



Improving children's literacy while inspiring young leaders to protect each other and our planet.



PROTECTORS
OF THE **ENDANGERED**

Impact Report

2023-2024

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"Learners were so excited to go to book club each week! Every Tuesday, they would always remind me about Protectors Book Club. The relationship with Mr. Mike was unmatched! Also, learners data showed they benefitted from this group! Almost all learners who attended showed amazing growth based on MAPS and/ passed the EOG."

- Kayla Yacobi, 3rd Grade Teacher at Windsor Park Elementary

”



Dear Donors and Community Partners,

Thank you for your continued support in the development and implementation of our three core impact programs; Book Clubs, Home Libraries, and Summer Camps.

This impact report highlights our achievements, outcomes, and contributions to promoting literacy among underserved students in Title I Schools. Our impact programs have been instrumental in achieving our mission to improve children's literacy and inspire young learners to protect each other and our planet.

Our Book Club Program utilizes an original chapter book series entitled, *Avery and Masa* to facilitate weekly sessions for 3rd-grade students throughout the entire school year. We have witnessed remarkable growth in reading proficiency scores over a two year pilot program at Windsor Park Elementary.

- In 2021-2022 we saw an increase from 17% to 40.8% in 3rd grade scores.
- In 2022-2023 we saw even greater success, with 100% of students exceeding growth and/or passing the EOG.

Our Home Libraries Program has been an equally important intersection in supporting at home-literacy.

- To date, we have provided 14,225 *Avery and Masa* Chapter Books, aiming to reach a goal of 25,000.
- Every student who is active in our impact programs will receive an *Avery and Masa* series book set of (3) to take home for their collection.

Our Summer Camp Program is held at the Urban Farm at Aldersgate and bridges the literacy gap for low-income families.

- We have provided a free week-long literacy-based camp for over 130 students.
- Campers are inspired to become school ambassadors and to give back to their community.

The impact we have achieved would not be possible without our advisory board members, dedicated volunteers, staff members, and community partners. Looking ahead, our vision encompasses reaching more Title 1 schools and communities to help build a sustainable network of engaged leaders in literacy.

Protectors of the Endangered is more than an organization; it is a movement driven by the belief that every child deserves the opportunity to become a confident reader, a passionate citizen, and embrace the health of our beautiful planet.

Together, we can shape a future where literacy thrives.

In partnership,

Mike Deeney
Founder/Executive Director



By The Numbers

14,225

of Avery and
Masa Donated
books so far.

130

Summer camp
students served

72%

of students
passed the
End of Grade
Exam 22-23

92%

of students met or
exceed growth in
2022-2023

100%

of students
met growth
goals and/or
passed End of
Grade Exams

“

"I have over **10** copies of each chapter book in the media center available for check out, and they are in such high demand that sometimes all but 2 or 3 are checked out. I can't keep them on the shelves!"

-Kellie Johnson, Media Specialist at Windsor Park Elementary

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140

Book club
students
served

The Challenge of Literacy Protection

70M 10- year-olds will lack basic literacy skills in 2023.

37% of 4th grade students were below the NAEP Basic reading level in 2022.

61% of low-income families do not have age-appropriate books at home.

83% of North Carolina 4th grade Title 1 students are considered not to be proficient in literacy.



There is an urgent need to invest in literacy



Our programs target Title I students who fall between the 20th-60th percentile. Students within these numbers often fall farther behind or get left behind.

“

The mission behind the work in the book translated into learning for students. My 3rd graders had the highest proficiency rate in the school and that's never really happened before.

-Shanna Rae, Principal at University Park Creative Arts Academy

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3 Core Impact Programs

We provide 3 Core Literacy Impact Programs which help underserved young learners in Title I schools achieve literacy growth and Self-Efficacy.

Book Clubs

We facilitate weekly book clubs for 3rd-grade students throughout the school year. We have witnessed significant growth in reading proficiency scores.

- **HIGH-INTEREST READING ENGAGEMENT**
- **SOCIAL-EMOTIONAL LEARNING**
- **STEAM EDUCATION**



Home Libraries

We provide free copies of the Avery and Masa chapter book series to young learners. They are inspired to take the books home and build a Home Library.

