Making an impact takes determination and innovation. It takes a pioneering spirit and the courage to try new things. It takes perseverance from all members of our community and a shared commitment to ensure that ALL children have an equal opportunity to succeed.

**THAT’S WHERE JUMPSTART COMES IN.**
DEAR FRIENDS,

“The day we stop exploring,” Neil deGrasse Tyson once said, “is the day we commit ourselves to live in a stagnant world, devoid of curiosity, empty of dreams.” At Jumpstart, we share this passion for discovery. We are always learning and finding new ways to reach more children and deepen our impact.

We are especially proud of our accomplishments this year—a year of experimentation and innovation that uncovered new paths toward our goal of every child entering kindergarten prepared to succeed. In this year’s annual report, you will read about our latest pilots and initiatives aimed at driving greater outcomes for children from low-income communities. From revising our curriculum and launching a summer program to deepening our engagement with families and implementing new programs that nurture a high-quality early learning workforce, it has been an incredibly busy and remarkable year.

Earlier in the year, we celebrated the 10th anniversary of Jumpstart’s Read for the Record®. The campaign reached new heights and we are proud of our role inspiring public support and investment in early education, including engaging readers from all 50 states and 38 countries. In the spring, we celebrated the power of the written word by hosting featured authors at our Scribbles to Novels galas in Boston, New York City, and San Francisco.

But it’s Jumpstart Corps members like Xavier that are truly our greatest resource. This year, across the country, over 3,800 Corps members dedicated their time and helped to prepare 11,300 preschool children for success in kindergarten. Our Corps members are not only helping children chart a new course for the future, but also changing their own paths. They are our future leaders, teachers, and parents.

We hope you will be inspired by the stories that unfold in the following pages. Like Neil deGrasse Tyson, we are not content with the status quo and we will keep moving forward toward our bold vision. We are honored to have you on this journey with us—indeed, we couldn’t do it without you.

With gratitude,

Chris Stadler
Chairman

Naila Bolus
President & CEO

“I hope that the kids in my classroom will be able to use the tools we give them to succeed and make a difference in their lives; I know I will. Jumpstart is giving me the opportunity to not only help prepare kids in need for kindergarten, but also helping me figure out what I want to do with my own life.”

– Xavier Velez, Jumpstart Corps member
I have always stressed to my children how important language and literacy is in our world because it molds how we communicate and respect people. Both of my children were lucky enough to have Jumpstart in their classrooms at DeWitt Head Start in New York City, but Jayden was my biggest challenge because he was so shy and had a hard time opening up. However, as soon as he started Jumpstart and he got into the book *Not Norman: A Goldfish Story*, it was as if something clicked, and he took off from there. For Lyaddie, it was *The Snowy Day* that she fell in love with.

As a parent, I try my best to prepare my children for the future, but Jumpstart gave them that extra push they needed. I’ll never forget either of these books—and neither will my kids!

“I cannot express enough how thankful I am that Jumpstart showed Lyaddie and Jayden that learning can be fun, and for the countless hours the amazing Jumpstart volunteers spent in their classrooms, day after day.”

— Larissa Smart, Jumpstart parent
Carol Robinson is 69 years young and a proud team leader for Jumpstart Boston’s Community Corps. While she knew literacy would always play a guiding role in her life, her journey to Jumpstart was unique.

Carol spent the majority of her life working in libraries. She started in 8th grade and retired after 41 years and five positions at MIT’s prestigious Barker Engineering Library. She is a fierce advocate for early education and a strong believer that literacy is the key to success in life. “If somebody can read, write, and do math, then they can get a job. If they have a job, then they can provide for their families and they are far less likely to end up in trouble, or worse, in jail,” Carol notes. And for that very reason, Carol began volunteering during the mid-1990s at the Suffolk County Jail in Boston, teaching detainees awaiting trial how to read. “I’m not sure why I’m so passionate about keeping people out of jail—but I do know that teaching people how to read is one way I can help contribute to society.”

While Carol’s time spent volunteering in the jail was incredibly fulfilling, she wanted to get to the root of the problem. And in 2011, Carol found her way to Jumpstart after seeing an advertisement in a local newspaper. “I’ve seen it firsthand—Jumpstart works. That’s why I keep coming back, year after year,” Carol says with a huge grin on her face. “In order for people to start life on the right path, we need to get to them earlier, and I feel incredibly lucky to be part of the Jumpstart family.”
What was true 23 years ago when four college students founded Jumpstart is still true today: at the heart of our unique and effective program is a dedicated and caring adult who forms a trusting relationship with a child. From keeping our finger on the pulse of the latest research to closely following policy developments in the early childhood education field, we continue to evolve our program and keep innovation at the forefront of what we do best: preparing all children, regardless of where they live, for kindergarten success.

