

Merry Go Round for Reading



The holidays whirled by for the kids and families who took a spin on the ponies at the KING 5 carousel at Westlake this year. This was Page Ahead's second year of benefiting from the attraction, and the \$25,000 we earned will enable us to buy 5,000 new books for at-risk children around the state. Page Ahead was not the only beneficiary of this partnership with KING 5; we shared revenues from the carousel with the Starlight Foundation and Pike Market Child Care Center.

More than 400 volunteers helped during the two weeks that Page Ahead staffed the carousel in late December. Working at the carousel was such fun for volunteers last year that many have made participating a holiday tradition. Brian Kohler, team leader at Washington Mutual, said, "This is my 4th year to volunteer at the holiday carousel. Since I don't have any family close by, this is my way of getting into the holiday season. I love the work that Page Ahead does, and I'm delighted to be able to tell others about it and have fun with the kids and families at the same time." Page Ahead was gratified by the enthusiastic response from our volunteers. Thank you!

Page Ahead is grateful to all of the corporations, school groups, and individuals who donated their time during the busy holiday season. Thanks also to Starbucks for providing beverage coupons to warm the volunteers and to Borders for providing book discount coupons for them. As always, Page Ahead extends its appreciation to the Downtown Seattle Association for its continued sponsorship of this festive event.

Chapters Winter 2004

Chapters is a publication of Page Ahead, a nonprofit organization that advances literacy and strengthens communities by promoting reading activities and providing new books to at-risk children and their families.

88 Spring Street, Suite 123
Seattle, Washington 98104
(206) 461-0123

www.pageahead.org

Editor, Writer: Dianna MacLeod
Executive Director: Sam Whiting
Layout: LeAnne Chow
Design: Jacqueline Beach
Printing: Z-Lane Graphics

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Volunteer of the Year

Fairy Tales aren't the only place you're likely to find a wizard. Page Ahead has its own "techno-wizard." In December, Page Ahead named Calvin Haavig its Volunteer of the Year in recognition of the time and talent he contributed to managing and upgrading computer systems. While Calvin has performed these services for several years, he was especially critical to Page Ahead's successful office relocation in August. Calvin is a long-standing member of Page Ahead's technology committee, a group of volunteers who are committed to combining technological literacy with children's literacy.

"At a time when resources for non-profit organizations are scarce, operating as efficiently as possible is essential," said Volunteer Coordinator Jacki Crowther. "Calvin has worked long and hard to make sure Page Ahead is equipped to do just that."



Executive Director's Report

As part of our 2003 strategic planning, Page Ahead's board of directors established three operational objectives that reflect the recent past and look to the near future.

The first objective—to increase and diversify Page Ahead's funding base—remains a high priority for 2003-2004. The board's commitment to the fiscal health of the agency has been tested and strengthened by the difficult economic times that Page Ahead, along with all non-profits, has faced over the past two years. While we ended our 2003 fiscal year with a slight deficit, the percentage of our budget received from individual contributions more than doubled since our 2000 fiscal year.

The second objective is to enhance Page Ahead's public profile and increase general awareness about children's literacy. It's simple: the more people who understand the importance of early childhood reading and support our efforts to improve the reading ability of the at-risk children we serve, the more resources we will have to serve those children and their families. Clear Channel Outdoor (formerly AK Media/NW) continued to be our largest in-kind contributor, providing billboards all over King County. Last spring, Page Ahead received the Organization of the Year award from the Municipal League of King County. And the Downtown Seattle Association designated us as a beneficiary of the Westlake Carousel—a wonderful opportunity to meet and greet families from across Puget Sound.

This brings us to the third object of providing great service to more kids. Despite a difficult economy, Page Ahead expanded our family involvement and community partnership programs. Our book distribution program reached a tremendous milestone—one million books distributed since our founding in 1990. In addition, we continue to improve evaluation of our programs in order to ensure effectiveness and invite innovation.

Page Ahead's board of directors is an energetic and engaged group. By reflecting on the past and planning for the future of the agency, they improve the odds that more families will spend more time reading together and that more children will gain the support they need to learn to read fluently.

