



IMPACT REPORT 2023 - 2024



FROM OUR EXECUTIVE DIRECTOR

Reflecting on the past year, one word comes to mind - GROWTH.

Better Basics had a record year with the largest number of children served and books distributed in organizational history- supported by our largest budget ever!

As the state faced the implications of the Alabama Literacy Act, schools looked to Better Basics to provide increased intervention support. Our Reading Intervention program alone served 693 students.

The announcement of a state funding match for Dolly Parton's Imagination Library more than tripled our enrollment to 13,000 children. As Dolly says, "You can never get enough books into the hands of enough children!"

At the end of 2023, we were awarded two additional 21st Century Community Learning Center grants in Tarrant and Selma. Opening these sites means 150+ students can participate in free, high-quality afterschool and summer learning programs.

These new programs, plus increased demand for intervention services, required GROWING our staff. In doing so, we've exceeded our beloved home office's space capacity and plan to GROW our physical footprint.



On a personal level, my husband and I welcomed our second baby in May. Growth has truly been the theme of the year!

This tremendous year at Better Basics was possible through our dedicated and talented staff, committed volunteers, dynamic Board of Directors, and generous funders. Together, we can continue transforming lives through literacy and help children across Central Alabama unlock their full potential.

Catherine Goudreau

CATHERINE GOUDREAU
EXECUTIVE DIRECTOR

ADVANCING EDUCATIONAL EQUITY



Better Basics is dedicated to eradicating illiteracy among children in Central Alabama. **Our programs help to create a more educated and economically empowered community.** In 2024-2024, we directly served more than 3,000 predominantly minority and low-income students with school-based intervention and enrichment programs that narrow persistent achievement gaps.

Our efforts impact under-resourced children from birth to 12th grade through site-based and community book distribution programs.

2023-24 BY THE NUMBERS



31,950

total children served

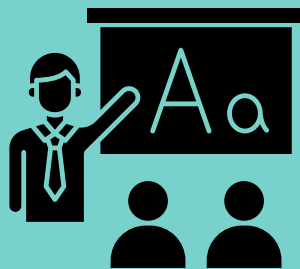


↑ 12%

increase in children served from last year

162,000

high interest children's books gifted



57,000

instructional sessions delivered

43 school sites served

10 pre-school sites served



820

volunteers donated more than **1,900** hours this year

PROGRAMS

INTERVENTION

Reading Intervention

Mathematics Intervention

Ready to Rise Pre-K

Summer STEAMER



ENRICHMENT

21st Century Community Learning Centers
Fairfield • Tarrant • Brantley

Wise Words

30 A Day Reading Club



BOOK DISTRIBUTION

Dolly Parton's Imagination Library

Better Basics Reads

Books for Birmingham

Book Nooks



STUDENT PROGRESS



READING INTERVENTION

Students in 32 schools worked with certified teachers in small groups. On average, the K - 4th graders advanced **.94 grade levels** from their pre-test levels

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MATHEMATICS INTERVENTION

Students in 13 schools worked with certified teachers in small groups. On average, the 1st - 4th graders nearly **tripled the number of math concepts mastered** from their pre-test levels.

