



# 2021

## EVERYBODY WINS

### Impact Report



# TABLE OF CONTENTS

3	A Letter From EWDC	12	StoryTime
4	About EWDC	15	Shared Reading Library
6	2020-2021 Impact	16	The Book Project
7	Who We Serve	18	Read in Color
9	Program Overview	21	2020-2021 Volunteers
10	Power Readers	23	2020-2021 Sponsors & Grantors
		24	EWDC Team



# A LETTER FROM EWDC

Dear EWDC Family and Friends:

Since 1995, Everybody Wins DC has used reading as a way to engage, encourage, and inspire children, putting them on a path to success. School year 2020-21 was no different. Yes, we had to make some adjustments to our programs, but their impact was as strong as ever: Our students learned valuable skills to help them thrive in the classroom and in life. Our schools and communities received critical support through book distributions and reading-based experiences. Our volunteers and organizational partners were able to give back in a safe yet meaningful way.

We are incredibly proud of what the EWDC community has accomplished this year on behalf of our students. The pages of this report are filled with incredible numbers and amazing testimonials. But we also know that these successes alone aren't enough. COVID-19 has had a disproportionate impact on many of the families served by EWDC and exacerbated educational inequalities that put Black, Hispanic, and low-income students behind their peers. That is why **EWDC pledges to do more than ever to help children overcome obstacles and succeed. And we will do it like we always have: through reading.**

As children return to their classrooms in school year 2021-22, EWDC is excited to return with them, bringing the lessons we learned this year about how to best meet our communities' needs. Yes, there will still be mentors, StoryTimes and book distributions. But there will also be greater emphasis on our children's voices, on equity and inclusion, and promoting social justice. Anything less isn't fair to our students, our communities, and EWDC as an organization. This is how we make a difference. This is how our impact grows.

Thank you all for an incredible year of reading. Your support is what makes EWDC possible. We can't wait to continue this journey into next school year and beyond.

Sincerely,

Jordi & Arielle



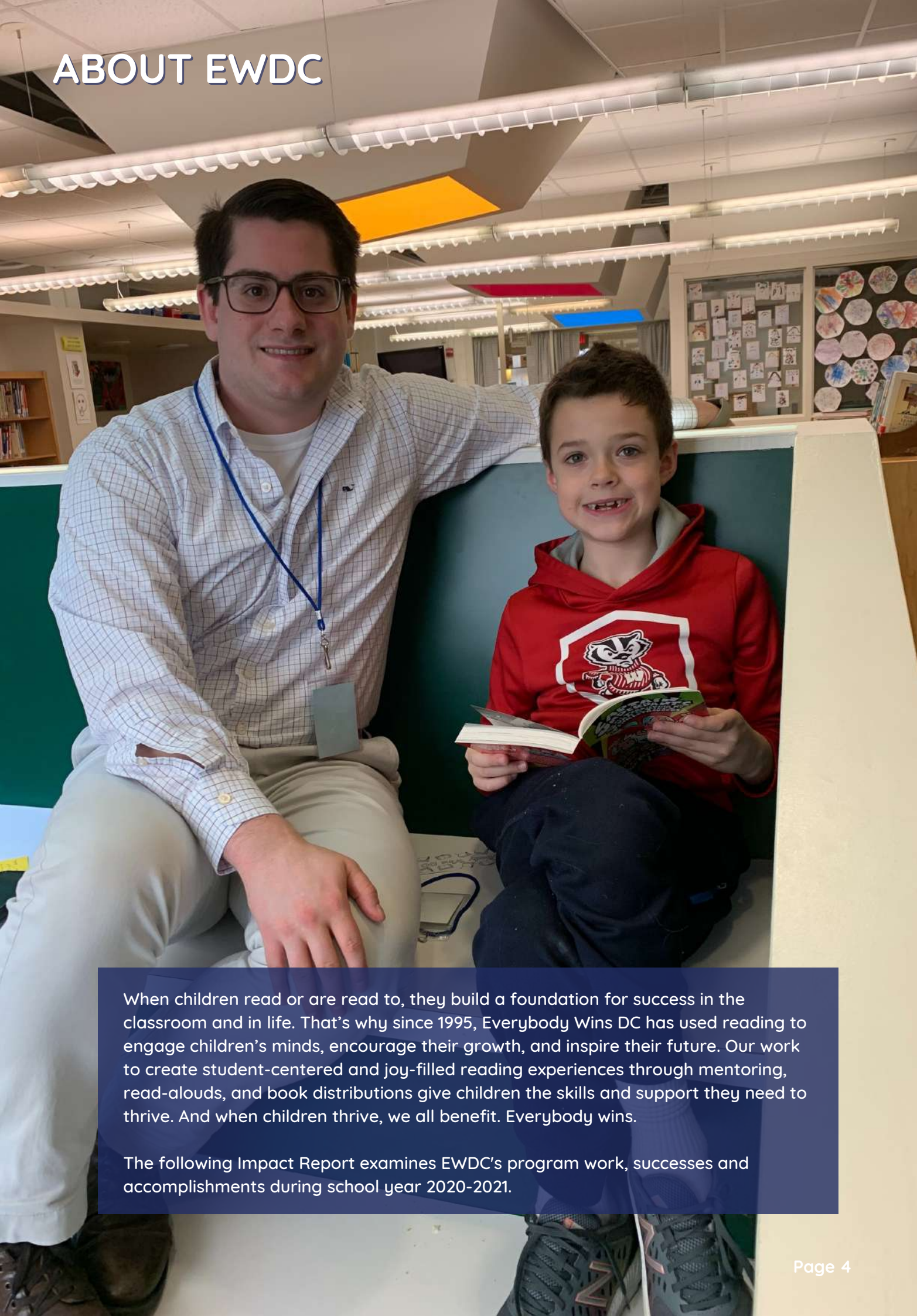
Jordi Hutchinson  
EWDC Executive Director



