



SCHOLASTIC CANADA Possible Fund

FY24 Impact Report



As we reflect on the progress made this year, we are excited to share another update on the Scholastic Canada Possible Fund—a cornerstone of our ongoing commitment to improving literacy and fostering a love of reading across the country.

In this report, you'll discover how the Scholastic Canada Possible Fund has played a pivotal role in providing high-quality books to children in underserved communities. Through partnerships with grassroots groups, literacy organizations, and nonprofit partners nationwide, we have expanded our reach and deepened our impact, ensuring more children have access to the transformative power of stories. Be sure to look for key numbers, inspiring stories, and valuable feedback from our partners.

As we look ahead, we are deeply grateful for the dedication of our team in bringing this vision to life. Their unwavering hard work and commitment continue to shape the future of literacy and bring joy to children who need it most.

All my best,

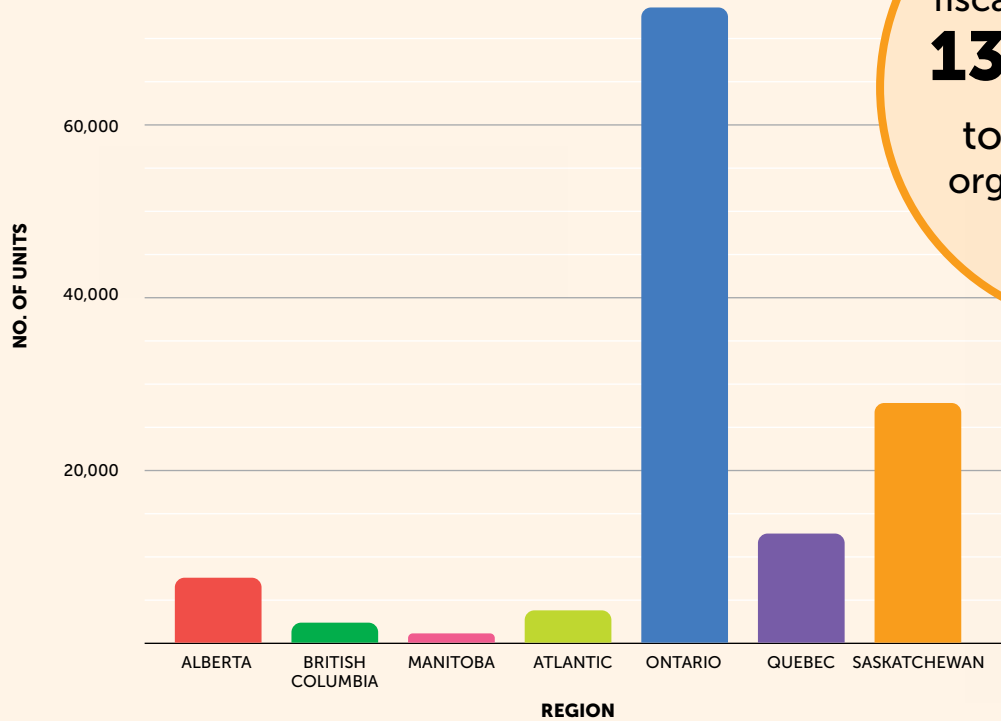
Abimbola Iyun

Senior Manager Diversity,
Equity and Inclusion



DONATIONS YEAR IN REVIEW: 2023–2024

Here is the breakdown of books donated to each region:

