MISSION

Help Black boys ages 4-8 to identify as readers by connecting fun books to a male-centered space and by involving Black men in boys’ early reading experiences.

THE LITERACY CHALLENGE

According to the United States Department of Education, more than 85% of America’s Black male 4th grade students are not proficient in reading.

In an increasingly global and knowledge-based economy, poor reading skills among young Black boys today will produce Black men who are unprepared to compete in the workforce of tomorrow. Four key factors contribute to low reading proficiency among Black boys: (1) limited access to engaging reading material; (2) lack of Black men in Black boys’ early reading experiences; (3) few culturally competent educators; and (4) educational systems that are unresponsive to Black boys’ individual learning needs.
Dear Friends,

Because of you, we experienced significant growth during the past year. It is my honor to share our 2017-2018 annual report with you.

The Barbershop Books program expanded into four new states in FY 2018 (California, Iowa, Maryland, Mississippi) and thirteen new cities. Support from individual donors, school districts, local governments, and library systems enabled us to partner with 133 barbershops, reaching an estimated 5,320 Black boys ages 4-8 per month.

Feedback from communities throughout the United States has been positive and encouraging. A quick glance of our social media feed reveals the smiling faces of boys, men, and families engrossed in fun titles from our curated book lists. We established a major goal this year of streamlining the implementation process of the Barbershop Books program, laying a solid foundation for growth and effectiveness.

We take the awesome responsibility of inspiring the next generation of readers seriously. Reading Holiday Project, Inc. and the Barbershop Books team work tirelessly to empower and equip communities with the resources and information they need to create early positive reading experiences in barbershops. Together, we can improve reading opportunities for Black boys and begin to change the narrative about boys and reading.

We couldn’t do this work without the generous support of our donors, volunteers and community partners. I am humbled by your support and look forward to reaching more boys across the country.

Educationally,

Founder & Executive Director
Reading Holiday Project, Inc.
Barbershop Books

As of FY18, Reading Holiday Project’s inaugural program, Barbershop Books had established reading spaces across the country and trained barbers in the basics of early literacy and how to communicate with kids about the books they are reading. By the end of FY18, the following had been established:

<table>
<thead>
<tr>
<th></th>
<th>FY18</th>
<th>FY17</th>
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</thead>
<tbody>
<tr>
<td>Total reading spaces</td>
<td>133</td>
<td>110</td>
</tr>
<tr>
<td>Total states with reading spaces</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>Total cities with reading spaces</td>
<td>41</td>
<td>26</td>
</tr>
<tr>
<td>Total new barbers trained in early literacy</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>Approximate # of boys reached</td>
<td>5,320</td>
<td>4,400</td>
</tr>
<tr>
<td><em>(based on average of 40 boys/shop/year)</em></td>
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**QUOTES FROM BARBERS, PARENTS, SPONSORS, KIDS**

1. All 4 One Barbershop - Victor Robinson
   “They love the ‘David’ books!”

2. The Hair Show - Mr. Nance, owner.
   We’re “very happy with the program. Kids really enjoy the books.”

3. Sharp Images
   “Kids really love it. The program has been a great success.”

4. Cut Above the Rest - shop owner Mr Cofield,
   the “program is going awesome”.

5. “Love the idea, mission and compassion.
   This will reap so many blessings!” - Selena Lee

6. “I wish more educators had such a passion for helping young boys read and followed their passion to do something about it. Mr. Irby you are the change we need in the world. Continue to be blessed and thank you for all your hard work!” - Renee Folsom Mengistab
2018 Summer Book Giveaway

This year, we held our second annual Summer Book Giveaway in New York City. As a result of the generosity of various publishing houses and donors, we were able to give approximately 700 children over 2000 new books to keep. We partnered with the Boys Club of New York and were able to use their space for the children to shop for books, participate in “read alouds” and generally have a great time.

