



Philanthropic Impact Report

JUNE 1, 2022–MAY 31, 2023



» **Judy Newman** (left) and **Sharon Corbin**, Manager, Special Projects, on site at the Mississippi Children's Museum in Jackson, MS, to launch a new Reach Out and Read collaboration with Mississippi Medical Center



“Every child must have the opportunity, provided by the adults in their lives, to read confidently, develop their literacy, and identify as a reader.

—Judy Newman

» Partnering for Impact

Dear Valued Partners,

For 103 years, through decades of technological change, economic booms and busts, and cultural changes, Scholastic's commitment remains steadfast to partnerships dedicated to **enriching the lives of all children with the joy and power of reading.**

Scholastic's partners—classroom teachers and education administrators; families, librarians, and community groups; governments and nonprofit organizations; bookstore chains and independent booksellers; private philanthropists and individual literacy activists—provide **access, choice, and diversity** of books to every child regardless of their literacy experience or economic background. Scholastic's network of partners understands that **every child** must have the opportunity, provided by the adults in their lives, to read confidently, develop their literacy, and identify as a reader.

Poverty, insufficient resources, and a lack of access to technology challenge our collective mission and our ability to fight pernicious declining reading scores and make a lasting impact on literacy for all.

The key ingredients for success, and ensuring literacy for all children, are willing and capable partners who share our vision. Scholastic brings its deep **editorial curation and publishing expertise**; highly efficient, world-class **distribution and customer support**; expert academic **research** to validate outcomes; deep and broad **marketing** to create maximum visibility; and a century of earned **trust** to each collaboration with every partner.

The stories shown in the pages of Scholastic's 2022–2023 Philanthropic Impact Report reflect the breadth and depth of the work we do with our partners.

A handwritten signature in black ink, appearing to read 'Judy Newman'.

Judy Newman
Chief Impact Officer
Scholastic Inc.

For information about partnering with Scholastic in 2024 and beyond, please contact us: judy.newman@Scholastic.com



» Scholastic Partner Spotlight



Earlier this year, the work of [Comic Kids](#), a nonprofit founded by Kat Barrow-Horth and Reed Horth, caught the attention of megastar singer and television host Kelly Clarkson. Eager to support the work they were doing, Kelly invited Kat and Reed onto [The Kelly Clarkson Show](#) and partnered with Scholastic to surprise them with a donation of a wide selection of graphic novels. Included in the donation were 200 copies of Dog Man, Captain Underpants, and Cat Kid books autographed by their best-selling superhero creator Dav Pilkey.

Helping kids find their inner superhero is exactly what Comic Kids does by helping children learn art and express themselves through comics, cartoons,



» Comic Kids founders **Kat** and **Reed** display books donated by Scholastic

and books. Kat and Reed have backgrounds in the fine arts world and use comics and cartoon characters to inspire confidence and enthusiasm in children in underserved communities.

“I think one of the biggest lessons kids are learning in our class is that circumstances don’t determine the outcome and not everybody’s got a linear path,” says Reed. “If you think about Batman, Batman lost his parents, Spider-Man lives with his Aunt May, but... these characters overcame their circumstances. So, kids start to realize that maybe their circumstances aren’t so daunting, and maybe they can also find how they’re super as well.”

Scholastic’s impact can be seen in a variety of Comic Kids programming, such as the coloring pages of their art curriculum and their how-to-draw videos. Scholastic also assists the organization with providing a wide variety of diverse books for hundreds of low-income children in Title I schools, homeless shelters, and hospitals in Miami, FL. Active participants in the program include Lotus House Women’s Shelter, the largest women’s and children’s shelter in the United States; and Nicklaus Children’s Hospital, a world leader in pediatric healthcare where many of the children are undergoing long-term treatment for terminal illnesses.

