

## Executive Director's Report

2004 ended with a sense of anticipation, and readiness, among Page Ahead's staff, board, and supporters to give more kids in need the chance to read in 2005.

Since our founding as Books for Kids in 1990, Page Ahead has grown from serving a handful of educational sites throughout the Puget Sound area to supporting nearly 200 sites across the state. Most of the children who attend these schools lack books at home. Some of them even lack parents who can read. Yet, a literate workforce is essential to a prosperous economy. Strong readers aren't built in a day; they start as preschoolers who discover a book and who see, and emulate, adults who read. Early exposure to books and to adults who read both instill confidence, skills, and a sense of infinite possibility in children. Years later, those qualities translate to infinite possibilities for Washington and its workers.

By developing programs that serve low-income families, Page Ahead has made a difference that is quantifiable. Of the King County elementary schools served by Page Ahead between 1997-98 and 2002-03, reading scores increased by more than 35% compared to less than five percent for all public elementary schools in the same region.

Page Ahead, in collaboration with the Washington Reading Corps, is now working to bring about the same results across the state. A few months into the program, the momentum is impressive. Over 30 credit unions will hold a book drive, "Banking for Books," in the greater Spokane area. Page Ahead will offer story times and parent education workshops in six additional counties this school year. One Yakima Valley farmer even offered free admission to his "corn maze" to families who bring a new children's book. Our annual "Fit to Read" campaign and "Book Plates" event will be greatly expanded this next year beyond King and Pierce Counties to include supporters in Everett, Olympia, Yakima, and Spokane.

2004 has been a time of continued solid accomplishments—recognized in the form of a prestigious "Literary Lions Award" from the King County Library Foundation. The demonstrable effect of Page Ahead's work in 2004, combined with our ambitious dreams for the future, make 2005 a year to watch!

Sam Whiting  
Executive Director

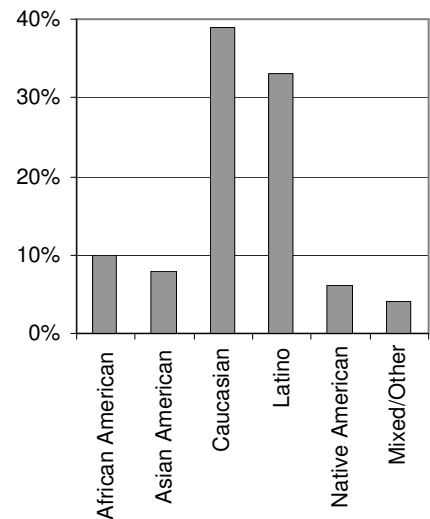
Thank you kindly for "Johnny Tremaine." My friend John showed me he got the same book and wanted to know if we could read it together. When I went to bed last night I read some. I wanted to keep reading but I fell asleep. I hope you have had great week because I know our class did.

~ Tyler

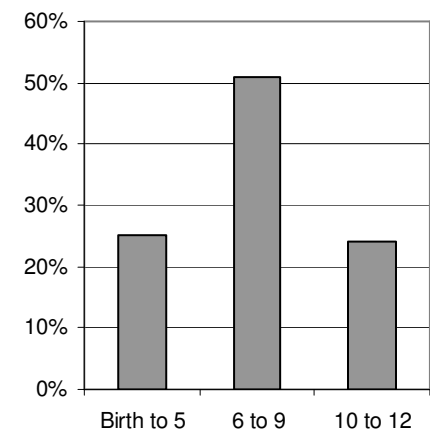
## Demographics

*Page Ahead provided new books, reading events, and other literacy services to more than 50,000 children and their families in partnership with 200 sites in thirty counties in Washington State.*

### Children Served by Race



### Children Served by Age



Proud Literacy Advocate and  
Page Ahead Sponsor

**The Seattle Times**



seattletimes.com

## Financial Report

September 1, 2003 to August 31, 2004

## Board Of Directors

### Support and Revenue

Corporate and foundation contributions	\$ 430,936	39%
In-kind products and services	297,183	27%
Books donated for kids	251,548	23%
Cash contributions from the general public	125,337	11%
Miscellaneous	658	<1%
<b>Total Support and Revenue</b>	<b>\$1,105,662</b>	<b>100%</b>