From the board and staff of Page Ahead, thank you for your support this past year.



Sam Whiting
Executive Director

It has been a pleasure reading all these wonderful books. I really cannot be more happier then I am right now.

~Leslie, Meadow Ridge Elementary, Kent

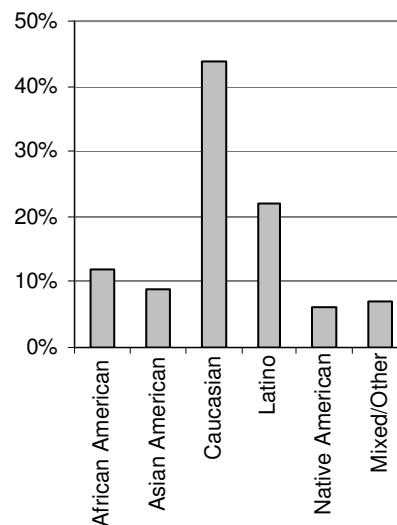
Books are a special gift because you can read them alone, to someone, or they can be read to you. The whole school is forever thankful—especially ME!

~Jessica, Kendall Elementary, Sumas

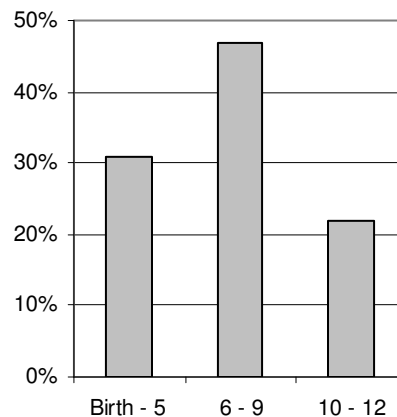
Demographics

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



Thank you for caring for people you don't know.

~Amanda, Farwell Elementary, Spokane

We fly to our dreams with books.

~Alex, Southgate Elementary, Lakewood

Reading is fun and you can do it any time.

Reading makes me feel intelligent and awesome.

~Jan, Seahurst Elementary, Burien

Financial Report

September 1, 2002 to August 31, 2003

Support and Revenue

Corporate and foundation contributions	\$436,837	38%
In-kind products and services	367,005	32%
Books donated for kids	231,634	20%
Cash contributions from the general public	114,198	10%
Miscellaneous	992	<1%
Total Support and Revenue	\$1,157,666	100%

Expenses

Program services	\$927,454	79%
Fundraising	129,100	11%
Management and general	115,346	10%
Total Expenses	\$1,171,900	100%

Change in net assets	(\$14,234)
Net assets, beginning of year	296,664
Net assets, end of year	\$282,430

Board Of Directors

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 Jerry DeMuro, Vice President
 Risa Suzuki, Secretary
 Beryl Simpson, Treasurer
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 Jim Zimmerman
 Sharon Goldstein, Board Intern

