



J3 FOUNDATION

Building Bold Readers for Bright Futures



ANNUAL REPORT 2023

LETTER FROM J3

Dear Friends,

Our passion for helping kids learn to read began soon after we got married. We joined a USC alumni program where we read with students every week at the USC “School of Five” inner-city elementary schools. During our time as literacy volunteers, we quickly became aware of the alarming number of students who were reading below grade level. It was then that the seed of becoming part of the positive impact on literacy had been planted.

After our daughter Jess was born, our desire to help improve the lives of children increased and we created J3 Foundation with the initial work of funding foundations and charities focused on child development. But we realized we could and should do more.

After much research and development, in 2018, we launched J3’s Cozy Reading Club to support the most vulnerable 4th grade students in Los Angeles.

Our after-school program, The Cozy Reading Club, continues to thrive, offering students a supportive, empowering environment that cultivates both confidence and a passion for reading. The addition of our in-school reading intervention program, Building Bold Readers, has enabled us to reach more students during the school day, broadening our impact and sparking increased interest in our mission.

Since its inception, J3 has grown from our single pilot school serving 15 students.

We are proud of every school, every district, and especially every one of the thousands of students that we’ve had the honor of partnering with since then. J3 Foundation is changing the trajectory of their lives through the power of reading.

We encourage you to get involved in any way possible. Thank you for joining us on this journey!

JOE, JAMIE, AND JESS BLACKSTONE
CO-FOUNDERS

A photograph of three young girls of diverse backgrounds smiling at the camera. The girl on the left has dark curly hair and is wearing a red shirt. The girl in the middle has braided hair and is wearing a grey hoodie. The girl on the right has long brown hair and is wearing a black jacket. They are holding a book together that has 'JORDAN' and 'DRAMA' written on it. In the background, there are colorful posters on a wall, including one that says 'PIES FROM NOWHERE' and another with a rainbow and the word 'FOUNTI'.

MISSION

"Today a reader, tomorrow a leader"

- Margaret Fuller

J3 Foundation is a 501(c)3 non-profit organization that provides reading programs in partnership with high need schools that serve students of color.

72%

Latino/a

18%

Black

94%

Low SES

38%

English Learners

Our mission is to equip 4th grade scholars with the reading **skills, habits, confidence, and book access** they need for a lifetime of success.

APPROACH

RESEARCH & EVALUATION

Our approach is grounded in rigorous, evidence-based research and informed by a cycle of continuous evaluation. Our development team includes nationally recognized experts who are educational practitioners, researchers, and experts in the fields of psychology and social work. Our advisory board includes educational practitioners and researchers, parents, authors, entrepreneurs, and professionals in several fields.

LITERACY EMPOWERMENT

Our reading programs provide 4th grade students with the skills, habits, confidence, and books they need to succeed. Our evidence-based curriculum and highly-qualified teachers provide young scholars with the opportunity to practice word-attack skills, increase their vocabulary, and build reading fluency. In J3's programs, students learn to use their voices, to speak up, read out loud and be public scholars in community spaces.

CULTURALLY - RELEVANT BOOKS

J3 Foundation is on a mission to create lifelong readers, and that starts with access to irresistible books from our culturally-relevant collections. J3's lending libraries and home collections have been carefully chosen to include high-interest fiction and nonfiction titles to encourage wide reading. In close partnership with local donors, we also provide free books so young scholars can choose books to grow their home libraries.

SCHOOL & COMMUNITY PARTNERSHIPS

J3 Foundation partners with schools to create ecosystems in which emerging readers are given new reasons and opportunities to read all day long. We do this by providing J3 teachers with curriculum and resources to utilize in their own classrooms, empowering parents to expand their child's reading habits, sponsoring author/illustrator visits at partner school sites, and supporting community reading events.

PROGRAM UPDATE

This school year, we launched an additional element of our reading program designed to support 4th-grade students reading below grade level. In addition to our after-school Cozy Reading Club program, we offered an in-school Reading Intervention program in order to build upon and strengthen the momentum students built in reading skill acquisition.

Key features of the in-school Reading Intervention program include:

- **SIPPS Curriculum:** We piloted the program using the SIPPS (Systematic Instruction in Phonological Awareness, Phonics, and Sight Words) curriculum. This curriculum allowed us to expand our support to include ALL 4th grade students reading below grade level, the vast majority of whom are more than 1 grade level behind.
- **Tailored Instruction:** Students received personalized, small-group reading instruction from highly-qualified Reading Interventionists.
- **Structured Sessions:** Instruction took place twice a week, for 30 to 45 minutes sessions. Students were grouped into small cohorts of 4 to 6 to facilitate focused learning and individualized attention.
- **Adjusted Cozy Reading Club Schedule:** To accommodate the new in-school intervention program, we reduced the frequency of Cozy Reading Club sessions from twice a week to once a week.