- **AT-HOME LITERACY**
- **JOY OF READING**
- **STARTING BOOK COLLECTIONS**



Summer Camps

We help bridge the summer literacy gap. Campers are empowered to become mentors, school ambassadors, and planet protectors.

- **STUDENT LEADERS**
- **UNIVERSITY INTERNSHIPS**
- **STEAM ACTIVITIES**



Our Team



Mike Deeney

Founder & Executive Director

Mike leads the Protectors Mission and is Creator-Author of the Avery and Masa ® Educational Platform. Mike's background as an elementary educator, youth mentor, author, and change-maker has prepared him to build a strong foundation for the organization. Mike has developed and executed our two-year Title 1 school impact pilot programs resulting in a dynamic increase in 3rd grade literacy scores. Mike holds a BA in Education from San Diego State University with a specialization in Children's Literature. He lives in Charlotte, NC with his wife, Sterling and their son, Dylan.



Paris Harrell

Director of Impact Programs

Paris Harrell leads the advancement and development of the organization's year-long Impact Programs. For the last 8 years, Paris has been an educator within the Charlotte Mecklenburg School District, specializing in curriculum amplification, instructional design, project/event management, community and family engagement, and Title I/Testing coordination. Paris has taught K-5th grade learners and was awarded the CMS Central I Teacher of the Year in 2021. She lives in Charlotte, NC with her Husband, Avery and their son, Liam.

Advisory Board Highlights



Kathleen Alcorn

Advisory Board Chair
CMO, Brand &
Marketing.



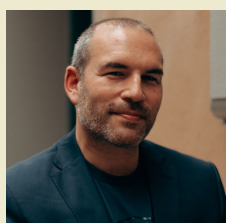
Catherine McKenzie

Executive Producer,
ABC-GMA 3,
Soul of a Nation.
Media & Social
Impact.



Shanna Rae

CMS Principal,
Literacy &
Title 1
Engagement.



Matthew Leiner

Director of
Fundraising Events,
25-year Broadway
Professional.

