

Love books. Love reading.
Embrace the future.



!ndigo

love of reading foundation

ANNUAL REPORT 2008/2009

Imagine a childhood
with no storytelling.

No poetry.

No magic.

You don't have to imagine it.

We have a literacy crisis
in our schools now.

Access to books shouldn't be a luxury

Since the 1970s, provincial governments have been asking elementary schools to make do with continually shrinking school budgets. The result is an increasing number of Canadian children growing up without books and the opportunity to develop a life long love of reading.

Across the country, teachers tell us they want to do more. They want to inspire and foster a love of learning in their classrooms. Unfortunately, they simply don't have the resources.

- 1970's school budgets provided 3 new books per student. Today, that same budget is stretched over **9 students**.¹
- In 2001, teachers and principals spent **\$143 million** out of their pockets on books and learning materials.²
- As of 2003 **42%** of Canadian adults lack basic literacy skills.³
- And yet only a **1% increase in literacy will add \$18.4 billion** to the Canadian economy.⁴

“ Let the dire state of so many of our country's schools be a call to action, for government, corporations and individuals to do their part in nurturing and helping grow our most precious resources – our children.
Heather Reisman, CEO,
Indigo Books & Music Inc. ”

Indigo's response to the literacy crisis

The Indigo Love of Reading Foundation's mission is to have all provincial governments reinvest in public elementary school libraries so every child has access to books.

The literacy crisis is captured in the documentary, *Writing on the Wall*. To watch the documentary and learn more about the literacy crisis and what the Indigo Love of Reading Foundation is doing to address it visit loveofreading.org.

¹ Phone interview conducted with Dr. Ken Haycock author of report on the crisis in Canada's school libraries / Fall 2006.

² Canadian Teacher's Federation 2001 poll /reported in Manitoba Teachers Federation press release.

³ November 2005. International Adult Literacy and Skills Survey (IALSS), Report Summary.

⁴ Stats Canada study June 22, 2004 (Coulombe & Tremblay and Marchand, Department of Economics, University of Ottawa). Reported in Canadian Language and Literacy Research Network news release.

Transforming libraries, lives & futures

Remember flying away to Never Never Land?

Books unlock vast worlds of imagination. In the same way, Love of Reading works to unlock the limitless potential in Canadian children. Since 2004, Love of Reading has committed \$6.0 million to 50 schools, brightening the lives of more than 14,000 students.



How the program works

Each year, high-needs elementary schools from across Canada submit applications to Love of Reading. Recipient schools receive transformative grants to help purchase new books and education materials they would otherwise only dream about.

How we measure success

True success comes when provincial governments recognize the importance of children's literacy and commit increased funding for elementary schools. Our first success story came from Ontario, when after hearing our message, the provincial government pledged \$120 million to rebuild book collections and hire librarians.

“
I like to read books.
Books are cool.
Books are the best.
Books are good to read.
Books make you smart.
Thank you for the books!
Ogden Elementary School
student, 2007 grant recipient
”

Welcome to Central Spryfield Elementary

A school transformed

In 2006, Central Spryfield's application demonstrated a problem – empty library shelves and low literacy scores. But they had a dream – to fill those shelves and revitalize the culture of reading within their school.

The school received a transformative grant of \$150,000 to buy desperately needed books and implement engaging new literacy programs to get students reading.

- **Early intervention:** Designed for grade one students to ensure that when it comes to literacy, no child would be left behind.
- **Take-a-book home:** Implemented to integrate reading at home, often in households where there were no books at all.

“
Now that we have several copies of the same title I can send home the same book for home reading. The students are excited to read them to their parents and they can keep practicing at home.
Wallace MacAskill, Principal
”

The results at Central Spryfield speak for themselves.

- Since receiving the grant in 2006, literacy scores have increased by 40%.

The Indigo Love of Reading Foundation is honoured to have helped open a world of possibilities for Central Spryfield's students.

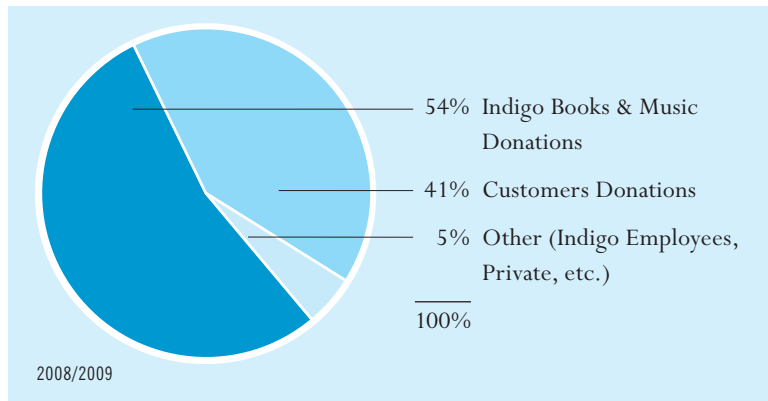


⁵ Indigo Love of Reading Foundation's annual study on literacy scores at Central Spryfield Elementary School. Information provided by Central Spryfield Elementary School from annual literacy test scores.

Financial summary

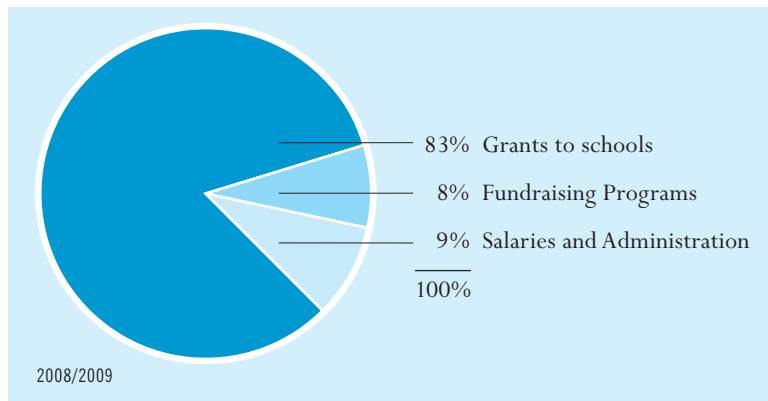
Sources of donations

Indigo Books & Music Inc. represents over 50% of funds raised for the Foundation. In addition, Indigo covers all overhead costs including IT, financial, marketing, PR and procurement expertise.



How we applied our funds

The following reflects the allocation of Love of Reading's funds. The Foundation's primary use of funds is for school grants.



[Annual audits are conducted by Ernst & Young.]

You can help foster a love of reading

Lack of access to books is one of the most critical issues facing Canadian schools. Your generous support of the Foundation can help turn the dream of having books into reality.



How you can take action

- Make a donation in-store or online at loveofreading.org
- Buy Love of Reading products at Indigo, Chapters or Coles stores
- Encourage high-needs elementary schools to apply for the grant

Thank you

The Indigo Love of Reading Foundation thanks everyone who makes our work possible.

- Indigo Books & Music Inc., its employees and customers
- Random House of Canada
- Syd and Shirley Banks Literacy Project

Thank you also for the ongoing support and dedication of our Board of Directors.

- Heather Reisman
- Deirdre Horgan
- Jonathan Ehrlich
- Kathleen Flynn
- Kay Brekken

Support child literacy.

Support the Indigo Love of Reading Foundation.

To learn more, visit loveofreading.org

!ndigo

love of reading foundation

416.364.4499

loveofreading@indigo.ca

loveofreading.org

468 King Street West, Suite 500

Toronto, ON, M5V 1L8