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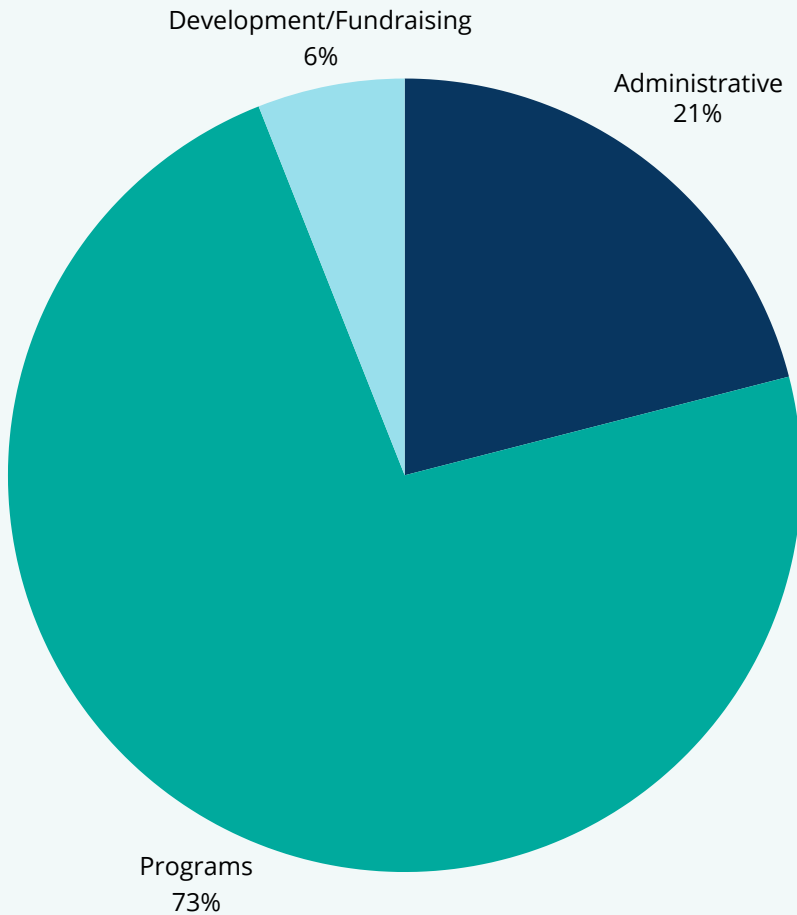
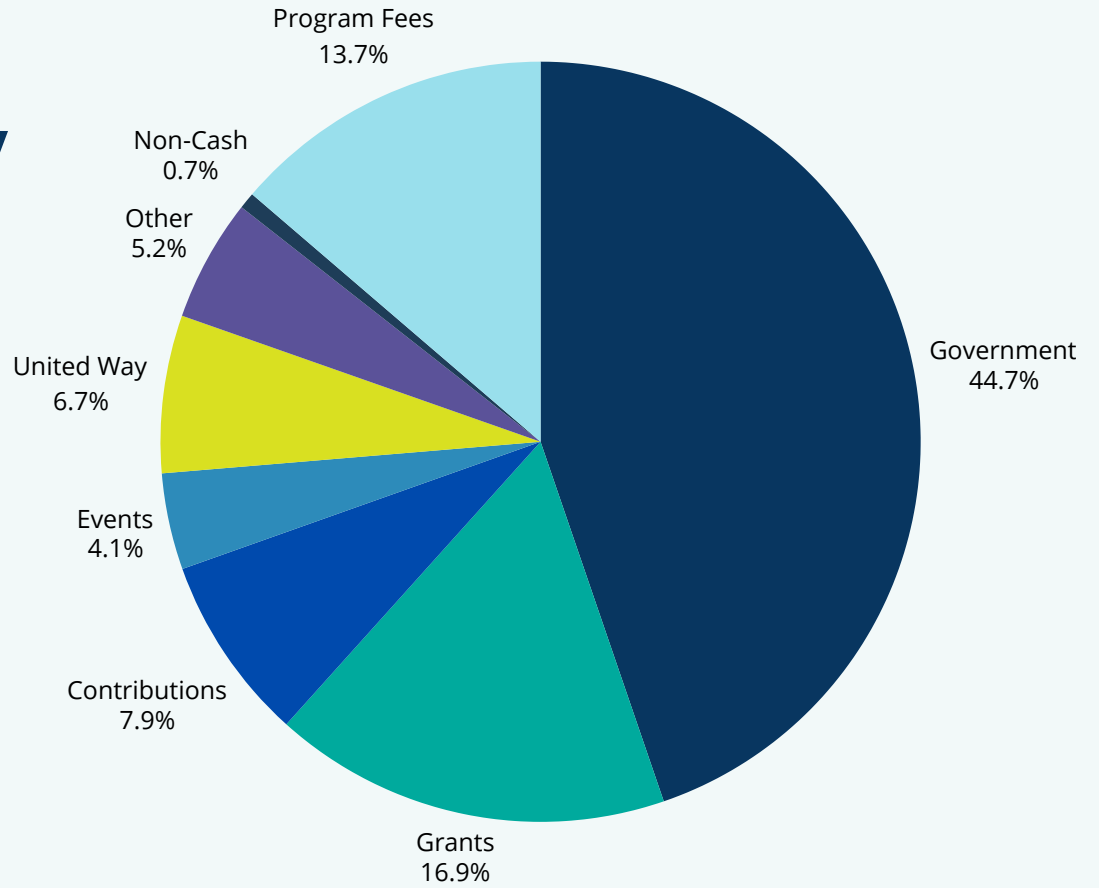


READY TO RISE

Ready to Rise partnered with 11 childcare centers in low-income areas. Our teachers equipped preschoolers with pre-literacy reading, math, and science skills, preparing them for school.

