



**IMPACT  
REPORT  
2020  
2021**

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**Letter from the Founding Co-Directors**  
**DEAR OLC COMMUNITY,**

This September, we celebrated five years since we launched as an independent nonprofit organization to build on the work first started by the Rogers Family Foundation in 2008. When we launched the organization in 2016, we set out to create a permanent hub for the city’s literacy providers to learn, collaborate, and champion a shared goal for all Oakland students to learn and love to read. Since then, we’ve continued to build strong, thriving networks and design high quality resources and training to fuel learning and mobilize change for our city’s learners.

**Over the past five years, we’ve:**

- Engaged and mobilized over **200** local community organizations, schools, and agencies as literacy champions and partners.
- Distributed more than **77,000** new, high quality, high interest books to Oakland children and youth.
- Awarded over **\$270,000** to support community and school-based literacy projects.
- Built a vibrant membership community serving over **30** local Oakland youth and literacy-serving organizations to dig deep in learning, grapple with thorny challenges, and lift up what’s working to effectively serve students.
- Designed high quality educator, provider, student, and family-centered workshops and learning resources elevating effective practices and local voices.
- Launched our two day Literacy & Justice for All Symposium for **230** virtual attendees.

We have a lot to be proud of as a coalition this year as well. We’ve been inspired by the innovation and ingenuity of educators, children, and families in driving learning amidst a continued global pandemic. Our community called for literacy to be championed as a key priority in our schools and classrooms, and we worked to engage our community in system-led change. We continued to support hybrid and remote learning with books and grants to schools, and deepening partnerships to build an ecosystem of support for student learning.

**Here’s some of what we are excited about in 2022:**

- Building deeper learning and deeper roots with educators and movement builders through our annual Literacy and Justice for All conference.
- Joining forces with **Stephen & Ayesha Curry’s Eat. Learn. Play. Foundation** to give away **500,000** books to Oakland kids over the next year.
- Rallying support for school libraries, with **Friends of Oakland Public School Libraries** becoming a program within the Oakland Literacy Coalition.

Looking ahead to our next five years, we will keep connecting and building this movement, keeping our commitment to students at the center and collaboration as a guiding practice. We hope this impact report highlighting our work over the 2020-2021 year will inspire you to join us in driving bold transformation centered on the belief that every child can learn and thrive.

**While none of us can succeed alone in solving the literacy crisis, together our potential is limitless.**

***Here is to celebrating a Fantastic 5...and Forward!***

Sanam Jorjani & Cassie Perham



## OUR MISSION:

Working together to ensure that every Oakland child learns and loves to read

## OUR VALUES:



### EQUITY

All students and families deserve the support they need to learn and access their civil right to literacy. We center the needs of students who are furthest from power and opportunity.



### ANTI-RACISM

The literacy crisis in Oakland is rooted in structural and systemic racism and is itself a form of racial violence. Fulfilling our mission requires naming, confronting, and dismantling racism.



### STRENGTHS-BASED

We value the assets, aspirations, power, and potential of our students and community. We know our community holds our own solutions and has the power to achieve them.



### COMMUNITY

We are more effective when we work together. And it's necessary to truly create the conditions for all kids in Oakland to succeed.



### RELATIONSHIPS

Authentic relationships drive progress. We work to build the trust that allows for honest conversation and accountability.



### LEARNING

We serve from a place of continuous learning, listening and responsiveness to students and families and our network of organizations and partners.



### EXPERTISE

In our commitment to outcomes, we are rigorous about identifying and elevating effective practices to drive student learning.

*"The potential for collaboration, sharing, knowledge, and safe spaces is so important. We are all working for amazing organizations, but we're also human, and it's always nice to see familiar faces in the meetings and check in as individuals and how our programming is going."*

- Coalition Member



# WHAT WE DO

The Oakland Literacy Coalition brings together a rich, diverse field of helpers—educators, nonprofit practitioners, parents, schools, and community groups, with this goal: to ensure that all Oakland kids not only learn but also love to read.

## The Need Is Great.

Only one-in-three Oakland students is reading proficiently for their grade-level.<sup>1</sup> This has profound consequences for students' ability to learn and thrive in school and realize their brilliance and potential. Literacy provides an essential foundation for our children to grow up and lead productive, healthy, secure, and fulfilling lives. This issue impacts all of us. Literacy is core to our community's democratic institutions, economic security, and capacity to meet the pressing challenges of today and tomorrow.

## Together, Change Is Possible.

Oakland has many dedicated individuals and organizations working to expand opportunity and remove the myriad barriers to learning facing our students. The Oakland Literacy Coalition brings together the entire field to learn, collaborate, and champion literacy to achieve a more powerful citywide impact.

