

IMPACT REPORT 2023

TABLE OF CONTENTS

1 Introduction

2 Our Story

3 Our 2024 Goals

4 Our 2024 Strategy

5 2023 in Numbers

6 Visual Storytelling

7 Acknowledgements

INTRODUCTION

As a nonprofit organization, our primary goal is to address the pressing issue of low literacy rates among youth, particularly in marginalized communities, while simultaneously promoting awareness of social justice through Black and Brown narratives. We recognize that literacy and social justice are interconnected and essential for empowering individuals and fostering equitable societies.

To tackle these challenges, Reading With Mrs. Richardson has implemented a variety of projects and initiatives.

In 2023, we organized a literacy festival engaging students and providing books to more than 1,200 children, promoting a love for reading and access to literature. Additionally, our participation in GiveCamp 2023 facilitated technological advancements to enhance our outreach and impact. Recognition by Shelby County Mayor Lee Harris as a participant in the "New Era" planning committee underscores our commitment to community collaboration and leadership.

Furthermore, partnerships with Shelby County's Office of Innovation, as exemplified by our role as copy editors for "Adventures with Amir & Zuri: – Shelby County A to Z", demonstrate our dedication to amplifying diverse voices and narratives. Collaborations with local schools, such as Raleigh Egypt Middle and Georgian Hills Elementary, enabled us to provide targeted literacy services and engage students in social justice initiatives, as evidenced by the successful creation of a podcast project and notable academic achievements.

We measure the success of our actions through both quantitative and qualitative indicators. Quantitatively, we track metrics such as increased reading proficiency, academic performance, and program participation rates. Qualitatively, we assess the impact on students' confidence, motivation, and awareness of social justice issues. Feedback from students, parents, educators, and community stakeholders also informs our evaluation process.

Challenges we have faced include limited funding and resources, systemic barriers, and the need for sustained community engagement. Moving forward, we aim to improve our plans by enhancing resource mobilization, expanding partnerships, and implementing targeted interventions to address systemic inequities.

My heart runs deep for Memphis and all its beauty. This program is my way of pouring back into the city that I love and the people that make it unique.

Kind regards,
Carla Fields Richardson
Founder & Executive Director



OUR STORY SO FAR



OUR MISSION

At Reading With Mrs. Richardson, we aim to empower marginalized communities through the transformative power of literacy and storytelling.

100 %

OF ALL 4TH-GRADE STUDENTS WHO PARTICIPATED IN THE LITERACY PROGRAM AT GEORGIAN HILLS ELEMENTARY

ACHIEVED STATE-LEVEL PROFICIENCY,

OUR PURPOSE

Reading With Mrs. Richardson is dedicated to fostering literacy and social justice among youth in Shelby County and beyond. Our purpose is to empower young individuals, particularly those from marginalized communities, with the skills, resources, and awareness necessary to succeed academically and advocate for equity in their communities. Through innovative programs, partnerships, and advocacy efforts, we strive to create a future where all children have access to quality education, diverse narratives, and opportunities for growth, regardless of their background or circumstances. At Reading With Mrs. Richardson, we believe that literacy is not only fundamental to academic success but also a powerful tool for social change, and we are committed to harnessing its transformative potential to build a more equitable and inclusive society.


WE USE BLACK & BROWN STORIES
TO TEACH BLACK AND BROWN KIDS
#READMANE
TRUE LEARNING HAPPENS WHEN STUDENTS FEEL SAFE & UNDERSTOOD
EMPOWERING STUDENTS OF COLOR
CRISIS BEGAN DURING SLAVERY
Reading with Mrs. Richardson
READING GIVES US SOMEPLACE TO GO WHEN WE HAVE TO STAY WHERE WE ARE.
ENHANCE YOUR READING enRICH YOUR LIFE
LITERACY IS A POWERFUL TOOL AGAINST POVERTY
INSPIRE & ENCOURAGE YOUTH
W/ CULTURALLY RELEVANT TEXT!
SOCIAL & EMOTIONAL LEARNING
DIVERSITY IN CHILDRENS BOOKS
50% WHITE
27% ANIMALS
10% BLACK
7% ASIAN
5% LATIN X
1% AMERICAN INDIAN
MULTI-CULTURAL LITERATURE
INCREASES RESPECT & TOLERANCE
FOR DIVERSE CULTURES
ENHANCING CONFLICT SOLUTION EDUCATION
IN GRADES K-3 CHILDREN ARE LEARNING TO READ
GRADES 4-12 CHILDREN ARE READING TO LEARN
IF THEY SEE THEMSELVES IN BOOKS IT INSPIRES THEM TO READ MORE...
the sketch effect
VISUAL COMMUNICATION SOLUTIONS

