



BEYOND™
KIDS READING



2021

ANNUAL REPORT

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HELPING FAMILIES AND THEIR CHILDREN WHO
STRUGGLE WITH READING GET THE SUPPORT
THEY NEED FOR LIFELONG SUCCESS

"This is a true miracle finding you all and I want to let you know how much I am truly thankful for all the amazing work you are doing to help many families."

- Mother of a BKR 3rd grader from greater Boston, MA area

FROM OUR FOUNDER & CEO

Dear Friends:

It is with gratitude and joy that I share my reflections on our first year of operations. Amidst the havoc of the early days of the COVID-19 crisis, I experienced a once-in-a-lifetime moment: the search to find help for my two children, who struggled with reading.

Navigating a complex and broken system nearly exhausted our family emotionally and financially. Ultimately, we were able to cobble together appropriate support for our children, although the knowledge of the widespread injustices and institutional failures we learned about throughout the process still haunt me today.

It became clear there was a critical need for **an innovative, student-centered, family-focused approach to literacy education for all children, especially for historically underserved populations** who suffer the most daunting of barriers. The path to such a solution materialized rapidly and led me to found Beyond Kids Reading (BKR).

BKR has come so far, so quickly, because of the expertise and generosity of the powerful community that coalesced around our mission. Our team has hundreds of collective years of experience in education, literacy, and business development, which enabled us to establish a solid organizational foundation and jump into serving children and families immediately.

Only months after beginning our services, we received feedback from one of our families. **A child who did not know how to read any words entering 3rd grade**, was now able to read whole words. **"I am a reader!"** the child exclaimed to teachers and to their mom. Equally important is the self-confidence and self-advocacy we see developing in the children we serve.

In our first year of operations, we emerged with a service model comprised of a unique approach emphasizing early diagnostics, customized interventions, whole-family engagement, research-based reading instruction, and a virtual model that eliminates accessibility barriers.

Your support has made all this possible and will continue to be a critical piece of our future achievements. Please enjoy reading about our 2021 successes and celebrating what is still to come!

Craig Horning

DR. CRAIG HORNING, PHD

**BEYOND KIDS READING, FOUNDER,
PRESIDENT & CEO**



FROM OUR INTERIM CHAIR OF THE BOARD OF DIRECTORS

Dear Friends:

If you grew up in the 70s and 80s, you might recall the public service announcement “Reading is Fundamental.” The PSA equated reading as a necessary foundation for all of life’s skills. Yet, for those who struggle with reading or have language based learning differences (LBLD), such as dyslexia, reading acquisition can feel isolating and paralyzing.

As a child who struggled with reading, I distinctly remember feeling like the slow kid. **I would cry to my mom, “I’m the only one who can’t read!”** I could not grasp how a group of letters made a word, words made a sentence, and a narrative was communicated. Thankfully, my teachers, family, and doctors recognized special education would give me the tools to learn to read.

Beyond Kids Reading (BKR) was founded for children and families whose experiences run parallel to mine – the one out of five students within the U.S. who identify as dyslexic. When Craig Horning, Founder and CEO of BKR, invited me to join in conceptualizing BKR, I responded instantly, “I’m all in!”

The ‘all in’ concept undergirds the BKR mission. Reading is a skill that is both complex and beyond kids. **It involves an ‘all in’ constellation of super stars – parents, teachers, school administrators, librarians, specialists, and more – to support, teach, and nurture this skill.** Yet, within this constellation of support for families whose children struggle with reading, there is often a lack of appropriate resources, cultural competency, and time, as well as an overwhelming demand to meet each child on their academic journey. That’s where BKR comes in.

As chair of the board, I am thrilled that **the BKR model is part of the ‘all in’ constellation for the LBLD community.** As you read our annual report, I invite you to celebrate with us the successes of each child and family who joined BKR in our pilot year. We have established proof-of-concept to move forward with confidence that BKR is a compass for families, partners, and educators to navigate the LBLD landscape.

BKR is poised to scale and innovate literary access, one student, one family, at a time. I hope you will continue to turn pages with us as we approach new chapters of success.



CHRISTINE E. BOYLE

**BEYOND KIDS READING,
INTERIM CHAIR, BOARD OF DIRECTORS**



MISSION, VISION, VALUES

MISSION

Helping families and their children who struggle with reading get the support they need for lifelong success.

VISION

All children, regardless of learning style, will be appropriately educated and thrive in school.