2023-24 FINANCIALS

Revenue by Category \$2,517,989



Expenses by Category \$2,537,576

BOARD OF DIRECTORS

JAIME MELTON ANDERSON
US Air Force/PAVCON LLC

WILL AVANT
Fidelity National Title Group

RUSS BAGBY
O'Neal Manufacturing Services

CASEY BARTOK
KPMG

ANNALISA BEAVERS
Silicon Ranch

GALVIN BILLUPS, PRESIDENT
City of Birmingham Mayor's Office
Division of Youth Services

KATIE BURNETT
Altec, Inc.

MELODY EAGAN
Lightfoot, Franklin & White, LLC

KESHIA ELLISON
WVTM-13 TV

CYNTHIA JOHNSON
Founders Advisors

KATHERINE KNIGHTEN
Protective

JIMMY PUCKETT, PRESIDENT-ELECT
Synovus Bank

MARY ROBERSON
City of Fairfield

AMANDA SAINT, TREASURER
Regions Bank

CADESHIA SAMUEL
Blue Cross Blue Shield of Alabama

JONATHAN SCHNIPER
Spire Energy

CARRIE SELF
Tacala Companies

LEIGH ANN SMITH
Smith System

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Jefferson County Commission

JAMES WEBB
Bradley Law

ALLISON WESTLAKE
Alabama Power

CARLA JEAN WHITLEY
Brasfield and Gorrie

CHASE WRIGHT
Spire Energy

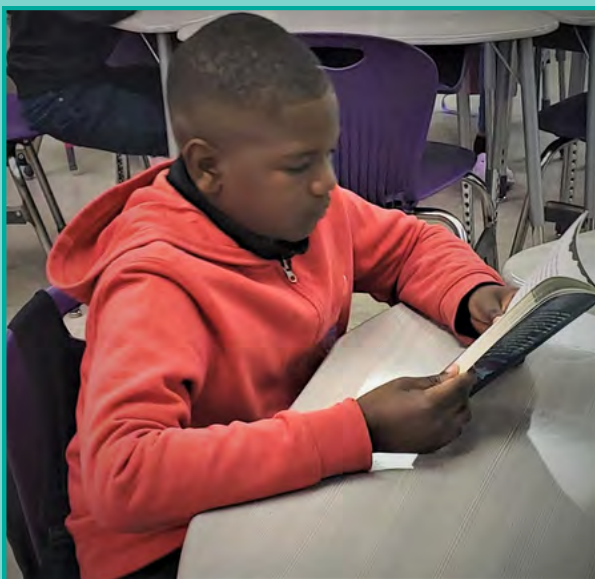


2023 - 24 FUNDING PARTNERS

\$5000+

Alabama Department of Education
Alabama Department of Finance
Alabama Power Foundation
Altec Industries
ASH Renovations
Bi-Lo Winn-Dixie Foundation
Birmingham Urban League
Joseph S. Bruno Charitable Foundation
Charles & Estelle Campbell Foundation
Caring Foundation of BCBS of AL
Comer Foundation
Daniel Foundation of Alabama
Dollywood Foundation
Drummond Company
EBSCO Industries
Mike & Gillian Goodrich Foundation
Hill Crest Foundation
Independent Presbyterian Church
Foundation