#READMANE

OUR 2024 GOALS

In 2024, our goals at Reading With Mrs. Richardson are aligned with our mission to advance literacy and social justice for youth in Shelby County and beyond. Building upon our learnings from previous years, we are committed to implementing the following strategies to maximize our impact:

1

Scaling Up Successful Programs:

We will expand our successful literacy programs and initiatives to reach more students and communities across Shelby County. By increasing our reach, we aim to provide greater access to quality education and resources, particularly in marginalized areas where the need is most acute.

2

Investing in Professional Development:

We will prioritize professional development for our staff and volunteers to enhance program effectiveness and cultural competency. Training sessions and workshops will focus on best practices in literacy education, social justice advocacy, and cultural sensitivity, ensuring that our team is equipped to serve diverse communities effectively.

3

Collaborating with Policymakers and Stakeholders:

We will strengthen our collaborations with policymakers, educators, and community stakeholders to advocate for systemic changes in education and social justice. By engaging in dialogue, sharing insights, and advocating for policy reforms, we aim to address structural inequities and create a more inclusive and equitable educational system.

4

Conducting Ongoing Evaluation and Research:

We will continue to conduct rigorous evaluation and research to adapt and refine our approaches based on emerging needs and best practices. By collecting data, soliciting feedback, and staying abreast of developments in the field, we will ensure that our programs remain responsive to the evolving needs of our communities.

OUR 2024 STRATEGY



By implementing this strategy in 2024, Reading With Mrs. Richardson aims to ensure that our projects are effectively advancing our mission, responding to the needs of our beneficiaries, building trust with our stakeholders, and contributing to a culture of learning and collaboration within the nonprofit sector.

Reviewing Projects Against Mission and Goals:
Conduct regular evaluations of our projects and initiatives to assess their alignment with our mission and goals. This involves analyzing the impact of each project on literacy rates and social justice awareness among youth in Shelby County. Develop key performance indicators (KPIs) and metrics to measure the success of our projects in advancing our mission. These may include literacy rates, academic performance improvements, and levels of social justice engagement among beneficiaries.

Regularly communicate the results of project evaluations to stakeholders, including staff, board members, funders, supporters, and beneficiaries, to ensure transparency and accountability.

Implementing Changes Based on Evaluation Results:

- Use the insights gained from project evaluations to identify areas for improvement and implement necessary changes to enhance the effectiveness of our programs.
- Foster a culture of continuous improvement by encouraging feedback from staff, volunteers, and beneficiaries on project implementation and outcomes.
- Allocate resources strategically to address identified gaps and maximize the impact of our interventions.

PROJECTS	DETAILS	OUTCOME
Literacy Festival	Partnered with 9 local organizations to provide hands-on & fun literacy for 200 students	• Activated an active love of reading • Distributed books to all students written by minority authors
Empowering Middle Schools Students	Students conducted research and analyzed text then recorded a podcast on their findings	• Students gained a deeper understanding of the interconnectedness between personal experiences and larger societal issues
Operation ReadMemphis	Afterschool literacy program	• Every 4th grade student participant was proficient on state assessment

