2024

IMPACT REPORT

book harvest





BOOK HARVEST 2024 FULL-TIME STAFF

BOOK HARVEST

Ginger Young, *Founder and CEO*
Lynn Ashmore, *Johnson Service Corps Intern*
Zarria Bratts, *Donor Relations Manager*
Jillian Buckley, *Executive Coordinator and Research Assistant*
Wilmarie Cintron-Tyson, *Books from Birth Implementation Specialist*
Cheri Coleman, *Director of Book Babies*
Bria Davenport, *Events Manager*
Ranita Dawkins, *Associate Director of Data and Evaluation*
Maria Garcia, *Data Manager*
Isabel Geffner, *Senior Director of Strategic Partnerships*
Benay Hicks, *Chief External Relations Officer*
Connor Kirkpatrick, *Director of Development*
Mary Mathew, *Director of Advocacy*
Ashley McClure, *Books on Break Expansion Manager*
Kalyn Milot, *NC LiteracyCorps Intern*
June Neese, *Logistics Coordinator*
Parker Nelson, *Volunteer Coordinator*
Kate Panuska, *Chief Internal Officer*
Perry Robinson, *Executive Assistant to the CEO and Special Projects Manager*
Jeff Quinn, *Chief Operating Officer*
Caitlyn Smith, *Associate Director of Procurement and Logistics*
Rachel Stine, *Senior Director, Books on Break*
Smrithi Swaminathan, *Talent Specialist*
Charlia Vance, *Senior Finance Manager*
Alison Westbrook, *Director of Talent and Culture*
Erin Wuebbens, *Grants Manager*

BOOK HARVEST DURHAM

Tabitha Blackwell, *Executive Director, Book Harvest Durham*
Emma Beeler, *NC LiteracyCorps Intern*
Vanessa Collier-Robinson, *Book Babies Manager*
Phoebe Craft, *Community Engagement Coordinator*
Frida Daniels Sanchez, *Book Babies Coordinator*
Daniela Dunn, *NC LiteracyCorps Intern*
Amy Franks, *Director of School and Family Engagement*
Caitlin Georgas, *Associate Director of Early Literacy*
George Hendrix, *NC LiteracyCorps Intern*
Kai Hill, *Literacy Coach*
Taylor Horne, *Literacy Coach*
Alisa Miller, *Family Engagement Manager*
Gisela Mora Hernandez, *Bridge to School Coordinator*
Valerie Moreno, *Literacy Coach*
Anneke Oppewal, *School Engagement Manager*
Gia Parker, *Family Engagement Coordinator*
Dani Rangel, *Literacy Coach*
Katie Wachob, *NC LiteracyCorps Intern*

BOOK HARVEST BOARD OF DIRECTORS

(As of December 31, 2024)



Anna Reilly, Chair
Education and Early Childhood Advocate



Mike Giarla, Treasurer
Financial Advisor; former CEO, Amundi Smith Breeden



Keenan Szulik, Secretary
Managing Director, Dantes Investments



Tracey Reed Armant
Program Officer, The Grable Foundation



George Biddle
Chair, World Connect; former senior official, International Rescue Committee



Dr. Iheoma Iruka
Professor of Maternal and Child Health, UNC Gillings School of Global Public Health



Mallory Mbalia
Director of Learning and Education, Fred Rogers Productions



Carrie Sloan Norry
Chair, Hope Renovations; Founder and former CEO, JUST TRYAN IT



Joe Waters
Co-founder and CEO, Capita



Ginger Young
Founder and CEO, Book Harvest

STRATEGIC ADVISORS AND PARTNERS:

Public Purpose Strategies • The Atwood Group • Vista Strategies • Womble Bond Dickinson

DEAR FRIENDS:

Book Harvest's vision of *Literacy and Justice for All* has never felt more compelling than it does right now.

At a time when our nation navigates complex shifts in culture and policy, we stand firmly grounded in the foundational truths that drive Book Harvest:

- *Literacy starts at birth, in the home, powered by parents, and nourished with books.*
- *The work to equip children and families with brimming home libraries over the spectacular first decade of life is a cherished privilege for the Book Harvest Board and staff.*
- *We hold an unshakeable belief in the spirit of joy and abundance – and in the transformative power of storytimes between parent and child. These are keys for early relational health – for connecting, learning, enduring, and thriving.*

2024 marked a year of extraordinary momentum toward our vision of literacy and justice for all.