Arielle Elliott  
EWDC Board Chair



# ABOUT EWDC



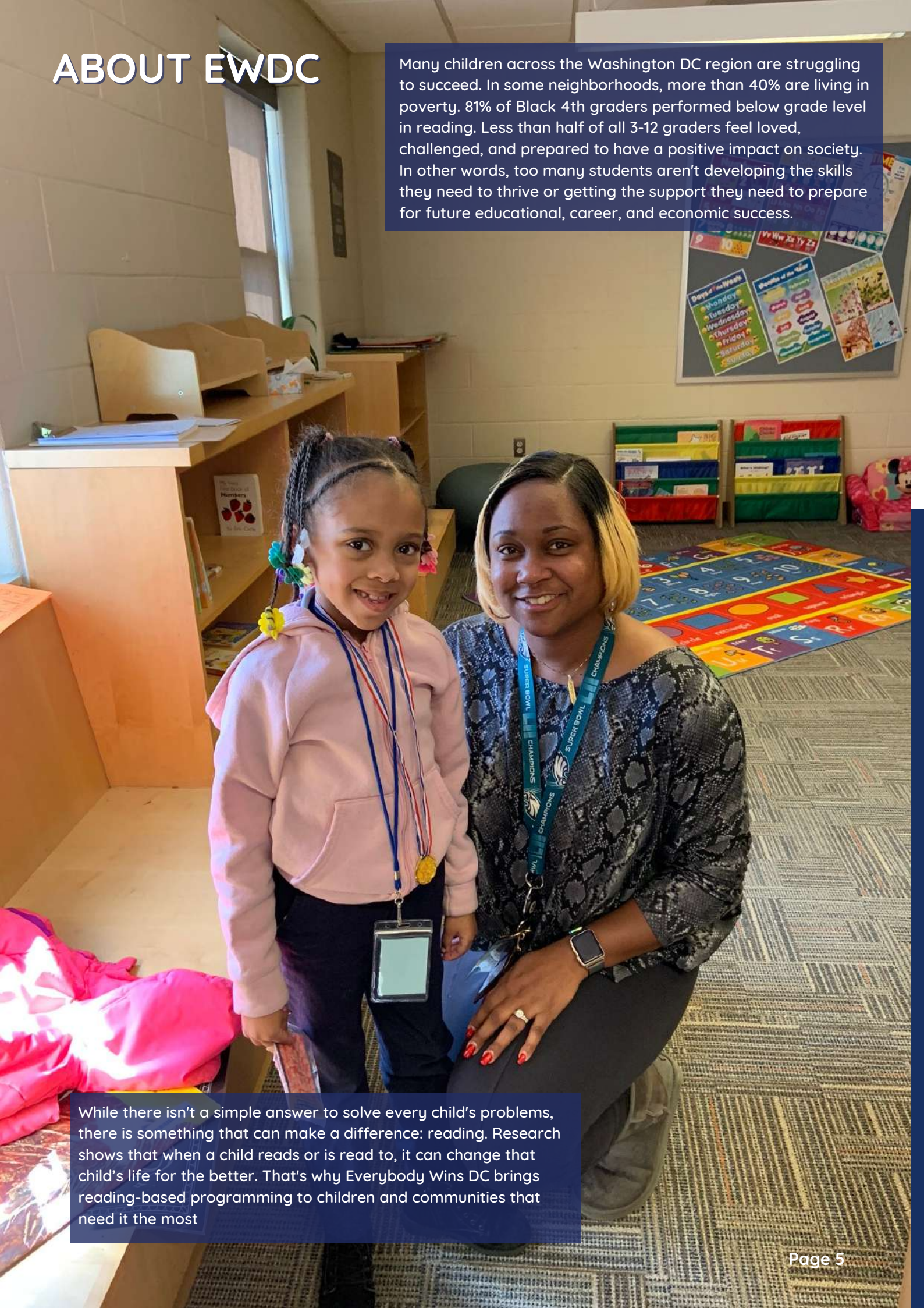
When children read or are read to, they build a foundation for success in the classroom and in life. That's why since 1995, Everybody Wins DC has used reading to engage children's minds, encourage their growth, and inspire their future. Our work to create student-centered and joy-filled reading experiences through mentoring, read-alouds, and book distributions give children the skills and support they need to thrive. And when children thrive, we all benefit. Everybody wins.

The following Impact Report examines EWDC's program work, successes and accomplishments during school year 2020-2021.



# ABOUT EWDC

Many children across the Washington DC region are struggling to succeed. In some neighborhoods, more than 40% are living in poverty. 81% of Black 4th graders performed below grade level in reading. Less than half of all 3-12 graders feel loved, challenged, and prepared to have a positive impact on society. In other words, too many students aren't developing the skills they need to thrive or getting the support they need to prepare for future educational, career, and economic success.



