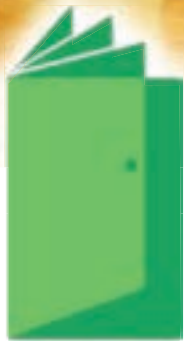


2017 ANNUAL REPORT



Read to Succeed Buffalo
Community Alignment for Reading Excellence

THANK YOU

TO ALL OF OUR 2017 DONORS

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Canterbury Woods has partnered with RTSB and its CARE Child Care and Preschool programs for over 5 years. This partnership provides residents and staff an opportunity to entertain, and be entertained by, the gorgeous and intelligent infants, toddlers and preschoolers participating in our quality improvement literacy infusion programing. In addition, staff of

RTSB and the Care providers get to enjoy these events as well! Thank you Rob Wallace, President and CEO Episcopal Church Home & Affiliates, Inc. and Executive Director Canterbury Woods, Board Chair Kathy Mohney, and all the staff and residents of Canterbury for sharing your beautiful Williamsville campus with us!



A MESSAGE FROM THE **EXECUTIVE DIRECTOR**



Dear friends of RTSB:

What an amazing year!

In 2017 Read to Succeed Buffalo closed its budget deficit, wrapped up its first year of Experience Corps Small Group Tutoring and expanded programming to include Literacy Assistance in over one third of participating classrooms, recognized its volunteers, graduated its second cohort of CARE Child Care providers, completed its first year of CARE Preschool at Holy Cross, expanded its Imagination Library and Vroom partnerships, and achieved the highest ranking possible from the Better Business Bureau for its business ethics and program practices.

In addition to these program and business successes, Read to Succeed Buffalo was honored to have four new board members join its governing board of directors. Sadly, we also had to say goodbye to Director Jerry Castiglia, who passed away in September. Jerry served as Chair of Read to Succeed Buffalo from 2012 to 2014, and always brought a quick business acumen and a patient kindness to me and his colleagues on the board at every opportunity. He is surely missed, and would be immensely proud of this organization that he was a part of from the start.

Please take a moment to look through this annual report to discover all the amazing work Read to Succeed Buffalo's staff and volunteers were up to in 2017.

Fondly,
Anne S. Ryan
Executive Director
Read to Succeed Buffalo

ABOUT **READ TO SUCCEED BUFFALO**



Read to Succeed Buffalo
Community Alignment for Reading Excellence

Read to Succeed Buffalo, Inc. is a non-profit organization founded in 2009 in response to the staggering literacy deficits among citizens of Buffalo. Today, Read to Succeed Buffalo has sharpened its focus to where it can have the most impact – increasing childhood literacy and 3rd Grade reading scores.

Read to Succeed Buffalo seeks to achieve this through direct service programs that support

practitioners with a hands-on coaching model focused on creating measurable changes in behavior, interactions, environment, and student academic achievement.

Read to Succeed Buffalo develops models for improving literacy in order to create systemic change in how the Buffalo community prepares children for success in school and supports them once they enter public school.

A MESSAGE FROM THE CHAIR



In 2014 I was honored to succeed the esteemed Jerry Castiglia as Board Chair of Read to Succeed Buffalo. As I enter my last year as chair of this terrific organization I like to think that we did him proud.

In 2016 I concluded this letter with the reasons why I believe that Read to Succeed Buffalo has been so successful over the last few years. What I said then is even truer now. Read to Succeed Buffalo exemplifies the qualities of: 1) Attention to detail 2) Intentional, data driven best practice, 3) Innovative, evidence based programing, and 4) Committed, supportive staff and volunteers.

As I wrap up my tenure as Chair, I have the pleasure and satisfaction of knowing that the organization is in the strongest financial position it has ever enjoyed. I know that the board and staff remain committed to implementing strong, evidence based programing that measurably improves pre-literacy and reading skills in children in child care, preschool and the early grades. And I know that the future is bright for RTSB and the children, teachers and volunteers it serves.

Thank you for taking the time to learn more about Read to Succeed Buffalo and its accomplishments we discuss on the following pages.

