More than twenty years ago, four college students asked each other:

“*What if we could offer children from under-resourced communities individualized attention before they enter kindergarten, giving them the critical academic and social skills—the ‘jumpstart’—they need to succeed?*”
The idea took hold and by 2015, Jumpstart had trained more than 40,000 college students and community volunteers, preparing over 87,000 children for kindergarten success.

Jumpstart’s program is replicated across the country in 14 states and the District of Columbia.

We leverage partnerships with higher education institutions, Head Start, community-based preschools, and school districts to create sustainable solutions in order to close the kindergarten readiness gap.
**Dear Friends,**

What was true when four college students founded Jumpstart 23 years ago is still true today: at the heart of Jumpstart’s unique and effective program is a dedicated and caring adult who forms a trusting relationship with a child. Something magical unfolds each time a Jumpstart Corps member enters a classroom to the shouts of “Jumpstart’s here!” Time and time again, we have seen how Jumpstart’s training, intentional curriculum, and individualized attention encourage children to thrive.

In the following pages you will get to know some of the incredible people who helped bring the Jumpstart program to life for 11,500 children across the country this year. It’s stories like these that inspire us every day, and we know that you will be inspired too.

As we reflect on the accomplishments of the past year, we know that none of them would be possible without your support. Jumpstart’s year, from start to finish, was punctuated by momentous highlights. We were honored and filled with pride when President Obama and the First Family served alongside Jumpstart Corps members on the Martin Luther King Jr. Day of Service. We cheered when over 2.3 million people came together for Read for the Record day to call attention to the importance of early literacy. And we celebrated when we learned that the Center for High Impact Philanthropy named Jumpstart a “high impact opportunity” for donors who want to invest in early learning.

Not only did over 90% of Jumpstart children make kindergarten readiness gains last year, but 96% of our Corps reported that they would recommend serving with Jumpstart to their peers, a strong predictor of our future ability to serve more children in the neighborhoods where we’re needed most.

We are filled with gratitude for your dedication, generosity, passion, and trust in us. We have made great progress together and yet we are called to do more. Our work is more important than ever and we’re honored to have you by our side.

Yours in service,

Naila Bolus
President & CEO

Chris Stadler
Chairman
On the Martin Luther King Jr. Day of Service, President Obama underscored his commitment to both national service and early education by rolling up his sleeves to cut, glue, and prepare materials for Jumpstart classrooms in the greater Washington, D.C. area. The First Family joined Jumpstart Corps members to assemble books for Jumpstart’s writing center. Each blank book serves as a canvas for children to explore the use of print and the meaning of words by writing and illustrating their own stories. In addition to the books, the First Family created notecards for a matching game used throughout Jumpstart’s school year program in which children pair the correct uppercase and lowercase letters in an effort to build alphabet knowledge. President Obama’s commitment to children’s literacy, education, and service was clearly demonstrated on the MLK Jr. Day of Service and it was an incredible honor to welcome the First Family into the Jumpstart family.

“"A brighter future is ours to write. Let’s begin this new chapter – together – and let’s start the work right now.””

- President Obama, 2015 State of the Union Address
Jumpstart is fueled by the core belief that providing high-quality educational opportunities to all young children contributes to breaking the cycle of poverty. With more than six million children across the country living in poverty, the need for programs that prioritize kindergarten readiness is at an all-time high.

Jumpstart is unique in that it places teams of adults - who undergo extensive training and ongoing coaching - into preschool classrooms across the country several times each week. Jumpstart’s consistent routine, low adult-to-child ratios, and a combination of child-initiated activities and intentional adult-child interactions all contribute to the progress a child makes toward kindergarten readiness.

Our curriculum is specifically designed to focus on the key skills that research shows are critical in supporting children’s language, literacy, and social-emotional development.

The Heart of Jumpstart

11,500 children

4,200 Corps members

1,700 new alumni
To maximize our impact and to demonstrate true leadership in the field, we’re always looking for innovative ways to improve our program. This year, we’ve deepened our attention to vocabulary and comprehension while incorporating a new emphasis on language skills that support a child’s ability to recognize, name, and understand the causes and consequences of emotions.

In addition to keeping apprised of the latest research and participating in numerous studies by independent researchers, organizations, and universities around the country, Jumpstart embeds evaluation into our work every day. This allows us to document a child’s progress and kindergarten readiness gains throughout his or her participation in Jumpstart, giving us the data we need to ensure a high-quality program for all of the children we serve.
Jumpstart’s Scribbles to Novels galas are our largest fundraising events, taking place in Boston, New York City, and San Francisco each spring. Across the country, we unite prominent authors, celebrities, and leaders in early childhood education to underscore the importance of literature in children’s lives. From breathtaking views to inspiring stories and new friendships, the 2015 events collectively raised over $2.2 million.

Here are some of the highlights from our signature events:

**Boston**
MFS Investment Management was honored for donating over $2.8 million to Jumpstart over the past 10 years.

Guests were treated to an Authors Panel featuring Anita Diamant (above), Marja Mills, and Lois Lowry.