While there isn't a simple answer to solve every child's problems, there is something that can make a difference: reading. Research shows that when a child reads or is read to, it can change that child's life for the better. That's why Everybody Wins DC brings reading-based programming to children and communities that need it the most

# 2020-2021 IMPACT

EWDC's 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 SY2020-2021:



4,500  
Students  
Served



110  
1-on-1 weekly  
mentoring sessions



20  
Virtual Read  
Aloud Sessions



20  
Community Book  
Distributions



During SY2020-2021, **EWDC received 6,700 new books** with the help of grants, community partners, and supporters.



20 new partner organizations  
joined the EWDC community.



200  
Virtual Event  
Attendees



1,270  
Volunteer  
Hours Logged



85%  
Mentors Who Returned  
from Prior Years



6,000  
Books  
Distributed



# WHO WE SERVE

During SY2020-2021, EWDC's reading programs served 4,500 students in Washington, DC, Maryland, and Virginia schools and community organizations.





# WHO WE SERVE - CONTINUED

During SY2020-21, EWDC programs served students attending the following schools:

## Washington, DC Schools

- Amidon-Bowen Elementary, Ward 6
- Anne Beers Elementary, Ward 8
- Brent Elementary, Ward 6
- Bridges (Charter School), Ward 5
- Christian Family Montessori (Private), Ward 4
- Columbia Educational Campus, Ward 1
- Garrison Elementary, Ward 2
- Hyde Addison Elementary, Ward 2
- Kipp DC Shaw Campus (Charter School), Ward 1
- LAMB (Charter School), Ward 4
- Langdon Elementary, Ward 5
- Ludlow-Taylor Elementary, Ward 6
- J.O. Wilson Elementary, Ward 6
- Marie Reed Elementary, Ward 1
- Maury Elementary, Ward 6
- Mundo Verde (Charter School), Ward 5
- Noyes ES, Ward 5
- Plummer Elementary, Ward 7
- Ross Elementary, Ward 2
- Savoy Elementary, Ward 8
- School Without Walls at Francis Stevens, Ward 2
- Sheridan School (Private), Ward 3
- Thomson Elementary, Ward 2
- Tyler Elementary, Ward 6
- Walker-Jones Education Campus, Ward 6

## Montgomery County, MD Schools

- Jo Ann Leleck Elementary

## Prince Georges County, MD Schools

- Al-Huda School (Private)

## Virginia Schools

- Glebe Elementary
- Key Elementary



# PROGRAM OVERVIEW



When COVID-19 shut schools in March 2020, it changed everything about EWDC and how we support children through reading. Power Lunch became Power Readers, a virtual mentoring program offered throughout the day. StoryTime moved online with live and pre-recorded sessions for kids and their caregivers. The Book Project hosted socially-distanced distribution events in the community, started home delivery of books, and partnered with neighborhood organizations to reach high-need families.



# PROGRAM SPOTLIGHT: POWER READERS

Since EWDC's beginning, the Power Lunch program connected caring volunteers with students to read together during students' lunch and recess period. But with everything that has happened this year, offering support only during lunchtime just wasn't enough.

At the start of school year 2020-2021 EWDC made an adjustment, expanding the program beyond the traditional lunch hour in order to bring the power of reading to more students and at times that better align with families' needs during remote learning.

To reflect this change, **Power Lunch rebranded as Power Readers!** Although the name is different, the goal remains the same: mentors and kids, enjoying quality time connecting over a book.

## POWER READERS BY THE NUMBERS



(Ben and Salvatore enjoying their Power Readers session )

Power Readers sessions during SY2020-21 were **100% virtual**

**110** students served weekly through 1-on-1 mentoring sessions

**49** mentor organizations represented

**993** mentoring hours logged

**85%** of mentors returned from prior years

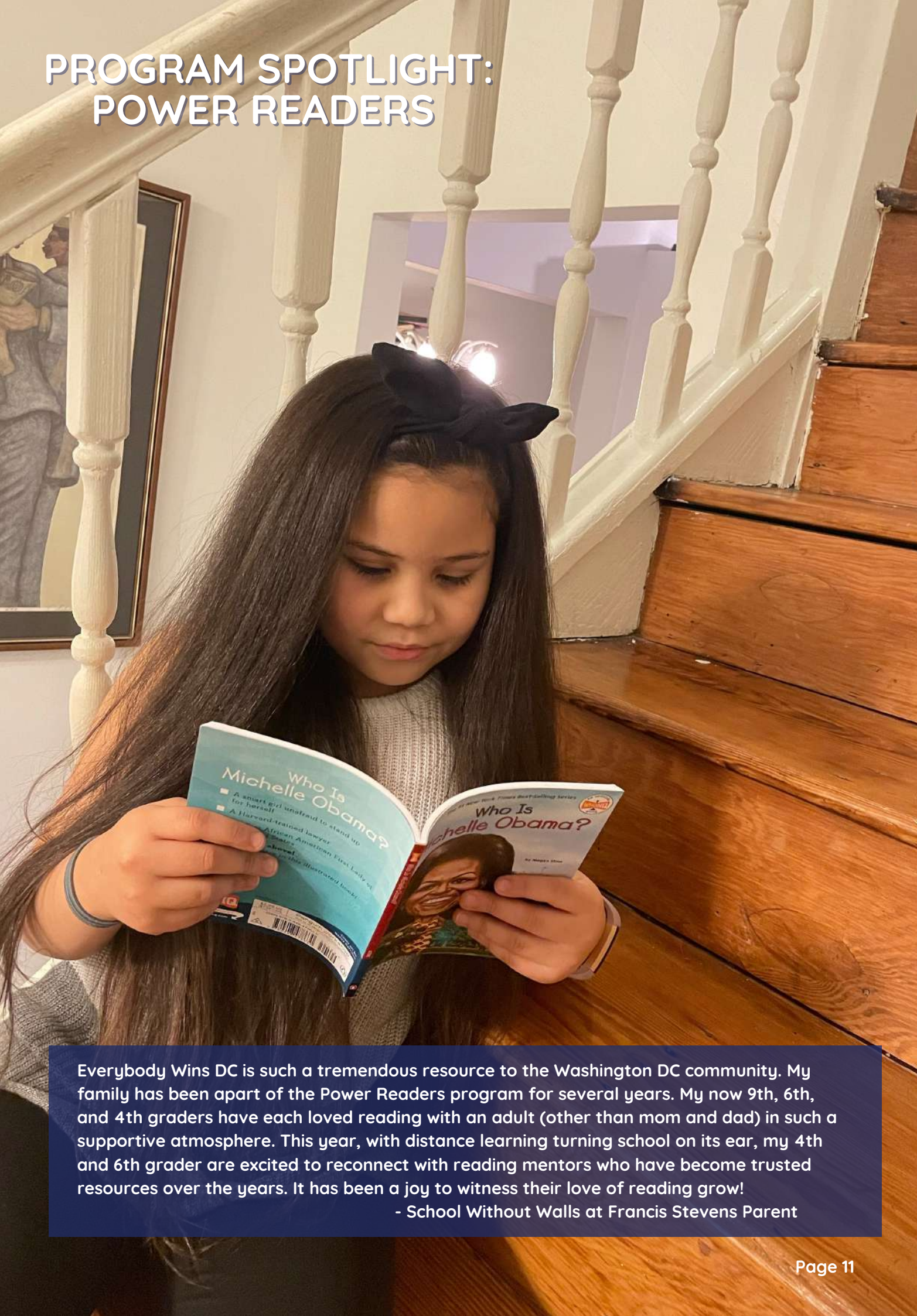
**29** school/community groups represented

