

LitWorld®

Annual
Report
2019

Be the Story.



LitWorld

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 advocacy campaigns such as World Read Aloud Day.



Letter from the Executive Director & Chair of the Board

Dear Friends,

Stories change our brains, our hearts, and our futures.

LitWorld's work is **revolutionary**. It is driven by a unique and inspired way of looking at what the world needs and what the world can be. Every time we connect with our kids and partners, we see how essential joy and hope are for building successful lives and communities. Everyone deserves joy. **It is a human right**—an issue of social justice. We believe that **transformational literacy is the key** to creating that joy and building towards justice and equity.

Thanks to a dynamic intersection of partnerships, LitClubs and LitCamps have reached a **million children** across the United States and in more than 30 countries across 5 continents. World Read Aloud Day annually reaches **tens of millions of people** in over 170 countries. Our approach gives us the flexibility to go deep with locally-based organizations while also achieving incredible scale through partnerships like Scholastic LitCamp.

As we write this letter in 2020, reflecting back on 2019 from the midst of the COVID-19 pandemic and the swell in the Movement for Black Lives, we feel **incredible gratitude** for the **strong community** that LitWorld has built since our founding in 2007. Our 2019 successes firmed up the groundwork we have laid together with our partners so that we can remain steady in these complex times.

When we share our stories and truly listen to one another, we engage emotionally, our confidence grows, and we understand and value diverse experiences and perspectives. **We owe it to our world's children—our world's future—to keep this work growing.**

Thank you for being a part of this mission with us.

Dorothy & *Amy*

Dorothy Lee, *Executive Director*

Amy Yates Capone, *Chair of the Board*



The Secret to Our Success



LitWorld provides a powerful combination of resources, training, and support for families and mentors to actively engage children in deep literacy exploration, helping them value their own stories: the stories of their lives, their communities, their cultures, their hopes, their dreams, and their imaginations. Our programming is based around **“LitWorld’s 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 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 occurs when children are not in school and caregivers are not equipped to support them, and to help fill the gaps that exist within the school environment—a place where kids often feel lost and caregivers feel left out. **Zuena**, a LitClub member from Kenya Education Fund, shared:

“Before LitClub, I didn’t know how to write. I didn’t know how to talk in front of people. I was shy. But when I came to LitClub, I became confident. Now, my language has improved, I can write, I can talk to people, and I have so many friends because of the 7 Strengths.”