Through Comic Kids, children attend monthly art classes with their caregivers. They receive free art supplies and learn how to draw, while finding inspiration from their favorite comic and graphic novel characters. Eight-year-old Ever reflects on her time in the Comic Kids program saying, “I’ve learned that there’s no limit to my creativity.” 📖



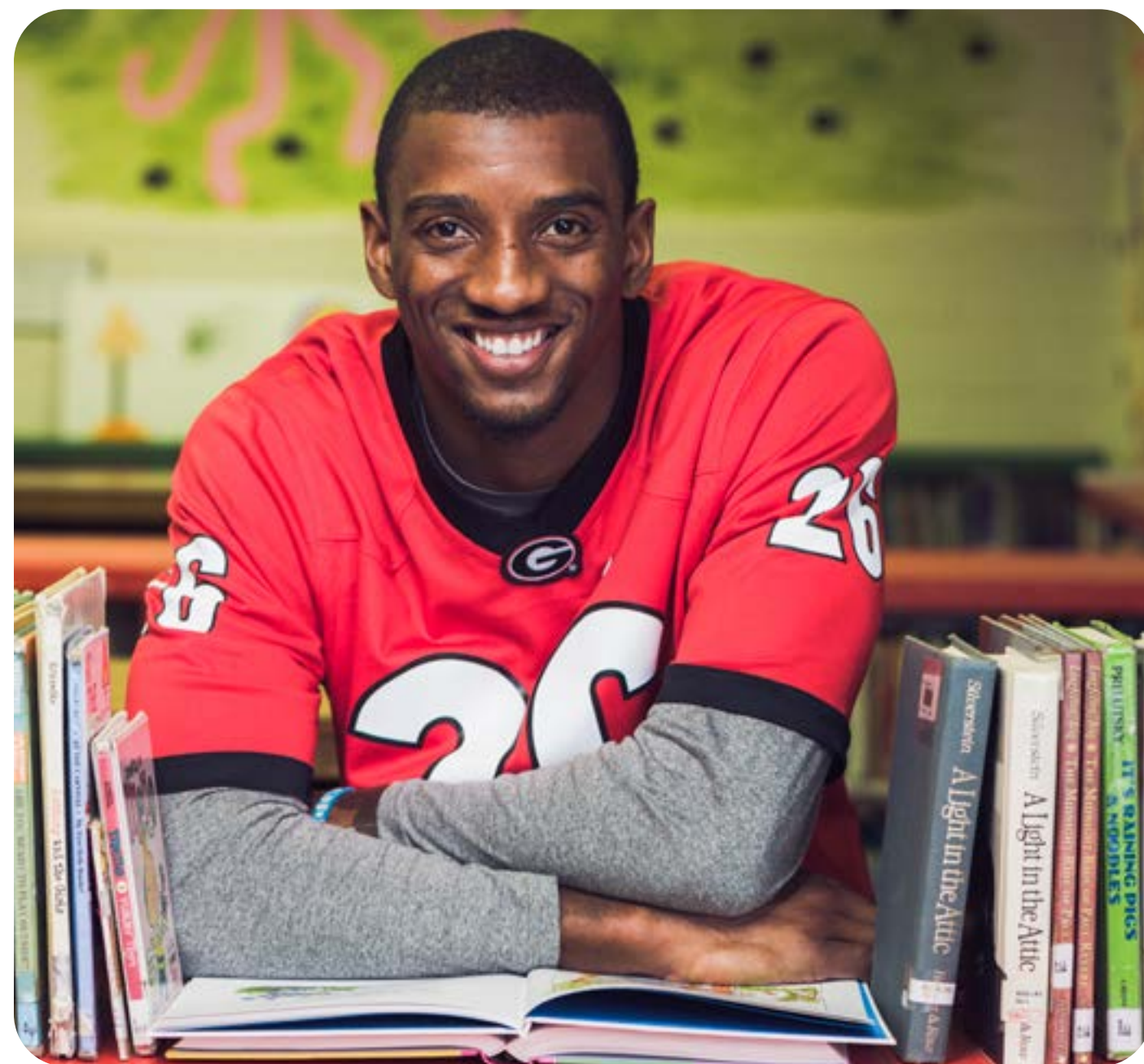
“Kids are learning in our class that circumstances don’t determine the outcome and not everybody’s got a linear path.”

—Reed Horth; Comic Kids Founder





While best known on the field, football champion Malcolm Mitchell considers discovering a love of reading as one of his greatest achievements. As a young student, Malcolm struggled with connecting to the stories he was given to read. So, today, the Scholastic author and literacy advocate's goal is to help all students—good readers and reluctant readers alike—find stories they can relate to. Malcolm's nonprofit, [Share the Magic Foundation](#), has helped



Football champ **Malcolm Mitchell** now makes plays for reading and literacy

place books in the hands of hundreds of thousands of young readers, through programming such as his [Read with Malcolm](#) reading rallies. More than 750,000 students participate in Share the Magic's free Virtual Reading Challenges throughout the year, including [ReadBowl](#), for which Scholastic is a key partner. In 2024, the number of participants is expected to grow to 1 million children.