This momentum powered the **293,365 books** harvested by families and children over the course of the year, to take home and keep forever (and in the **2,461,503 books** harvested since our founding in 2011!). And, as families built abundant home libraries starting at birth, we supported them in developing and sustaining self-determined habits of shared reading every step of the way.

This momentum earned recognition from our flagship city's Mayor, who proclaimed Durham as a **"City of Books"** – the first in the nation – when he cut the ribbon on our new and expanded headquarters in September.

And this momentum propelled Book Harvest across and beyond our home state of North Carolina with the expansion of two scaled impact initiatives: **Books from Birth** and **Books on Break.** As this goes to press, we are excited to share that Book Harvest program expansions are in the works in Oregon and Tennessee!

We are both optimists, but, more than that, we are *determined* – determined to continue to build this movement with you to realize a simple but powerful goal: **book ownership for all children.**

Our babies and children deserve – and have – our full, determined support and commitment, at this time, and at all times. *Thank you for being a part of our story.*

With enduring gratitude and unshakeable resolve,



Ginger

Ginger Young
Founder and CEO



Anna

Anna Reilly
Board Chair

P.S. In December 2024, our Board of Directors adopted an ambitious and actionable Strategic Plan for the next three years, building on all that you will read about in these pages. To learn more about **Book Harvest's 2025-2027 Strategic Plan,** please visit www.bookharvest.org/strategic-plan.

P.P.S. We can't resist sharing a favorite photo from 2024 – a moment of reading bliss at one of our 84 book hubs!



2024 FINANCIALS AT A GLANCE*

** This Impact Report went to press prior to audit. Please visit www.bookharvest.org for our most recent audited financial statements and 990.*

REVENUES

Individuals	$1,450,008	29%
Government	$1,466,712	29%
Foundations	$1,180,952	23%
Program-Related Revenue	$415,909	8%
Corporate and Community	$210,443	4%
Other	$189,674	4%
Investment Gains	$93,274	3%
TOTAL	**$5,006,972**	**100%**

EXPENSES

Book Harvest Durham Programs	$1,973,391	40%
Book Harvest Regional and National Programs	$1,516,986	30%
Fundraising	$565,560	11%
Administrative	$452,017	9%
Communications	$333,627	7%
Events	$144,509	3%
TOTAL	**$4,986,089**	**100%**

BOOKS FROM BIRTH

Igniting Literacy for Every Newborn

IN 2024

On October 1, 2024, Book Harvest and ECU Health Foundation launched Books from Birth at Maynard Children's Hospital in Greenville, North Carolina. By the end of December 2024,

929 FAMILIES WITH NEWBORNS

had brought home a Books from Birth starter home library along with their bundle of joy. This partnership is on track to reach 4,300 newborns, including 1,400 babies in the NICU, and was made possible with funds from the State of North Carolina.







> *As a proud Book Harvest Champion for ECU Health, I'm over the moon to share what we're doing right here in ENC! Thanks to our Books from Birth program, every newborn at Maynard Children's Hospital is already heading home with the sweetest gift – a box of 10 board books, educational goodies, and even a onesie!*
>
> *This incredible partnership between Book Harvest and ECU Health is helping families across Eastern NC kick off a lifelong love of reading from Day 1….together, we're flipping the script – one baby and one book at a time!*

J. NICHOL, RN
MAYNARD CHILDREN'S HOSPITAL

What it is:

Books from Birth partners with hospitals and health systems to provide families and their newborns with a starter home library of 10 brand new board books. These books come nestled in a special box that includes a onesie and a rich array of resources to support parents in establishing regular shared reading routines from Day One.

Why it matters:

Books from Birth equips parents with the necessary tool – books! – to lay the foundation for storytimes and for a lifetime of literacy for their child. When families have their own books, starting at birth, they are able to cultivate a habit of shared reading at home, an essential precondition for robust early relational health, school readiness, and a lifetime of flourishing.









14,440 BOOKS

FILLED STARTER HOME LIBRARIES IN 2024!

In partnership with trusted messengers – among them, nurses and doctors – new parents took home **1,683 starter home libraries** filled with brand new books to jumpstart cozy reading routines at home with their newborns.

PROGRAM CHAMPIONS:

Nurses, obstetricians, pediatricians, and health professionals provided Books from Birth boxes to families in 2024.