Honorable Jack Quinn
Chair, Board of Directors
Read to Succeed Buffalo

2017 BOARD OF DIRECTORS



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Carmen Snell,
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And a very special thank you to staff

Margaret Alrutz
Community Outreach &
Recruitment Specialist

Kristen Bellomo
Experience Corps Literacy Coach

Julia Brueckl
Director of Program

Shannon Davis
Experience Corps Literacy Coach

Lisa McCue
Director of Operations

Michael Riccio
Systems Specialist

Rada Sinik
Experience Corps Literacy Coach

Amy Toy
Early Literacy Intervention Specialist

Elizabeth Wilk
Early Literacy Intervention Specialist

ANNUAL CPCU GOLF TOURNAMENT

BENEFITING READ TO SUCCEED BUFFALO

The Buffalo CPCU Society/Read to Succeed Buffalo Annual Scholarship & Charity Golf Tournament was held on Monday, August 7th at Transit Valley Country Club.

While the weather was a bit overcast, spirits certainly were not! The effort raised \$1500 for the CPCU Scholarship and \$7,250 for Read to Succeed Buffalo's literacy coaching programs!

Sam Webster and his CPCU team, the folks at Transit Valley Country Club, and RTSB staff all joined forces to make the day fun for all with basket raffles, hole sponsorships, fine food and company.

So what is the CPCU you might ask? It is The Society of Chartered Property and Casualty Underwriters. The CPCU is a community of credentialed property and casualty insurance professionals who promote excellence through ethical behavior and continuing education. The Society's more than 22,000 members nationwide hold the Chartered Property Casualty Underwriter (CPCU®) designation, which is conferred by



In the photo above RTSB staff Anne Ryan, Michael Riccio and Julia Brueckl are joined by Brendan Hoare, e3communications, and Joseph Riccio at the Charity Golf Tournament.

The Institutes and requires passing rigorous undergraduate- and graduate-level exams, meeting an experience requirement, and agreeing to be bound by a strict code of professional ethics.

Read to Succeed Buffalo was invited to become the event's not-for-profit partner after Mr. Webster, event chair, participated in a United Way Leaders in Giving event featuring the work of RTSB. Thank you to the United Way for facilitating this fabulous introduction and thank you to CPCU Society for its continued support through the annual Golf Tournament!



Joining RTSB staff and board members are Kevin Kubera – Vice President, Buffalo CPCU Society (Key Insurance & Benefits Services) Sam Webster – Candidate Development Chair, Buffalo CPCU Society (Merchants Insurance Group) and Lynn Dominiak – Golf Tournament Chair, Buffalo CPCU Society (Merchants Insurance Group)

THE FOUNDATION OF THE CONTINUUM

CARE CHILD CARE AND PRESCHOOL



CARE Child Care and CARE Preschool are early childhood, school readiness programs that provide low-income children access to high quality, licensed home child care and early education at Head Start sites. CARE supports quality improvement and literacy infusion for two full years, allowing child care providers and Head Start teachers to maximize implementation of best practices.

The two year cycle also allows RTSB to track child growth over time, ensuring that the children in the care of these amazing professionals are growing at developmentally appropriate rates. Special thanks to our partners United Way of Buffalo & Erie County and the Rich Family Foundation for funding these critically important programs.

CARE Child Care Graduating Class of 2017

To meet program graduation goals child care professionals must commit to two years of coaching from an early literacy intervention specialist from RTSB. Requirements also include attending regularly scheduled professional development, and regular observations and administration of child literacy assessments and developmental screenings. Below is the list of CARE Child Care recent graduates.

ABC Learn & Play

140 Brunswick Blvd. • Tiffany Malone, Owner/Director

Core of Learning

10 Hewitt Ave. • Latricia Henry, Owner/Director

Jayden's Playhouse

118 Homer Ave. • Tanya Calloway, Owner/Director

Lana's Land of Learning

79 Fay St. • Yolanda Beaner, Owner/Director

Nurah's Nook

217 Leroy Ave. • Barbara Dixon, Owner/Director

Up, Up and Away

291 Burke Dr. • Catrice Huff, Owner/Director

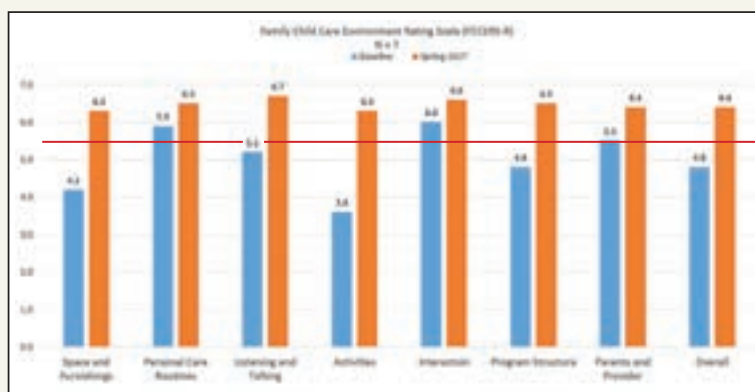
Congratulations to all these fine care providers and their staff on their amazing accomplishments.

