Dear Friends:

Thanks to you, 10,662 children across Oregon discovered the magic of reading during the 2016-17 school year. Each week, they eagerly greeted their 4,713 volunteer Readers and sat down together to share stories and adventures. Twice each month, children picked out books to keep and add to their personal libraries – totaling 136,052 books in the hands of Oregon kids.

Apart from the number of children served, the 2016-17 SMART year was particularly special because we celebrated a big milestone: 25 years of bringing the love of reading and learning to Oregon kids. Our longevity – the 25th year and all those before it – have been made possible by you: our family of donors, volunteers, educators, parents and community partners. Thank you for your ongoing support.

We marked SMART’s silver anniversary with festive celebrations across the state, including the publication of our very own children’s book, *Oregon Reads Aloud*, an award-winning anthology celebrating the state we love and the power of books to shape our paths, passions and perceptions. We also successfully completed our three-year strategic plan focused on growth and improvement, awareness, and equity. Notable achievements in the past year include rolling out new and improved trainings for volunteers and beginning to build permanent book collections in all of our sites to ensure that all children have access to culturally diverse titles year round.

Looking ahead, I’m inspired by what’s to come at SMART. Over the next three years, we’re excited to expand our reach through developing an out-of-school program model, build new strategic partnerships, and ensure that growth is aligned with our focus on equity, quality, and financial sustainability. Our work would not be possible without you. Thank you for making the past 25 years of SMART such a success. And here’s to the next 25 years of fostering a love of reading in children across our state!

Peggy Maguire
Board Chair, 2016-17
EQUITY REPORT

In 2014, SMART launched a focused effort to become more inclusive in order to provide a better, more culturally affirming experience for our children, volunteers and employees. What followed is a continually evolving journey of learning about ourselves, our communities, and the systems and institutions we work within. Work over the past year has included:

Operationalizing Equity. Continued creation of systems and processes that weave equity into the fabric of SMART:
Formalized structure of Equity Team (internal body advancing equity), including membership expectations, leadership structure and process for adding members.
- Formed subcommittees to advance work: Culture & Training, Program & Partnerships, Communications and HR.
- Initiated staff and board demographic survey to establish baseline.
- Reformulated recruitment and hiring process to be more inclusive, eliminate unnecessary barriers and diversify candidate pools.

Books. Continued to expand, improve and diversify book collection for SMART students:
Established permanent book collections for each site, including diverse books.
- Set numeric goals around diversity of book collection.
- Added two books with diverse family structures.

Staff and Board Development. Provided opportunities for training and development for statewide staff and Board of Directors:
Created policy to include racial equity training for new staff.
- Provided LGBTQ 101 training for statewide team.
- Led equity discussions at Board meetings.
- Refined list of core equity competencies for staff and collected training resources.

Volunteer Training. Infused equity into volunteer communications and increased training on inclusivity at SMART:
Rolled out new training materials statewide.
- Provided news and messaging on roll out of new books and processes.

External-Facing Work. Created and refined systems for communicating publicly about equity at SMART and diversity related issues:
Created social media protocol for responding to community issues.
- Created plan and process for language translation, accessibility and equity-focused review of materials.

Visit getSMARToregon.org/Equity for more information.
FINANCIAL OVERVIEW

Assets: $4,619,361
(as of June 30, 2017)

Liabilities and Net Assets: $4,619,361
(as of June 30, 2017)

Revenue: $4,047,657
(as of June 30, 2017)

EXPENSES

Direct Program Expenses: 70%
Core Mission Support: 21%
Fundraising & Partnerships: 9%
SMART OUTCOMES*

SMART conducts annual surveys of principals, teachers and parents whose students participate in SMART. Annual results reveal:

- **87%** of responding educators said SMART contributed significantly to reading motivation and engagement for their students.
- **94%** of responding parents indicated their children significantly benefited from the SMART program.

Over **95%** of SMART students consistently showed improvement in measures of literacy development.

SMART focuses on cultivating reading motivation and enjoyment, and students consistently showed improvement in these measures:

- **97%** improved in expressing pleasure in reading or being read to.
- **94%** improved in exhibiting confidence in reading skills.

Over two-thirds (69%) of SMART students met or exceeded grade-level benchmarks in reading motivation.

Three-quarters (75%) of SMART students showed improvement toward reading motivation benchmarks.

*Data from 2015-16; outcomes remain relatively consistent year-to-year.*
Celebrating SMART’s 25th Anniversary

A truly innovative collaboration, *Oregon Reads Aloud* came together as a way to celebrate SMART’s 25th anniversary by doing what we do best: getting kids excited about books and reading.