At reading events across the country, Malcolm furthers his mission of inspiring students and increasing book ownership, by sharing his personal reading journey and giving each child a copy of his book, [My Very Favorite Book in the Whole Wide World](#). The book tells of a student who struggles to find a story that excites him—until he writes his own, just like Malcolm did.

Following an event held in Atlanta, GA at Peace Preparatory Academy, Michaela Guthrie, Director of Student & Family Support, shared: "...[I asked] one of our students who needs support in literacy what her favorite part about the assembly was... she opened [My Very Favorite Book in the Whole Wide World] and pointed to the first two pages and recited, 'Reading can be hard, you know? Once upon a time, everyone thought I hated to read, but that's just not true.' Thank you for creating these types of experiences for our students!" 📖



“There’s no such thing as reading boundaries—anything that you have any interest in, there’s a book out there that will help you learn more about it.”

—Malcolm Mitchell,
Literacy & Football Champion



LitWorld®

The power of reading aloud is a beloved and important tradition all over the world. Recent data from the latest [Scholastic Kids & Family Reading Report](#) shows that 92% of parents and 80% of kids agree that reading aloud is (or was) a special time together. In 2010, the nonprofit [LitWorld®](#) recognized the power of the read-aloud and founded World Read Aloud Day® (WRAD) to celebrate stories, create community, and advocate for literacy as a foundational human right. Scholastic sponsors the global holiday, which is now recognized in more than 170 countries, on the first Wednesday of every February. For this year's celebration, LitWorld used Scholastic [Storyvoice](#) as a platform to bring live read-alouds directly into the homes and classrooms of children, teachers, and caregivers.

In 2023, Scholastic Storyvoice and LitWorld hosted a free WRAD-a-thon, which kicked off in Australia. Programming spanned the globe, including live read-alouds by Scholastic authors and LitWorld community partners in South Africa, Kenya, India, Canada, Mexico, Colombia, and the United States!

Authors **Rebecca Elliot** (bottom left) and **Brian Selznick** (top right) virtually celebrate **World Read Aloud Day** with children in classes across the globe



Cheryl Goff, a media specialist at Carrie D. Kendrick Middle School in Jonesboro, GA, tuned in to watch this year's WRAD-a-thon with her school and noticed the special impact the global celebration had on one of her students.

"An author read her book, which is published in both English and Spanish," Cheryl recalled, adding, "She read half the story in English and half in Spanish...One student remained, after dismissal, to finish watching the Q&A. I believe she stayed because she saw a reflection of what she could become on the screen."

More than **400,000** other participants, like Cheryl and her students, joined authors live to celebrate with LitWorld and Scholastic for World Read Aloud Day this year—truly proving the universal power of stories being read aloud to all children! 📖

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—Cheryl Goff, Media Specialist



Scholastic Storyvoice is a **free digital platform** that connects the vibrant international reading community directly to authors in real time. Originally founded as a platform to share stories with displaced children living in refugee camps, Storyvoice uses innovative technology to help democratize access to read-alouds and their associated benefits. Learn more and see upcoming events at storyvoice.scholastic.com





Save the Children®

When Daisy was expecting her first child a few years ago, she turned to [Save the Children](#) to find local support in her region of Washington state and help ease her concerns during her journey to motherhood. Daisy enrolled in the “Early Steps to School Success,” one of the many types of Save the Children programs Scholastic has supported for more than 25 years by donating millions of books to under-resourced communities.

Daisy’s relationship with Save the Children began before her child was born, with the organization providing ongoing support through home visits, developmental activities, and free books. Save the Children even adapted the program for her family, modifying and personalizing support to meet her needs after her daughter’s autism diagnosis. “Your child is never left behind because the program grows with them,” she remarked, highlighting how Save the Children worked to create a responsive, supportive opportunity for her child to thrive.

Daisy hopes that other parents and children in her community will get the same level of support she and her daughter Darla received. In fact,

she was so positively impacted by her experience, she decided to assist the Save the Children team with planning Parent-Child Groups for the Early Steps to School Success program and advocating for early childhood education to public officials. “It just makes me feel empowered to do more,” she explained, adding, “I’m happy to advocate for every child out there.” Daisy now works for Save the Children Action Network’s family engagement team.

