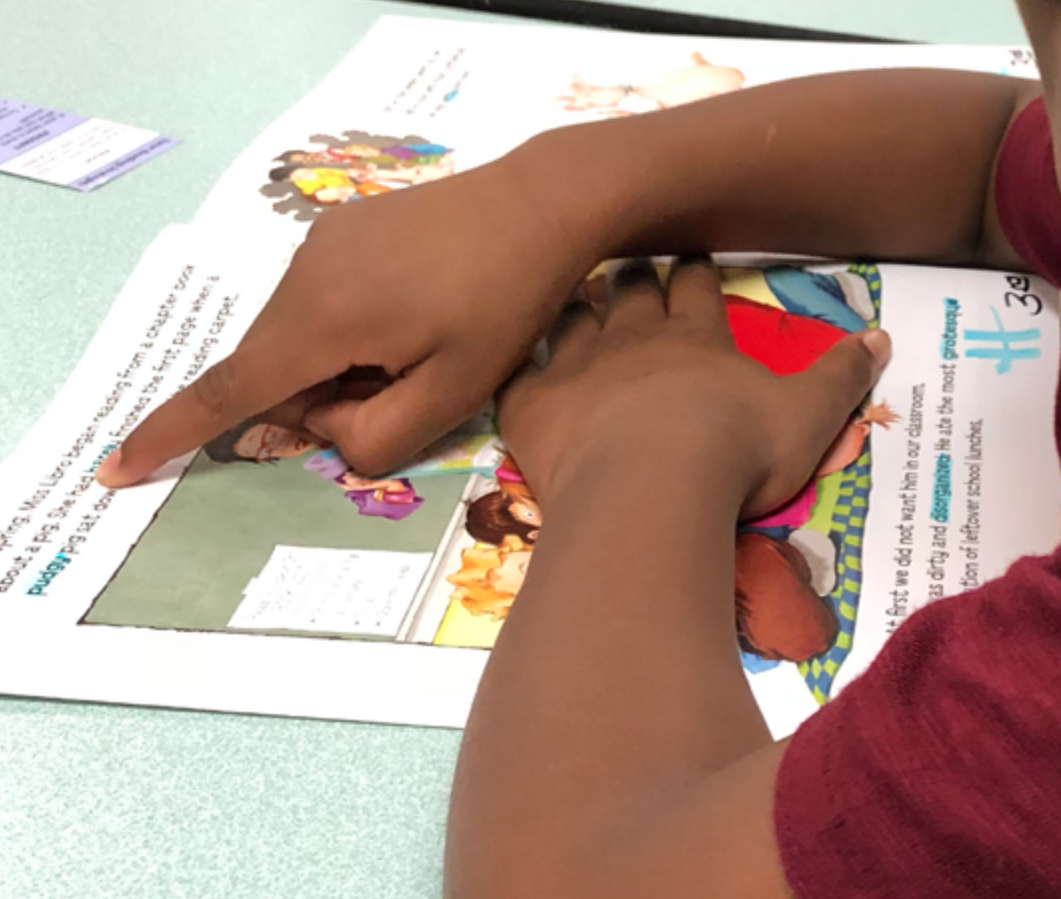


Thank you for choosing to
BE THE DIFFERENCE™

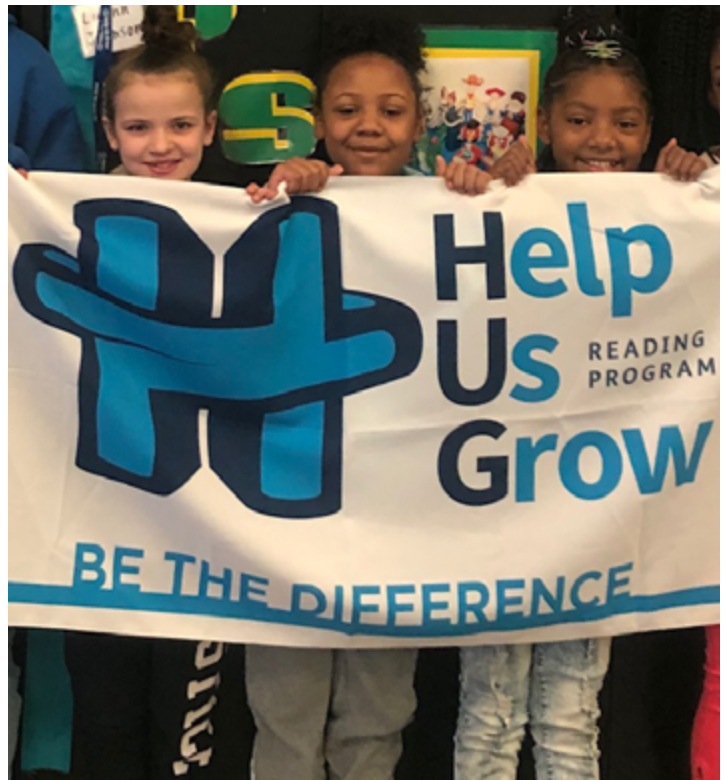
Help Us Grow Foundation
2018-19 Annual Report