Corps member Jacqui Ferraiolo shared her passion for Jumpstart and how she honors her mother’s legacy every day in the Jumpstart classroom.

**New York City**

Two lucky guests won the opportunity to work out with actor Hugh Jackman.

Actress Brooke Shields and fashion photographer Nigel Barker (above) smiled for the camera on the red carpet.

Pulitzer Prize winners, Nicholas D. Kristof and Sheryl WuDunn, extolled the impact of early education advocates and highlighted Jumpstart’s part in the movement for early education.

**San Francisco**

Jumpstart staff and guests were encouraged to dress in theme at the San Francisco Zoo.

Corps member Andrea Cerecedes led a group sing-along to a favorite Jumpstart nursery rhyme, “Looby Loo.”

New York Times best-selling author, Cheryl Strayed (above), got “WILD” chronicling her emotional journey along the Pacific Crest Trail.
Gil Zamora:

A 15-Year Reflection

“We had the opportunity to make a difference,” Gil Zamora eagerly replied when asked why he joined Jumpstart 15 years ago at San Francisco State University (SFSU). “I learned so much about the different communities and people of San Francisco while serving in preschool classrooms throughout the city. In college, you get so caught up in your own little bubble. Jumpstart made sure that didn’t happen to me.”

Gil was raised in Lynwood, California, a city in the Compton area of Los Angeles. In the 1990s, it was an area impacted by gang violence, social protests, and community uprisings. “I was in 4th grade the night the Rodney King riots started,” Gil said. “I was one of about three students that showed up to school the next day because education was that important to my mom. But when the Compton Fashion Center across the street from my elementary school went up in flames, we were all scared, and my mom came to get me right away.”

Gil is proud to be a first-generation Mexican-American and the first in his family to go to college. Once at SFSU, Gil was motivated to give back to the community. Because of his upbringing, Gil was able to identify with many of the Jumpstart children and families. He fell in love with the Jumpstart program.

Jumpstart sparked Gil’s lifelong interest in and advocacy for early childhood education. Upon graduating from SFSU, Gil moved to Oakland, California where he worked as a program coordinator for a family literacy program serving high-risk communities. He went on to earn his Masters of Fine Arts in Creative Writing, is currently a development manager for HealthConnect One in Chicago, Illinois, and serves on Jumpstart Chicago’s Young Professionals Board. “Jumpstart shaped my values, influenced my career, and deepened my appreciation of and respect for different cultures. Jumpstart shaped what I value as a person and as a professional.”
Fall is our favorite time of year at Jumpstart. Classrooms across the country are filled with children, college students are back on campus, Corps member training is underway, and Jumpstart’s Read for the Record® is just around the corner! Jumpstart’s national campaign, Read for the Record, mobilizes millions of children and adults to celebrate literacy by participating in the largest shared reading experience. On October 21, 2014, over 2.3 million people around the world united to read the children’s book, *Bunny Cakes*, by Rosemary Wells.

This year’s celebrity ambassador, actor Josh Duhamel, brought a whole new level of excitement to the campaign, donning a pink bunny suit while handing out copies of *Bunny Cakes* on Venice Beach in California. To no surprise, Josh’s bunny suit did not go unnoticed, catching the attention of many popular media outlets such as E!, *People*, and *US Weekly*. Josh also helped spread the word about the importance of high-quality early education through various appearances, including a live reading of *Bunny Cakes* at Barnes & Noble at The Grove in Los Angeles, which was featured on *The Meredith Vieira Show*. Josh joins a roster of celebrity Read for the Record supporters, including Tiffani Thiessen, Justin Bieber, Mary-Louise Parker, LL Cool J, and Jumpstart national board member Bridget Moynahan.
#ReadfortheRecord reached over 10 million people

500,000+ people read *Bunny Cakes* online

2,386,836 people across every U.S. state and over 20 countries joined in on the fun

"As a new dad, I’m proud to be part of a campaign that advocates early education for all children. The best part of our day is story time with Axl."

– Josh Duhamel
Jumpstart Supporters

Thanks to the many government agencies, individuals, foundations, and corporations who believe in our mission, the Jumpstart program reached nearly 11,500 children across the country in 2015.

**Government**
CaliforniaVolunteers
Corporation for National and Community Service – Foster Grandparents
Corporation for National and Community Service – National Direct AmeriCorps
DC Office on Aging
First 5 Los Angeles
Georgia Commission for Service and Volunteerism
Massachusetts Service Alliance
Missouri Community Service Commission
New York City City Council
New York City Department of Youth and Community Development
New Yorkers Volunteer
Serve DC – The Mayor’s Office on Volunteerism

**$250,000+**
Barr Foundation
Greg and Tracy Johnson
MFS Investment Management
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Chris and Loretta Stadler

**$100,000 - $249,999**
Anonymous (2)
Bloomberg
Thomas Connolly
CVC Capital Partners
The Eisner Foundation
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Helios Education Foundation
Joshua and Anita Bekenstein Charitable Fund
The Marrus Family
News Corp
Pearson
Richard W. Goldman Family Foundation
United Way of Greater Atlanta in partnership with the Joseph B. Whitehead Foundation