In addition to serving families like Daisy’s, Save the Children and Scholastic work together to create home libraries across the country and provide books for summer reading—an invaluable resource for all children and families, particularly in rural communities. According to data from the 2022 Scholastic Research & Validation Home Libraries whitepaper, the presence of books in the home can have a substantial impact on a child’s academic achievement, economic success, and health later in life. In the 2022-23 school year alone, Scholastic donated 1.2 million books to support Save the Children’s life-changing work. 📖



“

Your child is never left behind because the [Save the Children] program grows with them.”

—Daisy, Mother of Darla (pictured above)





Scholastic Art & Writing Awards

In June 2023, young artists and writers from all over the country gathered at the iconic Carnegie Hall in New York City, eager to take part in the annual [Scholastic Art & Writing Awards](#) ceremony, and join the ranks of all the recipients who came before them for the past 100 years.

During the inspiring ceremony, 2023 Portfolio Gold Award Medalist Jeffrey Wang from Coppell, TX shared his feelings on the role writing played for him and his own identity. “Throughout my creative journey, I learned to accept who I am. I am Chinese American. Art can truly create magnificent shades of human connection, with tints of inspiration and undertones of harmony. Furthermore, writing is the glaze that seals our deep-seated relationships and marries our different backgrounds together.”

The Scholastic Art & Writing Awards began in 1923, when publisher (and Scholastic founder) Maurice R. Robinson asked teachers what they needed most for their students. The resounding answer was that they wanted a way to acknowledge the talent of student artists and writers. Now run by the [Alliance for Young Artists & Writers](#), an independent nonprofit organization, the Scholastic Art & Writing Awards represent the nation’s longest running, most prestigious educational initiative supporting student

Alliance for Young Artists & Writers

achievement in the visual and literary arts. This past year alone, 100,000 teens from 8,500 different schools submitted more than 300,000 works of art and writing submissions, with the support and sponsorship of 16,000 educators across the country.

For many notable alumni, winning an award was a transformative moment in their careers. American photographer Richard Avedon called his 1941 win for poetry “the defining moment of my life.” Filmmaker Ken Burns describes the Scholastic Art & Writing Awards as one of the catalysts he needed as a young adult and offered validation that helped him follow his dream to create important works of art: “The Scholastic award is hugely important and has made an extraordinary difference. Writing this short story and submitting it to Scholastic and having it be well received was a kind of verification.”

For 2023, the Alliance for Young Artists & Writers partnered with a wide range of fundraising organizations to provide scholarships worth \$400,000, as well as \$100,000 of cash awards and in-kind support to 1,500 educators.

From the first students who authored pieces published in The Scholastic Magazine a century ago, to the teens recognized today, young people’s unique visions are a collective beacon of democratic free expression and continues to be inspiring and bold. 📖

» Watch **Jeffrey Wang’s** full remarks and the entire 2023 Scholastic Art & Writing Awards



“Throughout my creative journey, I learned to accept who I am. I am Chinese American. Art can truly create magnificent shades of human connection, with tints of inspiration and undertones of harmony.”

—Jeffrey Wang, 2023 Scholastic Art + Writing Portfolio Gold Award Medalist

For more information on the Scholastic Art & Writing Awards visit: artandwriting.org



» Impact Partners

Scholastic's philanthropic impact partners also include vital, groundbreaking nonprofits, foundations, community organizations, schools, and businesses. Here are a few compelling and profound examples of the power of Scholastic's network of global partners to support life-changing efforts:



“Thousands of children and families in our communities are building home libraries chock full of Scholastic books—and whenever Clifford visits, kids flock to him and shriek with glee and delight.”

—Ginger Young, Book Harvest Founder

● Book Harvest

Since 2011, [Book Harvest](#) has provided more than two million books to families, ensuring that parents have the tools and power to ignite and strengthen their children's literacy. With programs that are grounded in evidence, Book Harvest believes that literacy starts at birth, in the home, powered by parents, and nourished with books. Scholastic partners with Book Harvest to support these programs through a wide range of diverse title offerings all year long; and each year supports Book Harvest's Dream Big event on Martin Luther King Day with 10,000 copies of a high-profile diverse title.

