# 258 When Adults Read With Children EVERYBODY WINS!







# SHARED READING REPORT SY2019-2020



#### Dear Everybody Wins DC Supporters and Friends,

This year has been a monumental one for Everybody Wins DC. We celebrated our 25th anniversary of serving children, families, and communities through shared reading. Over 1,100 students across the region participated in our programs. More than 1,000 caring adults volunteered their time to support our mission. We hosted almost 6,000 one-on-one Power Lunch mentoring sessions. And EWDC welcomed more than 80 new organizations to our volunteer efforts, expanding our network to 177 community partners.

These are just a few of the amazing milestones EWDC celebrated during the 2019-2020 program year. Even more fill the pages of this annual Shared Reading report. Thank you for being part of an inspiring network of friends and supporters who made these accomplishments possible.

At the same time, this year also presented new and unprecedented challenges. Covid-19 forced EWDC to adjust and adapt, finding innovative ways to keep reading pairs connected. Our new Power Lunch Pen Pal program shared almost 200 letters between mentors and students. We hand-delivered more than 600 books to families across the city. We are incredibly proud of how our students, school communities, and partner organizations have responded to this unparalleled crisis with resilience, kindness, and perseverance- all virtues we aspire to here at EWDC.

Looking ahead, we know that children will face significant challenges as they transition back to the classroom after months of distance learning and social isolation. Our students will need us more than ever. That's why we're going to do more than ever. EWDC's programs might look a little different next year, but our mission remains the same – **helping children thrive by building connections through reading.** 

Thank you for a wonderful first 25 years. We look forward to the next 25, filled with amazing students, incredible partners, and plenty of good books.

Arielle Elliott, **Chair of the Board** Jordi Hutchinson, **Executive Director** 

# **25 Years of Shared Reading**

#### EWDC HAS THOUSANDS OF STORIES TO TELL. HERE ARE SOME HIGHLIGHTS:



"Our vision for Everybody Wins DC is simple and straightforward, yet brings about profound change in the lives of young students: expose children to literature, give them a positive role model, inspire them to read, and you will make a difference in their lives." Senator Tom Harkin, EWDC Champion

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For 25 years, Everybody Wins DC has been guided by a simple yet powerful belief: sharing a book with a child can improve that child's life.

EVERYBOD VINS Columbia

By building connections through reading, EWDC helps children develop the literacy and social-emotional skills they need to succeed in the classroom and beyond.

But it's not just the children who benefit from our work. When we come together to read as a community, all our lives get better. **Everybody reads, everybody wins.** 

The following Shared Reading Report examines EWDC's program work, successes and accomplishments during school year 2019-2020.

# **EWDC History**



Senator James Jeffords (R-VT)

"The kids don't really know the difference between a senator and anybody else, which is terrific for us. It's nice to leave budget wrangling or the stress of an impeachment trial to focus on Blue's Clues or dinosaurs for a bit.

As any parent or teacher knows, the perspective of a 2nd grader can be preciously refreshing. It also reminds me why I am doing my job!"

**EWDC was founded in March 1995,** when Senator James Jeffords (R-VT; left) and Senator Paul Simon (D-IL) brought together a bipartisan coalition of Senators and Senate staff to launch a reading-based mentoring program – Power Lunch – at Brent Elementary School.

Modeled after a similar program started a few years earlier in New York City, Senators Jeffords and Simon saw Power Lunch as a meaningful way to support students attending a public elementary school just a few blocks from the Capitol Building.

Now 25 years later, has made a lasting impact on a generation of students and volunteers. This year alone, EWDC has brought three shared reading programs to over 1,000 students across the Washington, DC region.

#### The United States Congress is EWDC's Founding Partner.



Rep. Ray LaHood (R-IL)



Senator Ted Kennedy (D-MA)

