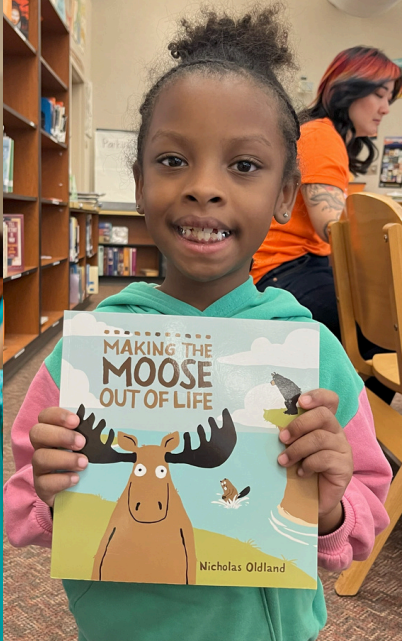
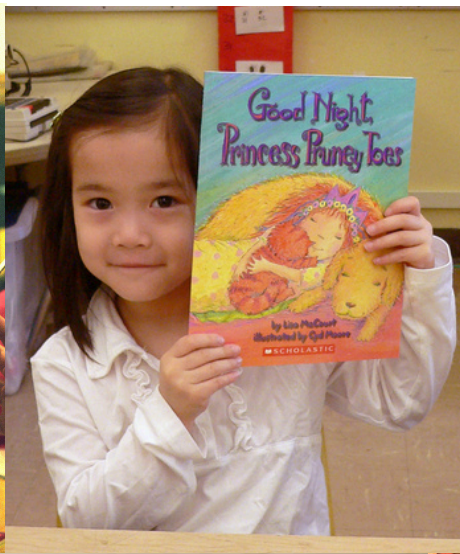
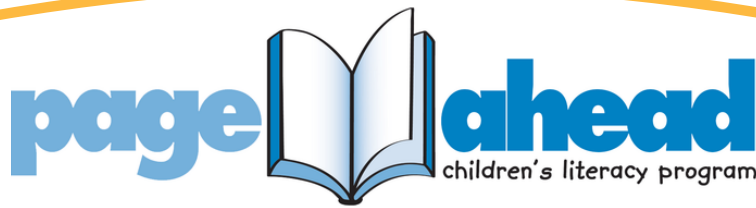


35 YEARS



2025 ANNUAL REPORT

35 Years of

How One Idea Sparked A Legacy of Reading Joy

This year, Page Ahead celebrates 35 years of fostering a love of reading for children across Washington. What began as a community service project for a Leadership Tomorrow class in 1990 grew from a single idea into a movement that has placed over five million brand-new books into the hands of more than a million children.

It all started when a group of young leaders noticed a gap. “While there was a nonprofit focused on adult literacy, there was no agency for children,” recalls Dave Osmer, one of the original group members. Inspired by teammate Barbara Clark, they discovered that children with books at home were far more likely to succeed in school. Determined to make a difference, they launched Books for Kids, which would later become Page Ahead. In its first year, the program distributed 5,679 books, far beyond what the founders imagined.

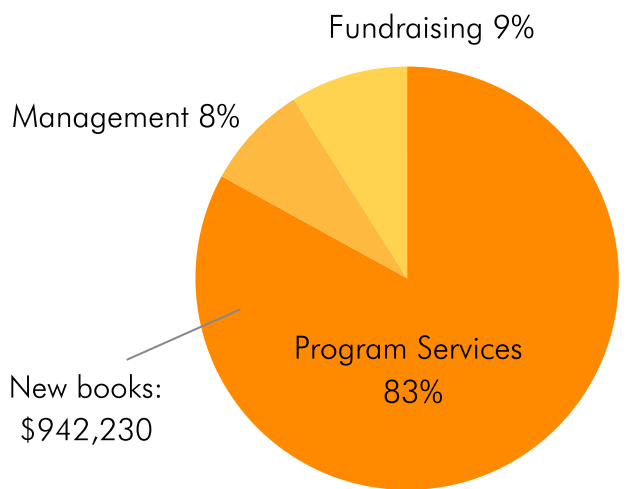
“Seeing a child open their first book and knowing it could be a ticket to a successful life, that is priceless.”

Today, Page Ahead is stronger than ever, with several programs, national recognition, and a passionate network of staff, volunteers, and donors. “Other than my family, helping create Books for Kids/Page Ahead stands as the proudest accomplishment of my life,” says Mr. Osmer. “Seeing a child open their first book and knowing it could be a ticket to a successful life, that is priceless.”

