

Stories that Shape Tomorrow

2024-25 Impact Report



Kristi Yamaguchi's
ALWAYS DREAM

Dear Friends,

As we reflect on the past year, one truth stands out: **the small, everyday moments families spend reading together truly shape tomorrow.** Whether it's a bedtime story after a long day or five quiet minutes flipping through a favorite book, these moments nurture curiosity, confidence, and connection, laying the foundation for lifelong learning.

This year, we proudly brought our **Always Reading program to over 4,700 pre-K, TK, and kindergarten students and their family members across Northern California and Hawai'i—a 31% increase in individuals served.** We grew thoughtfully, adding **Book Coaches** who reflect the cultural backgrounds of the communities we serve, and listening closely to the needs of our school partners and families. In a time of uncertainty for many public schools, we were humbled by the trust placed in us, including a transformational **\$500,000 gift from the Tsuha Hawai'i Aloha Fund**, helping us deepen and expand our work where it's needed most.

Together, we're not only increasing access to books; we're empowering families with the tools and guidance needed to set their children up for success. **With your continued support, we'll keep turning small reading moments today into brighter futures for thousands of children tomorrow.**

With gratitude and hope,



Kristi Yamaguchi
Founder and Board Chair



Aarika Riddle
Executive Director

Our Year in Numbers

A Record-Breaking Year for Early Literacy Access

Our mission comes to life through real numbers and real families. In the 2024–25 school year, we **expanded our reach, deepened our engagement, and celebrated thousands of reading moments.** Here’s a snapshot of what your support made possible, and the lives we touched along the way.



**Students
Enrolled**
1,830

**Students + Family
Members Served**
4,707



Schools
36

Classrooms
132



Books Explored
276,866

Minutes Read
1,530,368



**% Free/Reduced
Lunch Eligible**
77%

**Hard-Copy Books
Gifted**
16,753

Demographics

28% Hispanic/Latinx	4% Black or African American
22% Asian	4% Other
20% Native Hawaiian	3% Prefer Not to Answer
11% Other Pacific Islander	1% Middle Eastern or North African
7% White	0% American Indian or Alaskan Native

Families at the Center

Families Are Their First Teacher— We Just Equip Them



At Kristi Yamaguchi's Always Dream, we believe **every family has the power to spark a lifelong love of reading—sometimes, they just need a little support to get started.** Through our **Always Reading program**, we partner with caregivers as their child's first and most important teacher, offering tools, encouragement, and personalized guidance that fits into real life.

For us, success isn't measured only in numbers, it's seen in everyday victories: a parent sending a proud photo, a child asking for "just one more story," and families discovering that even small moments spent reading together can make a big difference.

98%

said they understand the importance of their role in creating reading routines

95%

report they are better able to help their child develop a love of reading





A Habit That Changed Everything

This year, Book Coach Sofia worked with Amelia and her father, who was determined to make reading a habit, even when life felt overwhelming. Through text check-ins, phone calls, and curated book recommendations, Sofia helped the family carve out small but meaningful reading moments together. By the end of the school year, those few minutes each week had added up to 85 total books read, and a daughter ready to enter first grade filled with pride and confidence.



We finally got to read a whole book!

From: Parent · 4:25 PM



Scan here
to watch
the video

www.youtube.com/watch?v=2-tbnBGoPKo

Engagement in Action: Building Reading Habits

Small Routines, Big Impact



Reading routines formed in early childhood lay the **foundation for lifelong learning**. When families regularly share stories, children strengthen their language skills, expand their imagination, and build emotional bonds that support school success.

By combining weekly encouragement from Book Coaches with access to thousands of diverse books, we help transform reading from something families feel they should do into something they look forward to doing together.

92%

of caregivers report
greater interest in
reading from their child

90%

of families found that
participating in Always
Reading made it easier
for them to find time to
read with their child

75%

said they read more often
with their child



*"I enjoyed the books
a lot and the way it
made me get in a
reading routine before
bed. It helped my
child a lot."*

—Caregiver, LUCHA Elementary

Book Coaches: Support that Scales with Care

A Partner in Every Text



At the heart of our impact are our **Book Coaches**—trusted guides who build real relationships with families and schools. Through check-ins, phone calls, and curated book suggestions, they help caregivers turn access into action. Their support is what makes Always Reading truly unique.

