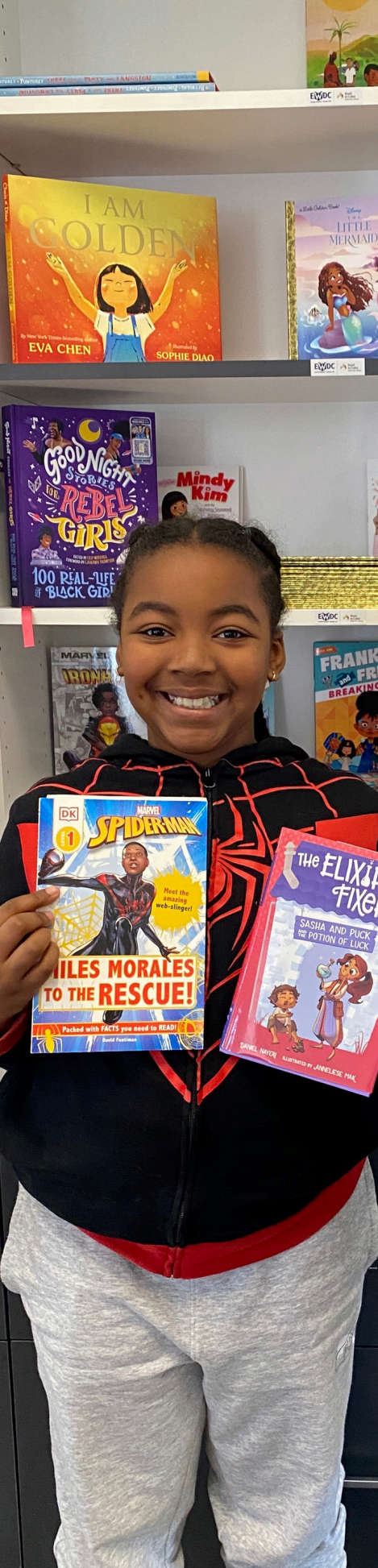


# Annual Impact Report

## Program Year 2024-25







# Dear EWDC Friends,

The 2024-25 program year holds a special place for Everybody Wins DC. We celebrated 30 years of helping kids succeed through reading. That's right. Since 1995, EWDC has spread the power and joy of books to almost 10,000 children across the District of Columbia, Virginia, and Maryland. And it has all been possible because of people like you.

Throughout this report you will see how EWDC uses one-on-one mentoring, group reading events, and book distributions to make a positive impact on classrooms and communities. Our students become stronger readers, more confident individuals, and increase their love of books. Key to this work are the individuals and organizations who give their time, talent, and resources to our students. It's the volunteer who commits an hour a week to read with a 2nd grade boy, the corporate partner that fills our shelves with new and exciting books, the supporter who makes a regular \$5 donation each month to keep our programs free for families and schools, and everyone else in between. On behalf of the entire team, thank you.

This past program year has been filled with amazing reading adventures, and we are so excited for the stories still to come. Here is to 30 more years of EWDC!

With gratitude,

**Jordi Hutchinson**  
Executive Director  
Everybody Wins DC





A woman with dark skin and braided hair is reading a book to a young girl. The woman is wearing a dark sweater and has a nose ring. The girl is wearing a pink jacket and is looking at the book. They are in a classroom setting with a wooden shelf in the background containing various items like boxes and papers. The text is overlaid on a semi-transparent white box.

## About Everybody Wins DC

The more children read, the better they do in school and in life. Childhood reading is linked to academic achievement, increased graduation rates, higher future earning potential, and improved health outcomes. Reading also helps children develop the skills needed to navigate life's obstacles and learn about the world beyond their own.

Unfortunately, many children in communities across the DC area aren't getting the reading support they need, with disparities too often along racial and economic divides. This is why Everybody Wins DC is dedicated to helping all children become engaged, excited, and inspired readers who have the tools they need to succeed in the classroom and beyond.

**But that's not all.** When children participate in our programs, whole communities benefit. Volunteers can make a meaningful impact in the community, schools receive needed support at no cost, and organizations are given an easy way to make a difference through service.