Child assessment tools include Concepts of Print, Alphabet Knowledge, Phonological Awareness, and the ASQ screen for children 6 weeks to five years. RTSB uses the Peabody Picture Vocabulary Test (PPVT-4) as a measure of oral language.

To assess the CARE Classroom

RTSB utilizes the Family Child Care Environment Rating Scale (FCCERS-R). It is an easy-to-use evaluation instrument for rating family child care programs conducted in a provider's home for children from infancy through school-age. The Scale consists of 37

items organized into 7 subscales: Space and Furnishings; Personal Care Routines; Listening and Talking; Activities; Interactions; Program Structure; and Parents and Provider. Each Scale has a maximum score of 7. The target for all participating programs is to achieve a score of 5.5 or higher on the tool. The graph below illustrates the incredible amount of growth that took place in programs over the course of their participation in CARE.



In CARE Preschool, RTSB aligns all strategies and data with Head Start curriculum, Teaching Strategies Gold, and utilizes the Early Language & Literacy Classroom Observation (ELLCO Pre-K) for quality improvement.

The ELLCO is an observational tool that examines the quality of language and literacy practices and materials in preschool classrooms. With ELLCO, RTSB helps educators gather the essential data needed for professional development and program improvement that lead to better literacy outcomes for young children. Focus areas of the ELLCO include Book area; Book selection; Book use; Writing materials; and Writing around the room: teacher dictation, full group literacy, and children's writing.



Holy Cross Head Start teacher Kristin Slawinski facilitating a vocabulary rich read aloud with a very engaged group of Prekindergarten students.



Ann Kostyniak's Prekindergarten students at Holy Cross Head Start, working on letter identification.

YEAR ONE OF EXPERIENCE CORPS SMALL GROUP TUTORING PERFORMANCE EXCEEDS NATIONAL AVERAGE

In 2016 RTSB was one of only five new organizations in the country to receive an AARP Foundation expansion grant, bringing Experience Corps, the evidence based literacy tutoring program sponsored by the AARP Foundation, to Buffalo.

In 2017, RTSB received the results from an independent evaluation, summarizing effects from the first school year of implementation. And what a successful year it was!



Cathleen Wright, Volunteer Tutor at PS 89, Dr. Lydia T. Wright School of Excellence, playing a game with a few of her 1st Graders.

In a report prepared by American Institutes of Research (AIR) RTSB's Experience Corps program was shown to have served 360 students, in 41 classrooms, through 47 trained and highly supported Volunteer Tutors who donated an average of 2,783 hours of tutoring per school!

In addition to these academic outcomes RTSB's Experience Corps program was the only one in the country to achieve both its Volunteer Tutor recruitment target and its students served target. Volunteer Tutors reported a very high level of satisfaction with the program including 100 percent of Tutors stating that participating in the Experience Corps program helped them stay physically and mentally active and increased their sense of purpose in life. One Tutor stated, "Being a part of [Experience Corps] has done so much to broaden my world and enrich my life."

Classroom teachers, the real judges of this program, reported high levels of satisfaction with the Experience Corps Tutors and their impact on student reading and literacy performance as well as their influence on student academic engagement behaviors such as motivation, concentration, participation, or self-confidence. One teacher provided the following comment regarding her Experience Corps Tutor, "My Students' faces always lit up when [the tutor] walked in the room. They were very protective over her personal belongings, especially her cane. When she would take one group, the other students would become sad that they could not go as well. She became an instant favorite."

Year Two Implementation School Year 2017-18

In the 2017-18 school year, RTSB program maintained Experience Corps at PS 89, Dr. Lydia T. Wright School of Excellence PS 95, Waterfront Elementary and PS 94 West Hertel Academy, serving a similar number of students in Small Group Tutoring. In addition to Small Group, RTSB introduced the second Experience Corps Tutoring strategy known as Literacy Assistance in approximately 12 of the 39 participating



Gaetan "Kenny" DiBiasio, sharing the 2017 Read For the Record book Quackers by Liz Wong with his 2nd Graders at PS 95, Waterfront Elementary.

classrooms. By adding this whole group level of intervention support, RTSB increased the number of students served from zero to 300 in Literacy Assistance while maintaining 350 students in Small Group.