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



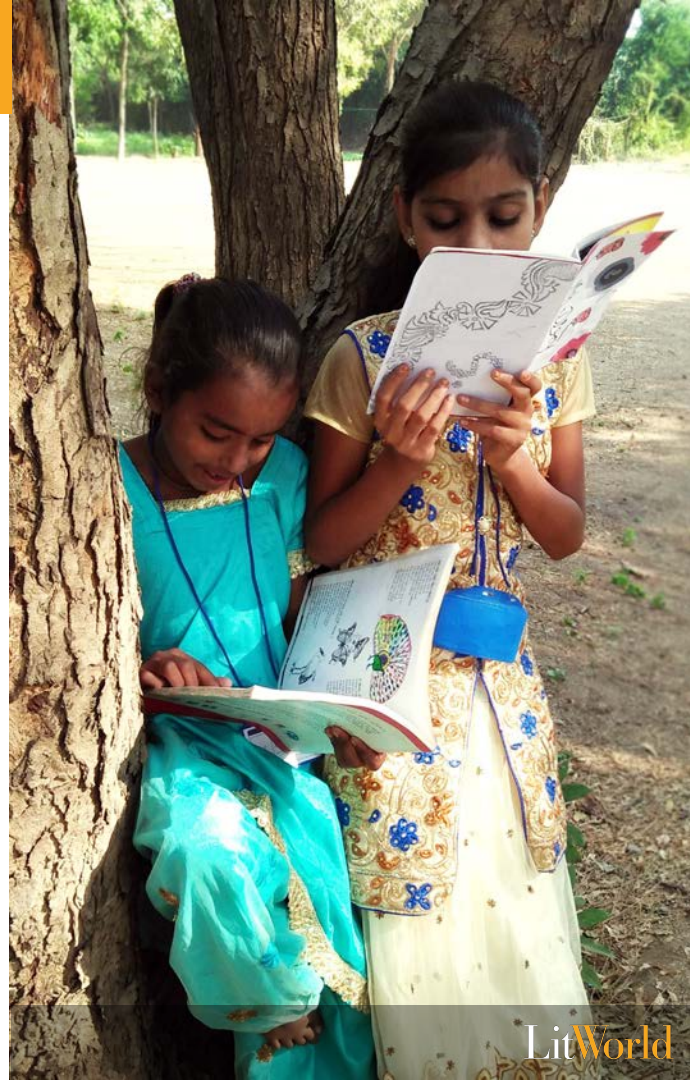
Our Hallmark Programs

Our programs and campaigns give children and families opportunities to explore their identities, express their dreams, and create lasting change in their lives, their communities, and beyond.

LitClubs: Weekly after-school programs held year-round that engage participants in literacy best practices and story sharing 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: Programs held seasonally that combine **joyful learning** with **academic development**, combating the “summer slide” kids experience during school breaks. Our partnership with Scholastic brings LitCamp to thousands of U.S. classrooms as the summer literacy program of choice.

World Read Aloud Day: LitWorld founded World Read Aloud Day in 2010 as an annual campaign to advocate for **the right to read** and the **power of reading aloud**. Every year, millions around the world celebrate by reading aloud together and sharing stories to advocate for literacy as a **fundamental human right that belongs to us all**.



2019 Success Stories

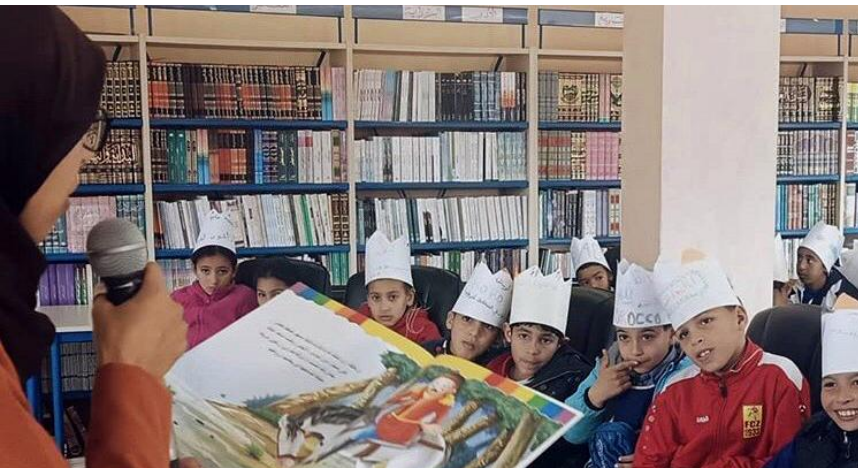


A LitKid with her work at a LitClub with Go Ye Therefore Zambia

Strong Partnerships and Programmatic Growth: In 2019, we continued working with, strengthening, and supporting our incredible **22** on-the-ground partners in various locations around the globe. We were able to run **265 LitClubs** in **17 countries**, reaching a total of **3,320 kids and families** worldwide. In addition, we also cultivated new partnerships and supported the growth and expansion of our existing partners. New partners and program sites include:

- **Urban Light**, a Chiang Mai-based youth organization in Thailand that works with boys impacted by sexual trafficking.
- **LEAD Africa's** opening of a second academy in Benslimane, Morocco.
- **GoYe Therefore Zambia's** expansion into Lusaka, the capital of Zambia.

In 2020, we hope to deepen our partnerships and partnership model even further, allowing us to reach more children and communities and transform more lives.