**Through reading with EWDC, everybody wins!**





## Our Programs

**Power Readers** is a reading-based mentoring program that matches volunteers from the community with elementary school students to read together for an hour a week during the school year. There are no lesson plans and no assignments. Instead, Power Readers gives children a safe and judgement-free space to practice their reading and find joy in books. At the same time, the personal attention from a mentor helps students build core social-emotional competencies, something critical to success in the classroom and beyond.

**The Book Project** is a free distribution program that increases children's access to new and exciting books, with a focus on stories that elevate underrepresented voices and perspectives. The program hosts large-scale school and community distribution events, gives books to all EWDC program participants, and manages more than 20 Little Free Library book-sharing boxes in historically marginalized communities or where book access may be limited.

**StoryTime** brings read-aloud experiences to classrooms, libraries, and community settings. EWDC volunteers read stories to small groups of students and participate in a guided discussion. Themes presented range from building empathy to perseverance to career exploration. StoryTime books can also be aligned to classroom learning or school-wide activities. All StoryTime participants also receive a free book to take home and add to their personal libraries.

## Program Year 2024-25 Impact (July 2024 - June 2025)

**5,154**  
Children Served

**11,946**  
Books Distributed

**3,797**  
Program Reading Hours

**2,603**  
Total Volunteer Hours

**1,896**  
Mentoring Hours

**63**  
Read Aloud Events





## Our Approach

Since 1995, EWDC has helped children become strong and excited readers by building their literacy and social-emotional skills and fostering positive attitudes about books. Here is how Power Readers, StoryTime, and The Book Project accomplish these goals:

### READING SKILLS

**Power Readers:** Weekly sessions provide students with consistent opportunities to practice reading, helping build core literacy skills like comprehension and fluency.

**The Book Project:** Book distributions increase the number of books children have at home, which encourages children to read more. This leads to increased literacy skill development.

**StoryTime:** Reading aloud to children models positive reading behavior, builds vocabulary and comprehension skills, and increases reading motivation.

### SOCIAL-EMOTIONAL LEARNING

**Power Readers:** Regular time spent with a mentor helps children build confidence, self-awareness, interpersonal skills, and supports a growth mindset.

**The Book Project:** Books distributed promote key social-emotional competencies, including perseverance, self-value, and empathy. Book ownership also promotes self-empowerment.

**StoryTime:** Selected texts and guided discussions with volunteers emphasize social-emotional themes and help children learn about the world beyond their own.

### READING ATTITUDES

**Power Readers:** By not following a strict curriculum and allowing students to select their own books to read with their mentors, sessions are focused more on the joy of reading than the stress of learning.

**The Book Project:** Book distributions help children access new and engaging books that they enjoy, creating reading motivation and excitement.

**StoryTime:** Events bring reading excitement to students by turning reading into a celebrated activity. Guests can also share with students how books have a positive impact.



# Our Reach

During Program Year 2024-25, EWDC supported 33 locations across DC, Maryland, and Virginia, with a priority on historically marginalized and under-resourced communities. This included 20 schools and 13 community sites. School partners included:

- J.O. Wilson Elementary School (DCPS)
- Chisholm Elementary School (DCPS)
- Thomson Elementary School (DCPS)
- Savoy Elementary School (DCPS)
- Van Ness Elementary School (DCPS)
- Randle Highlands Elementary School (DCPS)
- Amidon-Bowen Elementary School (DCPS)
- JoAnn Leleck Elementary School (MCPS)
- Innovation Elementary School (APS)

Click on the map below to see EWDC's impact footprint.



*Little Free Library  
at Shirley Chisholm  
Elementary School*



*StoryTime at JoAnn  
Leleck Elementary School*



*Power Readers session at  
Innovation Elementary School*



*Book distribution at The Washington  
Nationals Youth Baseball Academy*

- Power Readers School/Site
- StoryTime Event
- EWDC Little Free Library
- Book Project Distribution



## Program Impact: Power Readers

During Program Year 2024-25, EWDC hosted 118 one-on-one Power Readers sessions per week at 6 elementary schools, serving students in grades 1-5. This quality time spent reading had a positive impact on both students and volunteers:

**92%**  
students who said they learned something new from their mentors

**95%**  
students who said Power Readers made them stronger readers

**93%**  
students who said having a mentor made them feel more confident

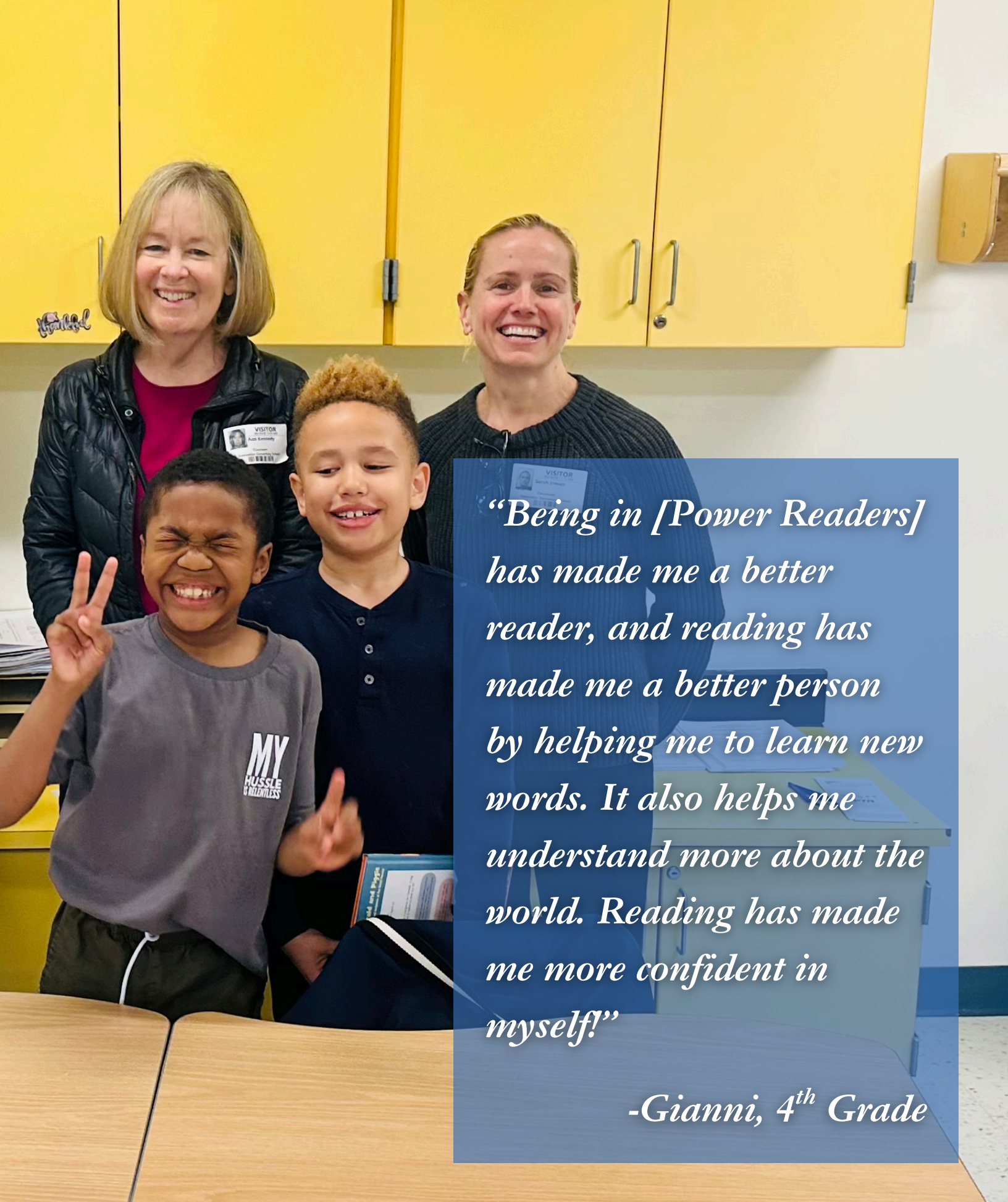
**88%**  
mentors who saw growth in their mentees' reading development

**100%**  
volunteers who said that being a Power Readers mentor had positive impact on their lives

When comparing beginning and end-of-year program data:

- Students who considered themselves “not good” or just “okay” readers dropped 14% from the start of the year to the end, while those who reported themselves as “great” readers increased by 25%.
- When looking at social-emotional indicators, Power Readers students who considered themselves “very confident” grew by 31% over the course of the year and those who reported they “are good at learning new things” (a growth mindset) increased by 42%.
- There was a 16% reduction in children who reported that they didn’t like reading or that it was just okay and a 50% increase in kids who said that they liked reading.