VALUES

- | | |
|-----------------------|---|
| Empowerment | We recognize the inherent gifts all children possess. |
| Child-centered | We believe children who struggle with reading need to have direct, explicit, structured, targeted literacy instruction. |
| Understanding | We understand the experience of parents of children who struggle with reading. |
| Justice | We believe that all children, regardless of their socio-economic status or school system, have a right to be taught to read in a manner specific to their learning profile. |
| Collaboration | We believe in working collaboratively with parents, students, schools, service providers, and healthcare professionals. |
| Community | We believe families and students should not feel alone in their educational journeys. |

THE BKR MODEL

In the summer of 2021, our team set out to develop an innovative education model, anchored in a suite of services that could be delivered to children and families in need. We conceptualized and implemented a new approach that challenges and dismantles the silos that too often prevent children, families, educators, schools, private practitioners, and evaluation professionals from forming a cohesive, integrated team. One year later, we have a proof-of-concept that distinguishes BKR from traditional models for serving children with reading struggles, dyslexia, and language based learning differences.

- We invest on the front end in intake and evaluation, allowing us to pinpoint a child's learning profile from the outset so that we can recommend and provide effective intervention strategies out of the gate.
- We offer a comprehensive and integrated suite of services that engages neuropsychologists, reading specialists trained in a variety of methodologies, special educators, and educational advocates – an approach offered only by BKR.
- Our virtual model alleviates or eliminates access barriers posed by geography, timing, and costly travel requirements.
- We offer a menu of services that connects children with supports they need – ensuring a cost- and time-effective solution, eschewing a one-size-fits-all approach.



2021 BY THE NUMBERS

68

ONE-ON-ONE READING SESSIONS

17

PARENT COACHING SESSIONS

125+

SERVICE HOURS

5

PUBLIC SCHOOL DISTRICTS ENGAGED
ACROSS 3 STATES

84

PILOT PROGRAM SUPPORTERS

1+ MILLION

DOLLARS IN SEED INVESTMENTS TO
SUPPORT KIDS AND FAMILIES

100 PERCENT

FAMILY SATISFACTION

Wyatt

3rd grade student in a public school system near Boston

About: despite Mom's best efforts with limited resources, the experience at school was extremely frustrating with little to no progress

Strengths: beloved by teachers; desire to learn

Challenges: did not know any whole words entering 3rd grade when children begin to read to learn versus learning to read

BKR Impact: within four months of BKR evaluation, school agreed to change the student's reading program to EdMark, based on BKR's recommendation; in just months the student was able to read whole words and for the first time exclaimed to teachers and mom "I am a reader!"



“

You did an amazing job at the IEP meeting. I would have been completely lost without you. I feel like we are finally heading in the right direction. That was the most confident I have ever felt leaving an IEP meeting and that is due to both of you.

”

- Mother

Benjamin



6th grade student in a large public district in greater Boston

About: child of a single mother to multiple children, his school district readily chalked his learning challenges up to systemic issues and had not updated his IEP for nearly two years

“

Mom called me this morning and expressed her gratitude again.

Her child is lucky to have such a strong team of advocates.

”

- Social Worker

Strengths: a sweet and kind child, Benjamin is beloved by his teachers and peers and has both an eager and attentive classroom presence

Challenges: a non-reader at the end of elementary school; a rising 6th grader with absolutely no reading foundation at all

BKR Impact: **immediately** secured extended school year program and assisted Mom in keeping pace with Benjamin's proposed IEP process; recommended and offered support for mediation with the Bureau for Special Education Appeals

Jonathan

2nd grade student at a private day school in New York City

About: child of a family with the social and financial capital seemingly necessary to navigate the system, yet Jonathan's teachers brushed off their concerns.

Strengths: a shining star in the classroom, with standout critical thinking skills, a robust vocabulary, motivation to learn, and above grade level sophistication in oral communication

Challenges: struggling with reading, recognizing letters and words, and, troublingly, was increasingly resistant to even sitting down with a book.

BKR Impact: stepped in **immediately** and provided the family with clarity around Jonathan's learning style; he showed **instant** progress with a series of twice weekly one-on-one reading sessions, which also bolstered his sense of self and confidence.



“

This is terrific. Couldn't ask for a better situation - in terms of timeline, targeting what we need.

”

- Father

WHOLE CHILD, WHOLE FAMILY, WHOLE COMMUNITY SOLUTIONS

"When Beyond Kids Reading stepped in, both the parent and myself could not have been more grateful or relieved. The team was able to schedule and carry out the neuropsychological evaluation we had all been waiting for in a very short period of time, and they also offered virtual lessons with a reading specialist, created a comprehensive report, and attended an IEP meeting with the school's Special Education team to present their findings and recommendations. All of these were critical steps in advocating for this child's access to a better suited educational environment, but what really struck me in my experience working with Beyond Kids was the compassion and genuine open communication the team had with the parent raising this child, and the educators in his life. Not only has Beyond Kids Reading provided a struggling child with the advocacy and tools necessary to bring about change, but they have also given his parents hope that their son might have a future very different from the one they imagined for him."

- Family case worker from a Boston-based health clinic

“

...they have also given his parents hope that their son might have a future very different from the one they imagined for him.