**Power Readers isn't an assignment from a teacher, or a required activity. Participation is 100% voluntary.** Students are in Power Readers because they want to be there, not because they have to be there. There is no better proof of this than the fact that for over 25 years, kids have been giving up one recess period a week to read with an EWDC mentor. That is the power of the relationships we build through reading. Even more special is that these connections can last for years.

**Once a child enters the program, he can stay all the way through the end of elementary school (and in some special cases beyond!).**



# PROGRAM SPOTLIGHT: POWER READERS



Everybody Wins DC is such a tremendous resource to the Washington DC community. My family has been apart of the Power Readers program for several years. My now 9th, 6th, and 4th graders have each loved reading with an adult (other than mom and dad) in such a supportive atmosphere. This year, with distance learning turning school on its ear, my 4th and 6th grader are excited to reconnect with reading mentors who have become trusted resources over the years. It has been a joy to witness their love of reading grow!

- School Without Walls at Francis Stevens Parent

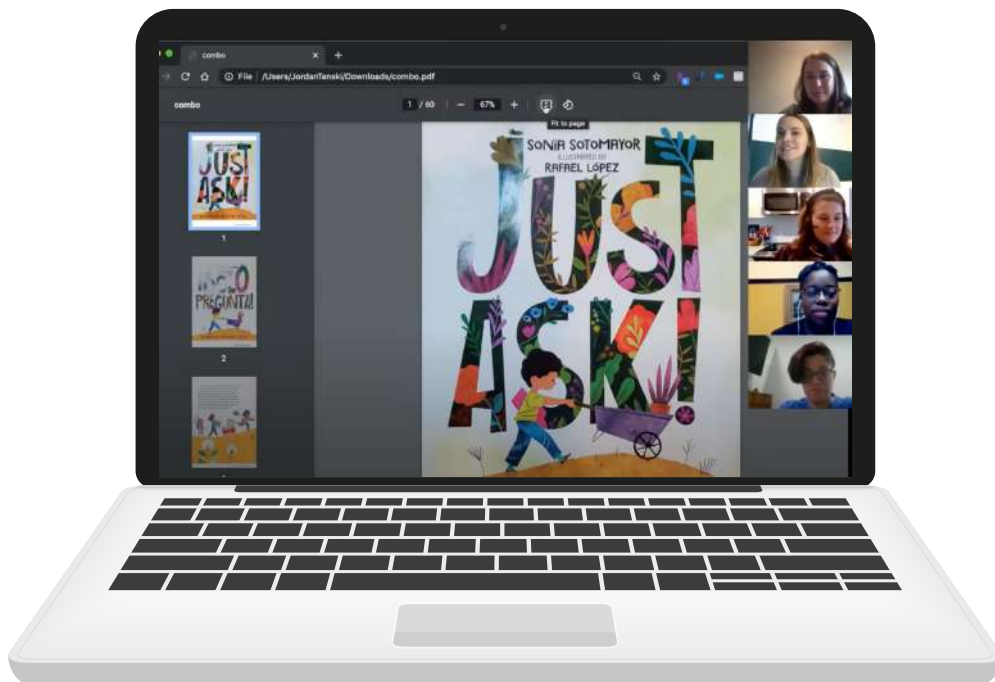


# PROGRAM SPOTLIGHT: STORYTIME

Reading aloud to children not only helps them develop critical cognitive skills, but it also strengthens social and emotional development. That is why EWDC offers read-aloud experiences as part of its core programming.

And while StoryTime has taken many forms throughout EWDC's history, it has always been about engaging a child's mind through the power of stories. This year has been no different.

