



IMPACT REPORT 2022 - 2023



FROM OUR EXECUTIVE DIRECTOR



When I was a little girl, all I wanted to be was a teacher. I enjoyed and excelled at school, and my parents, teachers, and community taught me that education was the foundation for success. And that's why I love Better Basics! We strengthen that foundation for all children.

With overwhelming joy and excitement, I accepted the Executive Director role at Better Basics in May of 2023. Better Basics has a reputation and history of making a tremendous impact on the lives of children in Central Alabama. I am thrilled to use my time, talents, and energy to continue building on 30 years of excellence. The work of Better Basics is truly the work of my heart: ensuring that all children have access to a quality education and the tools needed to succeed in school and life.

2022-23 was a year of growth for Better Basics as we welcomed six new staff members, expanded our programs, and deepened school partnerships. Looking ahead at the implications of the Alabama Literacy Act, we are preparing for significant growth again in 2023-24. We will broaden our footprint, serve hundreds more students, and distribute over 100,000 books!

This remarkable year for Better Basics was made possible by a talented staff, dedicated volunteers, and generous donors. Together, we will continue to change lives.

Catherine Goudreau

CATHERINE GOUDREAU
EXECUTIVE DIRECTOR

ADVANCING EDUCATIONAL EQUITY



Better Basics' programs reach students from birth to 12th grade. We target under-resourced children through our school-based intervention and enrichment, and community book distribution programs. Most of the children we reach come from homes where books and reading materials are limited or are not present at all.

Advancing educational equity in Central Alabama means serving more than 2,000 predominantly minority and low-income children with reading and mathematics instruction to help close the achievement gap and overseeing book distribution projects that increase students' skills.



22% of Alabama second graders cannot read at grade level. Reading on grade level is a key measurement of the Alabama Literacy Act. All of these students need to be on a third-grade reading level by the end of the 2023-24 school year, or they may be retained

In 2022, Alabama fourth-grade students' math proficiency ranked 40th in the nation.



LITERACY: THE GREATEST GIFT OF ALL

Alabama has one of the lowest literacy rates in the United States, at 76.1%, and ranks forty-fourth in the U.S. (U.S. Literacy Rates by State, June 2023).

Literacy is an essential skill to function successfully in the world. Children struggling with reading in the early grades cannot adequately use reading to learn in the upper grades. Failure to develop competence leaves Alabama's youth unequipped for college or careers and puts them at greater risk of being impoverished.

Better Basics works determinedly to combat the persistent educational disparities across Central Alabama with reading and math literacy programs and book distribution projects that equip underserved and educationally vulnerable children with the academic skills needed to become college and career ready.



2022-23

BY THE NUMBERS



28,547

total children served



↑ 30%

increase in children served from last year



92,272

high interest children's books gifted

36,226

instructional sessions delivered



22

school sites served

8

pre-school sites served



773

volunteers donated more than 1,916 hours this year

2022 - 23 PROGRAMS

Better Basics' 13 programs are categorized as Intervention, Enrichment, and Book Distribution.