Jefferson County Commission
Jefferson County Community Service Fund
Hugh Kaul Foundation
Kinder Morgan Foundation
James Lewis Education & Tennis Fdtn.
Robert R. Meyer Foundation
Morgan Family Foundation
O'Neal Industries
O'Neal Manufacturing Services
ProLiteracy Foundation
Protective Life Foundation
Regions Bank
Sanders Family Foundation
Lawrence Sanders Foundation
Shipt, Inc.
Solar Quest Foundation, Inc.
Spire Energy
JT Stephens Foundation
Thompson Foundation
United Way of Central Alabama
VIVA Health
Vulcan Materials Foundation
Walker Area Community Foundation
Susan Mott Webb Charitable Trust
Whatabrands, LLC
The Doug Zeiger Charitable Fund
H Evan & Margaret Shook Zeiger Charitable
Fund



2023 - 24 FUNDING PARTNERS

\$500- \$4999

Alabama Power
AmFirst Federal Credit Union
Olivia LaRussa Anderson
Alina Arbuthnot
Rick & Mary Jane Arendale
AT&T Foundation
Charles E. Ball, Jr.
Barnes & Noble - Hoover, AL
Casey Bartok
Baxley Family Fund
Lee Benton
BIG Communications
Julie Blalock
Pete & Sherri Blank
Bradley Law
Brasfield & Gorrie
Cain Family Charitable Fund
Children's of Alabama
Church of the Highlands
Marshall Clay
Cooper Family Advised Fund
Kit Deason
Dollar General Literacy Foundation
Melody Eagan
First US Bank
Founder's Advisors
General Sumpter Chapter - DAR
Anne Giraud
Mike & Suzanne Graham
Hagler & Brocato, LLC
Jim & Marilyn Henry
Ken & Anne Horne Charitable Fdtn.
ITAC Solutions
Amy & Steve Jackson
Lee Ann & Melvin H Jacobs Fdtn.
Jefferson County Commission
Jemison-Day Families
Walker Johnson
Junior League of Birmingham
KPMG
Joe & Cornelia LaRussa Family Fdtn.
Toni Leeth
Legacy Credit Union
James Lewis Education & Tennis Fdtn.
Lightfoot, Franklin & White
Jennifer Mathews
Maynard, Cooper & Gale
Medical Properties Trust, Inc.
Modern Woodmen of America
Valerie Nash

Nick's Kids Foundation
Marjorie Perlman Fund
ProAssurance
Publix Charities
Jimmy Puckett
Kyle Raburn
Rives Construction Company
Judy & Dr. Robert Rutstein
Amanda & Brian Saint
Joseph Sandner IV
Chris Seaman
ServisFirst Bank
Sexton Family Charitable Fund
Doug Sittason
Southern Power
Linda & Alan Speaker
St. Elias Maronite Church
StoneRiver Company
Lance Studdard
Tacala, LLC
Urban Cookhouse - Homewood
VIVA Health
Dawn & Ted Walton
Romissa Walton
William Warren
WVTM-13 TV
YouthServe Philanthropy Birmingham



COMMUNITY PARTNERS

ABC 33/40

Addiction Prevention Coalition

AKA Sorority, Inc. (Phi Iota Omega Chapter)

American Baseball Foundation

American Pipe & Supply

Bessemer City Schools

Beyond Just Hoops

Bham Now

Birmingham Business Journal

Birmingham City Council District #1

Birmingham City Council District #6

Birmingham City Schools

Birmingham Museum of Art

Birthwell Partners

Blue Cross Blue Shield of Alabama

Birmingham Promise

Brown's Education Consulting, LLC

Bundles of Hope

The Candy J Agency

Dallas County Schools

Dolly Parton's Imagination Library

Eastern Star Silver Star #837

Fairfield City Schools

Flying Classroom

Habitat for Humanity

Housing Authority of Birmingham District

i3 Academy

Jefferson County Family Resource Center

Jefferson County Housing Authority

Jefferson State Community College

Junior League of Birmingham

KPMG, LLP

Learning Excellence Through Tennis

The Literacy Council

MindFit Creative Coaching Services

Nathifa Dance Co.

O'Neal Industries

PROSPER

Restoration Academy

Samford University

Scouts of America

Sleep in Heavenly Peace

Neena Spear, Attorney

StoneRiver Company

Red Mountain Theater

Talladega County Schools

Tarrant City Schools

UAB - School of Nursing

WBHM Radio

WBRC Fox 6

WVTM-TV 13





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www.betterbasics.org

