

Executive Director's Report

As part of our 2003 strategic planning, Page Ahead's board of directors established three operational objectives that reflect the recent past and look to the near future.

The first objective—to increase and diversify Page Ahead's funding base—remains a high priority for 2003-2004. The board's commitment to the fiscal health of the agency has been tested and strengthened by the difficult economic times that Page Ahead, along with all non-profits, has faced over the past two years. While we ended our 2003 fiscal year with a small deficit, the percentage of our cash revenue donated by individuals more than doubled since our 2000 fiscal year.

The second objective is to enhance Page Ahead's public profile and increase general awareness about children's literacy. It's simple: the more people who understand the importance of early childhood reading and support our efforts to improve the reading ability of the at-risk children we serve, the more resources we will have to serve those children and their families. Clear Channel Outdoor (formerly AK Media/NW) continued to be our largest in-kind contributor, providing billboards all over King County. Last spring, Page Ahead received the Organization of the Year award from the Municipal League of King County. And the Downtown Seattle Association designated us as a beneficiary of the Westlake Carousel—a wonderful opportunity to meet and greet families from across Puget Sound.

This brings us to the third objective of providing great service to more kids. Despite a difficult economy, Page Ahead expanded its family involvement and community partnership programs. Book distribution reached a tremendous milestone—one million books distributed since our founding in 1990. In addition, we continued to improve evaluation of our programs in order to ensure effectiveness and encourage innovation.

Page Ahead's board of directors is an energetic and engaged group. By reflecting on the past and planning for the future of the agency, they improve the odds that more families will spend more time reading together and that more children will gain the support they need to learn to read fluently.

From the board and staff of Page Ahead, thank you for your support this past year.

Sam Whiting
Executive Director

It has been a pleasure reading all these wonderful books. I really cannot be more happier than I am right now.

~Leslie, Meadow Ridge Elementary, Kent

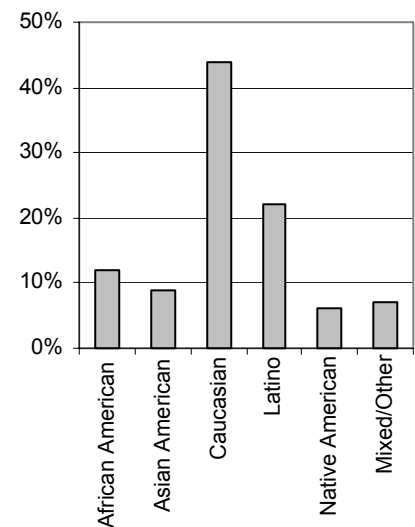
Books are a special gift because you can read them alone, to someone, or they can be read to you. The whole school is forever thankful—especially ME!

~Jessica, Kendall Elementary, Sumas

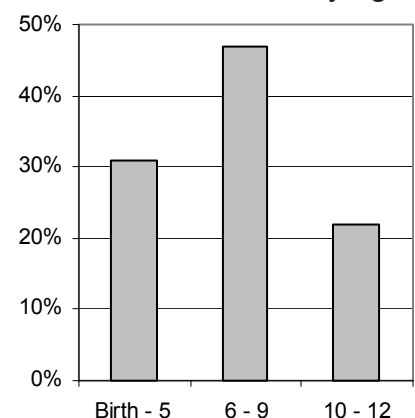
Demographics

Page Ahead provided new books, reading events, and other literacy services to more than 50,000 children and their families in partnership with 200 sites in thirty counties in Washington State.

Children Served by Race



Children Served by Age



Reading is fun and you can do it any time.
Reading makes me feel intelligent and awesome.

~Jan, Seahurst Elementary, Burien

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Financial Report

September 1, 2002 to August 31, 2003

Board Of Directors

Support and Revenue

Corporate and foundation contributions	\$436,837	38%
In-kind products and services	367,005	32%
Books donated for kids	231,634	20%
Cash contributions from the general public	114,198	10%
Miscellaneous	992	<1%
Total Support and Revenue	\$1,157,666	100%

Expenses

Program services	\$927,454	79%
Fundraising	129,100	11%
Management and general	115,346	10%
Total Expenses	\$1,171,900	100%

Change in net assets	(\$14,234)
Net assets, beginning of year	296,664
Net assets, end of year	\$282,430

Terry Pottmeyer, President
 Jerry DeMuro, Vice President
 Risa Suzuki, Secretary
 Beryl Simpson, Treasurer
 Mark Meyer, Past President
 Mary Jo Bruckner
 Marty Collins
 Jim Cook
 Brooke Doyle
 Allen Eskelin
 Grant Hosford
 Jeannette Jarvis
 Kris Lambright
 Sandra Matthews
 Sanjeev Narang
 Christine Odegard
 Linda Sincoff
 Jim Zimmerman
 Sharon Goldstein, Board Intern

Thank you for caring for people you don't know.

~Amanda, Farwell Elementary, Spokane

Contributors of \$1,000 and Above

September 1, 2002 to August 31, 2003

Amazon.com*	Furta Lee Foundation	Ray's Boathouse*
Anderson Family Foundation	Glaser Foundation	Reading is Fundamental, Inc.*
Bath & Body Works*	Gottfried & Mary Fuchs Foundation	Real Networks
Beardsley Foundation	Greater Tacoma Community Foundation	RGK Foundation
Steve Bell	Alan Grupe	Jeffery Running
The Boeing Company*	Helen & Thomas Urban Foundation	Russell Family Foundation
James & Mary Jo Bruckner	Hellam Varon & Co., Inc.*	Scholastic, Inc.*
Bryant Elementary students*	Sally Hooper	Seattle Art Museum*
Capital One Services	Johnston Hanson Foundation	Seattle Foundation
Classmates Online	Kari Jordal & John Liu	Seattle Mariners*
Clear Channel Outdoor*	Henry & Susan Kaplan	Seattle Seahawks*
James & Marilyn Cook	KCTS TV Channel 9*	Seattle SuperSonics
Scott & Laura Cooper	Kirlin Foundation	Seattle Times*
Costco Wholesale*	Emmett & Diane Koontz*	Shrontz Family Foundation
Couplin Porter Lundeen*	Kris Lambright & Tim Hevly	Beryl Simpson & Mike Festor*
Curves*	Laurel Foundation	Alan Smith & Barbara Potashnick
Stephen Daniele	Medina Foundation	Alyson Cook Stage
David Lark, Inc.	Microsoft Corporation	Starbucks Coffee Company*
DBM*	MulvannyG2*	Risa Suzuki
Discuren Charitable Foundation	Nelson Family Foundation	Tortuga Press*
Downtown Seattle Association	Nintendo of America	Toys for Tots*
Peter Durham	Norcliffe Foundation	US Bancorp Foundation
Edward & Lillian Bishop Foundation	Pi Beta Phi, N. Puget Sound Chapter*	Verizon Communications*
Elizabeth Lynn Foundation	Parametrix*	Washington Lottery*
Employees Community Fund of Boeing	Perkins Coie, LLP*	Washington Mutual*
Family and Friends of Hazel Mar	Phoebe W. Haas Charitable Trust	Wells Fargo Foundation
First Book*	Picsha Foundation	Wright Group Publishers*
Carly Fleming	Michael & Annemarie Plumpe	Z-Lane Graphics*
Florence Kilworth Foundation	Terry Pottmeyer & Geoff Trowbridge*	
Foundation Northwest	Puget Sound Energy	

*includes in-kind donations