Small Group students meet with their Volunteer Tutor two times per week with sessions lasting 20-40 minutes depending on age and need. The group remains together for a sustained period with a target of 35 sessions throughout the

Continued on page 8

2016-17 School Year Outcomes

80 percent of students who were below grade level at the beginning of the year improved their reading and literacy performance by one or more proficiency levels.

50 percent of students improved by one full grade level or more or were classified as on or above grade level by the end of the year.

87 percent of students who had received low ratings for one or more academic engagement behaviors in the fall – such as concentration, motivation, self-confidence, or participation – received a higher rating at the end of the year.

43 percent of students who had previously disruptive behaviors were rated as exhibiting improvement by the end of the year.

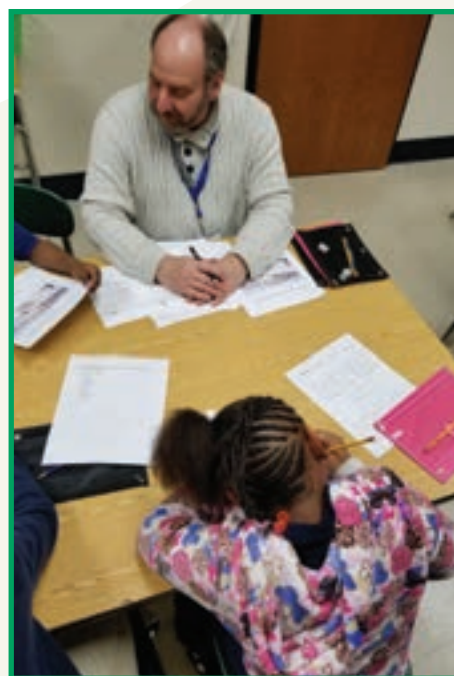
40 percent of students who had previous attendance issues were rated as exhibiting improvement by end of the year.

school year, however teachers can move students in and out of established groups as individual student's needs change. Students referred for sustained tutoring are below grade level in foundational literacy skills, have attainment goals established by the classroom teacher, and are each tracked for progress through assessments and pre- and post-tutoring surveys.

In Literacy Assistance a Volunteer Tutor is asked to reinforce literacy skills or concepts introduced in daily lessons. The teacher assigns the Volunteer Tutor to work with a small group, individual student, or an entire class while the

teacher works with other students in the classroom. Individual student progress for literacy assistance is not tracked through pre- and post-tutoring surveys or other means.

Thank you to our national funder, the AARP Foundation in collaboration with the Corporation for National and Community Service Social Innovation Fund, and our original local match funders the John R. Oishei Foundation and the Community Foundation for Greater Buffalo, without whom we would not have been able to bring this amazing program to Buffalo!



Bruce Sanders, Volunteer Tutor at PS 94, West Hertel Academy, working on a literacy activity with his small group of 2nd Graders.



Mary Martin, Experience Corps Volunteer Tutor at PS 95, Waterfront Elementary exploring WNY Children's Book Expo featured illustrator E. B. Lewis' work *The Other Side*, written by Jaqueline Woodson, with her 3rd Graders.



Linda Day, Volunteer Tutor celebrating the season with a few of her 2nd Grade students at PS 89, Dr. Lydia T. Wright School of Excellence.



Marybeth Emons-Joy, Volunteer Tutor doing a read aloud with her 2nd Graders at PS 94, West Hertel Academy.



Volunteer Tutor Janice Marrow plays a literacy game after reading *Hop On Pop* with a few of her small group students in the 1st Grade at PS 95, Waterfront Elementary.

WESTERN NEW YORK CHILDREN'S BOOK EXPO AND KIDSLIT WEEK

Read to Succeed Buffalo joined forces with Monkey See Monkey Do Children's Book Store to present the 3rd Annual Western New York Children's Book Expo and KidsLit Week, November 5th through November 11, 2017.

Combined, these events exposed nearly 27,000 children and their families to the power of a great children's literature.

KidsLit Week in Buffalo ran from November 4th through November 11th facilitating 80 author presentations at WNY Schools, preschools, museums and other community venues. The culminating event, the WNY Children's Book Expo, saw 38 children's authors from all over the globe interacting with nearly 2,800 children who came to share their stories, making a grand statement that literacy matters in WNY!



Mayor Brown greets arriving guests at the 2017 WNY Children's Book Expo.

By partnering with Monkey See Monkey Do, RTSB is working to ensure the event remains FREE and accessible for all WNY families and that Buffalo Public schools can have author visits.