MEETING FAMILIES WHERE THEY ARE:

In 2024, Books from Birth starter home libraries were embraced by families on birthing floors, in NICU units, at health departments, in WIC clinics, and more.

LAYING THE GROUNDWORK FOR NATIONAL PROGRAM EXPANSION:

Books from Birth ended 2024 with agreements to launch in 2025 with partners in Oregon and Tennessee.

BOOKS FROM BIRTH IN THE NEWS!

Read about the launch of the program at Maynard Children's Hospital:

BOOKS ON BREAK

Building Home Libraries for Summer Reading







IN 2024

Book Harvest brought Books on Break to 12,437 pre-K through 5th grade students in five counties across North Carolina. In a survey issued after the summer,

98% OF TEACHERS

reported that caregivers were excited to read with their children over the 2024 summer break.

> *"It was incredible to see our students' faces light up as they picked out 10 books to keep forever. Parents were thrilled with how excited their children were to read, with some even starting book clubs and re-reading their books all summer."*

CHARLY INMAN, FEDERAL PROGRAMS DIRECTOR, HAYWOOD COUNTY SCHOOLS

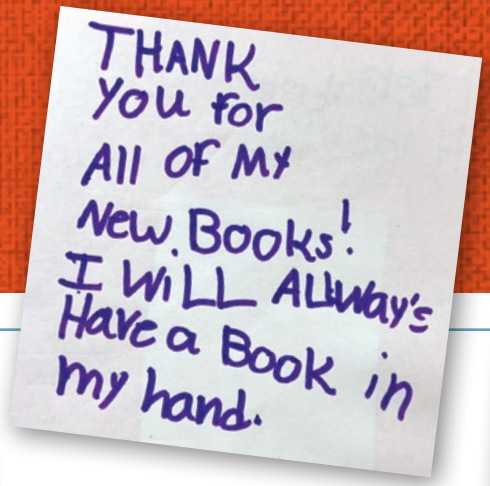
What it is:

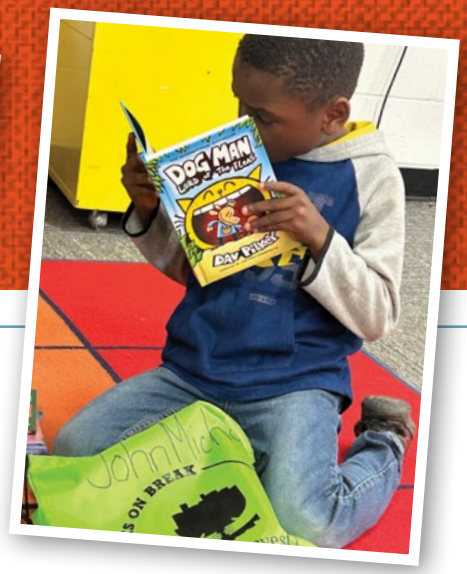
Books on Break partners with school districts and summer learning initiatives to enable elementary school students to select 10 brand new books to take home and keep forever, right before summer break. Students take their books home in special string backpacks filled with additional resources and information for their families about ways to keep learning.

Why it matters:

Books on Break helps students build home libraries just before summer, a critical time for practicing reading and maintaining learning gains. During joyful Books on Break events, students get to choose their own books to take home and keep forever, building their identities as book owners and giving them abundant opportunities to practice the reading skills they worked so hard to gain during the school year.







EdNC®

12,437 STUDENTS IN 2024!

In **37 schools** across five North Carolina counties, elementary school students selected **101,340 books** to take home and keep forever at the end of the 2024 school year. Here's how their teachers and parents described the impact of the program:

- **91% OF CAREGIVERS** said their child was "VERY" excited when they brought the books home.
- **94% OF TEACHERS** reported that the program supports the literacy goals for the students over the summer months.
- **92% OF TEACHERS** reported that their students were more motivated to read over the summer.

"SUMMER MATTERS...A LOT"

Read Book Harvest Director of Advocacy Mary Mathew's Published Perspective:

BOOK HARVEST DURHAM

City of Books



IN 2024

Under the leadership of Executive Director Tabitha Blackwell, Book Harvest Durham continued its contributions to Book Harvest's vision of *literacy and justice for all.* Book Harvest Durham serves as the organization's flagship location and demonstration city, exemplifying what is possible in a community that is devoted to books for every child and support for every parent.