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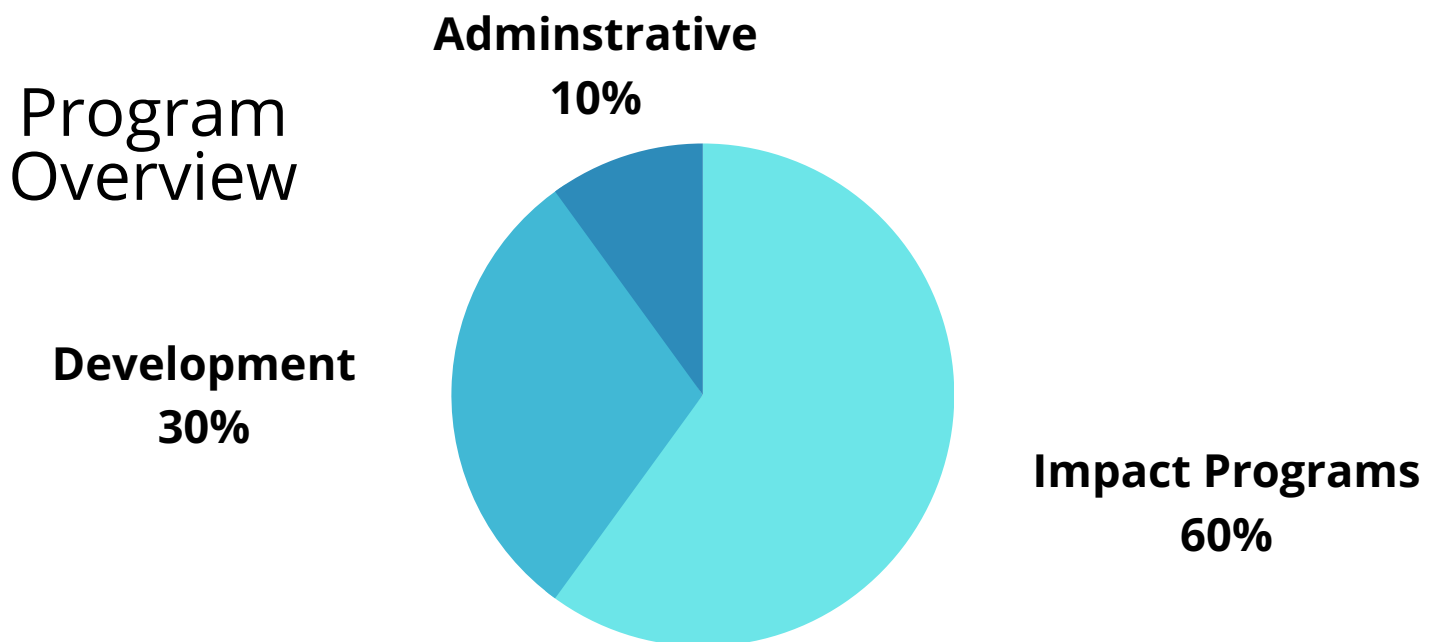
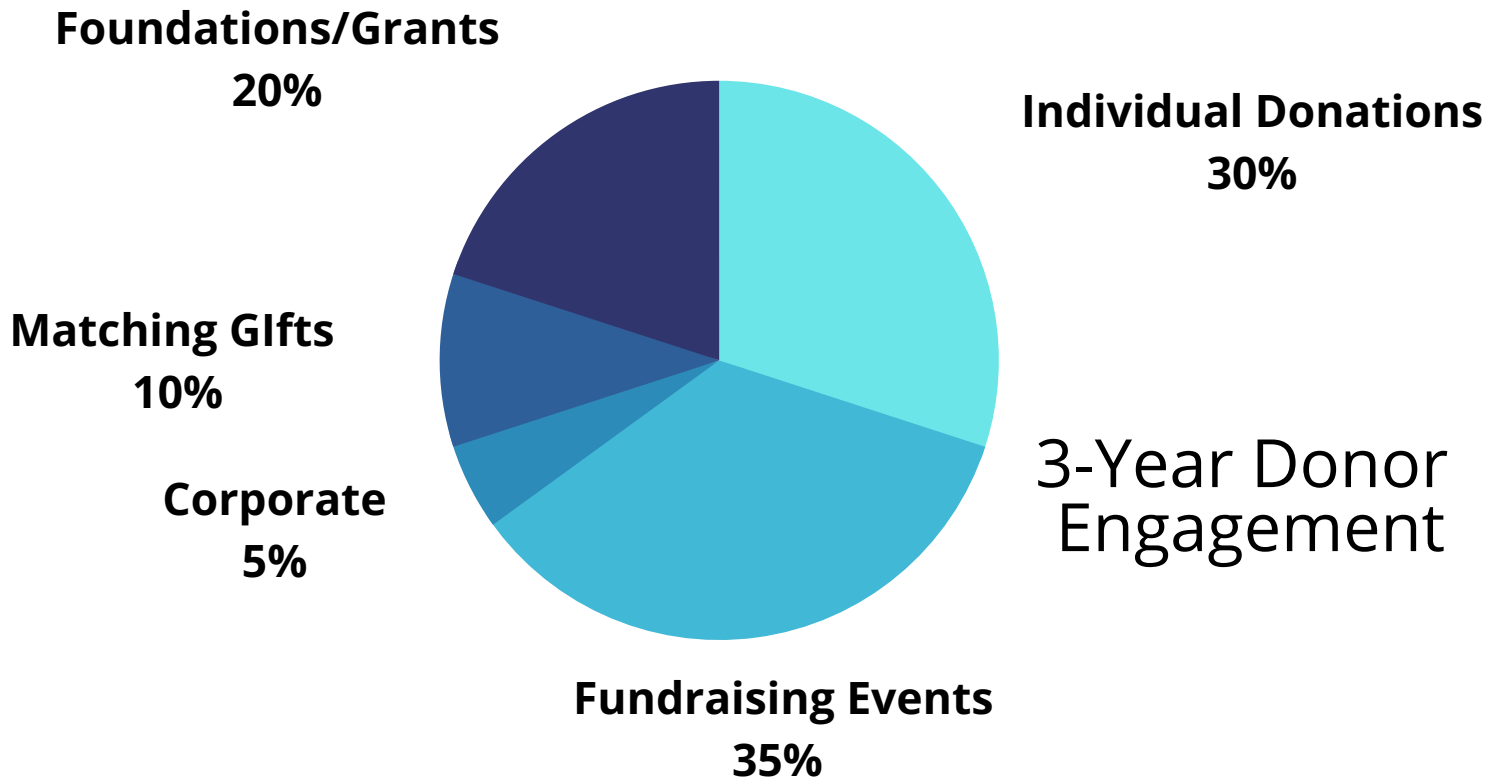
Avery and Masa are a great reminder of what can happen when we put aside our differences and work together towards a common goal.