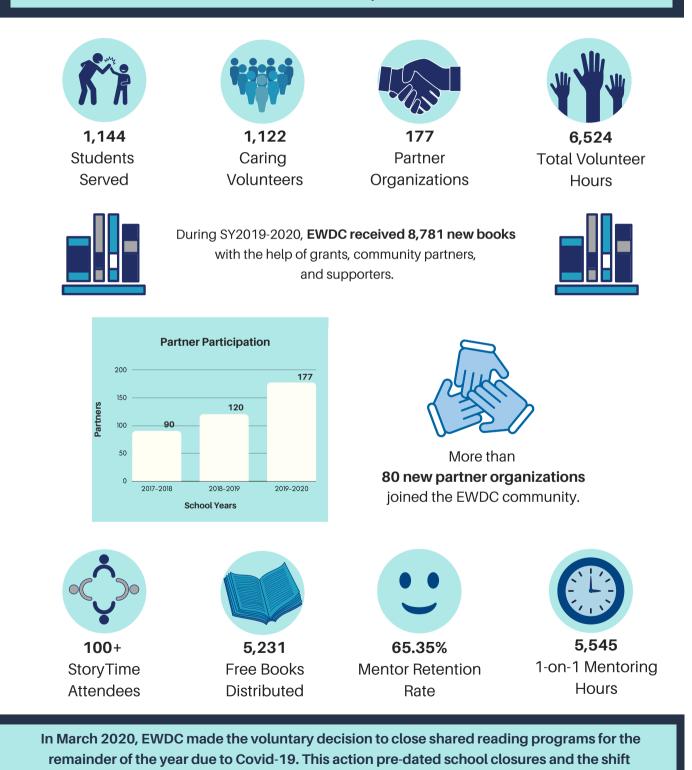
Staff from hundreds of Congressional offices have shared the love of reading with EWDC students through the years, including these notable Congressmen: Senator Jim Jeffords, Senator Paul Simon, Senator Ted Kennedy, Representative Jim Moran, Senator Tom Harkin, Senator Mary Landrieu, and Representative Ray LaHood.

In SY2019-2020 alone, 32 volunteers from 27 Congressional offices participated in Power Lunch, providing over 300 hours of service.

# **EWDC Year in Review**

EWDC's shared reading programs help students develop the literacy and social emotional skills that are critical to success in the classroom, community, and beyond.

Here's a look at what we accomplished in SY2019-2020:



to distance learning. The Year in Review reflects October 2019 - March 2020 programming.

"Reading together makes me feel noticed and cared about." Savoy Student

> he Knight <sup>at</sup> Dawn

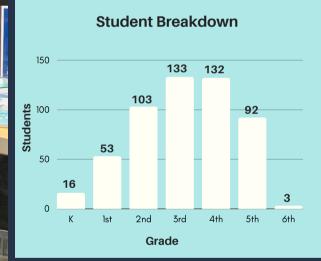
During SY2019-2020, **EWDC served over 1,000 students across three shared reading programs.** This included 576 students in school-based programming and another 568 children through EWDC's community outreach efforts.

NS!

#### Washington, DC Schools

- Amidon-Bowen Elementary, Ward 6
- Brent Elementary, Ward 6
- Garrison Elementary, Ward 2
- Ludlow-Taylor Elementary, Ward 6
- Marie Reed Elementary, Ward 1
- Ross Elementary, Ward 2
- Savoy Elementary, Ward 8
- School Without Walls at Francis Stevens, Ward 2
- Thomson Elementary, Ward 2
- Tyler Elementary, Ward 6
- Walker-Jones Education Campus, Ward 6

#### **Virginia School** Key Elementary, Arlington, VA



#### Student Demographics

- 53% African American
- 22% Hispanic
- 13% White
- 5% Other
- 4% Asian American
- 2% Unspecified

#### Student Geography

Top three zip codes for EWDC students are:

- 20001: Mount Vernon Square, Truxton Circle, Chinatown, Logan Circle
- 20002: Capitol Hill, Kingman Park, Trinidad
- 20011: Columbia Heights, Petworth

"Being a mentor is pure joy. I've been able to share my love of reading with another person, as well as see that person develop as a student and explore the world around them. It also gives me a greater sense of purpose, not to mention a great way to get out of the office and refocus." **PETER BRUSOE, BLOOMBERG GOVERNMENT** 

# When Adults Read With Children EVERYBODY

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### **Power Lunch**

STUDENTS

**533** 40% INCREASE

#### MENTORS

633 38% INCREASE

PARTNER ORGS

97% INCREASE



SCHOOLS SERVED

12

177

POWER LUNCH SESSIONS

5,545

Power Lunch is EWDC's one-on-one mentoring program, connecting volunteers from the community with students in need to read together.