The Jumpstart curriculum is specifically designed to build the key language, literacy, and social-emotional skills that research shows are important predictors of kindergarten readiness. It includes a series of 20 session plans organized into six unit themes: family, friends, wind and water, the world of color, shadows and reflections, and things that grow. Each of our session plans revolves around a high-quality picture book that serves as an inspiration for the session’s learning activities. On any given week during the school year, more than 1,200 Jumpstart sessions are taking place across the country.

This year, we piloted a revised curriculum with 230 children in Massachusetts. The pilot focused on providing meaningful, enriching oral language experiences—including deliberate attention paid to children’s emotional language skills, such as labeling and understanding feelings. While the overall philosophy and organization of our curriculum remain unchanged, the pilot tested a variety of new session elements: adding time for reading extension and group meetings, introducing five new books with strong emotional content, and experimenting with new language-based activities such as Vocabulary Bingo and Feelings Go Fish.

Initial findings from the use of the revised curriculum were positive. Not only did children demonstrate significant language gains, but our Corps members also responded positively to the new language and social-emotional focus. We look forward to expanding our curriculum revision pilot and discovering new techniques and approaches to help level the playing field for all children.
“Jumpstart works because we intervene when children are just starting to develop their language and literacy skills in order to express their ideas. We help kids make connections and ask questions, giving them the skills they need to come to their own conclusions as well as a desire to dissect the world around them.”

– Joshua Massey, Jumpstart team leader
During the 2015-2016 program year, Jumpstart served 11,300 children—1,000 of whom participated in pilot, innovative, and summer programs. From literacy-based texting programs and summer sessions to workforce pathways initiatives and partnering with local housing authorities, the Jumpstart network was alive with creative strategies that enabled us to serve even more children this year.
PUBLIC HOUSING INITIATIVE

In order to reach children that were not enrolled in preschool, Jumpstart partnered with Urban Edge, a community development organization in Boston, to implement a bold two-generational literacy strategy. While Corps members worked with children to develop crucial language and literacy skills, their caregivers participated in adult education seminars on topics such as parenting, self-care, and financial literacy. Through this initiative, both children and their families were given opportunities to not only develop their lifelong love of learning, but to also be equipped with skills to set them all on a new path to success.

EDUCATION WORKFORCE DEVELOPMENT

Jumpstart’s workforce development program in Arizona helped improve teacher quality by offering early educators a series of resources: training in classroom management and developmentally appropriate practice, professional coaching and support, a pathway to educational advancement, and access to Jumpstart’s evidence-based curriculum. By improving the quality of early childhood education in low-income communities, Jumpstart’s multifaceted workforce development program is helping to close the kindergarten readiness gap for children.

SUMMER LEARNING

This summer, while most kids were on break, hundreds of children in Boston, New York City, and Chicago participated in Jumpstart’s summer program. Children from low-income neighborhoods tend to fall further behind their more affluent peers over the summer because they’re less likely to be enrolled in activities that provide additional instruction. Jumpstart’s summer sessions were designed to create a seamless continuum of learning between school years, helping ensure that children gain and maintain key literacy skills.
Laying a Foundation for Leadership

The research is clear; high-quality early childhood education improves children’s health and well-being, setting them on a path for success in school and in life. But these positive outcomes depend upon an early childhood education workforce that is well trained, supported, and fairly compensated.

After receiving Jumpstart’s high-quality training and coaching, experiencing firsthand the rewards of working in the early education field, and building relationships with their equally passionate peers, many of our Corps members fall in love with teaching and pursue careers as full-time educators.

45,000
Jumpstart alumni have served and impacted the lives of children since 1993

TEACHING IS PERFORMING

“Every year, when the doctor asked me what I wanted to be when I grew up, my answer was always the same,” Mariah Fernandez shared with a smile. “Ever since I can remember, I’ve always wanted to be a teacher.” Mariah is currently a lead preschool teacher in Lawrence, Massachusetts, and has the unique opportunity of experiencing the magic of Jumpstart from a different lens, as a teacher. “I learned so much from my time as a Jumpstart Corps member, but, in particular, Jumpstart helped me get over my stage fright and public speaking anxiety. You’re always communicating with people, always performing, and always entertaining the children as if any given topic is the best thing they will ever learn!”

Mariah Fernandez, former Jumpstart Corps member
“Lia wrote an ‘A’ today,” I told my roommate right after Jumpstart one Tuesday afternoon. I hadn’t yet taken off my red Jumpstart shirt or washed off the purple marker scribbled on my arms. “It was her first time,” I added silently. It felt too special to share aloud; I couldn’t risk her not getting it.

Jumpstart pushed me in so many ways that I never imagined possible. I saw firsthand the glaring differences between my childhood and my students’. The clothes they wore were often too small, too big, or too worn to stay on. Many of my students didn’t have a single children’s book at home.

In the classroom, my students pushed me to decipher silent facial expressions, to find new ways to make them feel understood, and to sing and dance like nobody was watching. Outside of the classroom, there were the painful pushes, such as correcting friends and classmates about stereotypes: “Yes, poverty is a real thing. Yes, their parents do care.”

