

# ANNUAL REPORT 2024



THE LITERACY LAB

CELEBRATING  
**15** YEARS OF  
STORIES

To Our Partners in Literacy,

As 2024 comes to a close, I'm inspired by the incredible strides The Literacy Lab has made in addressing the national literacy crisis. This year, we leaned into our mission with bold action, unwavering commitment, and a vision for a brighter future.

This year marked a pivotal shift in our approach. After careful reflection, we chose to deepen our focus on the Leading Men Fellowship (LMF), our flagship program, which directly aligns with our mission and demonstrates lasting impact. As part of this strategic decision, we transitioned away from AmeriCorps and Ampact partnerships. These changes were challenging but necessary to prioritize programs that amplify student genius, celebrate diverse identities, and deliver the greatest impact.

A highlight of the 2023-2024 school year was welcoming Luvvie Ajayi Jones, bestselling author and thought leader, as our National Brand Ambassador. Luvvie shares our belief that literacy is a human right and is using her platform to champion our work. Alongside her, we strengthened our capacity by growing a dynamic Board of Directors. These 16 leaders bring expertise in technology, media, instructional design, and more, ensuring we are well-equipped to advance our ambitious FY25-29 strategic plan.

Looking ahead, The Literacy Lab is committed to driving culturally responsive, community-centered literacy initiatives. With the support of our donors and partners, we're ready to innovate, collaborate, and create a future where every child has access to the power of literacy.

Thank you for believing in our mission and for being part of this journey. Together, we are transforming lives.

In partnership and purpose,



*Heather Jenkins*  
Heather Jenkins, PhD  
President & CEO



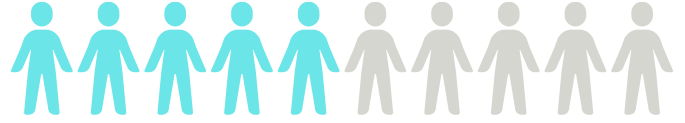
*Don Walther*  
Don Walther  
Board Chair



# Year in Review

# 4,004

number of students served



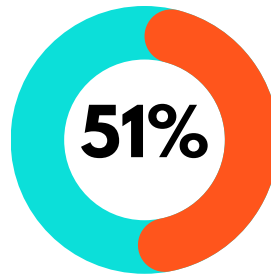
**5 in 10**

K-3 students exceeded the target growth rate

“

“I see them building great relationships with students, invested and willing to go above and beyond. They show up every day for our students and it's just wonderful to see male role models in our early childhood classrooms.” - *Principal at partner school*

**The percentage of students on-target increased by 30%** following a semester of LMF programming, as evidenced by kindergarten readiness assessments.



percentage of fellows who enrolled in college or teacher training after completing the fellowship.

# 100+

community partners across all regions

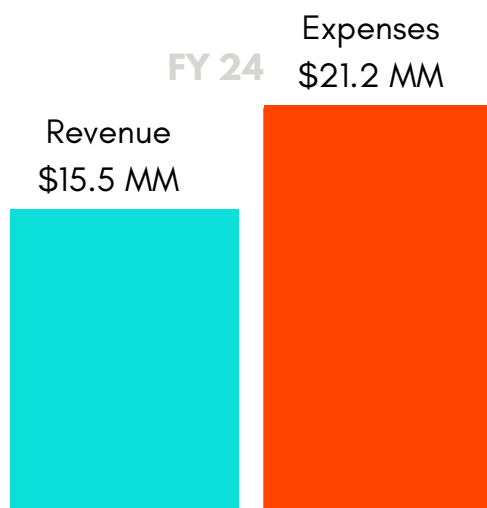
“

I've witnessed firsthand the impact of early literacy interventions on children's growth and development, and it has reinforced my commitment to this field. My role has not only allowed me to contribute to the academic development of these young minds but has also given me valuable insights into the importance of early education in shaping future success.” - *Fellow*





# Financial Overview



## Assets

Total Assets: \$15.8 MM

## Liabilities

Total Liabilities: \$1.9 MM

## Net Assets

Net Assets: \$13.9 MM

\*Planned use of \$5 MM in Reserves

## Thank You to our Major Donors!

Ballmer Group | NBA Foundation | Bader Philanthropies | David and Barbara Hirschhorn Foundation | Georgia Power Foundation | Grayer Family Foundation | Northwestern Mutual Foundation | The Imlay Foundation | The Rich's Foundation | Brady Corporation Foundation | Community Foundation of Western Massachusetts | GreenLight Fund - Cincinnati | Millstone Fund | The Richard and Ethel Herzfeld Foundation | Greater Washington Community Foundation | William S. Abell Foundation | Baltimore Community Foundation | Bender Foundation, Inc. | Gunn Winslow Foundation | Philip L. Graham Fund | Speas Memorial Trust | Virginia Cretella Mars Foundation | GreenLight Fund Atlanta | Greater Milwaukee Foundation | Lire Fund | LuluMa Foundation | Peninsula Community Foundation of Virginia | Richman Family Foundation | Sherman Family Foundation | United Way of Greater Richmond and Petersburg | The Morris & Gwendolyn Cafritz Foundation | Richard E. and Nancy P. Marriott Foundation | The J. Willard and Alice S. Marriott Foundation | Goldseker Foundation | Bank of America Charitable Foundation | The Irene E. & George A. Davis Foundation | The Danville Regional Foundation

\*Giving Levels of 25K+