We’d like to thank our corporate partners who not only donated books and shopping bags, but also encouraged employees to volunteer throughout the event:

C.A.N.S. 4 Cuts
Children’s Book Council
GAP, Inc. (donated bags)
Inkluded
Penguin Random House/Penguin Young Readers
Scholastic
Workman Publishing Company

Children from the following programs received books:

Boys Club of NY – Beacon
Boys Club of NY – Gerry
Boys Club of NY – Harriman
DREAM
East Harlem Tutorial Program
Isaacs Center
Mosaic Preparatory Academy
Susan Particof Head Start

2017-2018 Board List

Akeem Oliver, Board Chair
7th Grade Special Education Teacher, NYC Department of Education

Michael James, Treasurer
Founder, Frederick Benjamin Grooming

Jahnna Rymer, Secretary
Payroll and Procurement Specialist, NYC Department of Education

Kevin Wallace, Board member
Assistant Director, SCO Family of Services

Alvin Irby, Board Member
RHP Founder & Executive Director

<table>
<thead>
<tr>
<th>Financials (Unaudited)</th>
<th>FY18</th>
<th>FY17</th>
</tr>
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<tbody>
<tr>
<td>Revenue</td>
<td>$142,079</td>
<td>$86,793</td>
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<tr>
<td>Expenses</td>
<td>$127,532</td>
<td>$75,597</td>
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<tr>
<td>Gain/Loss</td>
<td>$14,547</td>
<td>$11,196</td>
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</table>
## DONORS

### $1000 - $5000
- Alvin Irby
- Anna & Nathan Flax Foundation
- Facebook Community Outreach
- Fidelity Charitable Trust
- Glenn Barnett
- New Madison Square Garden
- New York Community Trust
- New York Yankees
- Penguin Random House
- Social Equity Investment Solutions LLC
- US Charitable Gifts

### $500 - $999
- Aliya Tabani
- Cindy Stivers
- Deirdre Towers
- Easton Family Connection
- Ellen Franklin
- Leila Weinstein
- Mark and Leigha Schatzman
- Robert Kuhn
- Stark White Entertainment