*“Being in [Power Readers] has made me a better reader, and reading has made me a better person by helping me to learn new words. It also helps me understand more about the world. Reading has made me more confident in myself!”*

*-Gianni, 4<sup>th</sup> Grade*





## Program Impact: StoryTime

During Program Year 2024-25, EWDC hosted 63 StoryTime events at 8 schools, including two new locations: Randle Highlands Elementary School and Amidon-Bowen Elementary School. These events brought reading excitement to 1,901 attendees while reinforcing core literacy skills.

- StoryTime books focused on social-emotional themes and promoting positive reading attitudes by including stories like *Even Superheroes Make Mistakes* by Shelly Becker, *Who I am: Words I Tell Myself* by Susan Verde, and *Barrio Rising: The Protest that Built Chicano Park* by Maria Dolores Aguila
- Special StoryTime guest readers included players from the Wizards, the Mystics, the Nationals and the University of Maryland Football Team; the 2025 Cherry Blossom Princesses; the Attorney General for the District of Columbia Brian Schwab; and local authors



## Program Impact: The Book Project

The Book Project completed 149 deliveries and distribution events during Program Year 2024-25, making 11,946 new stories accessible to children and classrooms across the greater DC area.

- Of the total books distributed, 74% were given away at schools, 12% were placed in EWDC's 21 Little Free Libraries, and 14% were provided to community partners for the families they serve
- 76% of all Book Project stories celebrated or elevated characters and communities often underrepresented in children's books
- EWDC received 7,629 donated books to support Book Project events and hosted 26 service events to prepare new books for distribution



# Events & Special Activities

Each year, EWDC hosts events and special activities that help connect thousands of children to Power Readers, StoryTime, and The Book Project. Event and activity highlights from the 2024-25 program year include:

## CoBank Ag Open Golf Tournament

EWDC's 28th annual CoBank Ag Open Golf Tournament raised \$94,265 for our students and programs. The event brought together 36 teams from 29 participating organizations from the agricultural and energy communities at Westfields Golf Club, with S-3 Group taking home the trophy.



*S-3 Group*

## Lawyers for Literacy and Lobbyists for Literacy Trivia Nights

EWDC's annual Lawyers for Literacy brought together 14 teams from across the legal professions to battle it out over 4 rounds of trivia. In 2025, EWDC launched a companion event for government affairs professionals - Lobbyists for Literacy - with 12 teams participating. Combined, these events raised \$49,450 to support EWDC programs. Congrats to the 2025 winners: Bloomberg Law and CGCN.



*Bloomberg Law - 2025 Lawyers for Literacy Winner*



*CGCN - 2025 Lobbyists for Literacy Winner*



## Partner Service Events

EWDC hosted 25 special service activities, bringing a total of 600 volunteer hours to EWDC programs. Not only did these events prepare thousands of books for distribution, including writing notes of encouragement to the future book owners, but they served as team-building and networking activities for EWDC's corporate and organizational partners.





# Event Highlight: Read to Dream

On May 1, 2025, Everybody Wins DC hosted our annual Read to Dream event, raising \$387,000. Held at Nationals Park, the evening celebrated all that is magical about EWDC’s reading programs. The event also marked EWDC’s 30th anniversary of service, recognizing the people and partners who have made it all possible. The evening honored Mary Salander, EWDC co-founder and former executive director, with the Founder’s Award and the Washington Nationals as our 2025 Community Champions. Thank you to our Top-Level Sponsors:

**GRAND SLAM (\$30,000+)**

CTIA  
Hugh & Cindy Redd  
Mark Young

**MVP (\$50,000+)**

American Petroleum Institute

**HOME RUN (\$20,000+)**

Akin  
Bloomberg Philanthropies  
Skadden, Arps, Slate, Meagher  
& Flom LLP



# Activity Highlight: Association Book Drive Challenge

The 3<sup>rd</sup> annual Association Book Drive Challenge, hosted in partnership with the American Petroleum Institute, brought together 22 teams from across the greater association community for a friendly book donation competition. Held during November and December of each year, the 2024 Challenge put more than 2,179 new books onto EWDC’s shelves and raised more than \$43,000 to support book distribution and delivery activities.