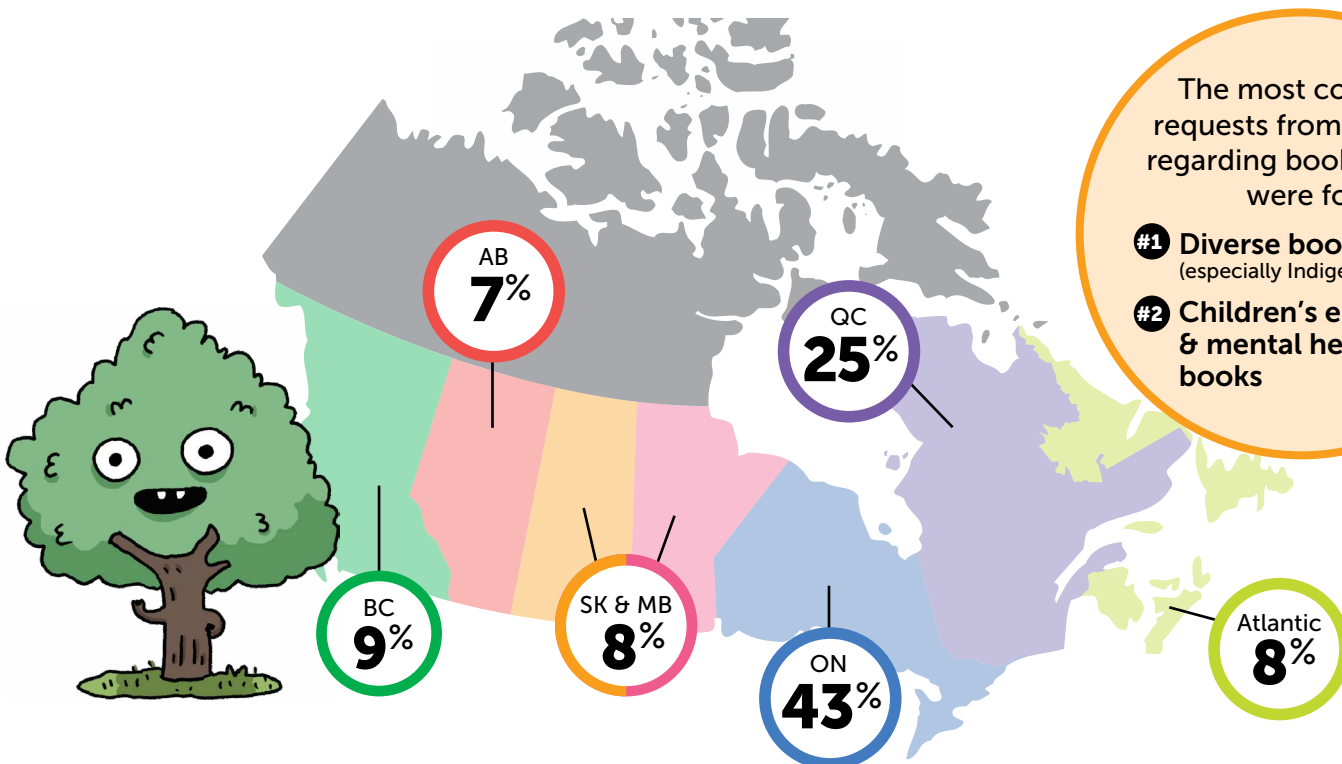


In the last fiscal year we donated **137,209** books to **197** partner organizations across the country!



Accessible version: <https://schol.ca/x/donategraph>

And, here are our donation partnerships broken down by region:



The most common requests from partners regarding book content were for:

- #1 **Diverse books** (especially Indigenous titles!)
- #2 **Children's emotional & mental health books**

PARTNER SPOTLIGHTS

The Elizabeth Fry Society of Quebec (SEFQ)

helps women and gender-diverse people who are impacted by the criminal justice system, whether they are currently involved, potentially impacted, or have had past interactions with the law. It ensures that their rights are respected and works on improving their conditions of detention.

Through their Mommy Reads to Me program, some 200 books are sent each year to the children, grandchildren, siblings, nieces, and nephews of incarcerated women. The participating child receives the book and an MP3 file by mail in the weeks following the recording. They can then hear their mother's, grandmother's, aunt's, or sister's voice, reading the book they've received as a gift. The program is aimed at children between ages one and sixteen.

This request came to us from one of the dedicated volunteer workers for the Joliette Institution for Women, a federal penitentiary.

Roger Neilson Children's Hospice

is a unique home-like environment designed for the most challenging journey that families can experience.

They are one of only a handful of pediatric hospice palliative care facilities across Canada.

Their uniquely trained, highly skilled, and compassionate team cares for children, youth and families. They are there from the early stages of a life-limiting illness to end-of-life care and grief support.

This request came from the thoughtful and insightful students in Algonquin College's Public Relations program for Roger Neilson Children's Hospice.

The Scholastic Canada Possible Fund is proud and honoured to support the important work of this incredible organization.



Soci t  Elizabeth Fry du Qu bec

"I realize it is not as glorified as other charities, but we do make a difference. One child at a time."

-Volunteer worker, SEFQ



Children's Hospice

Soins palliatifs
pour enfants

PARTNER SPOTLIGHTS

CERC (Clinique d'Évaluation et Réadaptation Cognitive)

is a multidisciplinary cognitive rehabilitation clinic (orthopedagogy, psychoeducation, neuropsychology, psychotherapy, psychology). In the course of their work, they work with children and adolescents presenting with adaptation challenges, learning disability diagnoses, or neurodivergence. Books are an important part of their intervention methods.

We became partners with this fantastic organization after their initial request for a donation led to the creation of a special sales account with us. We have been a featured donor on their website and also received a spotlight in their May 2024 newsletter.