Our Vision

To grow students into confident, resilient, successful adults with good social skills and the ability to learn independently. Thereby:

- Raising the U.S. national 3rd-grade average reading level
- Enabling students to BE THE DIFFERENCE™ to themselves, their family, and their community
- Enhancing the employable workforce in the community
- Reducing the pipeline to prison



Over 300 Volunteers Including Over 150 Trained Tutors

- 1:1 student to tutor ratios in a large group setting growing a H.U.G. community of educational experience
- A proven reading curriculum with 30 years of evidence based research created by the University of North Carolina
- Character-developing BE THE DIFFERENCE™ activities growing more socially responsible students



Our History

2008

- The prison industry calculates the number of beds needed by using the results of 3rd grade national reading test scores.
- Motivated by a Harvard professor stating that the moral fabric of our society is declining, H.U.G. Founder Janine Broussard has a vision to set 2nd and 3rd graders on a positive life trajectory by improving their reading ability, while growing better social skills. “We want to raise the current 3rd grade national proficiency average of 40 percent.”

2009- 2014

- Broussard researches and finds the best program to grow resilient students. She selects Learning Together, a curriculum with 30-years of evidence-based research, which was created by educators at the University of North Carolina.
- Broussard creates BE THE DIFFERENCE™, an interactive program kicks off and wraps up every H.U.G. session reinforcing positive behavior and growing a culture to positively impact social change.

Fall Semester 2015

Jefferson County Public Schools vetts and approves the program.

Spring Semester 2016

H.U.G. program launches at Lincoln Elementary School with 10 students in one school.

2016/17 School Year

H.U.G. granted 501-c-3 nonprofit designation and expands to Wilder and Dunn Elementary schools.

2017-18 School Year

H.U.G. expands into Engelhard, Stopher, & Zachary Taylor Elementary School reaching 130 students in six schools.

2017-18 School Year

H.U.G. Ambassadors Program established to continue to loop students back into H.U.G. during 4th and 5th grades. Students become role models and take a leadership role as the BE THE DIFFERENCE™ speaker.



H.U.G. features individualized and informed instruction to children in a caring environment. The level of engagement between student and tutor is impressive. Within the one-hour session, students enjoy lessons which teach personal-social skills, word attack, and comprehension. It's an important program of wonderful reading instruction and abundant smiles.”



Tony Kemper
Head of School
The de Paul School

2018-19 Year of Action

Nonprofit and For Profit COLLABORATION GROWS



H.U.G University Partner PROGRAM ENHANCED



Spring 2018 4 Students → Fall 2018 8 Students → Spring 2019 11 Students

Curriculum Suppliers COSTS REDUCE

Discounts for books & supplies provided by

BARNES & NOBLE



Penguin
Random House
PENGUIN YOUNG READERS

H.U.G. Ambassador PROGRAM BEGINS

H.U.G. Graduates return to lead
BE THE DIFFERENCE™ Activities



Student Book ACCESS INCREASES

Mini Libraries
Donated to
Every H.U.G.
School by



H.U.G. Business Partner PROGRAM EXPANDS



**courier
journal**



2018-19 Year of Action

H.U.G. students gain an average of over 9 points between their fall and winter RIT scores



H.U.G. receives first \$100,000 grant and raises additional \$70,000 in smaller grants and donations



“

I can already attest that what we gain from time with these young people far outweighs anything we give.

As a leader of The Kroger Co., I am honored to combine Our Purpose with H.U.G.'s reading program to be difference makers together in our community.”



Wendy McCarty
VP Operations
The Kroger Company
Louisville Division

Ongoing Success



Over 6,000
volunteer service hours
provided since 2016

2018-19 **Board of Directors** **MEMBERSHIP GROWS**

Ross Cohen
Bingham Greenebaum Doll LLP

Sam Corbett
Community Builder

Gill Holland
Community Builder

Ingrid Johnson
Community Builder

Brian LeClaire
Humana

Heidi Margulis
Humana Foundation

Wendy McCarty
Kroger

JoAnn Myers
Community Builder

Sarit Shaw
Humana

Steve Trager
Republic Bank

Donald Whitfield
Great Books Foundation

Janine Broussard
H.U.G. Reading Program

School, Student and Volunteer **NUMBERS INCREASE**

2018-19
9 schools
180 students
200 volunteers

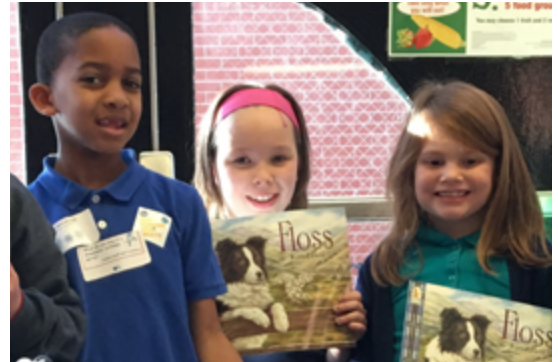
2017-18
6 schools
90 students
150 volunteers