”



Changing children's lives through reading and literacy demands a whole community approach that integrates the expertise and experience of a vast array of partners. In less than six months, we recruited a team of committed leaders to guide our growth into the future. They bring expertise in social entrepreneurship, nonprofit governance, business management, education, literacy, and child psychology — and above all, a fierce belief in the child-centered model that we established.

OUR BOARD OF DIRECTORS

Christine Boyle, M.Div, *Interim Chair*
Dr. Craig N. Horning, PhD, *President*
Don Lougheed, *Director*
Gayle Nelson, CPA, MBA, MST, *Treasurer*
Nick Sorvillo, MBA, *Secretary*

OUR PROGRAM SERVICE TEAM INCLUDES

Special Educators
Academic Evaluators
Reading Specialists
Educational Consultants
Psychology Consultants
Social Work Consultants
Translators

OUR ORGANIZATIONAL DEVELOPMENT & ADMINISTRATIVE ADVISORY TEAM INCLUDES

Development and Fundraising Advisors
Nonprofit Management Advisors
Operations Advisors
Marketing Advisors
Technology Advisors
Finance Advisors
Legal Advisors

"Yesterday we reached a big milestone in this household: Our son announced, 'I finished my first book series!' All 16 books. There is a lot of pride all around here! THANK YOU, BKR team!!!! He could NOT have done this without you!!!!"

- Parent of a BKR 2nd grader from Bay Area, California

2021 SUPPORTERS & PARTNERS

The BKR community is tremendously grateful to the individuals and organizations whose early belief and investment in our mission supported powerful, measurable impacts on family and children — spite the COVID-19 aftermath — which has heightened learning barriers for all children, and particularly those with complex learning needs. Moreover, as we launched into year two, our ability to resource and capacitate the next phase of work due to our supporter's generosity has equipped us to power our growth in the years to come.

In one of the most challenging years of our lifetimes, our supporters and partners have been a bright light for BKR and the families we serve. Thank you.

2021 DONORS

Liz and Asheem Archer-Nanda	Lisa Fries	Don and Kathy Loughheed	Josh Shriber
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A SPECIAL THANKS TO OUR FRIENDS AND MATCHING FUNDS



NORTHERN TRUST

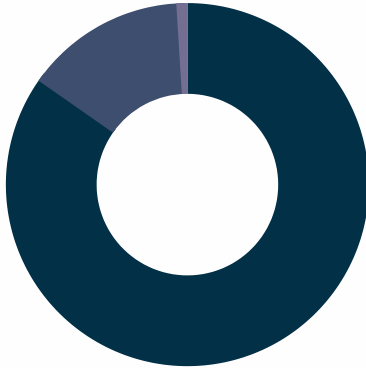


*"I know that he loves
working with BKR and
for us it's huge that he
trusts you."*

- Mother of a BKR 2nd
grader from New York, NY

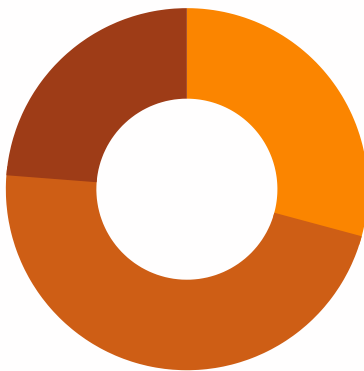
FINANCIALS

REVENUE



	2020	2021
84.7% Contributions	\$250,000	\$768,901
14.3% In-Kind Contributions	\$0	\$130,003
<1% Program Services Revenue	\$0	\$8,862
<1% Interest Income	\$0	\$39
Total	\$250,000	\$907,805

EXPENSES



	2020	2021
29.2% Program Expense	\$0	\$159,594
47% Management & General	\$0	\$257,233
23.8% In-Kind	\$0	\$130,003
Total	\$0	\$416,827

LIABILITIES & NET ASSETS

	2020	2021
Liabilities	\$0	\$31,474
Net Assets	\$250,000	\$740,978
Total Assets	\$250,000	\$772,452

NET ASSET BREAKDOWN

	2020	2021
Unrestricted	\$250,000	\$740,978
Temporarily Restricted	\$0	\$0
Net Assets	\$250,000	\$740,978

2021 financial statements audited by LMHS, P.C. certified public accountants and advisors