AT A GLANCE



	2020	2021	2022	2023
Students Served	253	318	350	741
Partner Schools	16	14	17	18
Teachers	54	71	85	82
Full-Time Staff	3	4	5	5
Sponsors	35	40	211	239

IMPACT/FEEDBACK

72% of students in J3's in-school and after-school reading programs saw improvements in their standardized test scores

82% of students mastered the foundational reading skills covered in SIPPS curriculum over the course of their enrollment in J3

"I noticed that my 4th graders who never volunteered to read are beginning to volunteer and enjoy reading. I am amazed, it has only been 2 months and their confidence is increasing!"

Preliminary data suggests that:

- Our shift to the SIPPS curriculum has allowed us to **serve more students**, as the majority of 4th grade students in our partner schools are between K-2nd grade reading levels.
- In-school intervention (as opposed to after-school) has resulted in **increased consistency of attendance** and retention.
- Students **application of reading skills improved** including: decoding, sight word recognition (which are skills explicitly taught in SIPPS), and fluency
- Students had **increased motivation** and willingness to participate in their regular classrooms

"J3 allows my students and I to build a relationship outside of the rigorous classroom. The structure of today's classrooms with the abundance of testing, can create an environment of stress. J3 allows the teacher and student to focus on the joy of reading and escape through literature."



STRATEGIC PLAN

Strategic Plan 2023-2027

Approved by unanimous vote of the Board of Directors, May 22, 2023.

Vision	Promote accelerated reading growth and access to culturally-relevant books for students of color in high need schools in Los Angeles through school and community partnerships.
Mission	J3 Foundation is a 501(c)(3) non-profit organization in Los Angeles that partners with high need schools to provide after-school reading programs. Our mission is to equip 4th grade scholars with the skills, habits, confidence, and books they need for a lifetime of reading success.
Who We Serve	J3 Foundation serves students in 4th grade who are reading below grade level and are attending high need schools in Los Angeles.
Programs and Services	<p>J3 Foundation accomplishes its mission through the following:</p> <ul style="list-style-type: none">• Reading programs for 4th grade students• Culturally relevant, high-interest book collections• School & community partnerships

STRATEGIC PLAN

Goals

1. To promote measurable increases in students' reading ability in four ways:

- a. Reading skills (fluency, vocabulary, reading comprehension)
- b. Books (book access, number of books in home)
- c. Confidence (reading attitudes & social/emotional wellbeing)
- d. Habits (sustained reading growth and attitudes over time)

2. To create after-school and summer programs for schools and communities that can be sustained, replicated, and scaled up over time.

3. To curate culturally relevant, high-interest J3 book collections to increase reading access to benefit students, families, schools and communities.

4. To develop sustainable funding and strategic partnerships through innovative events and other sources to enable growth in the number of kids and families reaching success in J3 programs.

5. To create mutually beneficial partnerships with schools, families and communities to promote sustained reading achievement.