The **2024 Challenge Team Award** (highest rate of books per employee) went to **American Investment Council**, and the **2024 Challenge Literacy Leader** (most books raised overall) was **National Retail Federation**. Thank you for your support!



# The Power of EWDC

Below are testimonials from our amazing students, volunteers, and school partners. See what they have to say about the power of EWDC and the impact our reading programs have on our schools and communities.



"It is incredibly rewarding to spend quality time with a child and feel that it makes even a small difference in his day. "

- Lettie, Power Readers Mentor

"I believe that reading can inspire people because you can learn about people doing amazing things, and if they can do it, then you can do it as well."

- James, EWDC Student

"What makes EWDC special is that it treats reading as a pleasure—not a chore. The student picks the book and then the adult and the child go together on a journey of the story's discovery. The non-stressful environment allows the students to be themselves—to read or listen, to ask questions or not, to be vocal or passive. It fosters the idea that reading is enjoyment not obligation, something for oneself—not for others."

- Dina, Power Readers Mentor

"As a first-time participant for an EWDC StoryTime event, I was surprised by the diversity in books that were donated. The books spanned both interest and reading ability, from picture books to chapter books. The fact that our students had so many options means they each walked away with a book that was both accessible and excited them. There is power in choice."

- EWDC Partner School Librarian

"Power Readers made me feel more confident because of the one-on-one attention. My mentor is interested in what I say. She encourages me."

- Genesis, EWDC Student

"Power Readers made me a stronger reader because every time I come in this classroom I use my imagination."

- Dakota, EWDC Student

"EWDC provides more than just reading support for students participating in their programs. This powerful organization makes a mark on our entire school community and illustrates how we can all work together to benefit our children. A partnership with EWDC brings needed support, resources, and volunteers to our school, all at no cost to our school's budget."

- Dr. Brann, Principal  
Shirley Chisholm Elementary School



# Acknowledgements

## Our Volunteers

Thank you to all the volunteers who support EWDC! Our volunteers serve as mentors, host StoryTimes, deliver books, and most importantly help children thrive through reading. **During Program Year 2024-25, we had 731 volunteers deliver 2,603 hours of service to EWDC programs. In addition, EWDC partnered with 50 organizations to support our reading activities.**

## Our Donors

Since our launch in 1995, EWDC has never required payment from a family, school, or community partner to participate in our programs. Instead, EWDC relies on the incredible support of individuals, corporate partners, foundations, and others to ensure we have the funds needed to serve thousands of children across the DC area. **During Program Year 2024-25, EWDC raised more than \$971,000 in donations and in-kind support from over 680 individuals and organizations.**

[Click here to see more information about our donors.](#)

## Our Board of Directors

EWDC is governed by a Board of Directors who volunteer their time and talent to support our mission. Board Members during the 2024-25 program year included:

Jill Sommers, *Board Chair*, former CFTC Commissioner  
Nick Pearson, *Chair-Elect*, FirstEnergy  
Chris Cook, *Treasurer*, Saab, Inc.  
Jacquie Moen, *Secretary*, EverFi

Jared Binstock, Skadden, Arps, Slate, Meagher & Flom LLP  
Matt Bravo, S-3 Group  
Scott Campbell, Seminal Coaching  
Anna Chauvet, Finnegan  
Arielle Elliott, NOTUS  
John Fish, Retired  
Dan Gerkin, Kirkland & Ellis LLP  
Kate Hanniford, Alston & Bird  
Kimberly Marcus, Monumental Sports & Entertainment  
Jessica Morris, Amgen  
Rob Portman, Powers Pyles Sutter & Verville  
Sara Snyder, Adobe  
Mark Young, Retired





# We couldn't have done it without your generous support.

Thank you to all our donors and volunteers.



[info@everybodywinsdc.org](mailto:info@everybodywinsdc.org)



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



[www.everybodywinsdc.org](http://www.everybodywinsdc.org)



1420 New York Ave NW, Suite 650, Washington, DC 20005



(202) 216-9467

