



BOOK DRIVE *for Kids*

Community Impact Report 2019-20

Child Engagements:	9,660 children attended a free book fair
Books given away	10,950 books
Free Book Fairs	24 (15 in DFW area, 8 Houston/South Texas)
Volunteers	26 unique volunteers, including 6 from Regions Bank
Average event:	40 volunteer hours

Based on survey results from book fair participants:

<i>Would Recommend Book Drive for Kids to colleagues</i>	97%
<i>Rated the event as “Good” or “Very Good”</i>	98%
<i>Said their students rated the event “Good” or “Very Good”</i>	98%
<i>Thought students were “Likely” or “Very likely” to read the book they chose</i>	88%
<i>Thought students were “Likely” or “Very likely” to read another book</i>	88%
<i>After the event, noticed an improved attitude toward literacy</i>	100%

National data from Scholastic Books informs the development of our programs:

- 91% children like books they picked out themselves;
- 65% of children prefer to read a print book over a digital book;
- 50% of children want books that make them laugh; 40% to help them explore new worlds;
- 55% of parents say a book has helped their child get through a difficult time;
- 33% of teachers have time during the school day for independent reading;
- 41% of children read for fun 1- 4 times per week; this number shrinks as children age.



This last statistic is the most concerning to parents, educators, and us here at Book Drive for Kids. It reflects a downward spiral for several years of children spending less time with books. When children lessen their reading times, they are missing out on all that books have to offer, such as exercising their imaginations, learning about new people and places, and developing empathy by experiencing a life or story different from their own. Reading not only builds academic success but it also can help children develop soft skills that will help them navigate life. These skills are all the more important for the children we serve because they are battling other obstacles, such as poverty, learning English as their second language, and lack of parental engagement and/or education.

The latest data from the Texas Education Agency (2018-19) indicates that there are 479,050 children in Dallas, Denton, and Tarrant county who are described as economically disadvantaged. **These children are at the heart of our mission at Book Drive for Kids.** At Book Drive for Kids, our goal is to place a book in the hands of each of these children, every year. We hope this gesture of love will encourage them to explore more books and evolve into life-long readers.

Your sponsorship allows us to work together to build a culture of literacy in the DFW area. Thank you for your consideration,