Moving StoryTime to a virtual platform allowed EWDC to create more opportunities to connect with students and families through reading aloud. **This year, EWDC engaged 200 participants over 20 StoryTimes!**



(Bilingual StoryTime with Transperfect: Justice Sonia Sotomayor's Just Ask!)

**During SY2020-21, 9 schools and community groups participated in StoryTime activities:**

Plaza West, Jubilee Housing, Amidon-Bowen Elementary School, Ludlow-Taylor Elementary School, Brent Elementary School, Tyler Elementary School, J.O. Wilson Elementary School, Homeless Children's Playtime Project, Girls on the Run DC.



# PROGRAM SPOTLIGHT: STORYTIME

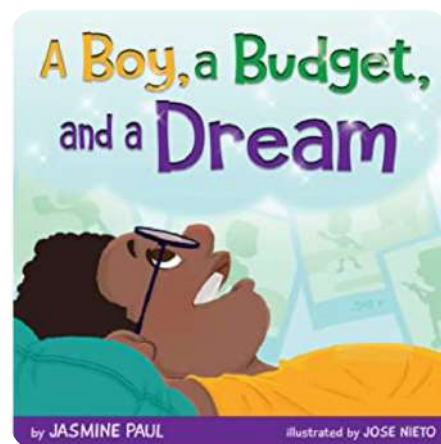


**92% of StoryTime events during the 2020-2021 school year featured BIPOC main character.**

Below is a snapshot of our favorite StoryTime events:

## **Bloomberg Financial Literacy Workshop & StoryTime with Jubilee Housing**

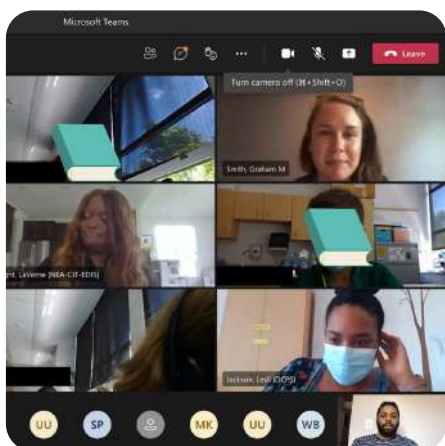
In anticipation of tax season, Bloomberg participated in a StoryTime for students and a workshop for parents and caregivers on financial literacy themes. The StoryTime engaged 10 kindergarten - 2nd grade students enrolled in Jubilee Housing's virtual afterschool program. Bloomberg volunteers used *A Boy, a Budget, and a Dream* to introduce basic budgeting and goal-setting techniques in an approachable manner.



## **Career Exploration with Ludlow-Taylor**

Over the course of two lunchtime sessions, 3rd graders at Ludlow Taylor Elementary School met 5 EWDC volunteers who virtually shared books and other texts that inspired their professional paths.

From poems-turned-personal-mantras to popular novels with deeply personal lessons, this gathering of texts - versus a sustained reading of a single text - showcased how reading can have a real-world impact on your life.





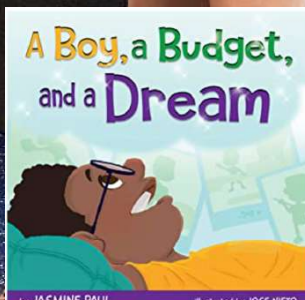
# PROGRAM SPOTLIGHT: STORYTIME

Here are just a few of the books we read during StoryTime events this year and what participants and partners said about the experience.



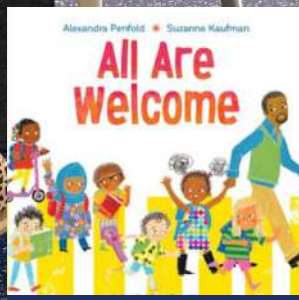
"Our son loves being part of these discussions!"

- Parent of Garrison ES  
3rd Grader



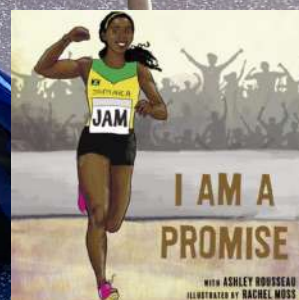
"Thanks so much for reading with us. I hope there will be more opportunities like this for our children!"

- Afterschool Staff,  
Jubilee Housing



"I'm happy you have found creative ways to support our kindergarten culture virtually!"