Mentors reading aloud at LEAD Africa's new academy in Morocco

2019 Success Stories (Continued)



LitCamp at Un Mundo in Honduras



A child at a LitFest in Newark, New Jersey

LitCamp Success Around the World: LitCamp, our **breakthrough summer literacy program**, has continued to flourish in classrooms and communities around the world. This year, 11 of our international partners ran LitCamps during school breaks, and our Scholastic LitCamp was held in schools across the U.S., including serving as the literacy curriculum for all New York City summer school students grades 2-8 for the fourth consecutive year. We also **expanded our LitCamp curricula with our publisher Scholastic**; making LitCamp Pre-K available in both English and Spanish to supplement LitCamp K-8 and LitCamp en Español K-5.

Developing and Expanding LitCorps, LitFests, and Beyond: Our LitCorps program, which we successfully piloted in Detroit and New York City in 2018, saw **even greater growth in 2019**. LitCorps provides high school and college students with training and resources to advocate for literacy, storytelling, and LitWorld's 7 Strengths, helping them change the world. We also invested in a **programmatic refresh** to ensure the flexibility and responsiveness of all our programs, and **developed a LitFest curriculum** to be piloted domestically and internationally in 2020. LitFests are community-wide events that cultivate a culture of literacy, confidence, and joyful learning for all ages, featuring book giveaways to support the creation of home libraries.

2019 Awards & Recognitions

Awards and Recognition for the LitWorld Mission: In 2019, LitWorld received two major honors: we were recognized as both a **Library of Congress Literacy Awards Best Practice Honoree** and as a **semi-finalist in Nonprofit New York's Nonprofit Excellence Awards**.

The **Library of Congress** annually grants Literacy Awards to select organizations that perform innovative and exemplary work towards uniting global communities around universal literacy.

Nonprofit New York's Awards Program recognizes diverse, unique, and outstanding New York-based nonprofits that display excellence in nonprofit practices and advance critical programming for communities worldwide.

While our greatest accomplishment is the impact of our work on the lives of our LitKids, we are honored to be recognized by these two prestigious programs and to know that our innovative approach, grassroots partnerships, and belief in the power of story are being acknowledged and amplified.



World Read Aloud Day 2019



Project PEARLS celebrating WRAD in the Philippines



Chirlane McCray reading aloud to students in NYC

World Read Aloud Day 2019 was our 10th year of sharing stories, reading aloud together, and advocating for **literacy as an essential human right that belongs to us all.**

Once again, #WorldReadAloudDay was one of the day's **top 5 trending topics** on Twitter, garnering millions of views, impressions, and posts from figures such as Sarah Jessica Parker, Chelsea Clinton, Ellie Kemper, Dolly Parton, Jacqueline Woodson, and more. It earned over 100 mentions in trade publications and other media, and was **celebrated by millions in 171 countries worldwide**, including 14,800 LitWorld program members.

In New York City, we worked with the Department of Education to coordinate celebrations in schools across the city. The LitWorld team collaborated with our World Read Aloud Day sponsor Scholastic to run an event at their headquarters, and also participated in events at P.S. 399 in Brooklyn, the Strand Bookstore, Broadway Housing Communities, and the Astoria Bookshop, featuring read-alouds by NYC First Lady Chirlane McCray, authors Peter Reynolds, Ross Burach, Jarret Krososzka, Sayantani DasGupta, Veera Hirandandani, Justin LaRocca Hansen, Torrey Maldonado, and more.

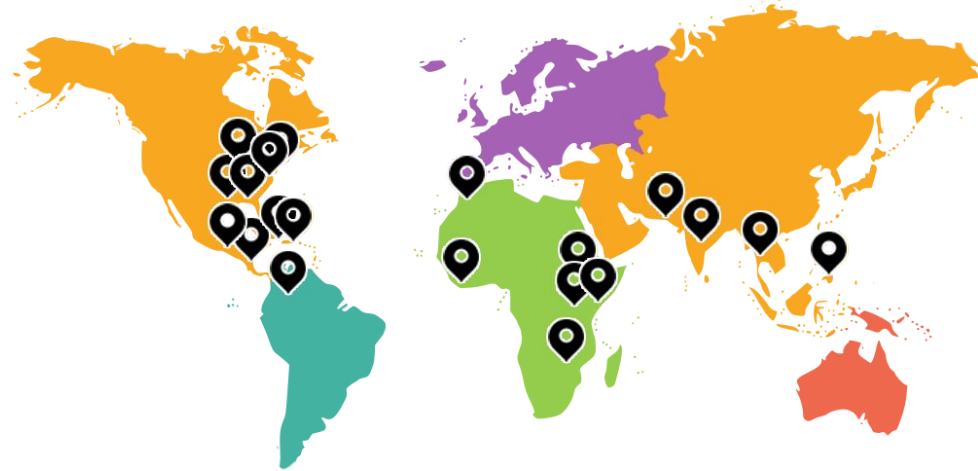
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Haiti
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Morocco