INTERVENTION

Reading Intervention

Reading Mentors

Mathematics Intervention

Academic Tutoring

Tutoring for Tots

Summer STEAMER

ENRICHMENT

HOPE 21st Century
Community Learning Centers

Wise Words

30 A Day

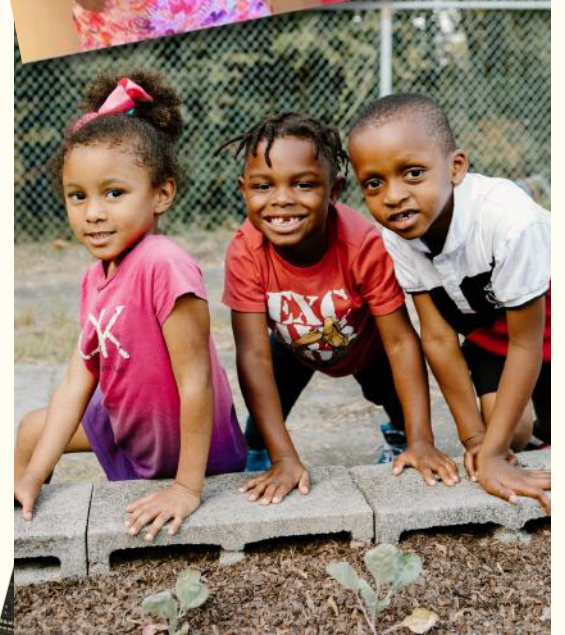
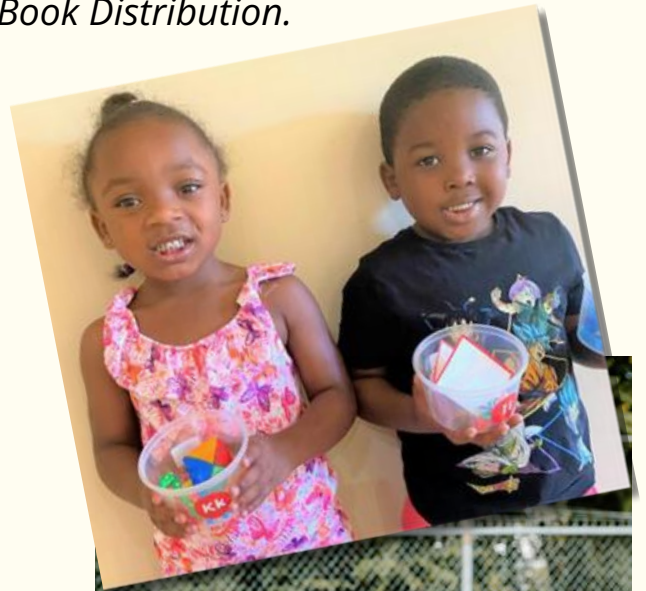
BOOK DISTRIBUTION