The Oakland Literacy Coalition employs **four key strategies** in our work to drive outcomes and equity for all Oakland students:



**Building strong networks** to connect a community-wide coalition.



**Informing systems change** and mobilizing community action.



**Strengthening the field** by promoting effective programming and practices.



**Providing quality literacy resources** to support reading everywhere.

<sup>1</sup> OUSD Data Dashboard: 2018-19 SBAC ELA Assessment

# BUILDING STRONG NETWORKS

Literacy for all will take all of us. Oakland has a dedicated community of helpers—parents, schools, literacy providers, and community groups—working to ensure our students succeed. Together, individual efforts inform, reinforce, and amplify one another to achieve greater, citywide, impact.

**The Oakland Literacy Coalition recruits and convenes diverse stakeholders and enables them to troubleshoot challenges, build on success, cross pollinate ideas, and forge new partnerships in service of Oakland children.**

## Connecting the Ecosystem

The Oakland Literacy Coalition is a leader in many community initiatives and collaboratives that intersect with our mission. Our work keeps literacy elevated as a constant priority, engages community voice in systems-level decision-making processes, and strengthens communication and alignment between efforts on the ground.

### PROGRAM SNAPSHOT:

#### Driving Community Engagement with Oakland Unified School District

The Oakland Literacy Coalition engaged our members and community partners in the District’s strategic planning, development of an early literacy framework, and selection of a new elementary literacy curriculum to elevate community voice in these critical decisions about how to best serve Oakland students.



**24** diverse member organizations working to provide a continuum of vital support services for students and advance a shared vision for literacy.

Learn more about our members and the important work they do in our [Member Directory](#)



**“The ability to network in Oakland is very, very unique because of all of the partners coming together. Our organization doesn’t have that in any other community that we work with or are a part of.”**  
- Coalition Member

# STRENGTHENING THE FIELD

To be as effective as possible in their work with students, literacy providers need support with best practices, quality resources and training, time and space for collaboration—and that’s the origin and identity of the Oakland Literacy Coalition.

**The Oakland Literacy Coalition provides training and conferences that elevate information and help participants deepen knowledge and understanding and also provide actionable strategies that can be put into practice on the ground.**

In 2020-21, the Oakland Literacy Coalition hosted **12** forums and workshops for the field. to learn, collaborate, elevate what’s working, and strategize new solutions.

## PROGRAM SNAPSHOT:

### Spring 2021 Quarterly Forum—Lessons from a Year in Distance Learning


A panel of teachers and parents shared what they want to bring forward and what they want to leave behind in virtual learning. Panelists highlighted the ways that different communication modes between schools and families have helped them support students and in many cases, points the way for closer partnerships moving forward.

## PROGRAM SNAPSHOT:

### Social-Emotional Learning Training Series

The Oakland Literacy Coalition held a two-part training for members on supporting social emotional learning with strategies that could be employed in virtual settings. Participants left the first session with new tools and skills to put into practice and were able to dig deeper in the second workshop on what worked well, what was challenging, and what new questions were raised in the process.

**94** percent of participants reported that they received valuable learning and information that supported their work.



“My absolute favorite was the intensive SEL training series. It had this huge wonderful list of resources that I was able to attend and take back to my team. **We were able to weave them into our work and teach the tools to our volunteers so they could better serve our students.**”

- Coalition Member

“The Oakland Literacy Coalition didn’t shy away from the toughness of ZOOM and provided a space for our tutors to come and talk about their fears with virtual tutoring and then **provided us with practical skills to work with students and build relationships.**”

- Coalition Member



“The Oakland Literacy Coalition is like having this bridge between the District and schools in Oakland and the partnering organizations that work alongside them. It’s really necessary to have these connections in place to make progress over time.”  
- Coalition Member

## INFORMING SYSTEMS CHANGE & MOBILIZING COMMUNITY ACTION

Addressing the magnitude of our literacy crisis requires change at the policy and systems-level.

**The Oakland Literacy Coalition connects our network with opportunities to advocate and push for systemic and policy reforms needed to address the root causes and barriers.**

Oakland Literacy Coalition provides communications to keep our community informed as a go-to and trusted source to make current literacy research, practices, and policies transparent, digestible, and actionable.

### PROGRAM SNAPSHOT:

#### Winter 2021 Quarterly Forum—Centering Literacy Success in the District’s New Strategic Plan & Curriculum Pilots

Educators, parents, literacy practitioners, and community members came together at our January Quarterly Forum to hear from the Oakland Unified School District on its elementary literacy goals and pilots for adopting a new curriculum and contribute their questions and expert knowledge to inform the District’s plans.