The extensive impact of EXPO 2017 would have been impossible without the generous support of over 40 sponsors, particularly our Presenting Sponsor BlueCross BlueShield of Western New York, and Industry Exclusive Sponsor Rich Products Corporation and the Rich Family Foundation.

Other major donors included The Buffalo News, Garman Family Foundation, Medaille College, WGRZ, Buffalo Lodging Associates, Wegmans, Western New York Family Magazine, Northtown Automotive Companies, Lamar Advertising, Wm. D. Lorenz Construction, Inc., M&T Bank and BAV.

Planning is already underway for the 2018 Events: Six Days to IMAGINE the power of books WNY Children's Book EXPO. This, Buffalo's premier literary event for children, will be held on Saturday, November 10th, again at the Buffalo Niagara Convention Center. A NYS approved 4-hour CTLE Workshop will also be held during the Expo. In 2017, 127 educators attended from across Upstate New York and Southern Ontario.



Juana Medina signs an autograph for Charlotte Benaglio as Experience Corps Literacy Coach Kristen Bellomo and BPS Literacy Coach, Lynn Benaglio, look on.



Kathryn Otoshi, author and illustrator of many beautiful books including ONE presenting to a full house of students.

CELEBRATING A MILLION BOOKS WITH DOLLY PARTON'S IMAGINATION LIBRARY

RTSB's mission is to mobilize the community to improve student achievement by creating a community-wide priority on literacy for children from birth to age eight. We focus on creating a comprehensive, high-quality, early learning network that equips and challenges partners to support children in learning how to read, enabling them to read to learn by the end of 3rd Grade.

RTSB seeks to achieve its mission through direct service programs – like CARE and Experience Corps – that work directly with practitioners in a supportive, hands-on coaching model focused on creating measurable changes in behavior, interactions, environment, and student academic achievement.

But as a complement and general support to these direct service programs, RTSB is also known for its awareness building programs that work in the broader community...programs like Dolly Parton's Imagination Library.

Imagination Library delivers a new, high quality, age appropriate book every month to a registered child until their fifth birthday. Providing tools for parents and other caregivers to promote reading and conversation at home, provides critical support to what the practitioners are doing with children in the CARE classroom or Child Care environment. For example – some of our PreK and Kindergarten students will come to school for Halloween celebrations dressed as characters they came to know from

GALLOGLY
FAMILY
FOUNDATION



K'lecee reading one of her favorite Imagination Library books.

the Dolly Parton Imagination Library books they received at home through the program. Getting these high quality, age appropriate books in the home is proven to promote reading and book knowledge among participants. Promoting exposure to print, as early as possible, is the glue in the continuum that makes our programs even more effective, and contributes to closing the word gap as early as possible.

Imagination Library is an international book distribution program that was started by Dolly Parton in 1995. It was launched by RTSB in 2012, thanks to a generous three year, \$60,000 grant, from the Rotary Club of Buffalo.

In the beginning – January 2012 – we had about 100 children registered from one low-income ZIP code in the City of Buffalo participating. Participants included little K'lecee pictured here.

Today, Imagination Library is consistently delivering age-appropriate, high quality books every month to nearly 2,000 of Buffalo's most economically disadvantaged infants, toddlers and preschoolers, in four of the lowest income ZIP codes.

The first book a child receives, regardless of their age at registration, is *The Little Engine That Could*. The final book a child receives when aging out of the program on their fifth birthday is *Look Out Kindergarten Here I Come!* All books have a note from Dolly to encourage parents to read with their children as well as reading tips for parents and caregivers. To date Buffalo's Imagination Library has distributed 70,700 books to 4,200 infants, toddlers and preschoolers in Buffalo's poorest and most challenged neighborhoods. There was a particularly large spike in enrollments in 2017 as RTSB entered new partnerships with Catholic Charities WIC program and Reach Out and Read. Partnerships with these amazing organizations and programs help RTSB to better target low-income families for registration in the program.

Review of the Research

Dolly Parton's Imagination Library has become so successful partly in reaction to the seminal language acquisition research conducted in the early 1990's by Hart and Risley. The study is part of the bedrock upon which RTSB programming is built.

In the study, researchers grouped families that were deemed "well-functioning" into three socioeconomic categories based on parents' occupation: professional, working class and welfare. Families were observed for one hour per month for two and a half years.

Researchers were able to quantify a 32 million word gap

between children in professional versus welfare households, by age 3. In other words, children in higher income families had experience with 32 million more words than their lower income peers, before their 4th birthdays.