Dolly Parton's Imagination Library

Community-Wide Read Alouds

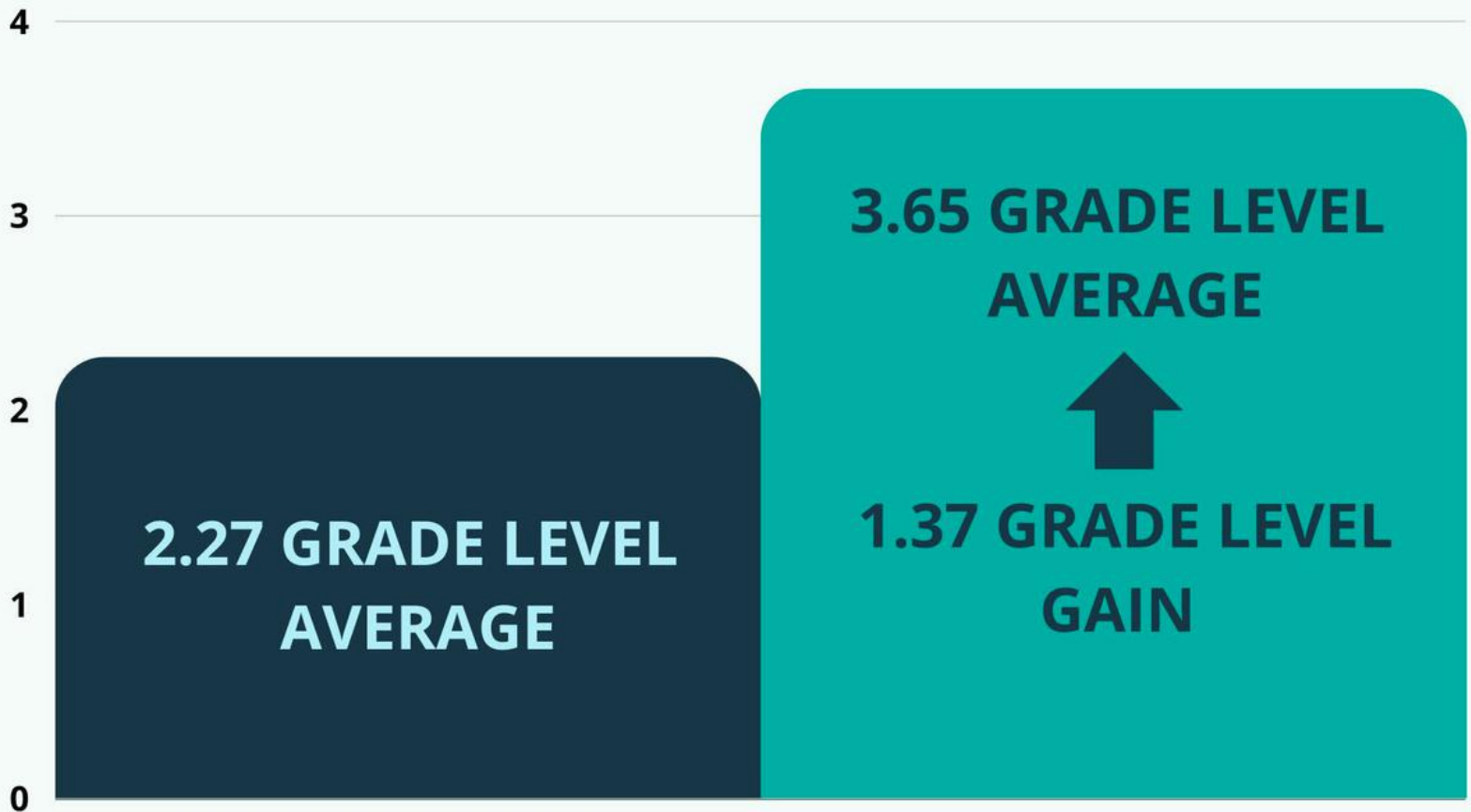
Books for Birmingham

Book Nooks



**2022 - 23 READING INTERVENTION
GRADE EQUIVALENT GAINS
Slosson Oral Reading Test
341 STUDENTS**

■ Pre Test ■ Post Test

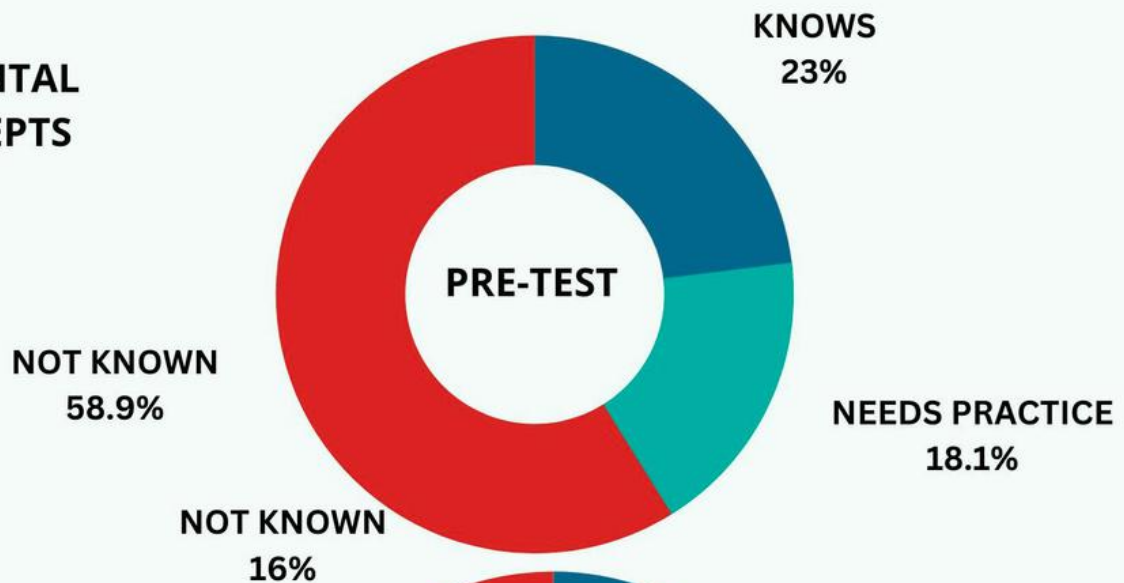