Kids ReadTO (Program delivered by The Reading Partnership)

Since 2020, this wildly popular virtual book club has connected hundreds of kids from different communities through a shared love of reading. Delivered through six weekly book club meetings led by trained facilitators, kids can socialize online through guided reading activities, discussions, and games. Kids ReadTO offers kids the opportunity to connect with peers and mentors, explore their identities and opinions, and build confidence in their literacy skills. We look forward to supporting this wonderful and important organization as they continue to provide quality books to underserved communities.



Art © 2023 Elise Gravel from
Nutshimit: In the Woods /
Nutshimit : Un bain de forêt.



We are committed to ensuring that all donations provided through the Scholastic Canada Possible Fund are meeting our goals of improving literacy across the country, enriching learning experiences, and fostering a joy of reading. The following is a detailed look at our criteria and evaluation process.

1 Understanding Our Donation Criteria

The Possible Fund is Scholastic Canada's donation initiative through which all book donations are processed. This initiative supports our mission of putting books directly into the hands of children, particularly those who are most in need. In alignment with this mission, we are committed to ensuring equitable access to books for all children, with a specific focus on those facing significant barriers. This includes children from low-income families; Indigenous, Black, and racialized children; newcomers; children with disabilities; and those experiencing other intersecting challenges. Our goal is to foster literacy and inspire a lifelong joy of reading for all. We partner with organizations that are actively engaged in literacy programs and initiatives in underserved communities across Canada.

In order to ensure equitable access to books, we do not offer donations for prizing or competitions. Prizing often restricts access to a select group of recipients, which does not align with our core goal of reaching those historically underserved across different spaces. We also do not allow our book donations to be monetized, resold or used to raise money in any way. We focus on widespread, free donations to provide children from underserved communities with the opportunity to benefit from the educational and personal growth that books can offer.

2 When Do We Make Exceptions?

While our fund has specific guidelines, we recognize there may be exceptional circumstances that warrant flexibility. We don't typically accept requests through the Possible Fund on behalf of schools or educational institutions, as Scholastic Canada already supports schools through our Book Clubs and Book Fairs programs. These initiatives collaborate with educators to provide rewards and resources that can be used to purchase books and other materials benefiting the entire school community.

That being said, the Possible Fund does make exceptions for schools or organizations facing extenuating circumstances—such as financial hardship, geographic isolation, or other specific challenges that hinder their access to resources. In these cases, we will review requests on an individual basis and determine if support can be provided.

3 Ensuring Fairness with Compassionate Review

Each application is carefully reviewed by our committee to ensure it aligns with our mission of equitable book distribution to those who need it most. Our goal is to ensure that every request is thoughtfully considered, with fairness at the forefront. When reviewing an application, we evaluate whether the request meets our criteria and supports our mission. If an application does not align with our guidelines, we typically reach out to the applicant with a personalized letter. We recognize that every situation is unique, and we approach each request with empathy and understanding, aiming to meet applicants where they are. While we may not always be able to fulfill requests through the Possible Fund, we are committed to offering alternative suggestions for resources when possible, depending on our capacity and the applicant's specific needs.

Please visit this page to review our full criteria
<https://www.scholastic.ca/aboutscholastic/donations.php>



Photo © Children's Book Bank

Photo © Children's Book Bank

Messages of Thanks



Art © 2024 Salini Perera from *Today I Am: 10 Stories of Belonging*

“Please accept our sincere thanks for the donations of boxes of books for us to share with the children and youth that we serve. There is nothing more fulfilling than to watch a child choose a book from the book table at the holiday party and see their eyes light up as they read the back cover.”

Big Brothers Big Sisters of PEI

“Thank you so much for your generosity of the board books. We had a Mother’s Day special Baby Love event and the families were absolutely thrilled to receive them.

We included your books, critical essentials of diapers and wipes, and crib sheets and laundry stain remover sticks with clean ingredients, topped with a handpainted and handwritten card.”

Baby Love Beginnings

“Sincere thanks from all of us for your great support!”

Maria Luisa de Moreno International Foundation—Toronto Division

“A quick note to let you know that we’ve received your generous donation of the Gordon Korman Books. We can’t begin to express our deep thanks for helping us in replacing our book collection.”

Wrentham Library

“We thank you very much for this donation. Your books are truly magnificent!”

Maison des familles de Saint-Laurent

“I am writing to thank you once again for your donation of books to the camps that I host in New Brunswick with First Nations communities . . .

It is a pleasure to see the young people reading and then for them to be able to take books home with them.

As we know, many of the children in First Nations Communities struggle in many areas. For some of the children that attend, these camps are the highlight of their summer. It provides them with the opportunity to approach these learning areas in the whole new way. I have seen their desire to attend, to participate in the activities, and I have witnessed the increase in their ability to read, write and work with math concepts.”

The Learning Team

To learn more, or to submit a request, visit
<https://www.scholastic.ca/aboutscholastic/donations.php>