### Expenses

Program services	\$ 833,832	78%
Fundraising	119,751	11%
Management and general	120,975	11%
<b>Total Expenses</b>	<b>\$1,074,558</b>	<b>100%</b>

Change in net assets	\$ 31,104
Net assets, beginning of year	282,430
<b>Net assets, end of year</b>	<b>\$ 313,534</b>

Terry Pottmeyer, President  
 Jerry DeMuro, Vice President  
 Jeannette Jarvis, Secretary  
 Beryl Simpson, Treasurer  
 Mark Meyer, Past President

Mary Jo Bruckner  
 Marty Collins  
 Jim Cook  
 Brooke Doyle  
 Allen Eskelin  
 Sarah Jane Gunter  
 Grant Hosford  
 Kris Lambright  
 Sandra Matthews  
 Sanjeev Narang  
 Christine Odegard  
 Risa Suzuki  
 Annette Sommer, Board Intern

I would like to thank you for the books you have given to me. My favorite book was "The Day Jimmy's Boa Ate the Wash." This book has lots of details and it has lots of enjoyment in it. I read it to my mom and we both laughed together.

~Marcie

Thank you for showering us with lots and lots of books! My favorite kinds of books are surprising, adventures, true, cartoons, paperbacks, and many, many more. I am so thankful for you giving us books. Everybody can never be thankful enough.

~Geana

## Contributors of \$1,000 and Above

September 1, 2003 to August 31, 2004

Albertsons Community Partners	Forest Foundation of Pierce County	Seattle Foundation
Amazon.com	Greater Tacoma Community Foundation	Seattle Mariner fans*
The BEA Foundation	Alan Grupe	Seattle Seahawks fans*
Beardsley Family Foundation	implement.com	Seattle Sonics & Storm
becker&mayer!*	Jeannette Jarvis	The Seattle Times*
The Boeing Company*	Johnston Hanson Foundation	Seattle Works
Book-It Repertory Theatre*	KCTS Channel 9*	Beryl Simpson & Mike Festor*
Caroline Borte*	Debbie & Jonathan Klein	Al Smith & Barb Potashnick
Bryant Elementary students*	Diane Koontz*	Karin Snelson*
Capital One Services	Eric & Jennifer Gouge Larsen	Karen Snepp
Cedarwood Elementary students*	McEachern Trust	Solutions IQ
ChenSteinO'MalleySven Foundation	Medina Foundation	Starbucks Coffee Company
Jim & Marilyn Cook	Microsoft Matching Program	Risa Suzuki
Cooper Levy Trust	Norcliffe Foundation	Thomas Maren Foundation
Scott & Laura Cooper	Russell Osborn-Parks*	Toys for Tots*
Costco Wholesale*	Perkins Coie, LLP & employees	The Triple Door*
Cruise Industry Charitable Foundation	Phoebe V. Haas Foundation	US Bancorp Foundation
Ezri Shiraz Cupala memorials	Pi Beta Phi Alumnae Club	Verizon Foundation - Check into Literacy
Curves For Women*	Terry Pottmeyer & Geoff Trowbridge	Washington Lottery*
Discuren Charitable Foundation	Ramada Inn - Downtown*	Washington Society of CPAs*
Downtown Seattle Association	Raynier Institute & Foundation	Friends of Jane Wells & Jeff Bair*
Dupar Foundation	Reading is Fundamental, Inc.	Wells Fargo Foundation
E.K & Lillian Bishop Foundation	Jake Rubin & friends	William Kilworth Foundation
Allen & Wendy Eskelin	Jeffrey Running	
First Book*	Russell Family Foundation	
Florence Kilworth Foundation	Scholastic, Inc.*	

\*includes in-kind donations