### $100 - $499
- 01 Comics Inc.
- 01 Inc.
- Adam Foote
- Adrienne Welt
- Alden Hall
- Alexandra Mace
- Allison Yarrow
- Alyssa Harris
- Amanda Hill
- Andrew Nuckols
- Anthony Williams
- Barbara Mouton
- Ben Mayer
- Benevity Community Impact Fund
- Bradley Treat
- Brandi Capps
- Bre’shard Busby
- Brea Stevenson
- Brooke Bassett
- Bryan Berube
- Carrie Kissel
- Charlotte Knox
- Cheryle Custer
- Christina Matthews
- Cindy Mahoney
- Colleen McQueen
- Cristen Hebrard
- Dana Zivarts
- David Hoffman
- Debra Roeder
- Demille J. James
- Eileen Dengler
- Eileen Herlihy
- Eileen Mackoff
- Eliot Bergson
- Elizabeth DiCandilo
- Fiona Ross
- Fitz Household
- George Walker
- Georgia Stavrikas
- Gwin Meeks
- Heido Po
- Irwin H. Rosenthal Trust
- Irwin Rosenthal and Doris Goldberg
- James Starr
- Jane Kivlin
- Jaspreet Kaur
- Jerry and Linda Walfish
- JessAnn Peterson
- Jillian Quandt
- Jim Anderson
- Joan Alway
- Joan Williams
- Joel Johnson
- Joseph and Henry Caston
- Joseph Antonelli
- Joseph Kelly
- Joshua Weber
- Joy Dallanegra-Singer
- Kathe Williamson
- Kathleen Henry
- Keira Brophy Herith
- Laura Branigan
- Laura Evans
- Laura Sonderup
- Laurie Pym
- Lee Stokes Hilton
- Leila Weinstein
- Linda Kaboolian
- Lori Mardock
- and Evan Wilson
- Louisa Liss
- Maggie Van Dyke
- Marcella Schroeder
- Mary Carr Patton
- Mary Jeffers
- Maxine Stratton
- Melissa McCance
- Michael Car
- Michael Thompson
- Michele Cooper
- Miranda Fitzgerald
- Nancy Berger
- Noelle Nicholson
- Oliver Petry
- Olurotimi Oladunni
- Out and Up, Inc.
- Owen Phillips
- Patrick Ritter
- Paula Smith-Bruce
- Randy Armstrong
- Richard Lee
- Richard Rosenfeld
- Robert Rutherford
- Sam Rubin
- Sarah Auivil
- Sarah Osborne
- SG-Tillney-Peyton
- Steven Littlewood
- Susan Montgomery
- Susan Sterchi
- Tech4LD
- Teresa Totten
- Teri Charles
- Thomas and Nancy Florsheim
- Family Foundation
- Valerie Grunsted
- Wendy Chapman
- Yen Ha
Aaron Hoard
Abigail Boucher
Alison McKenna
Alison Benjamin
Amy Cordones
Amy Kraft
Amy Nylander
Anastasia Smith
Andrew Dagg-Murry
Anethayan Rosalvo
Angela Fagen
Anna Hall
Anna Pierdiluca
Annabelle Pirraglia
Annalese Duprey
Barbara Jansen
Barry Campbell
Baxter Trautman
BB Whimsies
Benjamin Ertl
Bernadette Fowler
Bernice Speer
Beth Ann Lacy
Betty Pearsall
BJ Skillman
Bob Tilchin
Brooke Basset
Bryan Smith
Carol Brendler
Catherine Fryszczn
Cedric Friday
Chery Smigelski
Cheryl Hankamer
Chimene Cecato
Christopher Albrecht
Corrina Parry
Crystal Givens
Cynthia Reddick
Daniel Silverman
Danielle Fox
Danielle V. Sykes
David Deans
Deborah Aragon
Deborah Lidl
Delesia Pruitt
Derek Wiback
Devon McGuinness
Diana Bloom
Diomar Cristina
Doc Whatmore
Dorothy Sankey
Dorris Tyson
Douglas Silver
Dsad Asdas
Elaine Zimber
Eleanor Traubman
Elizabeth Leweling
Erenilde Rafaela
Geovane Jakson
Gercione Vellenich
Gillian Longley
Giovana Schragle
Greg Parker
Gwendolyn Current
Heather Bohler
Hillary Moldovan
Inaura Faquinelli
Jack Ragland
Jacqueline Kudolo
James Gettman
James Thedford
Jamie Frankie
Jane Kessler
Jane Moore
Jaquelyn Fusco
Jason Patience
Jean Anderson
Jeff Knight
Jenna Labisi
Jennifer Currin
Jennifer Doherty
Jennifer McKay-Simons
Jessica Sender
Jill Hartman
Jill Schimmel
Joan Florencio
Jonathan Edwards Mason
Judith Klinger
Julie Yock
Karen Chaddick
Karen Dolan
Karen Reeves
Karen Taylor
Karen Westen
Katherine Combs
Katie Hottell
Katie McLaughlin
Katie Plum
Katrina Carrasco
Katta Hules
Kellye Norris
Kevin Marshall
Kevin Ott
Khanh Nguyen
Kim Martel
Lara Ratzlaff
Laura Andrews
Laura Cuber
Laurel Singleton
Liem Tesler
Linda Katz
Linda Preston
Lindy Pence
Lorraine Polak
Lorran Rissati
Luan Zika
M.J. McCracken
Mandy Keogh
Maribeth C. Chadwell
Marilyn Franklin
Marilyn Machlowitz
Mary Madi
Matt Weissman
Matthew Smith
Matthew Suskind
Maureen Bonfante
Maykon Hamada
Maynard Witherell
Melissa Wlodkowski
Meredith Niles
Merissa Racine
Michael Donen
Michele Petter
Mileidi Kelli
Misasha Graham
ModernFigurative
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Moria Holland
Myoung Kang
Natalie Seda
Nathaniel Shelness
Nazarin Lolachi
Nick Huober
Othelia Roberts
Pamela Leonard
Patricia Brenner
Patricia Kilmarin
Philip Russell
Porsha Brower
Quincas Eber
Rachel Robertson
Rebecca Kuchar
Rebecca Missel
Rebecca Roland
Richard Geneste
Rita McCarthy
Robin Norris
Rodney McCarthy
Roy Devoe
Sara Hoover
Scarlet Teschke
Scott Tallman
Sheepskin Shop
Sherri Spelic
Sonja Williams
Sonya Johnson
Steve Murray
Susan Taylor
Suzan Eaton
Suzanne Love
Talia Saxe
Tanya Krill
Teresa Riddle
Ti Dinh
Tia Tyree
Tracey Ashwell
Tracy Fruchey
Vanessa Allen
Victoria Samson
Yvonne Green
Zoraide Ivina