Contributors of \$1,000 and Above

September 1, 2002 to August 31, 2003

Amazon.com*	Furta Lee Foundation	Ray's Boathouse*
Anderson Family Foundation	Glaser Foundation	Reading is Fundamental, Inc.*
Bath & Body Works*	Gottfried & Mary Fuchs Foundation	Real Networks
Beardsley Foundation	Greater Tacoma Community Foundation	RGK Foundation
Steve Bell	Alan Grupe	Jeffery Running
The Boeing Company*	Helen & Thomas Urban Foundation	Russell Family Foundation
James & Mary Jo Bruckner	Hellam Varon & Co., Inc.*	Scholastic, Inc.*
Bryant Elementary students*	Sally Hooper	Seattle Art Museum*
Capital One Services	Johnston Hanson Foundation	Seattle Foundation
Classmates Online	Kari Jordal & John Liu	Seattle Mariners*
Clear Channel Outdoor*	Henry & Susan Kaplan	Seattle Seahawks*
James & Marilyn Cook	KCTS TV Channel 9*	Seattle SuperSonics
Scott & Laura Cooper	Kirlin Foundation	Seattle Times*
Costco Wholesale*	Emmett & Diane Koontz*	Shrontz Family Foundation
Couplin Porter Lundeen*	Kris Lambricht & Tim Hevly	Beryl Simpson & Mike Festor*
Curves*	Laurel Foundation	Alan Smith & Barbara Potashnick
Stephen Daniele	Medina Foundation	Alyson Cook Stage
David Lark, Inc.	Microsoft Corporation	Starbucks Coffee Company*
DBM*	MulvannyG2*	Risa Suzuki
Discuren Charitable Foundation	Nelson Family Foundation	Tortuga Press*
Downtown Seattle Association	Nintendo of America	Toys for Tots*
Peter Durham	Norcliffe Foundation	US Bancorp Foundation
Edward & Lillian Bishop Foundation	Pi Beta Phi, N. Puget Sound Chapter*	Verizon Communications*
Elizabeth Lynn Foundation	Parametrix*	Washington Lottery*
Employees Community Fund of Boeing	Perkins Coie, LLP*	Washington Mutual*
Family and Friends of Hazel Mar	Phoebe W. Haas Charitable Trust	Wells Fargo Foundation
First Book*	Picsha Foundation	Wright Group Publishers*
Carly Fleming	Michael & Annemarie Plumpe	Z-Lane Graphics*
Florence Kilworth Foundation	Terry Pottmeyer & Geoff Trowbridge*	
Foundation Northwest	Puget Sound Energy	

* includes in-kind donations

Community Partner Profiles

The time is December, 1939. The place is Vashon Island, Washington. A young boy named “Red” is pining for his heart’s delight, a “Buck Tweed Two-Speed Crime-Stopper Star-Hopper Bicycle.” Red is a cynical kid who refuses to risk hoping; Red has never wanted anything as much as he wants this bicycle, shining brightly in a Vashon hardware-store window. But times are tough: at Red’s house, seasonal illustrations from magazines pinned to the walls suffice for holiday decorations. Only Santa can deliver the bicycle, but Red refuses to believe in Santa. This is the setting for *Red Ranger Came Calling*, a “guaranteed true Christmas story” by author and illustrator Berkeley Breathed. The best-selling *Red Ranger* made its world premiere in December at **Book-It Repertory Theatre**. For the entire run of *Red Ranger*, Book-It Theatre joined with five independent bookstores—**All For Kids, Elliott Bay Book Company, Half Price Books, Third Place Books, and University Bookstore**—to collect books for Page Ahead. Theatre patrons and bookstore customers had the opportunity to donate a new children’s book. Five-hundred-sixty-nine new books were generated from the drive.

In recent months the **Washington Society of CPAs** has organized several forms of support for Page Ahead. They have donated \$2 to Page Ahead for each empty ink-jet cartridge collected from a member. In November, their New Professionals’ Committee held a Bowling Night that raised \$880 for Page Ahead. The South King County Chapter of the WSCPA held a book drive in late November through December. Because chapter members are scattered in single offices over a wide area, Borders bookstores served as drop-off points. In January they delivered 169 books to Page Ahead.

Donations Stack Up

There’s an old Japanese reminder that “women hold up half the sky.” But who holds up all the books at Page Ahead? A woman, as it happens. Thanks to the initiative of volunteer **Diane Koontz**, Page Ahead has more shelving for its growing inventory. When Page Ahead moved to its new offices, Diane wrote to her friends and family asking that they make contributions for bookcases. The result? More than \$2,000 in new donations. Then, thanks to an offer of free used shelves from local software company **WRQ**, Page Ahead was able to use half of Diane’s shelf fund to buy more new books to fill those shelves. But Diane wasn’t done yet: she used her considerable graphics talents to design bold new classification labels to aid in orderly shelving.



2003 Annual Report Inside

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SEATTLE WA
PERMIT NO. 891

www.pageahead.org
Fax: 206.461.7370
Phone: 206.461.0123

88 Spring Street, Suite 123
Seattle, Washington 98104-1073