### PROGRAM SNAPSHOT:

#### Oakland Unified School District Academic Milestones

The Oakland Literacy Coalition advised the development of literacy academic milestones that defined key skills and benchmarks for PreK-5th grade and convened family focus groups to workshop the content and ensure that it would be accessible, informative, and easy to use to support students.



## PROVIDING QUALITY LITERACY RESOURCES

Students deserve affirming, highly engaging books and literacy-rich environments at school, home, and in the community. The Oakland Literacy Coalition connects families to resources and books through our **Community Literacy Action Grants** and school-based book distribution programs.

### PROGRAM SPOTLIGHT: Book Distributions to Keep Kids Learning During COVID

Through the 2020-21 virtual school year, the Oakland Literacy Coalition partnered with schools and community organizations to purchase and distribute culturally affirming books in students' home languages, with a priority on sending physical books home to students experiencing significant barriers to distance learning, including homeless and highly mobile students, youth in foster care, newcomer students, and students with disabilities. We also created bilingual reading guides to support engaging learning experiences and interactions with the texts.

The Oakland Literacy Coalition distributed over **10,000** new books to students and families to build rich home literacy environments for learning.

In Summer 2021, we awarded 25 Community Literacy Action Grants totaling **\$26,500** to support community-based literacy projects including book clubs, visual arts and literacy projects, author events, and writing workshops—all of which included book giveaways to encourage reading for fun at home.

### PROGRAM SPOTLIGHT: Afro-Play Juneteenth Celebration

Afro-Play, a thematic family playgroup based in Afrocentrism for families of the African Diaspora, used their Community Literacy Action Grant from the Oakland Literacy Coalition for their Juneteenth Celebration, which featured art projects, free books, a shared meal, music, garden & farm tours, and an empowering book reading and signing from an author of a children's book series that celebrates Black Excellence.

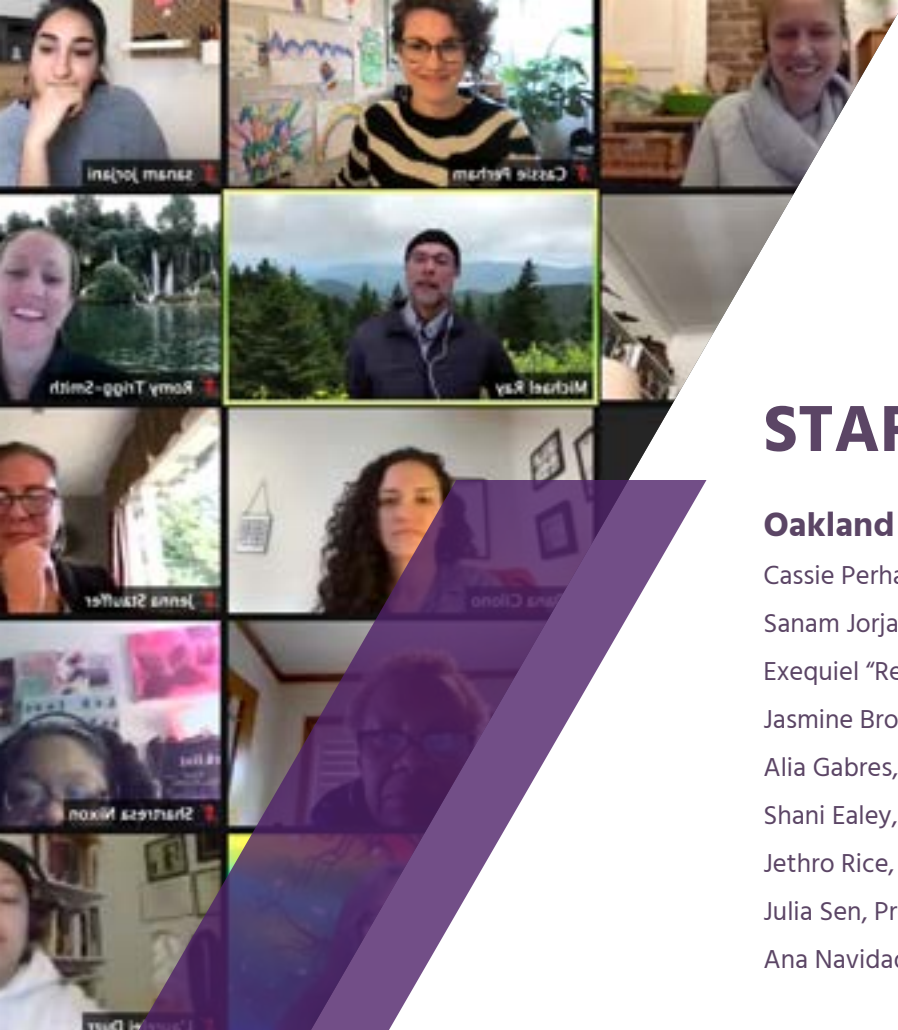


"Students were able to meet and greet with a local author. Students mentioned wanting to be authors and illustrators when they grow up. **The event made their aspirations more tangible.**"