Based on this, and numerous other studies on brain development and language acquisition, RTSB seeks to assist caregivers in maintaining high levels of appropriate dialogue with their infants, toddlers, preschool and elementary students in their care. Imagination Library is our flagship community initiative to help RTSB accomplish its goals.

READ TO SUCCEED BUFFALO ACHIEVES ACCREDITED CHARITY SEAL

MEETS OR EXCEEDS BBB'S 20 STANDARDS FOR CHARITY ACCOUNTABILITY



In today's environment of intense media and regulatory scrutiny of the nonprofit sector, it is important for charities to be distinguished as organizations that are committed to trustworthy, transparent, and accountable practices.

Excerpt from Upstate New York Giving Guide

Read to Succeed Buffalo once again participated in the Better Business Bureau's (BBB) Charity Review program that seeks to provide donors confirmation of a charity's practices in the areas of governance and oversight, effectiveness, finances, and fundraising. The BBB accomplishes this through a comprehensive review based on its 20 Standards for Charity Accountability. The Standards were developed by BBB Wise Giving Alliance with professional and technical assistance from representatives of small and large

charitable organizations, the accounting profession, grant making foundations, corporate contributions officers, regulatory agencies, research organizations, and the BBB.

For the second year in a row Read to Succeed Buffalo met or exceeded these standards and was successfully awarded the BBB's Accredited Charity Seal.

FINANCIAL DATA

As of Dec. 31, 2017

Revenue

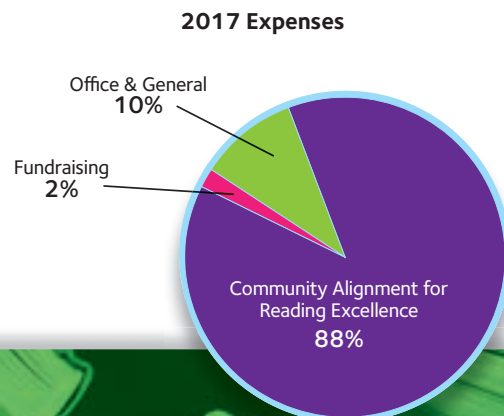
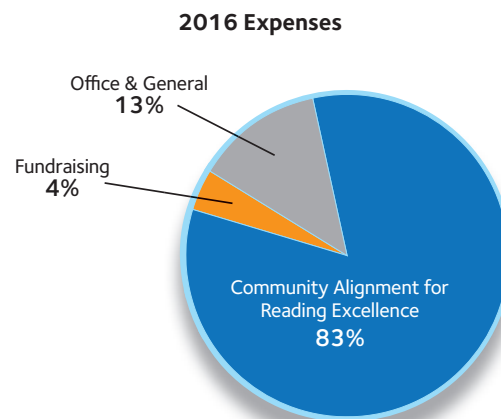
Program Grants	429,856	52%	1, 2, 3
Foundation Grants	353,371	42%	
Individual Contributions	49,742	6%	
Other	199	< 1%	
Subtotal	833,168	100%	
Budgeted Cash Reserves	59,667		
Total Revenue	892,835		

Expenses

Community Alignment and Reading Excellence	790,444	89%
Fundraising	15,410	< 2%
Office & General	86,981	10%
Total Expenses	892,835	100%

Notes

- 1 Experience Corps funded by the AARP Foundation, the Community Foundation for Greater Buffalo, Cullen Foundation, Celia Lipton Farris and Victor W. Farris Foundation Home Community Fund, and the John R. Oishei Foundation.
- 2 CARE Child Care and Preschool funded by United Way of Buffalo & Erie County and the Rich Family Foundation.
- 3 Dolly Parton's Imagination Library funded by the Gallogly Family Foundation.





Jerry Castiglia 1936-2017

Jerry was a one-of-a-kind man. Born and raised in Western New York, he dedicated his time and talents to doing everything he could to support causes in and around Buffalo. He retired from Pratt & Lambert United paint company as CEO in 1996 after many years with the company. He was very involved in many organizations having served as president of the Nichols School Board, The Buffalo Club, and chairman of the Buffalo Olmstead Parks Conservancy, Canisius College Board, and Read to Succeed Buffalo Board just to name a few. He was very involved with the Catholic Church and served in many capacities both at the Seminary and with Catholic Healthcare groups. His services to his community are too many to list.

He is sorely missed by all of us here at Read to Succeed Buffalo.



Read to Succeed Buffalo
Community Alignment for Reading Excellence

392 Pearl Street
Buffalo, New York 14202
716.843.8895

readtosucceedbuffalo.org

(P24667)DM-0618