● Reach Out and Read

[Reach Out and Read](#) delivers books and literacy education to the families of 4 million children during their pediatric visits each year. Since the national nonprofit's inception, Scholastic recognizes the trust families put in health care practitioners and partners with the nonprofit to provide research-based messaging about the importance of literacy and diverse books for their program. In 2022-23, Scholastic provided 500,000 free books, including a 250,000 book donation and 250,000 additional bonus books earned through Scholastic's Literacy Partnership program.

● Marine Toys for Tots

[Marine Toys for Tots](#) helps to bring joy and send messages of hope to children throughout America. In 2022-23, Scholastic continued its ongoing, multi-year joint initiative with Marine Toys for Tots, contributing more than 2.3 million books over the course of this past year. This helped the organization reach a new record for their holiday campaign and bring the magic of the season to children in need through the distribution of toys and books.

● Books in Homes®

[Books in Homes](#) is a charitable foundation that provides books-of-choice to children living in remote, disadvantaged, and low socio-economic circumstances. This ensures crucial early literacy engagement and the development of reading skills needed for lifelong achievement. Books in Homes has partnered with Scholastic to help provide books to thousands of children in remote parts of Australia and New Zealand who otherwise would not have access to books to read and own. In 2022-23, 770,000 books were distributed to more than 100,000 children across a wide geographic expanse.

● Room to Read

[Room to Read](#) seeks to create a world free from illiteracy and gender inequality by helping children in historically low-income communities develop literacy skills and a love of reading. Scholastic supports their work to build libraries in Asia by providing more than 40,000 books for schools in impoverished countries in 2022-23.

● Book Trust

[Book Trust](#) aims to increase book choice and ownership, inspire a love of reading, and promote a culture of literacy in communities. This year, Book Trust championed the equitable access to books bringing the power of choice and joy of the Scholastic Book Club to 46,630 students.



» Employees Give Back

Across the globe, more than 6,000 employees share Scholastic's 103-year commitment to partnering with organizations and individuals to achieve equity of access to diverse, relatable, representative books and stories that promote literacy and the joy of reading for all.



Scholastic Employee Resource Groups (ERGs) are led by employees who share a common characteristic, interest, or community. These groups exist to provide support with personal or career development, as well as to create a healthy space where employees can bring their whole selves. In 2022-23, employees in Scholastic ERGs helped curate thousands of culturally relevant book donations to nonprofit community and advocacy groups including: Teach AAPI, Young, Black & Brilliant, The Committee for Hispanic Children and Families, The Door, and more.

“During the back-to-school season, we gave out hundreds of books to high school students at New York City’s LGBT Center. It was heartwarming to see them light up when they discovered books that spoke so specifically to their experiences as queer young people.”

—**Tim Napoli**, Art Director, Digital Services, Pride ERG Member



For more than two decades, **Girls Write Now** and Scholastic have supported the dreams and creative powers of teens from a range of backgrounds. Through genre-based workshops, partnerships with best-selling authors, promoting essay contests, and amplifying student mentees’ work through Scholastic Magazines+ (where it is seen by millions), Girls Write Now and Scholastic have fostered a lasting and meaningful impact through literacy mentorship.

“It was such a privilege to hear from other women who have been through this process. Very calming, sweet, and helpful in a time of chaos!”

—A Girls Write Now Mentee



The **Scholastic Associates Program** is designed to develop future technology leaders, with a focus on recruiting, hiring, and mentoring graduating seniors from traditionally under-represented groups. Associates are encouraged to take on engaged roles outside of their day-to-day technology jobs. The Community Track specializes in organizing philanthropic initiatives, giving participants the opportunity to use paid volunteer hours on team building, donation drives, and other volunteer opportunities.

“Volunteering with my fellow Associates has been one of the most rewarding things I have been able to do since working at Scholastic, especially when seeing the joy put on kids’ faces as they enjoy a Scholastic product or as they are being celebrated for their incredible talents and hard work.”

—**Alex Rubino**, Associate Software Development



» Year in Review

Customer give-back and promotional programs are built in to Scholastic's business model so all children, regardless of their social, economic, or educational background, can have equal access to choose and own books that motivate them to read and that reflect their lived experiences.



» Attendees at a recent Save the Children event experienced the power of choice while selecting their own books.