- Librarian,  
Amidon-Bowen ES

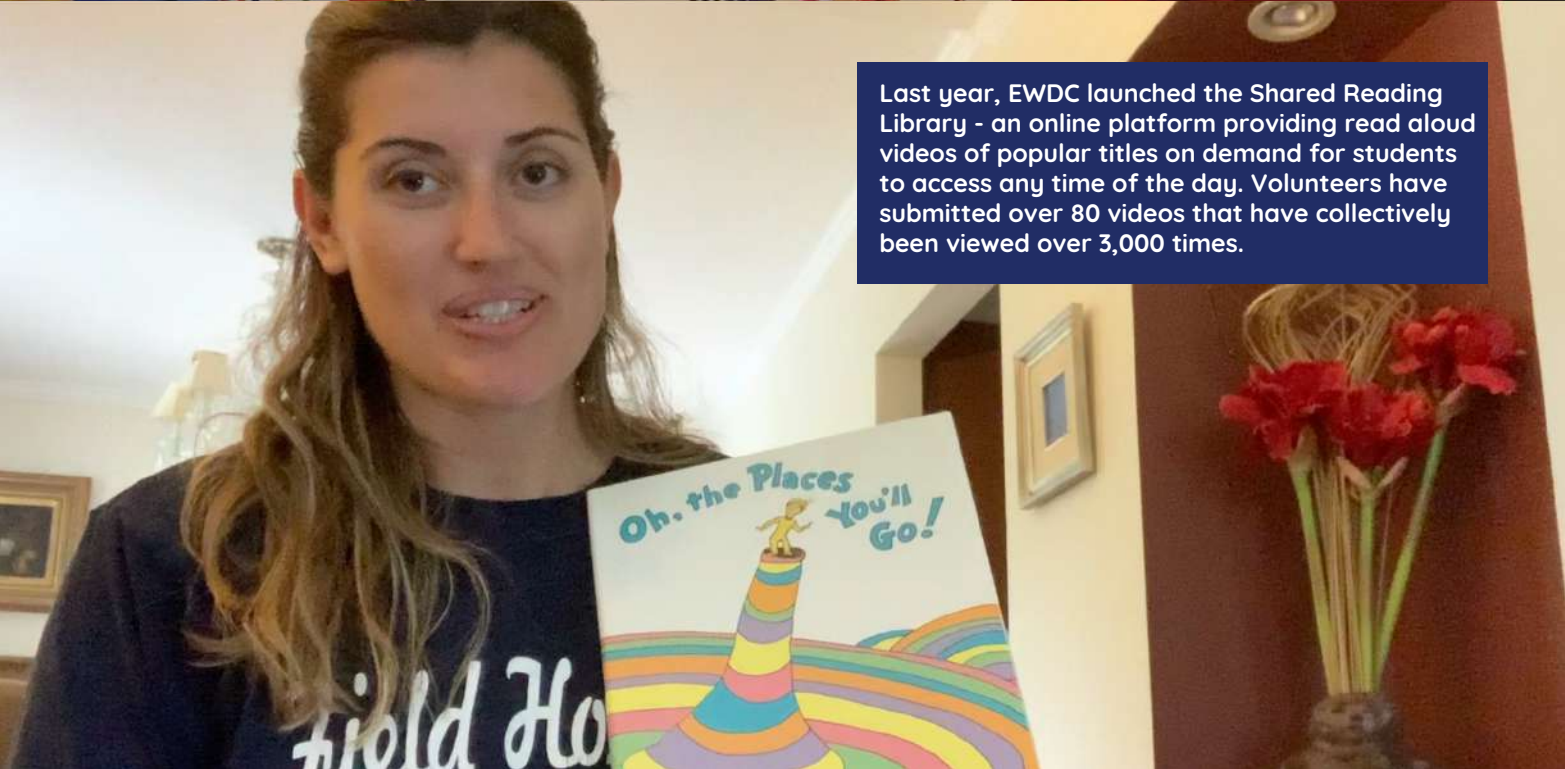


"Our girls loved the book & resonated with the story. We would love to continue our partnership!"

- Staff,  
Girls on the Run DC



# PROGRAM SPOTLIGHT: SHARED READING LIBRARY



Last year, EWDC launched the Shared Reading Library - an online platform providing read aloud videos of popular titles on demand for students to access any time of the day. Volunteers have submitted over 80 videos that have collectively been viewed over 3,000 times.





# PROGRAM SPOTLIGHT: THE BOOK PROJECT

Having books in the home is directly linked to a child's future success in the classroom and in life. Unfortunately, not all children have equal access to this critical resource.

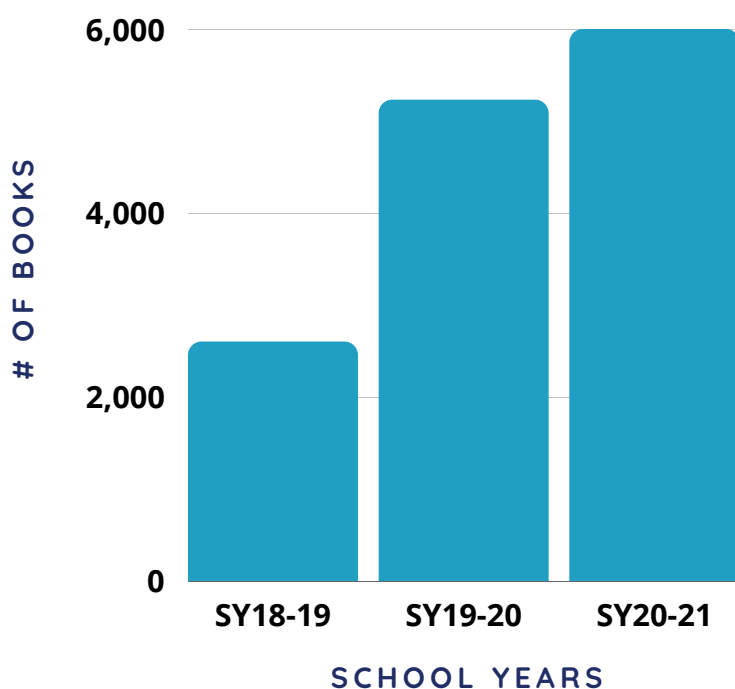
That's why EWDC launched The Book Project, a distribution program that puts thousands of free books and literacy supports directly into children's hands and their homes.

This program became even more important when COVID-19 closed schools, libraries and book stores, turning many communities across the DC region into literal "book deserts."



