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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
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.¹ 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.

¹ 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.

“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

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
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.

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.

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.

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
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.

“...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

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.

“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

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

Total Revenue: $415,058
Total Expenses: $511,876
Net: -$96,818

June 30, 2021

Total Assets: $378,168
Total Liabilities: $25,118
Net Assets: $353,050

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

Individual Supporters:
- Anonymous
- Matt Aguiar
- Adanta Ahanonu
- Annaliisa Ahlman
- Alan Ai
- Laura Alterman
- Paula & Tim Ambrose
- Chris Angotti
- Lacy Asbill
- Caitlin Ayer
- Angela Barth
- Julie Barton
- Susan Beveridge
- John Beveridge
- Lisa Bieser
- 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]