



# LitWorld 2018 Annual Report

Be the Story.



**LitWorld** strengthens kids  
and communities through  
the **power of stories.**

**LitWorld works to create a global movement of equity, opportunity, and joy.**

We build opportunities for millions of people across the United States and around the world by listening and responding to children, amplifying stories and voices that are going unheard. Our approach focuses on universal inner strengths, leveraging literacy and storytelling tools to build empathy and resilience.



Since 2007, we have deepened and scaled our work by partnering side-by-side with more than 50 local organizations and global institutions, reaching hundreds of thousands of children and community leaders in over 30 countries through our in-depth LitClubs and LitCamps, and tens of millions with our advocacy campaigns, including World Read Aloud Day.

**LitWorld**

# Letter from the Executive Director & Chair of the Board

Dear Friends,

The world is constantly evolving. No one is the expert in what tomorrow will bring. But children are the most adept at navigating and responding to change. They are the most resilient. We need to listen to them, and we need to act now.

We are proud to lead LitWorld, working with our small but mighty Board, staff, and partners to shift the way the world values story, and to shine a light on communities that are systematically kept down, so that their stories can be heard. We partner strategically to magnify our impact, creating in-depth programs for kids and communities including LitClubs and LitCamps, and igniting global campaigns, including World Read Aloud Day and HerStory. We know that joy is the most effective way to build literacy, literacy is the most effective way to build empathy, and empathy is vital to creating equity. This is what LitWorld is all about. And the work is urgent. Empathy is the key to our world's future. It is a matter of survival. And we know how to get there.

Children's days are so full of discovery and learning. But those days are often cut short, and adult stresses and responsibilities set in too early. It is up to us to show up every day for every LitKid everywhere so that they can have the literacy, and the childhood, that will set them up to thrive.

Thank you for showing up with us, and investing in our future changemakers and leaders. We hope you will continue to be a part of our story, and the story of LitKids around the world.



*Dorothy* + *Ellen*

Dorothy Lee  
Executive Director

Ellen Fredericks  
Chair of the Board



*By focusing on universal inner strengths, we leverage literacy and storytelling tools to build empathy and resilience.*



# The Secret to Our Success

LitWorld powerfully provides a combination of access to resources, training, and support for families and mentors to actively engage children in deep literacy exploration that helps them value their own stories—the stories of their lives, their communities and cultures, their hopes and dreams, and their imaginations. All of our programming is based on **“The 7 Strengths”**: **Belonging, Curiosity, Friendship, Kindness, Confidence, Courage, and Hope**. These principles provide a framework that allows our LitKids and their families to build solid academic and leadership skills from a strength and joy-based mindset.

LitWorld partners with over 50 grassroots and mission-driven organizations to bring our innovative programs and best practices to children and communities around the world. Our programs happen “outside of the system” to address the tragic learning loss that results when children are not in school and caregivers are not equipped to support them, and help fill the gaps that exist within the school environment, a place where so often kids feel lost and caregivers feel left out. A LitKid attested to LitWorld’s impact: **“LitWorld has seen us grow into people who are confident and can take on the world. I believe that I am better placed to make informed choices because of the principles instilled in me. LitClub is the happiest place I have ever been to!”**

# Our Hallmark Programs

**LitClubs:** Year-round weekly after school program that engages participants in literacy best practices and sharing stories to develop confidence and create social change. Each LitClub serves a small group of girls, boys, families, or parents, cultivating strong mentor and peer-to-peer relationships.

**LitCamps:** Seasonal daily program that brings together joyful learning and academic development, combating the “summer slide” when kids are on school breaks. Our partnership with Scholastic brings LitCamp to thousands of US classrooms as the summer literacy program of choice.

**World Read Aloud Day:** LitWorld founded World Read Aloud Day in 2010 because we think everyone in the world should get to read and write. Every year on this day, people all around the globe read aloud together and share stories to advocate for literacy as a human right that belongs to all.

**The HerStory Campaign:** The HerStory Campaign is a partnership between LitWorld and a California-based nonprofit, Global G.L.O.W., uniquely addressing girls' needs using LitClubs, HerStory Summits, and other innovative girl-focused programming.



# 2018 Success Stories



**Strong Partnerships and Programmatic Growth:** We had a total of 43 local partnerships in 2018, in 26 countries including the United States. Within these partnerships, we have continued to see strong participation in our programs. In LitClubs this year we reached 7,868 participants, including 5,970 girls, 1,134 boys, 357 mothers, and one dad, Dickinson, from Zambia, who joined the Go Ye Therefore Mom’s Club to become more involved in the community and be able to participate with his children.



