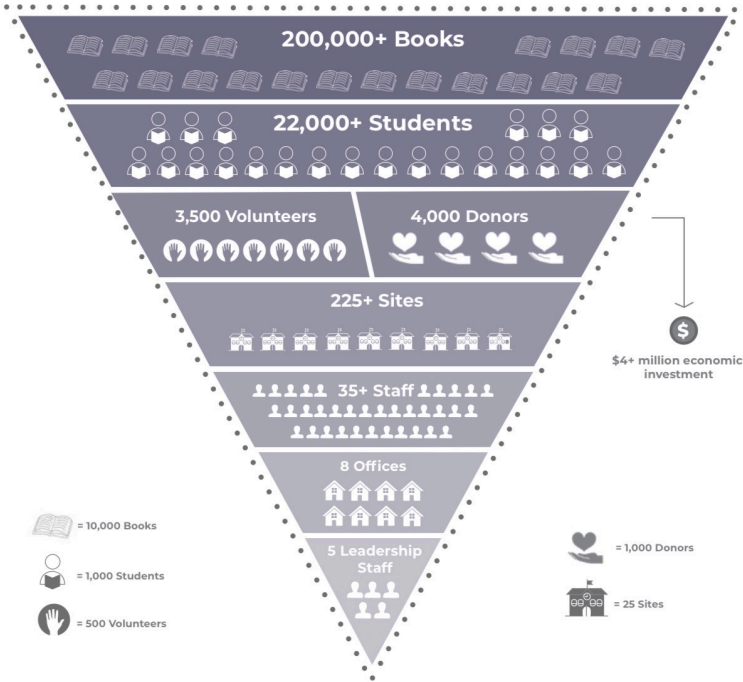




# SMART Reading By the Numbers

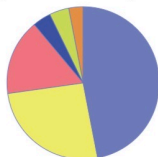
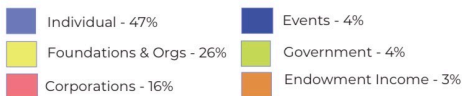




# Costs & Funding

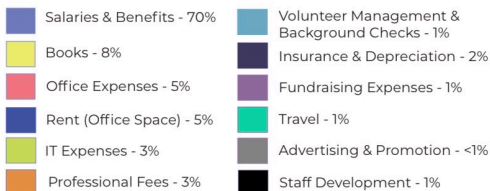
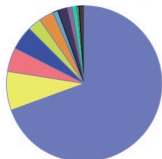
## How We're Funded

Fundraising is critical to fulfilling SMART's mission. We leverage private dollars and public infrastructure to provide reading support and books to Oregon children. Our work is funded overwhelmingly by private sources – businesses, foundations and individuals. We depend on gifts of all sizes in order to reach thousands of kids with books and reading support. Here is a snapshot of how we raise over \$4.2 million each year:



## Costs

Money invested in early literacy yields extraordinary public return. SMART is a cost-effective model, focused on kids and powered by volunteers and books sourced from our local communities. Here is a snapshot of the expenses necessary to operate our programs statewide:



## How You Can Help

Whether it's through making a financial donation, advocating for SMART in the community or donating books to the Book Bank warehouse in Portland, everyone can help increase our fundraising efforts. See below or visit our website to help us reach our fundraising goals.

### Fundraising Opportunities:

- Make a financial gift to SMART – all gifts stay local
- Sponsor a SMART school, event, or book giveaway day
- Become a Sustaining SMARTie with a monthly gift
- Organize a physical book drive (collect gently-used children's books to donate to the Book Bank warehouse in Portland) or host a virtual drive (raise money to purchase books)
- Invite a business to support SMART Reading
- Join the Legacy Society by making SMART a beneficiary of a will or estate plans