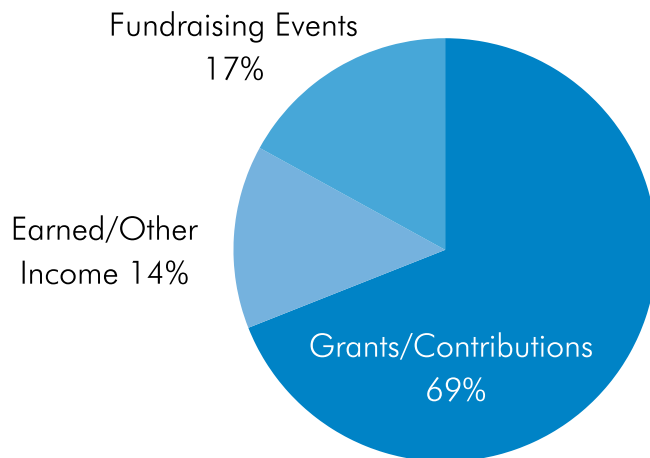
We are profoundly grateful to Dave Osmer and the other original team members: Barbara Clark, Wally Gomez, Tom Marx, Carol Schlosnagle and Rick White. Their vision, leadership, and unwavering belief in the power of reading set in motion 35 years of reading joy, and will continue to inspire generations of children to come.

Reading Joy!

2025 Financials and Program Statistics



Expenses \$1,669,839



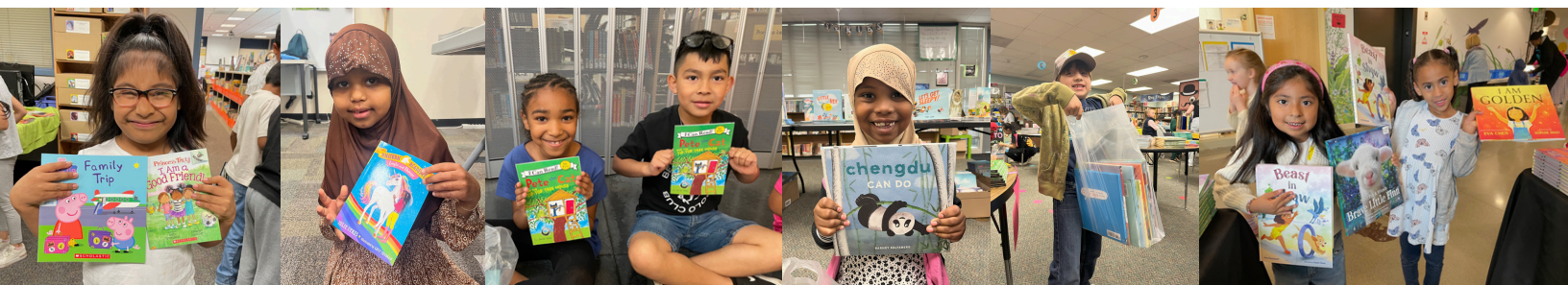
Revenue \$1,369,415



30,005
students served

325,141
books distributed

175
schools served



Students in 2025 with their Book Up Summer books

Story Time	1,673 Children served	28 Schools
Story Leaders	1,739 Children served	35 Schools
Book Up Summer	23,638 Children served	129 Schools

The Heart Behind the Books

For over 28 years, Diane Koontz has been a constant volunteer presence at Page Ahead—quietly shaping the organization and the experiences of the children it serves.

Her commitment began with a simple but powerful realization. She recalls a teacher asking students to bring a favorite book from home. One child arrived with a phone book. “It was the only book in the house I could find,” he said. “That story really opened my eyes,” Diane shares. “I had never understood how many children didn’t have access to books.”

Shortly after retiring, Diane saw a call for volunteers in The Seattle Times and was drawn to Books for Kids, as Page Ahead was then known. “I knew if it had to do with books, I’d be happy,” she says. Nearly three decades later, she still is. Diane has done just about everything—packing and sorting books, supporting events, organizing inventory, even designing shelving systems. Her favorite role? “Unpacking and sorting new books. I get to see old favorites and exciting new ones.”

Over the years, she has watched the organization grow and evolve, especially the shift to Book Up Summer, where students select 12 books to take home. “It encourages kids to keep reading all summer—and they share with siblings, so the impact spreads.” What stays with her most is the joy. “Kids will sit right down and start reading or run to a friend and say, ‘Look what I got!’”

We are deeply grateful for Diane’s more than 28 years of dedication, care, and heart—her contributions have helped bring reading joy to countless children.

Looking ahead, Diane believes that the community supporting Page Ahead will continue to help us get books to kids who need them most. “I have faith that all these wonderful people will continue to help us grow. That ensures that we receive MORE books, MORE schools can be served and MORE kids will have big smiles on their faces because their love of reading is being made possible.”



Diane unboxing books in 2025.

“I knew if it had to do with books, I’d be happy doing that.”