FINANCIAL REPORT

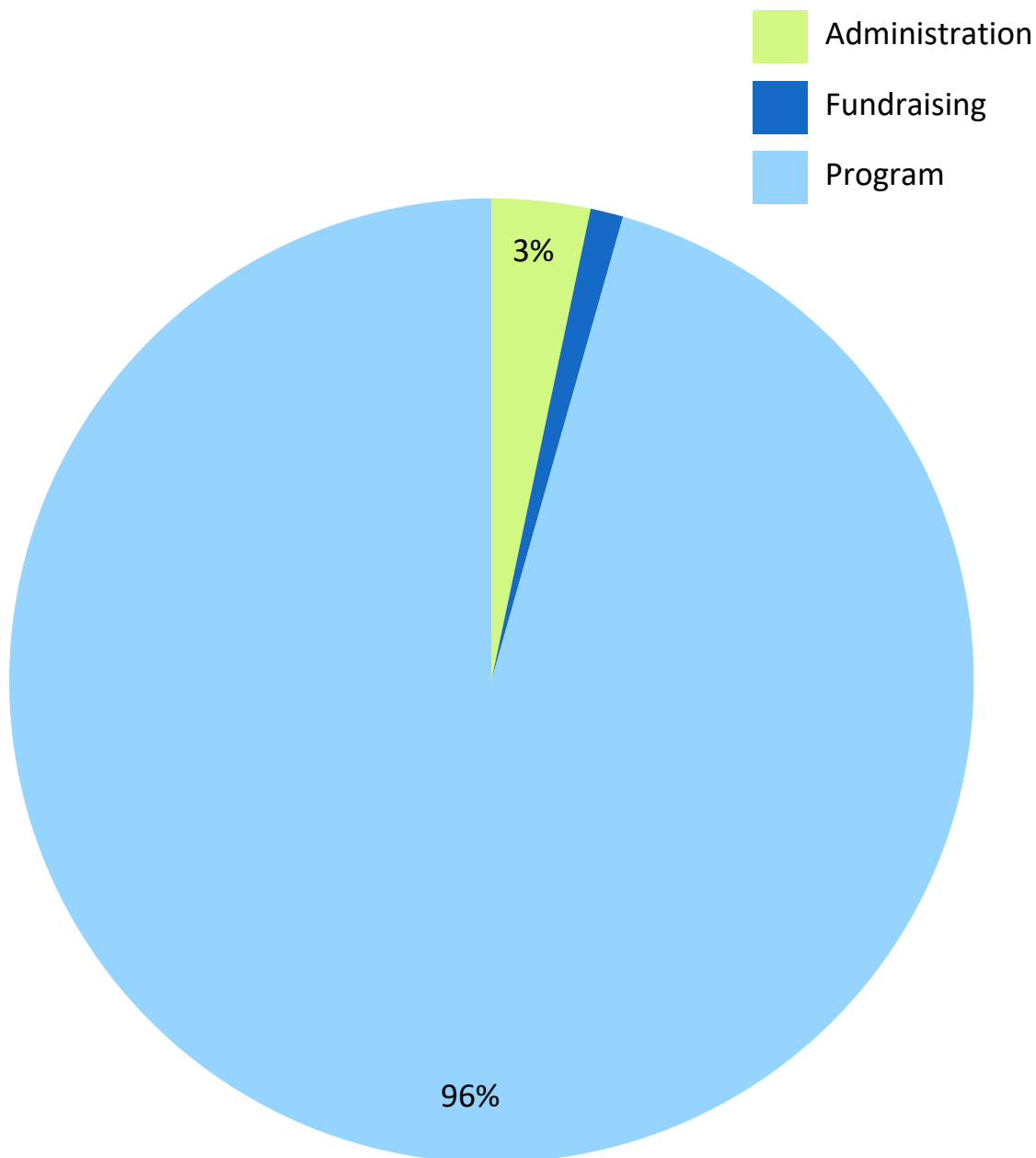
Budget vs. Actual

December 31, 2023

	YTD Actual	YTD Budget	YTD Variance	Annual Budget	YTD Actual less Annual Budget
Ordinary Income/Expense					
Income					
Foundation Grants	\$ 500		\$ 500	\$ -	\$ 500
Individual Contributions	\$ 1,417,836	\$ 720,000	\$ 697,836	\$ 720,000	\$ 697,836
Corporate Contributions		\$ 480,000	\$ (480,000)	\$ 480,000	\$ (480,000)
Special Event Revenue	\$ 19,540		\$ 19,540	\$ -	\$ 19,540
Interest and Other Income	\$ 277	\$ -	\$ 277	\$ -	\$ 277
Total Income	\$ 1,438,152	\$ 1,200,000	\$ 238,152	\$ 1,200,000	\$ 238,152
Expense					
Personnel	\$ 582,677	\$ 741,071	\$ (158,394)	\$ 741,071	\$ (158,394)
Program	\$ 39,753	\$ 54,338	\$ (14,585)	\$ 54,338	\$ (14,585)
Professional Fees	\$ 737,548	\$ 319,125	\$ 418,423	\$ 319,125	\$ 418,423
Operations	\$ 51,413	\$ 24,120	\$ 27,293	\$ 24,120	\$ 27,293
Total Expense	\$ 1,411,391	\$ 1,138,654	\$ 272,737	\$ 1,138,654	\$ 272,737
Net Ordinary Income	\$ 26,762	\$ 61,346	\$ (34,584)	\$ 61,346	\$ (34,584)
Other Income/Expense					
Other Income					
In-Kind Income	\$ 2,880		\$ 2,880	\$ -	\$ -
Restricted Funds Received	\$ -	\$ -	\$ -	\$ -	\$ -
Restricted Funds Released	\$ -	\$ -	\$ -	\$ -	\$ -
Total Other income	\$ 2,880	\$ -	\$ 2,880	\$ -	\$ -
Other Expense					
In-Kind Expense	\$ 2,880		\$ 2,880	\$ -	\$ -
Total Other Expense	\$ 2,880	\$ -	\$ 2,880	\$ -	\$ -
Net Other Income	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income	\$ 26,762	\$ 61,346	\$ (34,584)	\$ 61,346	\$ (34,584)

FINANCIAL REPORT

Expenses by Class Year-to-Date



FUNDRAISING

Giving Tuesday & End-of-Year Giving Campaigns

In 2023, J3 Foundation experienced a remarkable year of philanthropic success, with our Giving Tuesday and year-end fundraising campaigns collectively raising over \$200,000, a 63% increase from the previous year. The launch of our Premium Sponsorship program attracted major donors and corporate partners, generating a nearly 140% increase in major donations. This also created meaningful opportunities to recognize the support of donors at this level. These contributions have allowed for the continued expansion and impact of our programs.

COMMUNITY EVENTS

Pick Pico Street Fair & Corporate Book Drives

J3 Foundation participated as an exhibitor at the Pick Pico Street Fair. This provided the opportunity to bring awareness to our work & mission and engage with new supporters, donors, and partners. J3 also developed relationships with a number of corporate employee working groups, including BCI, Wakanda at Disney, BOLD at Warner Bros. Discovery opening the door to fundraising efforts & volunteerism on J3's behalf.



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THE BRENTWOOD INN

WARNER BROS-DISCOVERY



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