● Scholastic Possible Fund

The [Scholastic Possible Fund](#) provides free books to children in underserved communities and areas recovering from crises or natural disaster. In 2022-23, the Company donated more than **5 million books** and **\$500,000** in cash to programs and organizations in the United States and Canada dedicated to advancing the well-being of children and their literacy journeys. Recipients included the National Book Foundation's Book Rich Environments program, Save the Children, the Pajama Program, Barbershop Books, Hindi's Libraries, First Nations Education Initiative, Fondation pour l'alphabétisation, and the Children's Book Bank and more.

● Scholastic Book Fairs

Through [Scholastic Book Fairs](#), schools raised more than \$217 million in the form of cash and Scholastic Dollars™. In addition, through Scholastic Book Fairs' [All for Books](#) program, schools raised another \$4.2+ million from their communities to provide free books to students. Internationally, approximately \$25.8 million more was raised through Book Fairs in the form of rewards, cash, and books.

● Scholastic Book Clubs

Customer Loyalty Programs offer classroom teachers who sponsor Scholastic Book Clubs the opportunity to earn free books and bonus points, which they can use to build their classroom libraries. This helps ensure every student has access to book choices, that motivate them to read, and in which they can see themselves reflected. In 2022-23 [Scholastic Book Clubs](#) championed the power of choice and gave approximately 6.1 million books to teachers, families, and students.