2016-17
3 schools
40 students
80 volunteers

Spring 2016
1 school
10 students
35 volunteers

Ongoing Success

Over 300
students improved skills
and character since 2016



“I want to speak about the power of the H.U.G. program for our 2nd grade students. Parents and volunteers come in each Wednesday and work with students on a sound plan. Part of the reason for its success is the consistency and structure of the program.

The H.U.G. volunteers are reliable and are present. The program has sound activities that are proven to raise the level of reading achievement. Additionally, the volunteers build positive relationships with students.

Our students look forward to the program and will remind us when it is a H.U.G. day. It is another strategy that our school relies on to move each child closer to our 3rd grade reading pledge of having all students on grade level in reading by the third grade. The enthusiasm and passion that Ms. Broussard shows as coordinator is infectious.”



Bill Perkins, Principal
Wilder Elementary



**Evidence-based model
creates more resiliency**

H.U.G. uses curriculum with 30 years of research from University of North Carolina and used nationwide for reading intervention.



**1:1 student-to-tutor ratio
builds skills & character**

Our H.U.G. tutors help directly address this highly documented need faced by today's educators & future workforce.

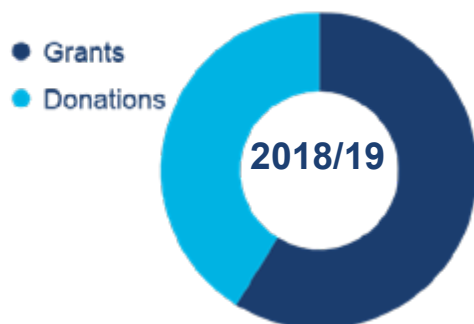


**Students and tutors
reap positive benefits**

Students show increased engagement and positive behavior, while tutors feel honored and valued to share their wisdom.

Financial Overview

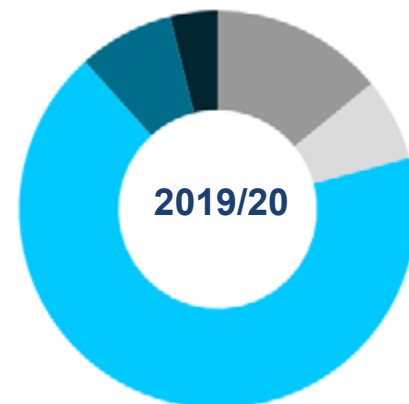
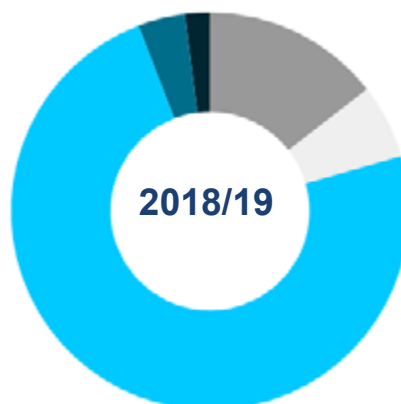
INCOME SOURCES



	2018/19 <u>ACTUAL</u>	2019/20 <u>BUDGET</u>
TOTAL INCOME	\$170,140.46	\$133,794.41
EXPENSES		
PROGRAMMING	\$ 24,979.24	\$ 18,323.38
VOLUNTEERS		
Recruitment & Retention	\$ 10,406.37	\$ 8,755.00
OPERATIONS		
Contractors & Employees	\$126,860.00	\$ 87,800.00
Other	\$ 6,600.44	\$ 10,154.00
FUNDRAISING	\$ 3,500.00	\$ 5,000.00
NET PROFIT	(\$2,205.59)	\$ 3,762.03

**\$88,500 investment in 2018/19,
reduces future operating expenses by 25%**

EXPENSES



\$150,000 in New Grant & Corporate Funding Sources

**Humana
Foundation**



Help Us Grow Foundation d.b.a. H.U.G. Reading Program is a 501c3 non-profit organization that provides character development and reading support to help struggling 2nd and 3rd grade readers.

H.U.G. Reading Program
P.O. Box 7925
Louisville, KY 40207

www.hugreadingprogram.org