Diane Koontz with the Mariner Moose and former Seattle Mariners player Shigetoshi “Shiggy” Hasegawa in 2004.

Young girl in 1999 with her new book.



Kindergartners with their 12 free books in 2013.



Executive Director, Susan Dibble, and young student in matching hats in 2018.

*“It has been a plesure reading all these wonderful books.
I really cannot be more happier then I am right now.”
- Leslie, Meadow Ridge Elementary, 2008*

From a First Library to a Lifelong Love of Reading



Deandra Peterson with Dave Osmer at Page Ahead’s Luncheon in 2022.

As a student at Madrona Elementary in the early 2000s, Deandra Peterson was one of the many children who received books through Page Ahead, an experience that sparked a lifelong love of reading. “I remember starting a little shelf of books at home and calling it my library,” she says. “I’m still actively building my home library today.”

Having books of her own gave her a sense of freedom. Unlike borrowed books, these could travel anywhere. For example, into the car, to restaurants, or on long family visits. “I didn’t mind if they got a bit worn—it gave them personality,” she recalls. Those small, everyday moments helped turn reading into a habit.

Deandra gravitated toward imaginative stories, especially fantasy series like Magic Tree House and favorites like The Phantom Tollbooth. That early connection shaped her experience in school. “Any class that had reading, I enjoyed so much more,” she says.

That passion carried into adulthood. In college, she chose to study English Literature simply because she loved it. Today, Deandra still reads widely, listens to audiobooks, and shares recommendations with friends.

Looking back, the impact of those early books runs even deeper. “Books gave me homes away from home, creating these little safe spaces that were just for me,” she says. “I don’t know that the value of that could ever truly be quantified.”

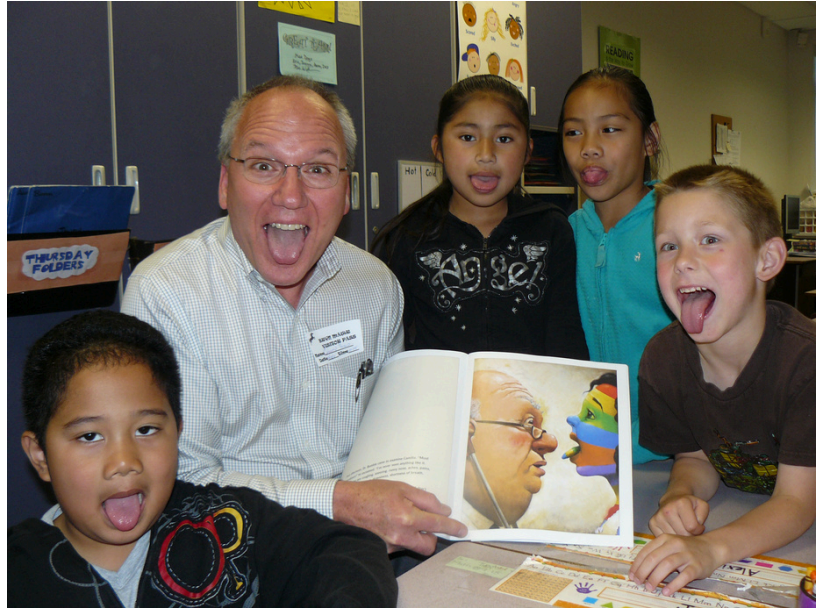
For children receiving books today, Deandra’s advice is simple: “Just have fun. Enjoy it.”

Volunteers reading with students in...

... 2005



... 2010



... 2016



...2025



"Thank you for letting us take books. Thank you for buying the books. I learned how to read because of you, and you have so much funny books and I like it! I hope I see you next year!
Sincerely, Maximus" - Bailey Gatzert Elementary, 2025

Institutional Supporters

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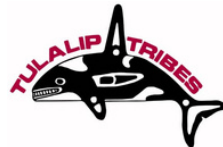
RITE AID
FOUNDATION

The Penny Project
Foundation

The Schreiber Family
Charitable Fund

The
Stocker
FOUNDATION

\$5,000 to \$9,999



\$1,000 to \$4,999

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Seyfarth Shaw

Skagit Community Foundation

Washington's Lottery

WealthCollab, LLC

Wildhorse Foundation

William Kilworth Foundation

YakamaCares/Legends Casino & Hotel

Check presentation with the Super Sonics and Washington's Lottery in 2002.



2025 Check Presentation with the Mariners and Paccar.



“Thank you for letting us take books. Thank you for buying the books. I learned how to read because of you, and you have so much funny books and I like it! I hope I see you next year! Sincerely, Maximus” - Bailey Gatzert Elementary, 2025

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Nicole Lightner reads with student at Leschi Elementary in 2024.