-Catherine McKenzie, EP, at ABC-GMA 3

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Our Financials

JUNE, 2020 - DECEMBER, 2023



What's Ahead in 2024



Impact Programs

Our long-term goal is to serve all 94 Title I schools within Charlotte Mecklenburg Schools.

- We will be implementing bookclubs in 3 CMS Title I schools
- Our goal is to donate 10,775 more books to reach our 25,000 target
- We will expand our summer camps to include 3 communities



Targeted Specials Course

We will pilot a supplemental hour-long special course designed to prepare young learners to meet literacy testing goals.

- Will include pre and post-assessments, checks for understanding, and passages will be embedded
- Non-fiction connections discussed weekly that align with the common core informational standards
- Additional Social Emotional and Environmental Literacy focuses every week



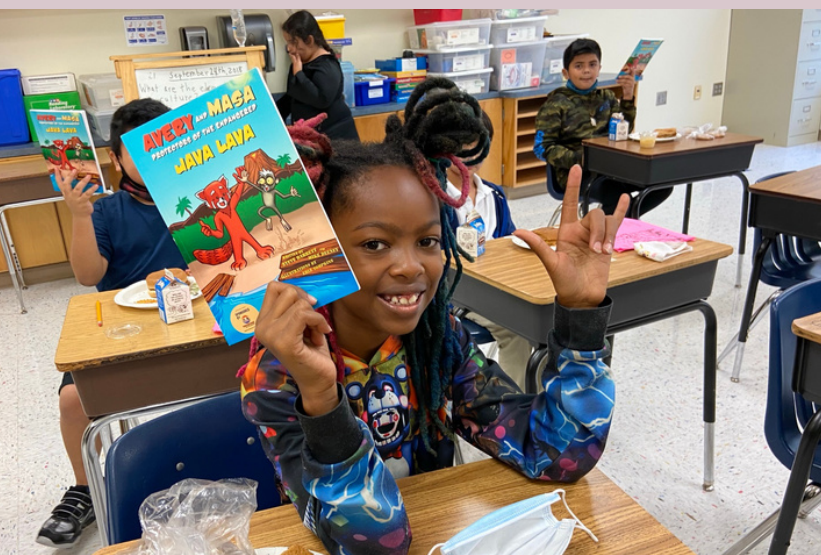
Educational Platform

We will continue creating a sustainable pipeline of books, original music, and short-form digital content.

- Book 4 in the *Avery and Masa* Chapter Book Series, *Polar Meltdown* will be released in September, 2023
- A STEAM-based activity book aligned with the chapter book will be distributed throughout the programming
- A short story collection entitled *Avery and Masa: Flashbacks* is in development.

Acknowledgements

We are grateful for our community partners who have contributed significantly to the development and growth of our impact programs



Thank you to the following organizations for providing matching gifts or grants:

- Bank of America
- Benevity
- Vanguard Charitable
- Fidelity Charitable

What the Students Say

Together, we can make a significant investment in the education of our future leaders.

“

In Book Club, you have to work together and you have to read to get the knowledge; then we can go to college!

Braxton, 3rd Grade Student

”



“

Being a protector means that we take care of the environment and other people.

Ismael, 3rd Grade Student

”

“

When we go back to school, we have to apply it (the program) to ourselves and also to little kids. We need to be mentors and teach others too, so that way it can carry on.

James and Teyler, 5th Grade Students

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PROTECTOR
OF THE **ENDANGERED**

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