On September 11, Durham Mayor Leonardo Williams cut the ribbon at Book Harvest's all-new 15,000-square-foot headquarters, welcoming all to our book-filled Family Space. Mayor Williams was joined by Durham Public Schools Superintendent Dr. Anthony S. Lewis, Book Harvest board and staff members, parents, volunteers, and dozens of children for this celebratory moment of shared commitment to every child's flourishing.

> *What a joy to fling open the doors of this gathering and learning space to the children and families of Durham. Through our deep commitment to family engagement and community-focused programs—Books from Birth, Book Babies, Books on Break, and abundant book hubs all across town—we celebrate book ownership right here at home.*
>
> **TABITHA BLACKWELL,**
> **EXECUTIVE DIRECTOR, BOOK HARVEST DURHAM**





BOOK BABIES

Book Harvest Durham celebrated **33 BOOK BABIES GRADUATES** in June – children who participated in the program for five years starting at birth. They entered kindergarten in the fall ready to read and excited to learn!





BOOK HARVEST FAMILY SPACE

The Family Space has become a trusted and beloved destination for high-quality playful learning and reading together. In 2024, **6,363 VISITORS** selected **19,374 BOOKS** to take home and keep forever!





COMMUNITY EVENTS

January's MLK Day Dream Big Book Drive and Community Celebration and July's Summer Block Party brought more than **5,500 ATTENDEES** together to celebrate sharing books and building home libraries!





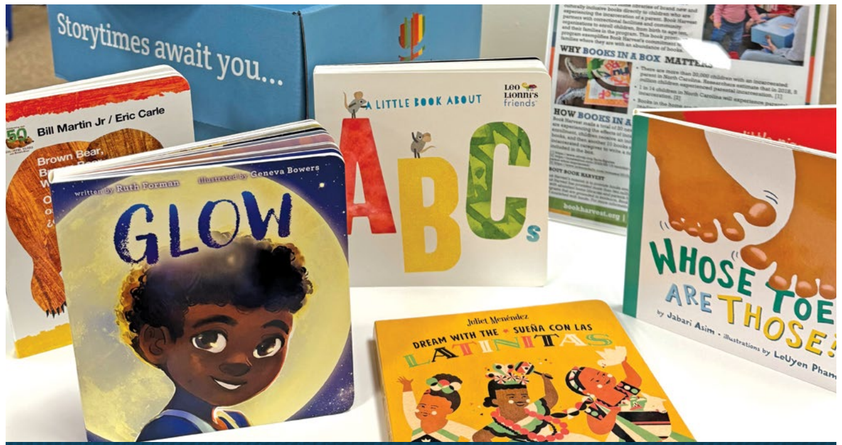
BOOK ABUNDANCE

All across Durham, children and families harvested **79,860 BOOKS AT 84 BOOK HUBS** in laundromats, public parks, health centers, and more.



DREAMING BIG WITH ELECTED OFFICIALS

US Congressman Jamie Raskin, Durham County Commissioner Wendy Jacobs, and Durham Mayor Leonardo Williams joined the **2024 DREAM BIG BOOK DRIVE!**



KEEPING FAMILIES CONNECTED

Book Harvest's Books in A Box program delivered **1,160 BOOKS** in special boxes to **134 CHILDREN** in 105 towns across the US whose parents are incarcerated in North Carolina. Parent notes were included with the books, and on visiting days parents and children read together and chose additional books to share.



PROVIDING HURRICANE HELENE RELIEF

Book Harvest delivered **6,123 BOOKS** to schools and community centers in Western North Carolina to help rebuild home and school libraries.

293,365 BOOKS
HARVESTED BY CHILDREN TO TAKE HOME AND KEEP FOREVER.

185,082 BOOKS
DONATED BY COMMUNITY MEMBERS AND BOOK DRIVES.

book harvest

2,461,503

BOOKS HARVESTED SINCE 2011!

514 FAMILIES
PARTICIPATED IN BOOK BABIES IN DURHAM, FORSYTH, AND WAKE COUNTIES, WITH 286 ALUMNI/AE FAMILIES.

98% OF PARENTS
REPORTED THAT BOOK BABIES SUPPORTS THEM IN CREATING A DAILY READING ROUTINE AT HOME.