## THE BOOK PROJECT BY THE NUMBERS

THE BOOK PROJECT IMPACT



During school year 2017-18, EWDC gave away 2,600 books to students and classrooms. In school year 2019-20, EWDC more than doubled The Book Project's impact - 5,231 free books distributed to help build families' personal libraries.

**This year, EWDC distributed 6,000 books, an increase of 130 percent over three years.**

Schools and programs supported by The Book Project include:

- Edgewood/Brookland Family Support Collaborative
- Excel Academy
- Garrison Elementary School
- Glebe Elementary School
- Greater DC Diaper Bank
- Homeless Children's Playtime Project
- House of Ruth
- J.O. Wilson Elementary School
- Joann Leleck Elementary School
- Jubilee Housing
- Ludlow-Taylor Elementary School
- Marie Reed Elementary School
- School Without Walls at Francis Stevens
- Thomson Elementary School



# PROGRAM SPOTLIGHT: THE BOOK PROJECT

During SY2020-21, The Book Project expanded its reach to new communities and neighborhoods. EWDC books were distributed to families and groups in all 8 wards of the District along with partners in Montgomery County, MD and Arlington and Alexandria, VA.

The Book Project will continue its work throughout the summer, helping students combat summer slide. In addition to distribution events, EWDC is hosting its first ever Summer Reading Bingo Bonanza, and is stocking Little Free Libraries in high need communities so families have easy access to the books kids want to read.

During SY2020-21, **EWDC received 6,700 new books** through grants, sponsorships and donations from community partners and supporters to help make all this possible.



While the number of books EWDC gives away is an important measure of impact, it isn't the whole story. There is so much more to The Book Project and how our work to distribute books has a positive impact on lives across the region. Here are a few words from Book Project recipients on what the program has meant to them.



"[The Book Project distributions] brought back memories of when there were book fairs at my school growing up." - **EWDC Volunteer**

"We received a book on Ruby Bridges. My daughter really enjoyed that because getting mail is exciting. She has now learned about Ruby Bridges and it lends to her self worth because my daughter is African American, and can go 'wow, this girl who looks like me did something really important.'" - **EWDC Parent**



# SPECIAL PROJECT: READ IN COLOR





# SPECIAL PROJECT: READ IN COLOR

Access to books is one issue. Access to books that resonate with the reader is something else entirely. Right now, less than 30% of all children's books depict non-white lead characters or storylines. That means for the majority of children in the DC region, they aren't seeing themselves on the page. This lack of representation inhibits personal growth and limits opportunities for education, inclusion, and social justice.

To help address this critical issue, EWDC is partnering with the Little Free Library organization for the Read in Color initiative, an effort to bring diverse books to communities across the nation.

Together with Little Free Library, EWDC will place 21 new book-sharing boxes across the region and fill them with over 4,000 children's books that celebrate diverse characters, voices, and communities.

EWDC launched this special project in June 2021 at CentroNia, an early childhood and family support organization in Washington, DC.



In partnership with Little Free Libraries, and by working with amazing organizations like CentroNia, we will be putting thousands of diverse books out into 21 new book-sharing boxes across the city. That's thousands of opportunities to give a child a chance to see themselves on the page or hear their story told in a positive and inspiring way.

- Jordi Hutchinson, EWDC Executive Director



# CELEBRATION WEEK

This year, EWDC elected not to host a gala, but instead, our first-ever Digital Celebration Week.

From June 7 through June 11 EWDC highlighted each of our core reading programs – The Book Project, StoryTime, and Power Readers – and the students, volunteers, and partners who made it all possible.



## THANK YOU AWARD RECIPIENTS!

Congratulations to the recipients of the 2021 Volunteer of the Year, Mentor of the Year, and Partner of the Year awards. Each recipient is being recognized for their outstanding support of Everybody Wins DC and the students we serve.



Phyllis Hines-Purdue,  
Volunteer of the Year



Terry Johnson,  
Mentor of the Year

EVERFI

EVERFI,  
Partner of the Year

## THANK YOU CELEBRATION WEEK SPONSORS!

**Reading Champion Sponsor**  
Bloomberg LP

**Learning Leader Sponsors**  
Johnson & Johnson  
Mark Young & Rachel Carren  
Salesforce  
Skadden, Arps, Slate, Meagher & Flom  
LLP and Affiliates

**Book Benefactor Sponsors**  
API  
CareFirst  
CBOE  
Dentons  
John Fish  
Mike & Cathy Burton  
Minerva Marketing  
Options Clearing Corporation  
Waxman Strategies

**Story Supporter Sponsors**  
AARP  
ViQ Solutions



# 2020-21 VOLUNTEERS

## THANK YOU 2020-21 POWER READERS MENTORS!

Power Readers mentors represented the following organizations:

Acumen LLC/The Sphere Institute	Hively
Advisory Board	IMPAQ International
Akin Gump, Strauss, Hauer & Feld LLP	Kirkland & Ellis LLP
American Chemistry Council	Library of Congress
American College of Physicians	National Education Association
American Health Care Association	National Geographic Partners
AT&T	One
Atlantic Media	Powers, Pyles, Sutter & Verville
Baker Donelson law firm	PriceWaterhouse Coopers
Bipartisan Policy Center	Russell Reynolds Associates
Bloomberg LP	Sidley Austin LLP
Bureau of Labor Statistics	Skadden, Arps, Slate, Meagher, & Flom LLP
Capitol Hill Village	The Advisory Board
Cornerstone Research	Optum
Credential Engine	The Washington Post
DC Office of the Attorney General	U.S. Coast Guard
Department of Homeland Security	U.S. Department of Defense
DC Department of Motor Vehicles	U.S. Department of Education
Dyson Capital Advisors	U.S. Department of Health & Human Services
EAB	U.S. House of Representatives
EVERFI	U.S. International Development Finance Corporation
Eversheds Sutherland	U.S. Securities & Exchange Commission
FBI 360	U.S. Senate
Gerry Lamb Consulting LLC	USAID
Hively	Venable LLP
IMPAQ International	Women's Congressional Policy Institute
	World Wildlife Fund