Reading Intervention students work with certified teachers in small groups. On average, the K - 4th graders advanced 1.37 grade levels from their pre-test levels.

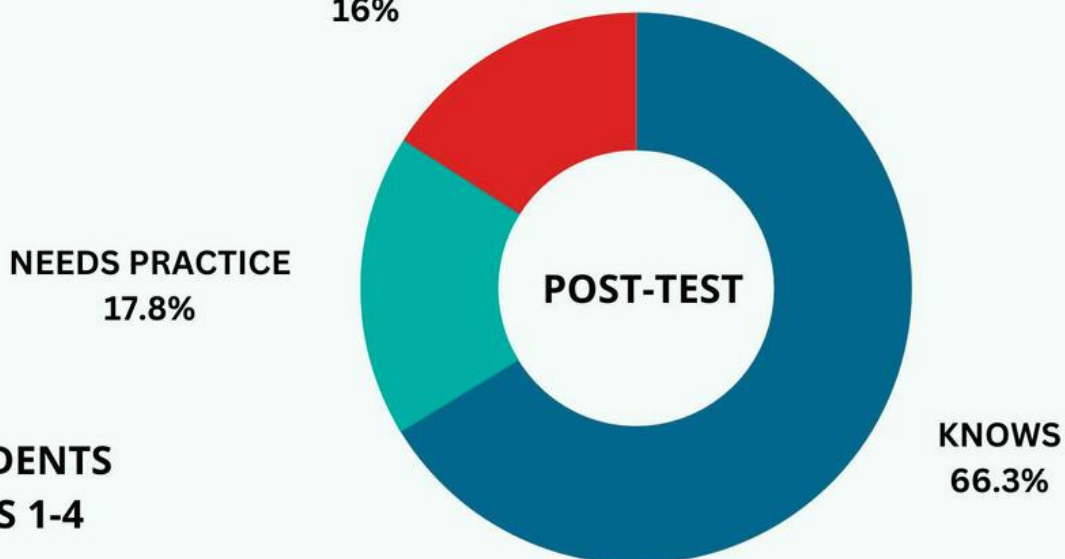
Mathematics Intervention students work with certified teachers in small groups. On average, the 1st - 4th graders almost tripled the number of math concepts mastered from their pre-test levels.