Although some pushes were joyful and others were harder to swallow, moments like Lia’s little fingers wrapping around her marker and writing her first ‘A’ made every push worth it.
While many Jumpstart supporters learn about the work we do at our signature event, *Scribbles to Novels*, there was nothing signature or routine about this year’s galas that took place in Boston, New York City, and San Francisco! With 20 featured authors in attendance, coveted auction items (including tickets to *Hamilton: An American Musical!*), powerful videos, breathtaking views, and so much more, our *Scribbles to Novels* galas alone raised more than $2 million.

In San Francisco, party-goers enjoyed Persian “pomtinis” and strolled through a bazaar full of spices at the Terra Gallery, which was transformed into a Persian market, inspired by featured author Cyrus Copeland’s memoir, *Off the Radar*.

Left: Jumpstart Corps member Bethany Kirby in Boston; Right: Actress and Jumpstart National Board Member Bridget Moynahan with fashion photographer Nigel Barker in New York City.
Jumpstart in the Spotlight

Over the holidays, Jumpstart made its silver screen debut at AMC Theatres nationwide. Movie-goers got a “first look” at an exclusive Jumpstart public service announcement (PSA) featuring President & CEO Naila Bolus and Jumpstart Corps members from Washington, D.C. The PSA gave viewers a behind-the-scenes look at what goes on in a Jumpstart classroom and what we’re doing to help every child in America realize his or her potential. It was an incredible honor to share our vision for the future of early learning with millions of viewers, and we are extremely grateful for partners like AMC.

AMC Theatres across the country played Jumpstart’s PSA 5,000 times.
HOW IT ALL BEGAN

In 2007, the second year of Jumpstart’s Read for the Record®, Jumpstart set the Guinness World Record for the most children reading with an adult in 24 hours. That September, 238,620 children gathered in schools, libraries, and communities far and wide to read The Little Engine That Could. We were blown away by the incredible support and excitement from readers everywhere, and we’ve been celebrating Read for the Record ever since!

While Jumpstart’s traditional programs reach 11,300 children every year, Jumpstart’s Read for the Record gives us the opportunity to connect with millions (yes, millions!) of children and adults across the globe—inspiring adults to read with children, spurring policymakers to take action toward transformative change in early education, and placing books in the hands of more children each year.

This year, Jumpstart celebrated the 10th anniversary of Read for the Record—with over 2.2 million people worldwide. On October 22, 2015, readers around the globe joined together to read Not Norman: A Goldfish Story. From Norman puppets and hats to goldfish cookie fundraisers, Jumpstart’s Read for the Record was spent celebrating the power of children’s literature and the joy of reading.

“For myself and Not Norman to be a part of Jumpstart and to help children get ready to go to school, to read, to succeed... it’s just about the biggest honor I could receive.”

— Kelly Bennett, author of Not Norman: A Goldfish Story

2.2 MILLION
Number of participants around the world that read Not Norman: A Goldfish Story in 2015

38
Number of countries that participated in Read for the Record in 2015

Tweet from actress and Jumpstart National Board Member Bridget Moynahan
Secretary of Education John King, Jr. (second from the left) joins Chief Program Officer Abby Weiss, Corps member Kenya Johnson, and National Board Chair Chris Stadler for Read for the Record in Washington, D.C.
Jumpstart Supporters

Our work would not be possible without the support of the many individuals, corporations, government agencies, and foundations who believe so deeply in our mission and innovative approach.

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“Whenever I see those red shirts come around the corner, I know that Jumpstart Corps members are here and the children will be engaged in great, fun, educational activities.”
—Danielle Pulliam, program officer, The Pinkerton Foundation
The ability to read and understand language provides children the foundation for success. I'm proud to support Jumpstart and its work to build a brighter future for our children and our communities.”

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“I have been deeply impressed with Jumpstart’s intergenerational work and the impact it has had on the lives of young people while giving our older adults the opportunity to remain engaged in their communities.”

— David Crippens, consultant and LAUP Board member
“Jumpstart’s work inspires me because it shows how generations coming together bring strength to each other.”

– Phyllis Segal, vice president, Encore.org

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OPERATING RATIOS

Program: 84%
General and Administrative: 7%
Fundraising: 9%

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| Total     | $5,573,000 |

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“Jumpstart focuses on early literacy preparation for the simple reason that it is vital, and it works.”
– Joseph Robbins, principal, Bain Capital and Jumpstart Northeast Advisory Board member
JUMPSTART HEADQUARTERS
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Boston, MA 02210
617.542.5867

JUMPSTART OFFICES
100 Edgewood Avenue, Suite 1007
Atlanta, GA 30303

900 N. Franklin Street, Suite 505
Chicago, IL 60610

1625 W. Olympic Boulevard, Suite 1050
Los Angeles, CA 90015

505 8th Avenue, Suite 1100
New York, NY 10018

235 Montgomery Street, Suite 1025
San Francisco, CA 94104

1101 14th Street N.W., Suite 1001
Washington, DC 20005

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