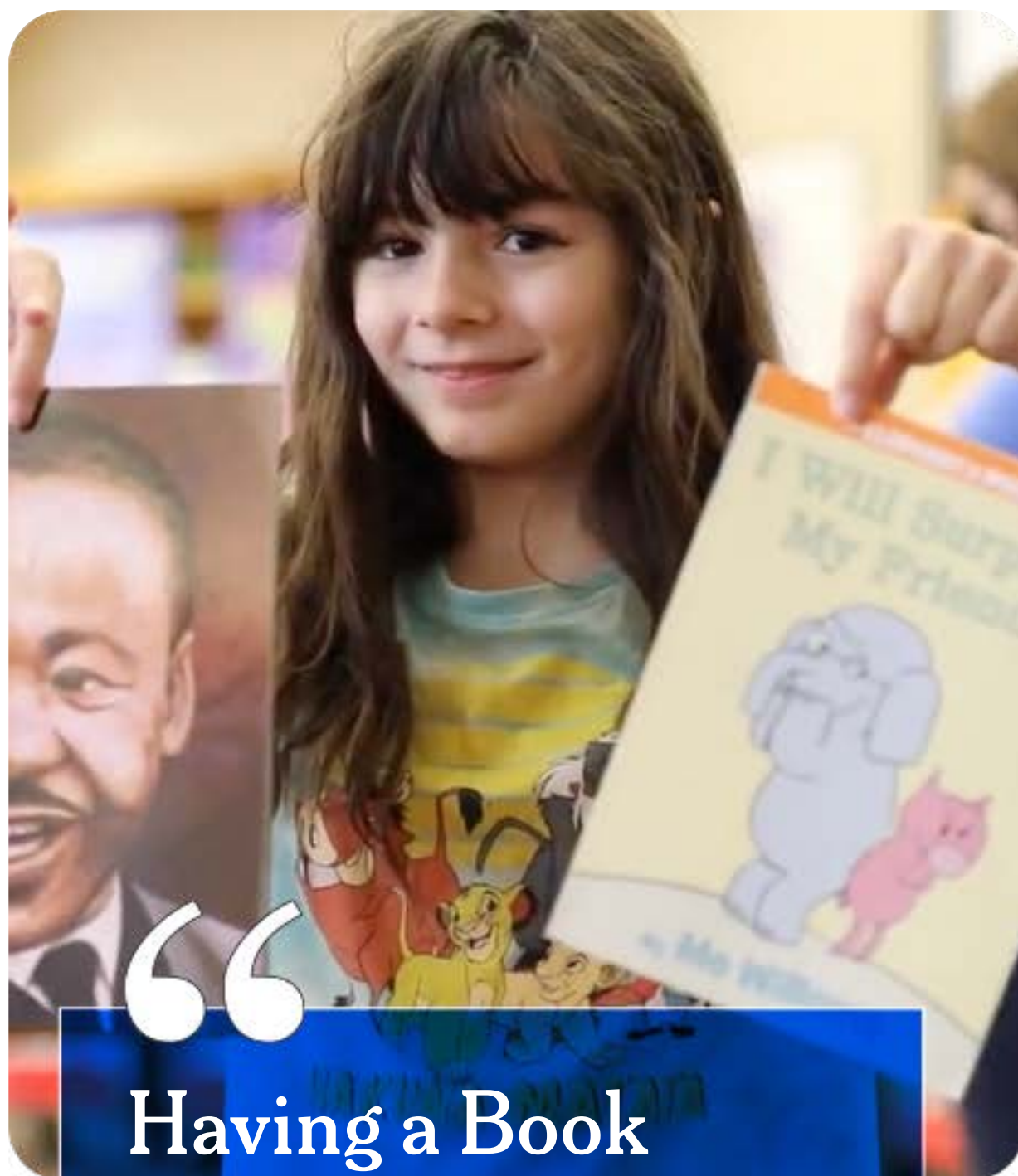
● Trade Publishing

As a commitment to Scholastic's editorial platform, Trade Publishing donated to cultural institutions, such as The Eric Carle Museum of Picture Book Art, the National Coalition Against Censorship, TheaterWorks USA, the American Booksellers Association, the Jackie Robinson Foundation, The Starlight House, UJA Federation NY, and Little Free Library.

● Worldwide

Scholastic donated books and supported organizations globally that uplifted the worth and dignity of children. These groups include Book Bunker and The Indigenous Literacy Foundation in Australia, Starship Children's Hospital in Auckland, New Zealand, the National Independent Schools Alliance and Khushii in India, and Three Peas and Book Trust in the United Kingdom. Internationally, Scholastic Reading Clubs provided more than \$6.8 million in rewards to members through promotional programs. Scholastic Canada's Classroom Care program donated 95,000 books to kids with limited or no access to books through Scholastic Book Fairs and Reading Club.





“Having a Book Fair and getting something that belongs to them that they can keep forever means a great deal, and it’s especially important for them to learn how to read and learn to love to read.”

— Dawn Mercer
Library Media Specialist

» Partner with Scholastic

Scholastic offers many customizable programs for businesses, nonprofits, and community organizations that are committed to creating equitable opportunities for book ownership, supporting literacy, and helping some of Scholastic’s most beloved programs reach children from all communities.

● **Scholastic Literacy Initiatives**

Scholastic Literacy Initiatives partners with outside businesses and organizations to help promote literacy and distribute books and reading resources. In 2022-23, Scholastic Family and Community Engagement and Scholastic Literacy Partners distributed 11.7 million subsidized books, including 2.4 million bonus books provided by Scholastic at no additional charge. For more information, visit: [scholastic.com/lp](https://www.scholastic.com/lp)

● **Sponsored Book Fairs**

In 2022-23, more than 85 unique philanthropic sponsors partnered with Scholastic Book Fairs to distribute close to 1.3 million free books in Title 1 schools at 728 fairs throughout the country. For more information about sponsoring a Scholastic Book Fair, visit: [Sponsoring a Book Fair | Scholastic Book Fairs](#)

● **The United States of Readers**

In partnership with the world’s bestselling author and literacy advocate James Patterson, Scholastic reached 50,000 students attending Title 1 schools in every state with 600,000 free books during this two-year pilot program. For information on [The United States of Readers](#) expansion plans, contact: Judy Newman at JNewman@Scholastic.com

● **Scholastic ClassroomsCount™**

Scholastic ClassroomsCount is a free platform to help teachers and educators create campaigns to raise crowdsourced funds to use in their classrooms and with their students. In 2023, ClassroomsCount supported more than 18,000 campaigns and crowdsourced \$2 million. To create or view a campaign, visit: [Raise Classroom Funds | ClassroomsCount | Scholastic](#)

● **Nonprofits Book Donations**

Nonprofits interested in eligibility requirements and application information regarding Scholastic book donations within the United States can visit [scholastic.com/requestform](https://www.scholastic.com/requestform) or email questions to possiblefund@scholastic.com.

For more information on the research that drives Scholastic’s philanthropic efforts, download the latest edition of the Kids & Family Reading Report™: [scholastic.com/readingreport](https://www.scholastic.com/readingreport)

Scholastic reports philanthropic efforts based on its fiscal year calendar, which began June 1, 2022, and ended May 31, 2023.