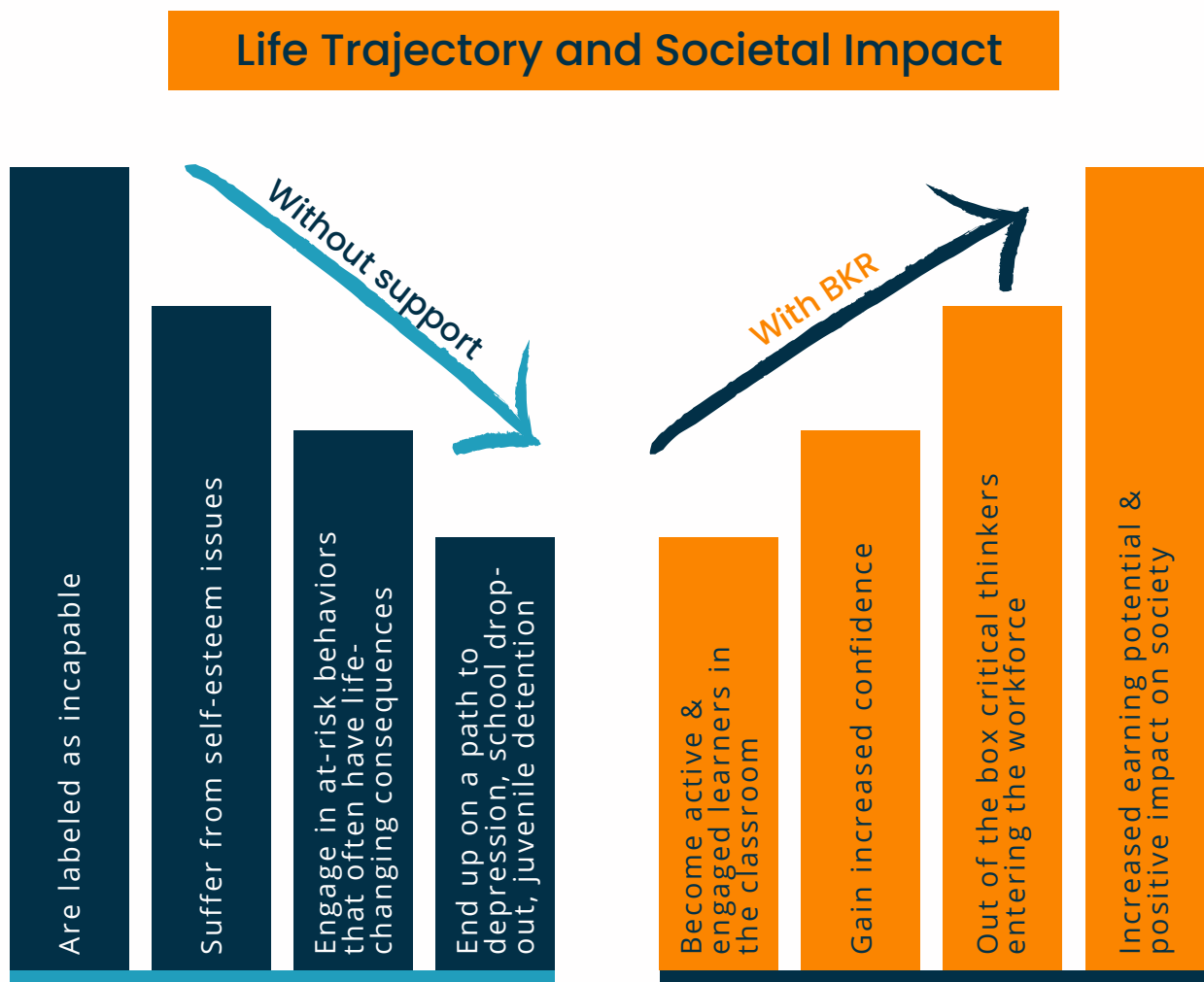
CONTRIBUTIONS AT WORK

Youth with specific learning disabilities (SLDs), such as dyslexia, are more readily referred to the juvenile justice system due in part to **few community-level service options available** to youth with these educational needs.

The rate of youth with diagnosed SLDs in juvenile justice custody has been observed at more than seven times that of SLDs in the general population.

Up to 70% of incarcerated youth may have a SLD such as dyslexia.*

Research shows 90% of children with reading difficulties will **achieve grade level in reading** if they receive help by the first grade.**



*Read, N. W. (2014).

**Vellutino et al (1996).

LOOKING TO THE FUTURE

We have rapidly established an incredible infrastructure and foundation that will enable BKR to grow with confidence and stability.

Early stage conversations have revealed a set of potential partner organizations who are interested in exploring BKR's service model in more depth. We will continue to pursue establishing formal business to business relationships in 2022 and beyond.



**University
Schools of
Education**



**Public School
Districts**



**Independent
Private
Schools**



**Hospital
Programs**



**Health Care
Clinics**

We believe in collaboration and community. Partnerships and forward-looking opportunities will be a key part of the infrastructure that will hold up BKR's plan to bring its uniquely powerful model to the thousands of children and families around the country who are at risk of slipping through the cracks. We look forward to partnering with you!

To donate, scan here or
contact us:



BKR is a 501c3 nonprofit
EIN: 86-1404037



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