2023 IN NUMBERS

Reading with Mrs. Richardson

4

LITERACY PROJECTS FUNDED

1,237

Students Served

2,500 BOOKS DISTRIBUTED



1 Literacy Festival

9 partner agencies

200 ATTENDEES

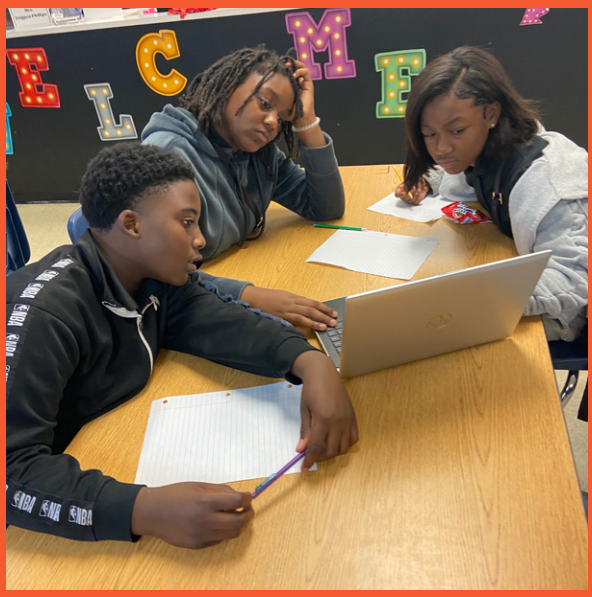
$34,159

in grants, donations, & sponsorships

3,196

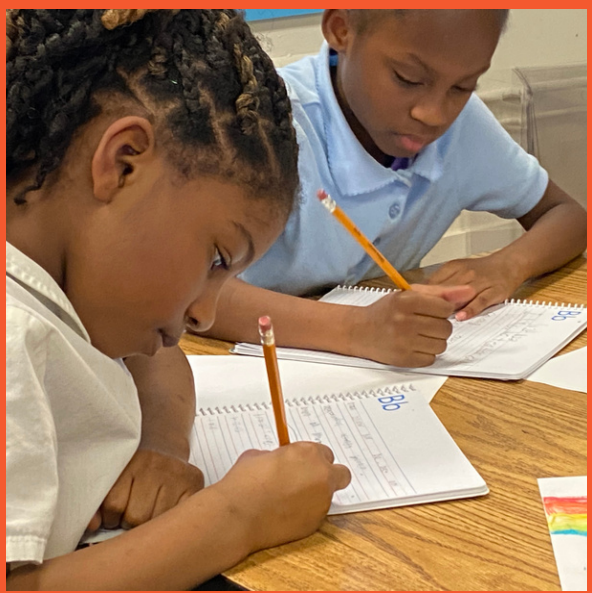
social media followers








AmirAndZuri.com
READING IS AWESOME!







WE TOOK AN EXTENDED BREAK IN 2023 TO WELCOME OUR 1ST BUNDLE OF JOY





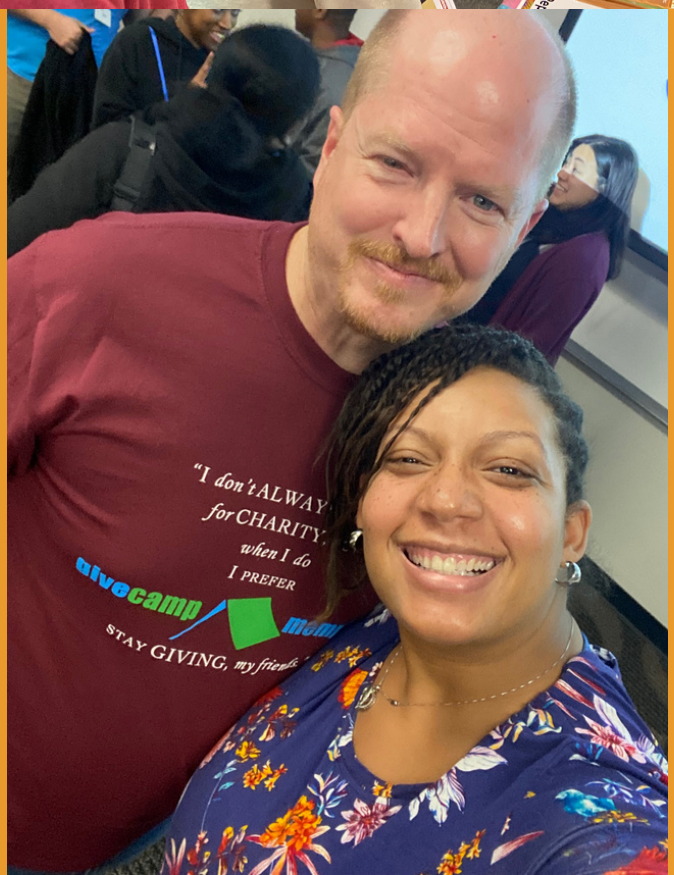



ADVENTURES WITH
AMIR & ZURI
SHELBY COUNTY A TO Z
BY THE SHELBY COUNTY MAYOR'S OFFICE OF INNOVATION
THAN 55 LOCAL ATTRACTIONS AND
HISTORICAL FIG