746 DONORS
MADE FINANCIAL CONTRIBUTIONS TO BOOK HARVEST.

535 VOLUNTEERS
DONATED 3,864 HOURS OF THEIR TIME, VALUED AT $129,405.

37 SCHOOLS
PARTICIPATED IN BOOKS ON BREAK, REACHING 12,437 STUDENTS.

106 COMMUNITY PARTNERS
COLLABORATED WITH BOOK HARVEST AT COMMUNITY EVENTS AND STORYTIMES, AND WITH GENEROUS SPONSORSHIPS.



HEARING FROM KIDS

More than **1,250 CHILDREN** shared their personal delight about choosing books of their very own to take home and keep forever.



FUELING BOOK ABUNDANCE

Families, schools, businesses, faith communities, and local neighborhoods conducted **113 BOOKS DRIVES** for new and gently used books.



GOING THE DISTANCE

The Book Harvest truck traveled **8,614 MILES** in 2024, delivering palettes of books and cherished storytimes to children and families across North Carolina!

CREATING A COMMUNITY-WIDE CULTURE OF LITERACY

In 2024, Book Harvest Durham engaged the entire community to lead and participate, to learn and have fun. With an abundance of opportunities to harvest books to take home to read again and again and keep forever, children and parents built home libraries to develop shared reading routines, anchor identities as readers, and nourish hearts and mind.



Book Harvest Durham parent leaders and advocates – Susan English, DeAnna Vincent, and Tiara McCarter – guided staff in an informative discussion about "Centering Family Stories."



Cherished community partners – from the Museum of Life and Science to The Wonder Lab and from Kids Voting Durham to the NC Museum of Art, among others – brought engaging family programs to the Book Harvest Durham's Family Space.



These local FedEx employees were among the 32 volunteer teams from local businesses, schools, and community groups who brought their skills and passion to the task of sorting, stickering, and boxing the thousands of books that were donated to Book Harvest during the year.



Over the course of the year, Book Harvest Durham partnered with the county's VA so that local veterans expecting newborns would receive a Books from Birth box. Those who served our country are being served with a starter home library at the VA's celebratory baby showers.



BOOK HARVEST DURHAM FAMILY ADVISORY BOARD

Susan English
LaRhonda Leslie
Barbora Ngaboyamahina
Crystal Parker
Lena Randhawa
Ivan Ross
Sonia Salas
Jessica Watkins

BOOK HARVEST DURHAM LEADERSHIP COUNCIL

Juan Canal
Mariel Christian
Tiara McCarter
Ann Leininger
Lou Rollins
Joy Spencer
Taquoia Street

BOOK HARVEST DURHAM PARENT AMBASSADORS

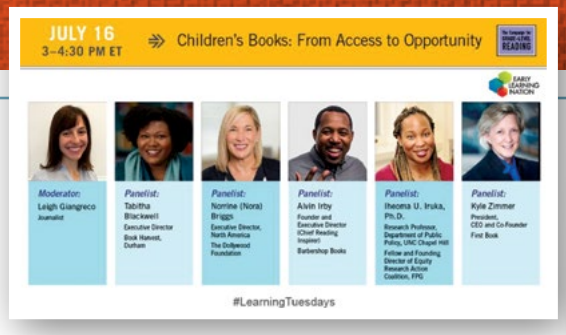
Beonka Jackson
Diana Abreu Zambrano

BUILDING THE FIELD OF KNOWLEDGE AND ADVOCACY

In 2024, Book Harvest staff and board members traveled across the country – to 37 convenings! – sharing and learning, presenting and advocating. Media interviews, webinars, and published opinion pieces were among the many ways we spoke up, leaned in, and went the distance to share our vision of literacy and justice for all.



As a partner in North Carolina's new State Family Engagement Center, Book Harvest joined other SFECs from around the country at the annual conference hosted by the National Center for Families Learning in Louisville, KY. A full-house session devoted to engaging families in reading with their students over the summer months was led by Senior Director of Strategic Partnerships Isabel Geffner, Director of Advocacy Mary Mathew, Family Engagement Manager Alisa Miller, and Director of School and Family Engagement Amy Franks.



Book Harvest Durham Executive Director Tabitha Blackwell and Book Harvest Board member Dr. Iheoma Iruka joined a group of national leaders during a Campaign for Grade-Level Reading webinar devoted to amplifying the need for book abundance for every child everywhere.