Nicaragua
Pakistan
The Philippines
Rwanda
Thailand
Uganda
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Art of a Child
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Children's Village
Detroit Public Schools
DREAM

Go Ye Therefore Zambia
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LEAD Africa
Museo Rayo
Project PEARLS
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Sarah Stripp Springboard to Opportunities, *Mississippi, USA*
Jael Sanchez Broadway Housing Communities, *New York, USA*
Glenys Tejeda Children's Village, *New York, USA*
Priscilla Mwambo Go Ye Therefore Zambia, *Zambia*



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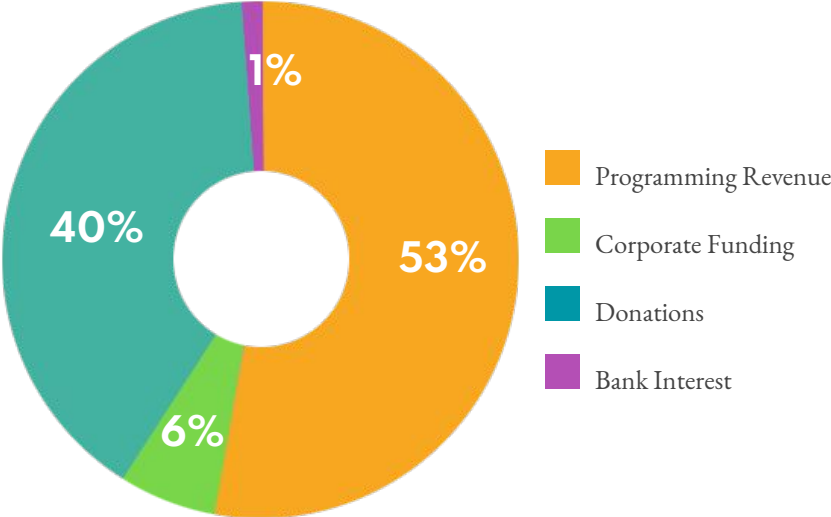
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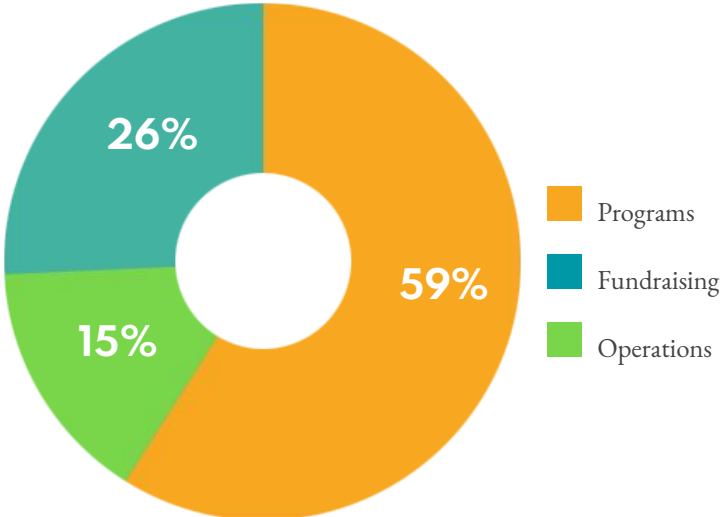
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2019 Revenue:
\$1,338,947

2019 Expenditure Allocations



2019 Expenditures:
\$1,128,279

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