#### No lesson plans, no curriculum. Just quality time spent together over a book.

Students voluntarily give up a one hour lunch and recess period a week to read with their mentors, building an incredible connection that helps develop literacy skills, supports socialemotional development, and instills a love of reading and learning. Mentor Retention: 65.35% 17-18 18-19 19-20 SCHOOL YEAR MENTORS

STUDENTS

0



"My son is always excited to tell us about his lunches with his reading mentor, and they seem to do a great job of picking books that interest him." **Ross Elementary Parent** 

In March 2020, EWDC made the voluntary decision to close shared reading programs for the remainder of the year due to Covid-19. This action pre-dated school closures and the shift to distance learning. The Year in Review reflects October 2019 - March 2020 programming.

At the time of closure, Power Lunch was on track to complete 8,000+ mentoring hours by May 2020.

**POWER LUNCH MENTORS** 

# What Our Mentors Say About the Importance of Power Lunch

"Although on paper an hour a week doesn't seem like much, it adds up over the course of a year, and you can really make a big impact and develop a strong relationship with that student." Amidon-Bowen Elementary Mentor

"When I was a child, I loved reading and I credit that with so much success in my professional life. Reading can lead to a world of imagination and help a child believe he or she can go anywhere and do anything." Thomson Elementary Mentor "My reason for becoming a mentor goes back to what my parents instilled in me as child: To pay it forward. Share the information, knowledge and wisdom that you've acquired with someone else." Brent Elementary Mentor

"It's super important for children to form a bond with someone that isn't their parent or teacher, where they can feel comfortable without any judgments. These types of programs are what can change a child's life and trajectory!" Walker-Jones Mentor

unch Sponsor:

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# When Adults Read With Children EVERYBODY WINS!

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# **StoryTime**

**EWDC's StoryTime program brings together small groups of students to connect with a special guest over a book and guided discussion, opening their minds to new ideas and opportunities.** StoryTime readers have included business leaders, elected officials, scientists, authors, and more.

Our SY2019-2020 StoryTime events featured:



#### ELLEN BRYAN, WUSA9 TALK SHOW HOST

Ellen Bryan, co-host of Great Day Washington, visited students at Marie Reed Elementary School for a special StoryTime and discussion about working in the news industry.

Ellen read "Amy Namey in Ace Reporter," while also sharing tips about makes a good news story. **"Remember, above the fold, everyone!**"

# ROBERT WHITE, AT-LARGE COUNCILMEMBER, WASHINGTON, DC

For the 100th Anniversary of National Children's Book Week, students were joined by At-Large Councilmember Robert White for a special StoryTime at Garrison Elementary.

Councilmember White read, laughed, rapped, and even whipped and nae nae'd with students while reading "Little Girl in a Big, Big World", a book written and illustrated by REACH DC students.



#### **ALLISON AND SARAH GRACE, API AND OPTUM**

Corporate partners, API and Optum, joined together to help EWDC kick off its 25th anniversary year at a new school, Walker-Jones Education Campus.

Allison and Sarah Grace took turns reading and engaging the captive audience of students, mentors and partners in a reading of "The Magican's Hat" - the first StoryTime of the school year.

# **The Book Project**



#### Instilling the joy of reading, one book at a time.

During SY2019-2020, The Book Project hosted monthly distribution events for all Power Lunch students at each of our 12 partner schools. In addition, EWDC hosted 11 special distribution events at schools and in the community. Together, these events help students build their personal libraries and create opportunities to read outside of a school setting. The Book Project gives students the power to choose books that inspire and excite them, making it significantly more likely that they will read, share, and enjoy their selections.

The program only gives away new books and is supported through generous donations from individuals and partner organizations.

#### **BOOKS DONATED TO EWDC**

#### 8,781

# OF BOOK PROJECT DISTRIBUTIONS

#### **68**

# OF BOOK PROJECT PARTNER ORGANIZATIONS

#### 17

**BOOKS DISTRIBUTED** 

# 5,231

# OF BOOK PROJECT VOLUNTEERS

#### 489

# OF BOOK PROJECT VOLUNTEER HOURS

#### 979

Due to Covid-19, EWDC voluntarily paused all but emergency Book Project distribution events in March 2020. EWDC was on track to host another 20+ school events by May 2020.

