps me be smart."

- Fuamai, Van Asselt Elementary, Seattle

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Executive Director's Report

In addition to placing more books in the hands of more children than ever before, during the 2001-2002 fiscal year Page Ahead added new services to complement its traditional book distributions and motivational reading activities.

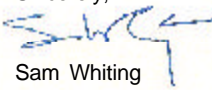
During the 12 months from 9/1/01 to 8/31/02, over 45,000 young readers received 133,000 new books from Page Ahead. More than 600 reading events and celebrations at 209 recipient sites across Washington State accompanied the books—creating among children a spirit of anticipation, eagerness, and receptivity to reading. Staff from schools, homeless shelters, tribal libraries, child care centers, early childhood programs, migrant centers, teen parenting programs, and social service agencies worked closely with Page Ahead to promote reading—and were generous with their praise. “Page Ahead creates enthusiasm where it was lacking. Not only the current family benefits; the children’s children will also benefit in the future.”

Indeed, today’s literate children become tomorrow’s informed, involved adults. Society’s investment in children’s reading efforts is repaid many times over. Failure to empower children through the written word is similarly amplified—through rising levels of poverty, unemployment, and crime. Literacy can truly make the difference between the poverty of one generation and the promise of the next. A new wave of evidence has emerged within the last five years examining the impact of school, family, and community connections on student achievement: when schools, families, and community groups work together to support learning, children tend to do better in school, stay in school longer, and enjoy school. These findings confirm what Page Ahead has observed over the past twelve years. In order to maximize the effectiveness of our book distribution and reading programs, in 2001-2002 Page Ahead created the Family Involvement Program and expanded the Community Partnership Program. While the former seeks to involve families in education, the latter aims to involve the entire community in book drives, mentoring, and developing long-lasting relationships between businesses and schools.

Since 1990, Page Ahead has supplied 860,000 books to 310,000 children. In 2003, Page Ahead will give away its millionth book to a young reader. Although the identity of that child is unknown, he or she represents the potential that all children possess to astound, delight, and inspire us—the very same potential contained between the covers of a book. The economy may experience ups and downs, but the staying power of a book—and the ability to read it—remains constant. Clinton from McCarver Elementary perhaps said it best: “Thank you for the book about animals. I hope I can have another wonderful book. It’s nice to have somebody who cares about somebody they don’t know.”

For Clinton, and for all children who are enabled, empowered, and equipped by books, Page Ahead looks forward to presenting the millionth book, the one after that—and the ones following that. We look forward to expanding literacy services in the coming year. We look forward to enlisting more community support for schools. Most of all, we look forward to working with you—volunteers, individual friends, contributors, community partners, recipients—in discovering what is written on the *page ahead*.

Sincerely,



Sam Whiting
Executive Director

Financial Report Fiscal Year 2002 [09.01.01-08.31.02]

Support and Revenue

Corporate and foundation contributions	\$422,404	38%
Books donated for kids	302,072	28%
In-Kind products and services	294,952	27%
Cash contributions from the general public	75,360	7%
Miscellaneous	3,747	<1%
Total Support and Revenue	\$1,098,535	100%

Expenses

Program services	\$800,786	77%
Management and general	128,058	12%
Fundraising	115,490	11%
Total Expenses	\$1,044,334	100%

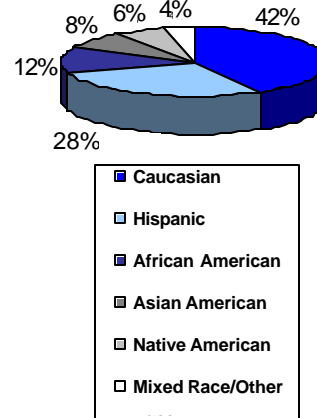
Change in net assets	\$54,201
Net assets, beginning of year	242,463
Net assets, end of year	\$296,664

“Thanks for the two books. I would recommend these books to other people because they tell life stories that can happen any time.”

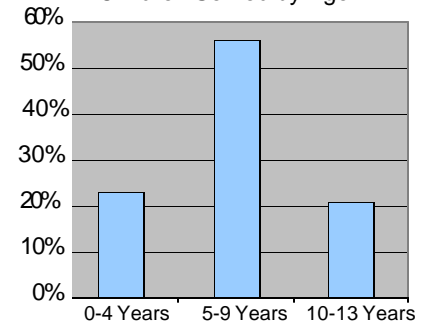
-Kyle, Nespelem Elementary, Nespelem

Demographics

Children Served by Race



Children Served by Age



“Some of the stories can teach you lessons for all your life.”

-Azra, Bow Lake Elementary, Sea-Tac