The book is a collection of 25 engaging and diverse read-aloud stories for children written by 50 Oregon authors and illustrators. It landed on best-seller lists as soon as it hit the shelves with over 2,000 copies sold, and received the Oregon Spirit Book Award for Best Anthology from the Oregon Council of Teachers of English.

Published by Graphic Arts Books, *Oregon Reads Aloud* is for sale at many booksellers and stores, including Powell’s Books, Made in Oregon, and Amazon.

Thank you to the talented and creative artists who contributed to the book, and to the generous individuals and companies that provided financial support for the project.

To learn more, see a full list of contributors, or to learn how to purchase a copy of *Oregon Reads Aloud*, visit www.getSMARToregon.org/25-years.
DEVELOPMENT INITIATIVES

Sponsor a SMART School: Our Sponsor a SMART School initiative has continued to grow with businesses, foundations and individuals helping sites in their communities thrive by providing volunteers and financial support. Contact: Alayna Herr, 971-634-1626, aherr@getsmartoregon.org

THANK YOU TO OUR 2016-17 SCHOOL SPONSORS:

Leading for Literacy School Sponsors
- Avangrid Renewables*
- First Tech Federal Credit Union*
- KinderCare Education*
- PCC Structural*
- Starker Forest Products
- Synopsys

Empowerment to Succeed School Sponsors
- Avangrid Renewables*
- Capitol Subaru
- Cascade Employers Association
- First Tech Federal Credit Union*
- Hampton Lumber*
- Heffernan Foundation
- Kaiser Permanente

Building Self-Confidence School Sponsors
- Innsight Hotel Management Group
- Portland General Electric
- Subaru of Corvallis*
- Timber Products

Leaders for Literacy: This special giving society recognizes our most generous individual supporters. In 2016-17, more than 51 individuals and families made significant investments in SMART in their local communities. Contact: Sharon Benson, 971-634-1620, sbenson@getsmartoregon.org

SMART Circle: In 2016-17, nearly 187 individuals and families made gifts of $1,000+ to bring SMART to kids in their local communities. We recognize these donors as part of the SMART Circle, a special group of committed supporters statewide. Contact: Alayna Herr, 971-634-1626, aherr@getsmartoregon.org

Legacy Society: Contributors who include a provision for SMART in their estate plans become members of SMART’s Legacy Society. Estate plans include a will, living trust, life insurance policy or retirement plan. Contact: Sharon Benson, 971-634-1620, sbenson@getsmartoregon.org

Endowment Fund: A robust endowment provides a steady stream of income, diversifies our funding base, lessens reliance on annual fundraising efforts, and better positions SMART for growth. As of June 30, 2017, the market value of SMART’s endowment is $1.5 million. The fund was established in 1992 and is housed at the Oregon Community Foundation. SMART accepts funds for the endowment through estate gifts or outright gifts. Contact: Sharon Benson, 971-634-1620, sbenson@getsmartoregon.org

* Business sponsoring more than one school.
Inspire a child’s next chapter.

**Our Mission:**
We engage community volunteers to read one-on-one with PreK through third-grade children who need literacy support. Participating children also receive new books each month to keep and read with their families.

**Our Vision:**
An Oregon where every child can read and is empowered to succeed.

Thank You
Our thanks and admiration to our family of donors, volunteers, educators, families and supporters statewide who help make SMART possible. To learn more about our work, please visit our website at www.getSMARToregon.org.

**Executive Staff:**
*Chris Otis,* Executive Director  
*Jessica Bowersox,* Communications Director  
*Alexis B. James,* Director of Program Operations & Personnel  
*Beth Katona,* Director of Development Operations  
*Kanna Hudson,* Director of Program Development Evaluation  
*Jonathan Wexler,* Director of Finance & Administration

**Directors**
*Greg Chaillé*  
*José Gonzalez*  
*Monique Hayward*  
*Ray Holliday*  
*Karin Holsinger*  
*Anna Hutson*  
*Jody Marshall*  
*Adam Morris*

**Treasurer**
*Hank Sigmon,* Immediate Past Chair

**2016-17 Board of Directors:**
**Officers**
*Peggy Maguire,* Chair  
*Kent Lewis,* Vice Chair  
*Terri Browning,* Secretary  

**2016-17 Board of Directors:**
*Tom O’Keefe*  
*Sarah Redgrave*  
*Connie Seeley*  
*Janae Sorenson*  
*Jane Teater*  
*Becky Versteeg*  
*Angela Wilhelms*