# **BlackRock Goes Big for the Holidays**

Global investment management corporation and Power Lunch partner at Thomson Elementary, BlackRock helped EWDC celebrate our 25th anniversary in a major way.

From September to December 2019, BlackRock hosted a large-scale book drive competition across its US offices to support book distributions for students in the Power Lunch program and in high need communities.

BlackRock and EWDC set an ambitious goal to collect 3,500 books by the end of the competition. In the first month, BlackRock exceeded the initial goal with 4,000+ books donated - but they didn't stop there!

By November 2019, BlackRock team members had donated close to 7,000 books, nearly doubling the initial goal. In addition, BlackRock donated new backpacks, school supplies, and other reading materials to distribute to Power Lunch students.

On Giving Tuesday (12/03/19), more than 450 employees from BlackRock's regional offices attended the organization's annual U.S. Wealth Advisory National Sales Workshop in Washington, DC. During the Workshop, BlackRock employees took part in a 2-hour volunteer activity with EWDC, using the donated books to create personalized backpacks filled with books, supplies, and other resources for every single enrolled **and** waitlist Power Lunch student.

After the event, BlackRock team members helped deliver the personalized backpacks to each of EWDC's 12 partner schools for students to enjoy throughout the holiday break.



### Where our Volunteers Come From

# During SY2019-2020, individuals from the following organizations supported our work through volunteerism, service activities, or book drives.

#### AARP

Acumen LLC/The Sphere Institute Akin Gump Strauss Hauer & Feld LLP Alston & Bird LLP American Chemistry Council American College of Physicians American Health Care Association American Petroleum Institute American University Architect of the Capitol Arlington County Government, DHS Arlington County Police Department AT&T Atlantic Media **Baker Donelson** Barnes & Noble Bipartisan Policy Center BlackRock Bloomberg LP **Bureau of Labor Statistics Business Roundtable** Capital One Capitol Hill Village CareFirst BlueCross BlueShield (DC) Charles E. Smith Jewish Day School **Charles River Associates Combined Properties Commonwealth Strategic Partners Cornerstone Research** Council of the District of Columbia Credence Management Solutions, LLC **Credential Engine** CTIA Cunningham Strategic Communications, LLC DC Department of Motor Vehicles DC Housing Authority DC Office of the Attorney General DC Water Deloitte LLP Democratic Attorneys General Association Dentons District of Columbia Public Schools Downtown DC BID Duff & Phelps

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177 Organizations served students during SY2019-2020

# Where our Volunteers Come From

National Geographic Partners National Grocer's Association National Institutes of Health NowThis Office of Representative Conor Lamb (D-PA-17) Office of Representative Darin LaHood (R-IL-18) Office of Representative Doug LaMalfa (R-CA-1) Office of Representative Filemon Vela (D-TX-34) Office of Representative Mike Doyle (D-PA-18) Office of Representative Peter Welch (D-VT At-Large) Office of Representative Ro Khanna (D-CA-17) Office of Representative Stephen F. Lynch (MA-8) Office of Representative William R. Keating (D-MA) Office of Senator Bernard Sanders (I-VT) Office of Senator Charles Schumer (D-NY) Office of Senator Elizabeth Warren (D-MA) Office of Senator Jack Reed (D-RI) Office of Senator John Cornyn (R-TX) Office of Senator John Kennedy (R-LA) Office of Senator Kamala Harris (D-CA) Office of Senator Maggie Hassan (D-NH) Office of Senator Mark Warner (D-VA) Office of Senator Richard Blumenthal (D-CT) Office of Senator Tom Carper (D-DE) Office of the Chief Financial Officer for the District (OCFO) Ogilvy Government Relations ONE Paragon Property Development, Inc. Partnership for Public Service Paul Weiss Peace Corps Pharmaceutical Law Group PC **Pipe Line Contractors Association** Powers, Pyles, Sutter & Verville, PC PriceWaterhouse Coopers Public JusticeRevenue Solutions, Inc. SHIFT Sidley Austin LLP SimCorp Skadden, Arps, Slate, Meagher & Flom LLP Skyword **Studios Architecture** The Advisory Board Company/Optum The Aspen Institute The Harbour Group, LLC The Washington Post

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# **New Beginnings at Walker-Jones**

During the 2018-2019 school year, EWDC teased a big surprise to celebrate its 25th anniversary. Throughout the summer, supporters made numerous guesses, but all had to wait until the fall for the big reveal: **EWDC was expanding to a 12th school for the 2019-2020 program year.** 

After a few years away, EWDC announced it was bringing its shared reading programs back to the Walker-Jones Education Campus in Washington, DC.

