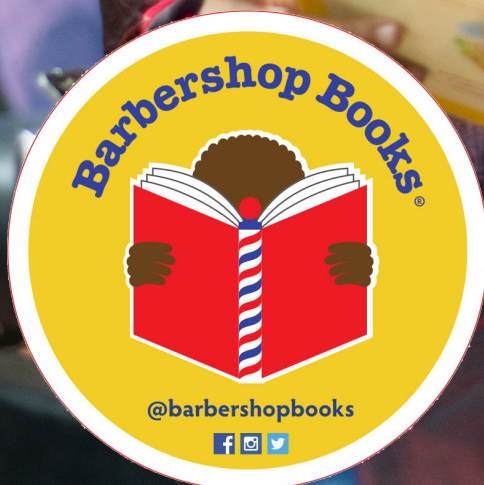


READING HOLIDAY PROJECT, INC.

2017-2018 ANNUAL REPORT

RHP

Reading Holiday Project





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.



LETTER FROM OUR CHIEF READING INSPIRER

RHP

Reading Holiday Project

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.

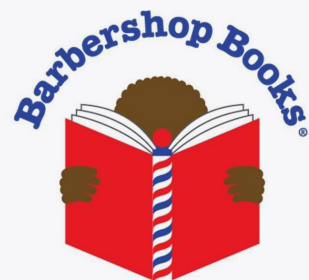
Feedback from communities throughout the United States has been positive and encouraging. A quick glance of our social media feed reveals the smiling faces of boys, men, and families engrossed in fun titles from our curated book lists. We established a major goal this year of streamlining the implementation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



PROGRAM HIGHLIGHTS



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:

	FY18	FY17
Total reading spaces	133	110
Total states with reading spaces	20	16
Total cities with reading spaces	41	26
Total new barbers trained in early literacy	30	40
Approximate # of boys reached (based on average of 40 boys/shop/year)	5,320	4,400

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)
Included
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

Financials (Unaudited)		
	FY18	FY17
Revenue	\$142,079	\$86,793
Expenses	\$127,532	\$75,597
Gain/Loss	\$14,547	\$11,196



2018 COMMUNITY PARTNERS

Community Partners sponsor 10 or more reading spaces in barbershops in communities across the country.

Atlantic City Board of Education
City of Columbia (South Carolina)
County of Los Angeles Public Library
Literacy Partners Inc.



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 Frankle
Lelia 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
Collen 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 Stavrakis
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
Lelia 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 Auvil
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

\$5 - \$99

Aaron Hoard
Abigael 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 Frysyczyn
Cedric Friday
Chery Smigelski
Cheryl Hankamer
Chimene Cecato
Christopher Albrecht
Corrina Parry
Crystal Givens
Cynthia Reddrick
Daniel Silverman
Danielle Fox
Danielle V. Sykes
David Deans
Deborah Aragon
Deborah Lidl
Delesia Pruitt
Derek Wiback

Devon McGuinness
Diana Bloom
Diomar Cristiana
Doc Whatmore
Dorothy Sankey
Dorris Tyson
Douglas Silver
Dsad Asdas
Elaine Zimbler
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 Frankle
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
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Lorran Rissati
Luan Zika
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Merissa Racine
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Michele Petter
Mileidi Kelli
Misasha Graham
ModernFigurative
Monica Robinson
Moria Holland

Myoung Kang
Natalie Seda
Nathaniel Shelness
Nazanin Lolachi
Nick Huober
Othelia Roberts
Pamela Leonard
Patricia Brenner
Patricia Kilmartin
Philip Russell
Porsha Brower
Quincas Eber
Rachel Robertson
Rebecca Kuchar
Rebecca Missel
Rebecca Roland
Richard Geneste
Rita McCarthy
Robin Norris
Rodney Sherman
Roger Goodstein
Ron Wolf
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





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