2022 - 23 MATH INTERVENTION GAINS

24 FUNDAMENTAL
MATH CONCEPTS

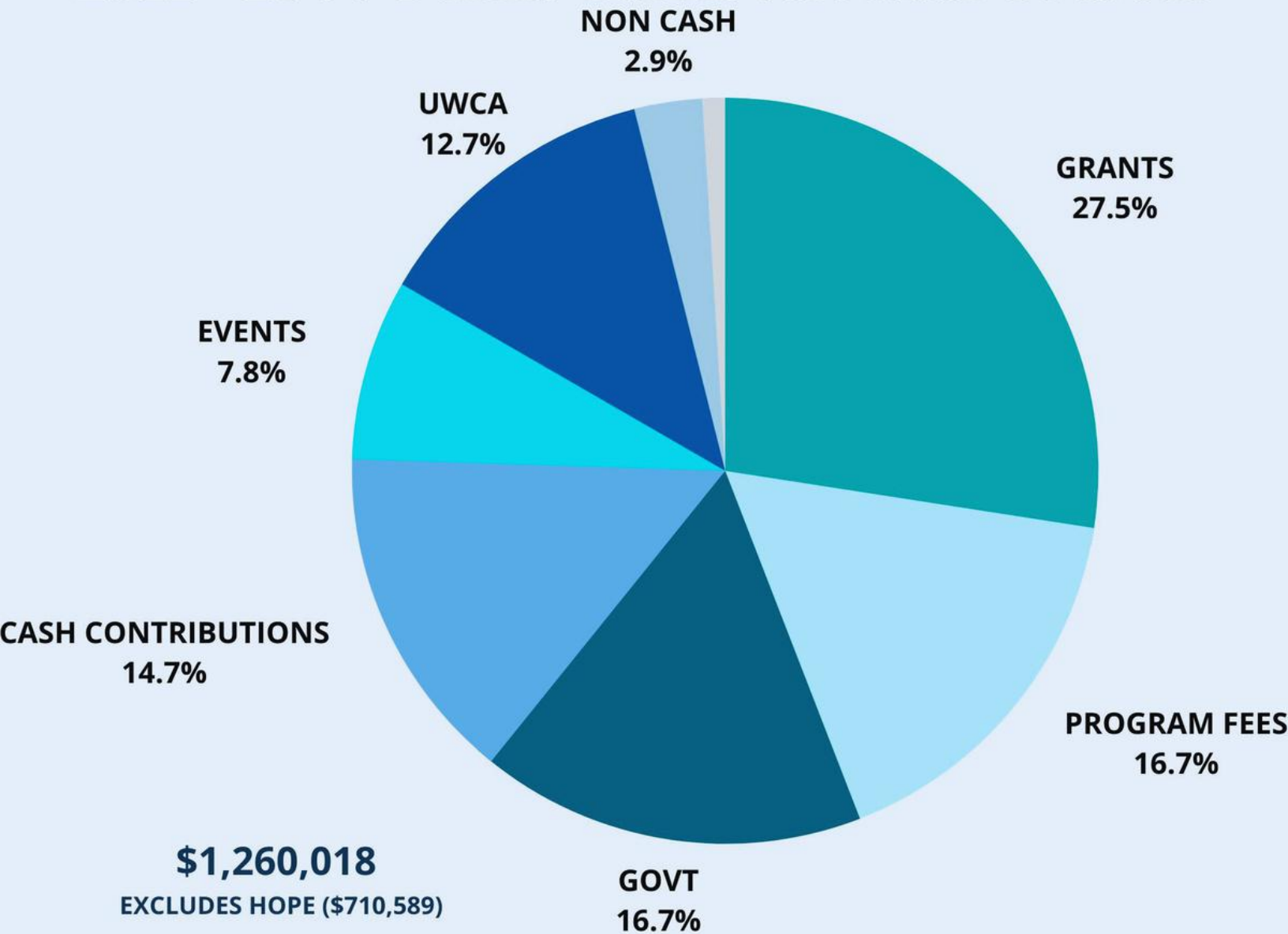


322 STUDENTS
GRADES 1-4



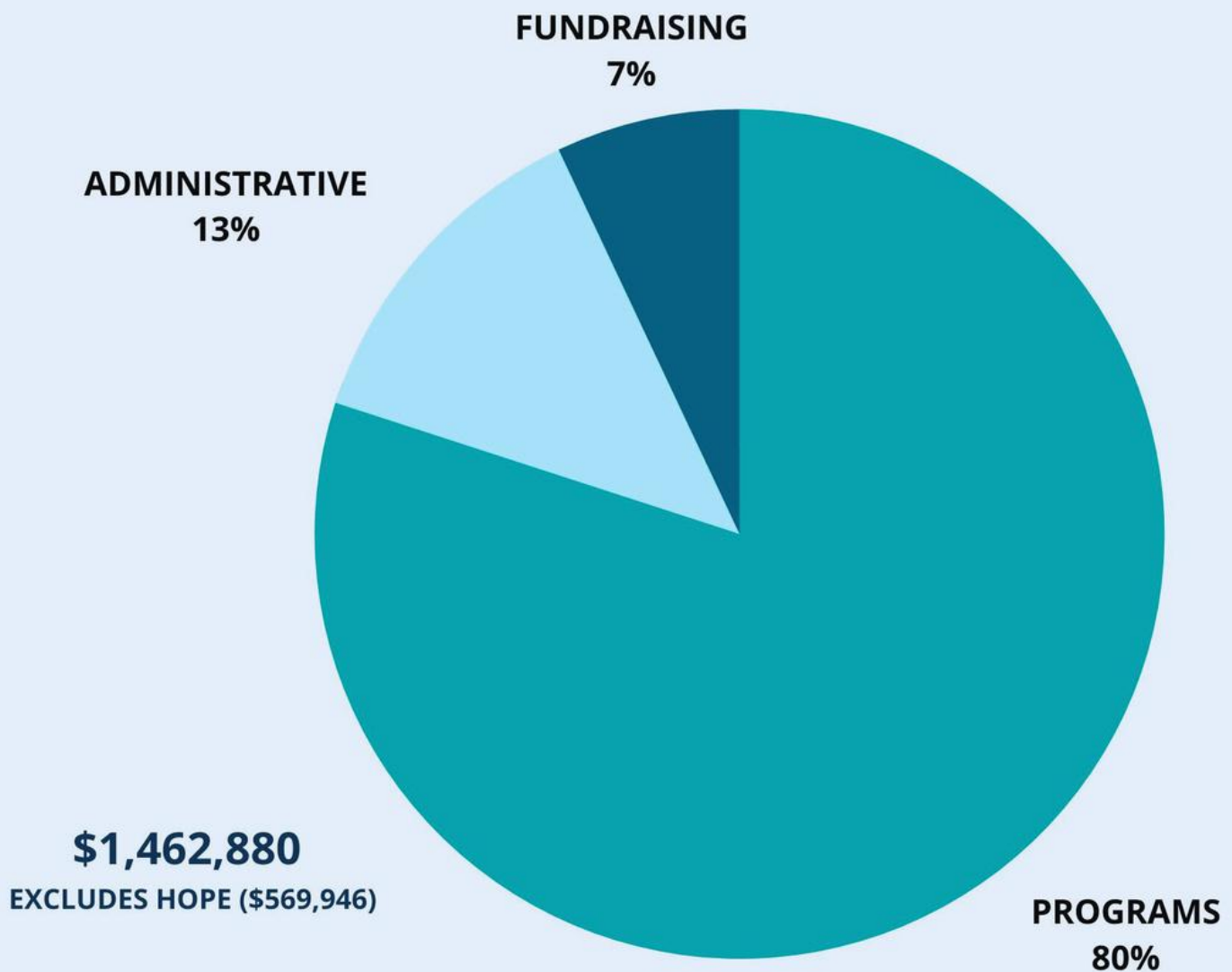
2022 - 23 FINANCIALS

2022 - 23 FY Better Basics Revenue Sources



2022 - 23 FINANCIALS

2022 - 23 FY Better Basics Expenses by Type



2023

BOARD OF DIRECTORS

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US AIR FORCE**

**WILSON NASH
BRASFIELD & GORRIE**

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FIDELITY NATIONAL TITLE GROUP**