- Action Grant Recipient

"For the most part our families do not have books of their own. Our children simply do not have access to a library. Parents are too busy and the library is too intimidating for both parent and child. Which is why there was so much excitement. **When they saw tables of books both the parents and children exclaimed "Mia Dios," big eyes and smiles.**"

- Action Grant Recipient



## STAFF & BOARD

### **Oakland Literacy Coalition Team:**

Cassie Perham, Founding Co-Director

Sanam Jorjani, Founding Co-Director

Exequiel "Rex" Ganding, Associate Director of Community Engagement

Jasmine Brown, Associate Director of Development

Alia Gabres, Program Manager, Coalition Learning

Shani Ealey, Senior Communications Manager

Jethro Rice, Member Community Coordinator

Julia Sen, Program Coordinator

Ana Navidad, UC Berkeley Public Service Intern

With appreciation for former staff Rebecca Schmidt and Sia Magadan and interns, Ana Lopez, Nishat Nayem, and Jaqueline Camarillo.

### **Board of Directors:**

Dulce Torres-Petty, Board Co-Chair

Tiffany Furrell, Board Co-Chair

Matt Aguiar, Board Treasurer

Jeremy Largman, Board Secretary

Allison Lopez

Angela Barth

Chris Angotti

D. Lacy Asbill

Kyra Mungia

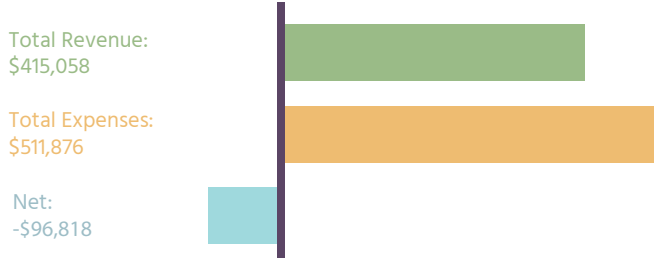
Rachel Aoanan

With appreciation for former board member, Alex Madsen for her service to the Oakland Literacy Coalition.

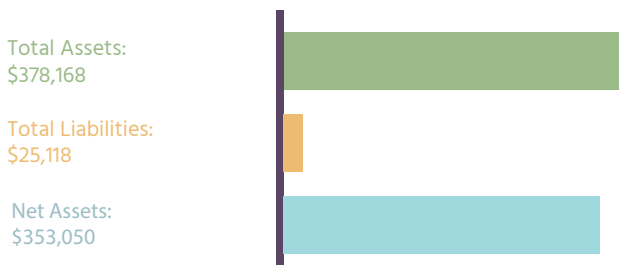


# FINANCIALS

## July 1, 2020 - June 30, 2021

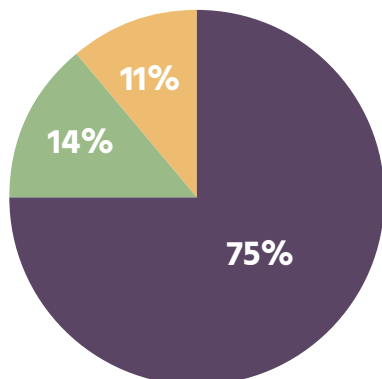


## June 30, 2021



## Expenses by functional area

- Program: 75%
- General Management: 14%
- Fundraising: 11%



# THANK YOU TO OUR SUPPORTERS

Our work and impact are made possible by your generous contributions.

We sincerely thank you for being part of this collective effort for Oakland students.