**LitCamp Success in the U.S. and Around the World:** LitCamp continues to bring joy, community, and academic development to students and teachers, while working to combat the summer slide during school breaks. For the third year in a row, LitCamp was the mandated summer curriculum for all children attending summer school in New York City, reaching students in grades 2-8. This summer across the U.S., LitCamp engaged 680,340 kids in at least 45,356 classrooms, more than doubling our 2017 reach. Internationally, there were 16 LitCamps at our partner sites, which occur at different times of the year depending on school breaks.



**HerStory Campaign Evolution:** LitWorld has partnered with Global G.L.O.W. for over five years to launch and grow the HerStory Campaign, bringing Girls LitClubs, HerStory Summits, and additional programs for girls to thousands of young women around the world. LitWorld has “incubated” this work, contributing our pedagogical foundation, strong partnership model, and key relationships to the initiative. The work has become increasingly independent and we are transitioning full HerStory operations to Global G.L.O.W. to increase the sustainability of the programs and to highlight the campaign’s focus on girls.

# 2018 LitWorld Highlights

**Continuing LitWorld Partnership Coordinator Conferences:** In 2017, LitWorld hosted its first Partnership Coordinator Conference in Roldanillo, Colombia for all of our Latin American partnership leaders. This year, we were able to host our second Partnership Coordinator Conference in Rwanda for our East African partners. Partnership leaders from Rwanda, Kenya, Zambia, and Uganda attended for five days of programming and training. These partners advocated strongly for this conference and we hope to continue hosting regional conferences for our partners, including one in the United States.

**World Read Aloud Day Reaches Across the Globe:** Our 2018 World Read Aloud Day (WRAD) celebration was our biggest one yet, engaging over 90 million people across 170 countries. Some led parades through the streets, while others held read-aloud marathons in homes, schools, and parks. Hundreds of children's authors, journalists, special guests, and community members visited classrooms in-person and online via video chat to discuss their work and read aloud to students of all ages. Thanks to our World Read Aloud Day advocates, or WRADvocates, #WorldReadAloudDay held a position in the top 5 trending topics on Twitter throughout the day. Jimmy Fallon, Arianna Huffington, Chelsea Clinton, Sesame Street, The Malala Fund, and many more influencers, educators, authors, and book-lovers joined the movement with calls to action on social media, and The Washington Post published two articles about the event both in print and online. LitWorld founder Pam Allyn appeared live on Cheddar at the New York Stock Exchange. She read aloud from *Harry Potter and the Sorcerer's Stone* in honor of our team-up with Scholastic's Harry Potter Book Night.





# Where Our Work Happens



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# LitWorld Leadership



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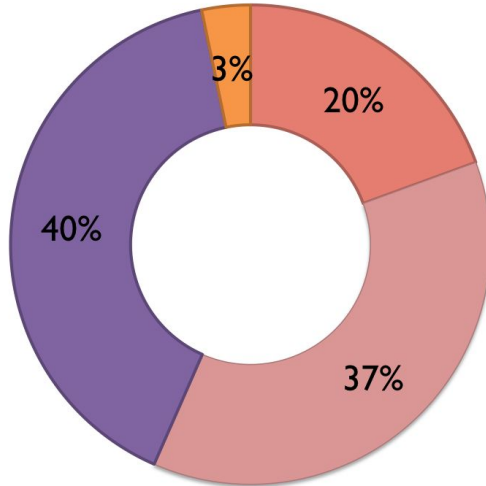
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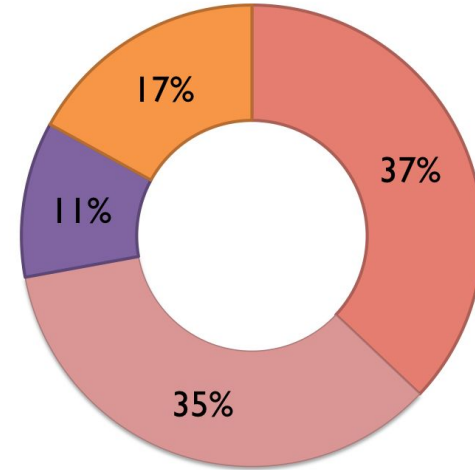
## 2018 Revenue Sources



- Programming Revenue
- HerStory In-Kind Revenue
- Donations & Contributions
- Corporate Funding

2018 Revenue: \$1,965,101

## 2018 Expenditure Allocations



- Programs
- HerStory Programs
- Operations
- Fundraising

2018 Expenditures: \$2,079,044

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*We are so grateful to all of our generous and dedicated supporters who make our work possible every day. **Thank you.***

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