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PROTECTIVE**

**ALLISON WESTLAKE
ALABAMA POWER COMPANY**

**BESSIE MILLER
BIRMINGHAM PUBLIC LIBRARY**

**CHASE WRIGHT
SPIRE**

2022 - 23 FUNDING PARTNERS

\$5000+

Altec/Styslinger Foundation
Alabama Dept. of Economic &
Community Affairs
Alabama Power Foundation
Alabama State Department of
Education
American Pipe & Supply
ASH Renovations
Mr. Lee Benton
Birmingham Bar Association -
Young Lawyers Section
Blue Cross and Blue Shield of
AL and The Caring Foundation
Brasfield & Gorrie
Joseph S Bruno Family
Charitable Foundation
Charles & Estelle Campbell
Foundation
Caldwell-Stair Charitable Fund
Comer Foundation
Community Foundation of Greater
Birmingham
Corneliusen Family Charitable Trust
Drummond Company
EBSCO Industries
Mike & Gillian Goodrich Foundation

Hill Crest Foundation
Independent Presbyterian Church Foundation
Jefferson County Community Service Fund
Jemison, Day and Lacey Families
Foundation
Junior League of Birmingham
Hugh Kaul Foundation
Kinder Morgan Foundation
Robert R. Meyer Foundation
O'Neal Industries Advised Fund
Protective Foundation
Rotaract Club of Birmingham
Lawrence Sanders Foundation
The Sanders Family Foundation
The Michael Simmons Foundation
Solar Quest Foundation, Inc.
StoneRiver Company
Synovus Bank
TechNMotion
Thompson Foundation
United Way of Central Alabama
Vulcan Foundation
Walker Area Community Foundation
Susan Mott Webb Charitable Trust
H. Evan Jr & Margaret S. Zeiger
Charitable Foundation

LOVE
for
LITERACY
2023

2022 - 23 FUNDING PARTNERS

\$1000- \$4999

Alabama Civil Justice Foundation
Altec Industries
Ms. Jaime Anderson
Ms. Alina Arbuthnot
Rick & Mary Jane Arendale
AT&T Foundation
Charles E. Ball, Jr.
Barnes & Noble - Hoover, AL
Ms. Casey Bartok
Jay Bennett
Bradley Law
Briarwood Christian School
Ragan & Brad Cain
Brooke Cannon
The Children's Literacy Guild
Cooper Family Advised Fund
DK Charitable Foundation
Jim & Marilyn Henry
International Wines & Craft Beer
Lee Ann & Melvin H Jacobs
Foundation

KPMG
John Kelley
Kiwanis Club of Homewood/Mountain Brook
Lightfoot, Franklin & White
Maynard, Cooper & Gale
Medical Properties Trust
Nick's Kids Foundation
Publix Charities
Kyle Raburn
Regions Bank
Diane & Jim Richardson
Rotary Club of Jasper
Rousso Adams Facial Plastic Surgery
Judy & Robert Rutstein
Amanda & Bryan Saint
ServisFirst Bank
Sexton Family Charitable Fund
Linda & Alan Speaker
Tacala, LLC
Target Circle Giving
Urban Cookhouse -Homewood
Dawn & Ted Walton



2022 - 23 COMMUNITY PARTNERS

ABC 33/40
Addiction Prevention Coalition
American Baseball Foundation
American Pipe & Supply
Birthwell Parnters
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
Boy Scouts of America
Build a Better Community - Vredenbergh
Bundles of Hope
Community Exchange Program - IREX,
US Department of State
Community Food Bank of Central
Alabama
Delta Sigma Theta
Dolly Parton's Imagination Library
Eastern Star Silver Star #837

Fairfield City Schools
Flying Classroom
Funtology with Jaylen Janae
Girl Scouts of America
Grace Klein Community
Housing Authority of Birmingham District
Jefferson County Family Resource Center
Jefferson County Housing Authority
Leeds City Schools
Learning Excellence Through Tennis
Marigold Designs
Men of Powderly
Natl Hookup of Black Women - Birmingham
Norwood Neighborhood Association
Nothing Bundt Cakes
Sleep in Heavenly Peace
Neena Spear, Attorney
UAB - School of Nursing
WBHM Radio
WBRC Fox 6
WVTM-TV 13



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www.betterbasics.org



**Better
Basics**