## Institutional Partners:

Alibris

Atlassian Foundation

Awesome Foundation

Believe in Reading

Eat. Learn. Play. Foundation

Hellman Foundation

Jewish Community Foundation

Kenneth Rainin Foundation

Proposition Chicken

Rogers Family Foundation

Surge Institute

The Christensen Fund

The Good Table

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Julie Barton

Susan Beveridge

John Beveridge

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Matt Bixler

Jessica Blair

Erin Bogan

Alyce Briggs

Jo & Norm Budman

Sara Burt

Kathryn Carlson

Jacqueline Carson

Elaine Chapnick

Amanda Chaudhary

Kunya Ching

Michelle Clark

Sydney Collins

Kristen Contreras

Jan & Tom Dolliver

Sally Engelfried

Tamra Feldman

David Fisher

Alexandra Ford

Kelsey Francis

Alexa Frankenberg

Anne Freund

Alicia Frye

Tiffany Furrell

Audrey Furrell

Nina Gallegos

Kevin Gavino

Helaine Glass

Jeanmarie Gonzalez

Brittany Good

Carol Good

Barbara Gordon

Susan & Mark Gordon

Roma Gray

Wilson Griffin

Bob Gronke

Laura Gross

Adele Grunberg

Rita & Peter Hantman

Lauren Hofmayer

Laura Holmes

Ana Homayoun

Susan & Peter Hood

Jessica Jallorina

Christian Johansen

Reed Johnson

Kym Johnson

Raha & Aaron Jorjani

Sanam Jorjani

Jennifer Joyce

Celina Kamler

Julia Kent

Nancy Kho

Nastaran Khoshab

Ellen Kim

Richard Konz

Bernard Kristal

Robert Kristal

Jeremy Largman

Ellen & Allen Lavine

Hannah Lee

Tamar Lerner

Hannah Lesser



Alex Madsen  
Sia Magadan  
Sherry Malmon  
Barry Mark  
Rebecca Marlin  
Kathleen  
Mascarenhas  
Beth McCrodden  
Barbara McHugh  
Jeff McMillan  
Ghania Mehdi  
Terry Meyerson  
Bianca Meza  
Shaffy Moeel  
Saira Mohamed  
Heidi & Mark  
Mooney  
Paulina Morrison Fell  
Sharon Mosenkis  
Ellen Moyer  
Kyra Mungia  
Hilary Nevis  
Christina Nicholson  
Anthony Nicolay  
Carole Ohlsen  
Jacob Pace

Belinda Parraz  
Patricia Pastor  
Tracey Patterson  
Cassie & Andy  
Perham  
Donna & Shel  
Perham  
Camille Peters  
Inez Pimentel  
Ferne Poll Hecker  
Mollie & Tom  
Quasebarth  
Lola Quasebarth  
Acacia Quien  
Mary Raleigh  
Jessie Rhodes  
Jethro Rice  
Louise Rice  
Abigail Ridley-Kerr  
Sara Rizik-Baer  
Evan Robinson  
Isaac Rose  
Allen Rubin  
Manpreet Sadhal  
Abby Schlatter  
Rebecca Schmidt

Patricia Schreiber  
Pea Selu  
Sia Senor  
Danielle Sepulveres  
Dagmar & Gil Serota  
Sylvia Smith  
Katie Soroye  
Laleh Sotoodeh  
Roger Soukup  
Ashley Spinelli  
Roberta Stovitz  
Myra Strober  
Carrie Thomas  
Dulce Torres-Petty  
Winifred Walters  
Amy Wang  
Marilyn Washicko  
Robin Webster  
Dana Wellhausen  
Patricia White  
Donna Williams  
Gail Winograd  
Jenny Yelin  
Judy Zollman

# WHAT'S NEXT?

The Oakland Literacy Coalition has even bigger plans for 2022:

- Bringing **Friends of Oakland Public School Libraries** under our umbrella as the Oakland Literacy Coalition School Library Partnerships program.  
***Do you know that many Oakland public schools don't have a library? Through the School Library Partnerships program we'll expand resources and support for school library services across the city.***
- Building **new professional development opportunities** for our members and network to best support what educators and literacy practitioners need *now* to effectively support students.
- Holding our second **Literacy & Justice For All Symposium** to convene stakeholders from across the city to learn, network, elevate local solutions, and strategize together to meet pressing challenges.
- Scaling up book distributions through our partnership with Stephen & Ayesha Curry's Eat. Learn. Play. Foundation and the **Eat. Learn. Play. Bus** with the goal to give away 500,000 books to Oakland families.

## Join us and let's go further together:

### DONATE

Your financial contributions make the Oakland Literacy Coalition's work possible and help us support the *entire field* of literacy providers to make a *citywide* impact.

**Make a donation**



### BECOME A MEMBER

We welcome organizations whose work contributes to literacy access and achievement for Oakland students. Coalition members learn, collaborate, and champion literacy together.

**Learn about membership**



### SUBSCRIBE & STAY CONNECTED

Sign up for newsletters to stay in the loop on the Oakland Literacy Coalition's progress, upcoming events, and ways to support literacy in our community.

**Sign up for newsletters**