JACQUELINE WOODSON
illustrated by RAFAEL LÓPEZ
My Little Brothers
THE YEAR WE LEARNED TO FLY
CAROLE BOSTON WEATHERFORD • FLOYD COOPER
UNSPEAKABLE
THE TULSA RACE MASSACRE
SHIRLEY CHISHOLM IS A VERB!
BLACK BOY, BLACK BOY
CELEBRATE THE POWER OF YOU
baby young gifted and black


"I don't ALWAY
for CHARITY,
when I do
I PREFER
STAY GIVING, my friend



BOARD OF DIRECTORS

Caroline Earnest,
Memphis Shelby County Schools S.E.E.D Office

Stuart Breakstone, Attorney

Preston Jefferson, Jr. Mortician and Police Officer

Stasia Taylor, Federal Government

Cori Smith, Sweet Cheeks Diaper Ministry

Sharolyn Fields, Educator

Victoria Ragland, Pinnacle Bank Regional DEI Director

Sheri Catron Cooper, Circles of Success Learning Academy, Principal

Timeko Clinton, Educator

Chunmeka Wayne,
Memphis Shelby County Schools District Advisor

PARTNERSHIPS

The National Civil Rights Museum at the Lorraine Motel
The Benjamin Hooks Institute at the University of Memphis
Heal the Hood Foundation
Africa in April
The Wolf River Conservancy
For the Kingdom
Shelby County Sheriff's Office
Les Passees Kids on the Block
Literacy Mid-South,
Shelby County Government
Hillwood Construction Services
Memphis Police Department
Memphis Shelby County Schools
United Way of the Mid-South
Seeding Success
Memphis Zoo
Children's Museum of Memphis
Huey's Restaurant
Main Event
Chick-Fil-A
Southern Heritage Classic
Wakil Solutions, LLC
Shelby County Juvenile Court





CONNECT

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carla@readingwithmrsrichardson.org

Reading With Mrs. Richardson



ACKNOWLEDGEMENTS

At Reading With Mrs. Richardson, we are deeply grateful for the dedication and hard work of the individuals who have tirelessly contributed to our projects and supported our mission. Without their unwavering commitment, passion, and expertise, our efforts to promote literacy and social justice among youth in Shelby County would not have been possible.

To our team of staff and volunteers: Thank you for your tireless efforts and unwavering dedication to our cause. Your commitment to empowering young individuals with the skills, resources, and awareness necessary to succeed academically and advocate for equity is truly commendable. Your passion and enthusiasm inspire us every day, and we are grateful for your invaluable contributions to our projects and initiatives.

To our partners and supporters: Your generosity, encouragement, and belief in our mission have been instrumental in our success. Whether through financial contributions, in-kind donations, or advocacy efforts, your support has enabled us to expand our reach, enhance our programs, and make a meaningful impact in the lives of children and families in Shelby County. We are deeply grateful for your continued partnership and commitment to our shared goals.

To the beneficiaries of our programs: Your resilience, curiosity, and determination inspire us to strive for excellence every day. It is an honor and a privilege to work alongside you, providing the support and resources you need to succeed academically and beyond. Your enthusiasm for learning and passion for social justice remind us of the importance of our work, and we are committed to empowering you to reach your full potential.

Together, we have achieved remarkable milestones and made a positive difference in the lives of countless individuals in our community. As we continue our journey forward, let us remain united in our shared commitment to promoting literacy, fostering social justice, and building a brighter future for all.

Thank you for your unwavering support, dedication, and contributions to Reading With Mrs. Richardson. Your efforts have truly made a difference, and we look forward to continuing our work together to create lasting change in Shelby County and beyond.

WE THANK YOU

FOR YOUR CONTINUED SUPPORT IN

OUR PROGRAMS