In celebration of the new school partnership, EWDC held a program kickoff with Power Lunch partners, community supporters, and students in the new reading space.

The new reading space – decorated by EWDC staff and Power Lunch partners – was unveiled with a "tiny scissors" ribbon cutting by WJEC students, EWDC Executive Director Jordi Hutchinson, Volunteer and Partnerships Manager Sarah Aldridge, Board member Mark D. Young, and Board Chair Arielle Elliott.

Students were then delighted by a StoryTime reading with Power Lunch partners American Petroleum Institute and Optum/The Advisory Board. The readers took turns reading "The Magician's Hat" by Malcolm Mitchell, philanthropist and former New England Patriot.

Following the magical reading, the kickoff concluded with students selecting brand new books - donated to the program by our new partners - to add to their personal libraries, as part of EWDC's Book Project.







# **Mentors of the Year**

Each school year, EWDC recognizes a Power Lunch volunteer from each school as EWDC's Mentors of the Year. EWDC also honors one exemplary mentor with the Minnon Friedman Award, named for one of EWDC's most dedicated mentors.



KELLY COMPTON, MINNON FRIEDMAN WINNER

Kelly has been a committed EWDC mentor for over a decade – starting when she was just an intern at the Washington Capitals (Go Caps!), and now as a Foundation Director at Monumental Sports & Entertainment Foundation.

She has mentored 6 students at Garrison and Key Elementary Schools, giving each the attention, care and support needed to reach their goals. Kelly has gone above and beyond as a mentor, serving as MSE Foundation's recruitment leader and a member of EWDC's Leadership Circle.

EWDC is proud to recognize Kelly as the Minnon Friedman Award winner - an annual honor bestowed to an individual who demonstrates outstanding leadership and commitment.



MARQUIS MILES DC DMV Amidon-Bowen Mentor of the Year



MONICA SULLIVAN Brent Elementary Mentor of the Year



RITA SHAPIRO Garrison Elementary Mentor of the Year



SHAWN BLOW ARLINGTON COUNTY PD Key Elementary Mentor of the Year



OLGA BERMAN BUREAU OF LABOR STATISTICS Ludlow-Taylor Elementary Mentor of the Year



JIM SCHULER CTIA Marie Reed Elementary Mentor of the Year



DICK BELANGER & ANDY SHOYER SIDLEY AUSTIN, LLP Ross Elementary School Mentors of the Year



ARIEL AISEN EAB School Without Walls Mentor of the Year



LATRICE SMITH U.S. COAST GUARD Savoy Elementary Mentor of the Year



PAULA MIAN IMPAQ INTERNATIONAL Thomson Elementary Mentor of the Year



ALEXIS ALAVI OFFICE OF REP. LAHOOD Tyler Elementary Mentor of the Year



MELANIE ROGERS API Walker-Jones Education Campus Mentor of the Year

MEET OLGA BERMAN: LUDLOW-TAYLOR ELEMENTARY MENTOR OF THE YEAR



I've been a mentor for Everybody Wins DC for the last three years and love reading weekly with my mentee; seeing her grow not only in her reading but also social skills, witnessing the light bulb moments she experiences when she is able to pronounce a difficult word correctly, and seeing the joy on her face when she finds a book in which the main character looks like her <u>and</u> has the same first name as her! - **Olga Berman, Bureau of Labor Statistics, Ludlow-Taylor Mentor of the Year** 

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On March 10, 2020, EWDC made a difficult yet necessary decision: In light of growing concerns over Covid-19, EWDC halted all in-person program activities. This included cancelling all Power Lunch reading sessions for the remainder of the 2019-2020 program year.

While it was disappointing to not complete a full year of shared reading, the health and safety of EWDC's students, volunteers, and school communities was paramount. At the same time, with schools closed and students learning from home, this was exactly the time when EWDC students needed support the most.

To support students and communities during this incredibly challenging time, **EWDC launched 3 new programs to bring the power of shared reading directly to children and families while they were safely at home**: Power Lunch Pen Pals, an online Shared Reading Library, and a community distribution program within The Book Project.