Director of Advocacy Mary Mathew (2nd from right) was among the 60 2024 education policy fellows from NC who participated in the Institute for Educational Leadership's Washington Policy Seminar with others from across the country. In addition to learning and networking, she visited Capitol Hill to advocate for policies that support the flourishing of all students.



Book Harvest Founder and CEO Ginger Young (2nd from left) joined fellow leaders at the 2024 National Summer Learning Association Summit in Washington, DC to discuss "Literacy for All: Building Partnerships for Youth Success," spotlighting the role of books in ensuring students can thrive during summer.



Senior Director of Books on Break Rachel Stine and Books on Break Expansion Manager Ashley McClure exhibited at the 50th annual National Association of Federal Education Program Administrators. They shared Book Harvest's innovative programming with hundreds of educators from around the country gathered to learn about how to improve student outcomes for their respective state agencies and districts.



Book Harvest's Founder and CEO Ginger Young challenged every school leader to ask – and answer! – the question "What is our summer learning strategy?" In this Perspective piece published in EdNC, she urged, "The time is now for superintendents to implement robust and effective summer learning strategies in order to combat the longstanding inequities in education…We can't afford to waste another summer."

2024 DONORS

Book Harvest pays grateful tribute to the many individuals, foundations, corporations, and government entities that supported our work in 2024.

$500,000+

Matthew Cullinan and Anna Reilly
Oak Foundation
State of North Carolina

$100,000-$499,999

Anonymous
Anonymous Trust
City of Durham
North Carolina's Partnership for Children Smart Start
The Leon Levine Foundation
The William R. Kenan, Jr. Charitable Trust

$50,000-$99,999

bioMérieux Endowment Fund
Durham County Government

$10,000-$49,999

Amis Family Charitable Fund
Bastian Family Charitable Foundation
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Blue Cross and Blue Shield of North Carolina
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The Forest at Duke
Thing 123 Foundation
Triangle Community Foundation
United Way of the Greater Triangle
Walters Family Foundation
Jonathan Wiener and Ginger Young
Mark and Stacey Yusko
Z. Smith Reynolds Foundation

$5,000-$9,999

A.J. Fletcher Foundation
Bertsch Family Charitable Foundation, Inc.
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Jewish for Good
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North Carolina Justice Center
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Catherine Stratton
Urban Durham Realty

$1,000-$2,499

ABC-11
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Sam Bayer and Ilona Sher
John and Wanda Beilenson
Molly Benedum and Joe Waters
Mike and Melissa Bishop
Sherrill Blazer
Patrick Brennan
Brenda Brodie
Michael Brown and Charlotte Mao
Elizabeth Bruno
ChildsPlay International
Cox Family Fund
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Ami and Will Danoff
Duke Street Pediatric Dentistry
Duke University Libraries
Sheila Foster and Gus Kahwati
Franklin Street Pediatric Dentistry
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Mike Giarla and Ellen Michelson
Geoffrey and Christina Haisty
Kenneth Goldberg and Sarah Wood
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$500-$999

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Jane Clunie
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EEV Education
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Martha Hsu
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Rachel Mandell
Susan Martinelli
Edward and Connie McCraw
Elaine and David McIlquham
Exchange Club of Greater Durham
Sam and Sheila Miglarese
Chad Miller
Mary Mountcastle and James Overton
North Carolina Museum of Life & Science
Suki and Jim Newton

Terri O'Quin
Ann Panuska
Scottie Pate
Keri Peevey
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Jeff and Barbara Potter
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Carmen and Lester Ruth
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Sandpiper Fund of Triangle Community Foundation
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Scottie Seawell
Stephanie Simon and Jack Solomon
Bradley and Patricia Staats
Karen and John Thornton
Triangle Park Chapter of Links, Inc.
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Courtney and George Van Houtven
Molly and Van Wood
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Bryan Weitzel
Claire and Allen Wilcox
Charles Wilson, Jr.
Rick and Rebecca Wyron

$250-$499

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Swati Adarkar
Lynnette Anderson
Meytal Barak
Monica and Kenneth Barnes
Beacon Light Missionary Baptist Church
Susan Blount
Jeff & Tonya Boddie
Clayton Bond and Ted Osius
Lisa Brachman and Robert Roubey
Maribel Carrion
Lily Clark
Doriane and Jim Coleman
David and Renee Connelly
Governor Roy Cooper and Kristin Cooper
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Tom Kelley and Alexandra Lightfoot
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