“[Book Coach] Val was amazing. She was efficient and always communicating with us regularly. We could reach her by phone call, text, or email so it was convenient for us. She was a joy to work with. Always happy, friendly, and helpful.”

- Hawai'i Teacher



94%

of teachers found their Book Coach valuable

89%

of families found it useful when their Book Coach sent a message checking on their family's reading activity

17

personalized touch points per family on average

Moments that Mattered

Big smiles. New places. Unforgettable partnerships. This year, these moments helped bring the joy of reading to life:



Storytimes that Sparked Joy



From founder Kristi Yamaguchi to former Golden State Warriors star Adonal Foyle and actors Harry Shum Jr. & Shelby Rabara, our **monthly virtual storytimes** lit up screens and sparked imaginations.

A Sparkling Impact



Our partnership with **Heller Jewelers** launched the exquisite Always Dream Collection, raising nearly \$30,000 and sponsoring three classrooms across the Bay Area. They also joined us in the classroom to celebrate LUCHA Elementary Super Readers!

Growing Roots in New Communities



We proudly expanded our Always Reading program to **Nā'ālehu Elementary in Ka'ū**, deepening our impact in rural areas of Hawai'i Island and connecting with new families.

"I enjoyed the ready access to reading content and learning materials so even in the long drive to town the kids could read from books they downloaded."

—Caregiver, Nā'ālehu Elementary

Together, We Grew

Shaping Tomorrow with 4,700+ Stories



Record participation and meaningful collaborations helped us bring books, coaching, and joyful reading moments to more than 4,700 individuals.

This year, reading connected us to culture, community, and joy—a reminder that literacy is about so much more than just books, it's about shaping our future.



The Road Ahead

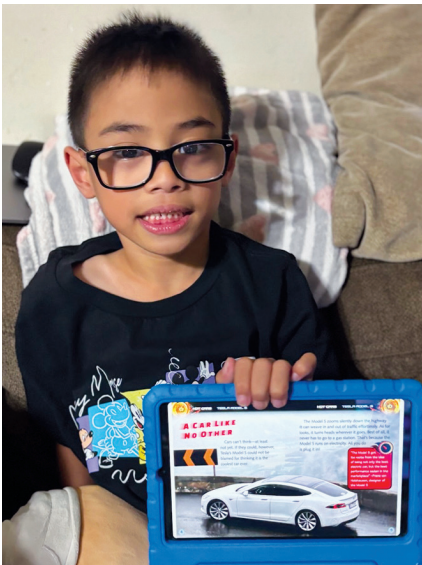
Rooted in Reality, Growing with Purpose

Next year, we'll serve over 5,400 children and family members across Northern California and Hawai'i. We're growing thoughtfully while staying true to what matters most: empowering families to build lifelong reading habits.

As public schools face funding cuts and uncertainty, trusted programs like Always Reading matter more than ever as we aim to provide steady support for teachers and families alike.

We're listening closely, adapting our approach for our youngest learners as well as families of neurodivergent students, and deepening cultural representation among our Book Coaches, so every family feels seen and supported.

Now more than ever, support for organizations like Always Dream is essential to help children read books today and write their own futures tomorrow.



Come Dream With Us

The Journey to 10,000 Served

We've set an ambitious goal: to serve 10,000 children and family members every year. And thanks to your support, we're making great progress.

This year, we welcomed new members to our Investor Alliance and Investor Hui—donors who have made multi-year commitments and some who have made transformational gifts—empowering us to grow our reach and deepen our impact. We are incredibly grateful for this support and belief in our work.

But big dreams like ours take a community.

Join us. Help us bring the joy of reading into more homes, support more families, and build a future where every child can see themselves in the pages of a book and beyond.





Kristi Yamaguchi's
ALWAYS DREAM

*Because every dream
begins with a story.*

Donate Today



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