WINS!

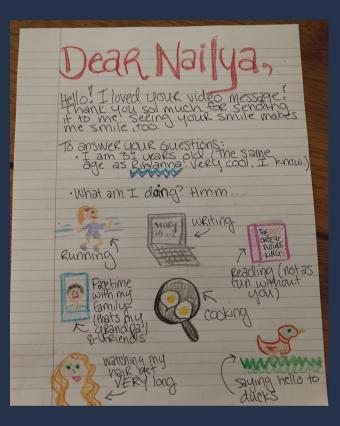
Wonder Box

EVERYBOD

#ITSALLHER

## **Power Lunch Pen Pals**

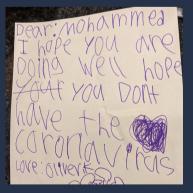
#### **EWDC Revives the Lost Art of Letter Writing**



Power Lunch is more than just a mentor and student reading together; it is about building consistent, supportive relationships that set students up for success.

To ensure students could still lean on and learn from their mentors while at home, EWDC created Power Lunch Pen Pals to keep reading pairs connected via letters, emails, pictures, and more.

Through Pen Pals, students talked about what they were reading, how they were feeling, or whatever else was on their minds. Students and mentors were not able to share a book in person, but they were able to maintain a strong connection, something critically important during social distancing.

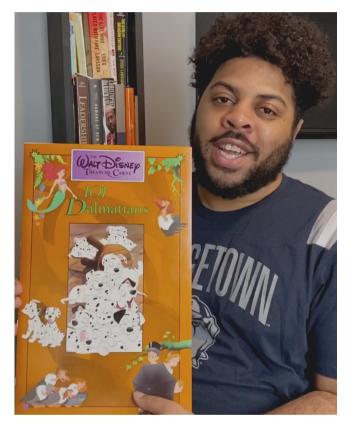


174 letters exchanged through Pen Pals

Dear Aria, How are you? 1 I hope you are staying safe and healthy power lunch 1 miss and reading together What have you been up to? 11 m spending more time with my family, exercising, and reading lots of books! I hope you can write back to me ü great week Have a

# **Shared Reading Library**

#### Stories On-Demand for the Whole Family to Enjoy



While Covid-19 required EWDC to cancel in-person StoryTime events, read-aloud opportunities still provided students significant benefits while learning from home. That's why EWDC launched a new virtual Shared Reading Library, bringing read alouds directly into the homes of students and their families.

EWDC's Shared Reading Library was filled with videos of EWDC volunteers and supporters reading books and modeling shared reading discussions, offering a convenient option for families who wanted additional reading-based activities and supports from a trusted partner.

The program also provided a critical literacy lifeline for many families while schools, libraries, and bookstores were closed due to the public health emergency.



700+ Video Views 45 Video Submissions



# **Community Book Distributions**

#### Bringing Shared Reading to Communities in Need



When Covid-19 forced schools, libraries, and bookstores to close, many students were cut off from access to engaging, age-appropriate reading materials. EWDC stepped in to fill this gap, launching a community distribution program that extended The Book Project to neighborhoods hardest hit by the pandemic.

With the help of community partners, EWDC mobilized to hand-deliver free books and literacy resources right to families' front doors. One distribution – a partnership with the Mount Vernon Triangle Community Improvement District – brought over 650 books to families living within the Walker-Jones school community, including at the District's only intergenerational housing community, Plaza West.

Plaza West families, led by grandparents, faced unique, significant challenges amidst school closures and social distancing. EWDC and MVTCID worked together to assess families' literacy needs, create customized book packages for delivery, and bring them directly to families' homes.



796 Books Distributed in the Community



#### MEET JIM SCHULER: ROSS ELEMENTARY MENTOR OF THE YEAR



I make it a habit to arrive at Marie Reed early for my weekly session, so that I can witness the reaction of the students as they turn the corner into the reading room and see their mentors.

That moment verifies that an hour shared is priceless, with books being the bridge to experiences well beyond the text on a page. Thank you to EWDC and Marie Reed for providing a gateway to incredible enrichment for hundreds of young students and mentors year after year! - Jim Schuler, CTIA, Marie Reed Mentor of the Year

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Full list of supporters and financial information to be included in our year-end financial report

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