# 2020-21 VOLUNTEERS

## THANK YOU 2020-21 BOOK PROJECT VOLUNTEERS!

Alston & Bird  
Amazon Bookstores  
API  
Barnes & Noble  
Bloomberg  
CareFirst  
Charles River Associates  
Committee for Homeland Security  
Cornerstone  
DC Water  
EAB  
EVERFI  
Giavanna Grein  
Guidehouse  
JBG Smith  
National Association of Black Accountants  
National Association of Realtors  
Paul Weiss  
Sandy Aldridge  
Washington Post  
Winston & Strawn  
World Wildlife Fund

## THANK YOU 2020-21 STORYTIME VOLUNTEERS!

Bloomberg  
Blue Origin  
Capitol Hill Community Foundation  
Charles Schwab  
Cornerstone Research  
Girls on the Run DC  
Junior League of Washington  
Motorola Solutions  
National Education Association  
Strategic Marketing Innovations, Inc.  
Transperfect  
Turning the Page



# 2020-21 SPONSORS & GRANTORS

## THANK YOU 2020-21 CORPORATE SPONSORS

AARP DC	EVERFI
Akin Gump Strauss Hauer & Feld LLP	Florida Sugar Cane League
Alston & Bird LLP	Georgetown Public Affairs
Altria	Holland & Knight LLP
American Petroleum Institute	International Dairy Foods Association
AT&T	JLL
Bayer Crop Science	Minerva Marketing
Bipartisan Policy Center	Motorola Solutions
Bloomberg LP	National Corn Growers Association
Buchanan Ingersoll & Rooney PC	Options Clearing Corporation
CareFirst BlueCross BlueShield (DC)	Paul's Wine & Spirits
CBOE	Powers, Pyles, Sutter & Verville, PC
Charles and Margaret Levin Family Foundation	S3 Group
Charles River Associates	Salesforce.com
CJP Combined Jewish	Skadden, Arps, Slate, Meagher & Flom LLP
CTIA	The Harbour Group, LLC
Dentons LLP	The Riecker Charitable Foundation
DLA Piper	The Sweeney Family Foundation
EAB	United Way Worldwide
Elanco Animal Health	USA Rice Federation
EVERFI	VIQ Solutions Inc
Florida Sugar Cane League	Watkinson Miller PLLC
Georgetown Public Affairs	Waxman Strategies
Holland & Knight LLP	White & Case LLP
	Wilson Sonsini Goodrich & Rosati

## THANK YOU 2020-21 GRANTORS!

Capitol Hill Community Foundation  
Charles Schwab  
DC Rotary Club  
District of Columbia Government  
Junior League of Washington  
Max and Victoria Dreyfus Foundation  
Venable LLP DC  
Whole Foods

EWDC recognizes that in order for any vision to thrive it must be championed. Not one item in this year's Impact Report would be a reality without the commitment of our corporate partners, organizational funders, and individual donors. To learn more about supporting EWDC programs, please contact Director of Development & Communication, Rody Baron at [rbaron@everybodywinsdc.org](mailto:rbaron@everybodywinsdc.org).



# 2020-2021 EWDC TEAM

## BOARD OF DIRECTORS

Amy Andryszak - Secretary  
Interstate Natural Gas Association  
of America

Amy Bess, Esq.  
Vedder Price P.C.

Chris Cook  
United States Senate

Ryan Cunningham  
Cunningham Strategic Communications

Bruce Dubinsky - Treasurer  
Duff & Phelps, LLC

Arielle Elliott - Chair  
Bloomberg Government

Barbara Faculjak  
Minerva Marketing

John Fish  
Retired Government  
Relations Professional

Kate Fulton  
BlackRock

David Gray  
Morgan Stanley

Richard I. Mintz  
The Harbour Group

Rob Portman - General Counsel  
Powers Pyles Sutter & Verville PC

Jill Sommers  
Potomak Global Partners

Mark Young, Esq.  
Skadden, Arps, Slate, Meagher & Flom LLP

## ASSOCIATE BOARD

Michele Blackwell  
Uber

Aryssa Damron  
Capitol View Library

Steven Lucas  
U.S. International Development Finance  
Corporation (DFC)

Leila Miller  
Indivisible

Kelly Vielmo  
PwC

Jen Briones  
Credential Engine

Tawanna Lee  
Wiley LLP

Tyler Marshall  
West, Lane, Schlager Realty

Jacqueline Moen  
EVERFI

## EWDC STAFF

Rody Baron  
Development Director

Julian Gross  
Communications Manager

Jordi Hutchinson  
Executive Director

Yashika Okon  
Program Manager

Jordan Tanski  
Program Director

David Wilks  
Accountant and  
Operations Manager





## EVERYBODY WINS

Everybody Wins DC  
1420 New York Avenue, NW  
Washington, DC 20005  
Suite 650

[everybodywinsdc.org](http://everybodywinsdc.org)  
[@EverybodyWinsDC](https://www.instagram.com/EverybodyWinsDC)