**$50,000 - $99,999**
The 50 Fund
Anonymous
The Baupost Group
Capital Group
Citi
The David Tepper Foundation
Goldman Sachs
Dee and Jimmy Haslam III
Heckscher Foundation for Children
David Humphrey and Markella Zanni
Insurance Industry Charitable Foundation
LEGO Community Fund U.S.
Lissy Family Fund

**$100,000 - $249,999**
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Insurance Industry Charitable Foundation
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A Better Chicago
Lorie Almon and Mitch Bompey
Amelia Peabody Foundation
The Arthur M. Blank Foundation
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Stephanie Blank
Caitlin and Ian Blasco

Jumpstart is honored by its continued partnership with Seyfarth Shaw. Employees have supported Jumpstart in multiple ways, including generous donations and valuable in-kind support. Additionally, Seyfarth Shaw employees have dedicated countless hours to Jumpstart as board members and as event host committee members.
Two Sides of the Same Coin

Jenny Villegas was a Jumpstart Corps member at the University of Southern California in Los Angeles. Thirty miles away, in Santa Ana, her brother, Daniel, was a Jumpstart student.

Jenny and Daniel’s parents came to the United States in search of a better life for their children. “My parents are both working class, low-income immigrants from Mexico,” Jenny explains. While money has always been tight and her parents didn’t have a lot of time to spend reading to their children or helping them with homework, Jenny was determined to become a first-generation college student. “I have always understood education as a way out of poverty - a way for my family to become successful.”

When Jenny’s mom found out that Jumpstart was going to be at Daniel’s school, she called Jenny immediately, full of excitement. “Because I had shared with her the work I was doing with my own partner children, my mom knew exactly what Jumpstart was and how lucky Daniel was to be a part of it. During his time in Jumpstart, we both saw improvement in Daniel’s oral language, alphabet knowledge, and writing skills. He loves going to school, reading, and spending time with his friends.”

After school, Jenny aspires to be a teacher. “Jumpstart was the perfect way for me to get real classroom experience and work in a community that I could identify with. South Los Angeles reminds me a lot of my home in Santa Ana. They have similar challenges, but they also have resilience, great food, rich culture, and space for transformative change. I think it’s awesome that Daniel and I could both be part of the Jumpstart program, experiencing two sides of the same coin!”

United Way of Greater Atlanta was a founding partner of Jumpstart’s work in Atlanta and has granted nearly $500,000 in support of Jumpstart since 2008. Through its Smart Start Initiative, United Way has showcased Jumpstart to its partner organizations and engaged other community organizations in Jumpstart’s Read for the Record® campaign, among other high visibility projects in the city.
Capital Group has been a strong supporter of our work in Southern California for the past 13 years, donating over $1.3 million in support of Jumpstart’s programming. In addition to being a generous financial supporter, employees have also shared their time, talents, and influence. Capital Group is particularly special to Jumpstart as it hosted a round table discussion group with foundations and other prospective supporters in 2006 that led to hiring the first Southern California-based Jumpstart staff member. We are honored to have Brad Barrett, Senior Vice President at Capital Group, serving on the Southern California Advisory Board.
Wells Fargo has been instrumental in Jumpstart’s work and fundraising efforts in Northern California for ten years, donating over $350,000. Not only is Wells Fargo a strong supporter of Jumpstart’s programming in the San Francisco Bay Area, but also a longtime backer of Jumpstart’s annual fundraising gala, Scribbles to Novels, in addition to Jumpstart’s Read for the Record® campaign. We are also incredibly grateful to have Rosy Cohen, a managing director at Wells Fargo, serving on Jumpstart’s Northern California Advisory Board.
Jumpstart is committed to developing new, innovative ways to prepare as many children as possible for kindergarten. Through our Family Child Care Initiative, Jumpstart Corps members deliver our proven curriculum to children who are cared for in a licensed childcare setting. We convene a group of Family Child Care educators with the children they serve and Jumpstart Corps members conduct sessions in a large group setting. Last year alone, this new program allowed us to reach 145 more children in Massachusetts who lack access to a more structured preschool classroom experience.

Connecting with Shahnaz and Marco

Shahnaz Terzi is one of 120 Jumpstart Corps members at the University of Pittsburgh. She is studying to become a pediatric speech-language pathologist and joined Jumpstart not only to gain experience working with young children, but to also give back to the Pittsburgh community.

Marco is a 4-year-old boy in Shahnaz’s Jumpstart classroom at the Crescent Early Childhood Center. When Shahnaz first met Marco, he was very soft spoken, liked playing by himself, wasn’t interested in reading, and didn’t talk very much. While Shahnaz didn’t take it personally, she made it her mission to find a way to genuinely connect with Marco.

“Every child is different, so I tried various techniques with Marco in order to keep him engaged. If he couldn’t remember a particular letter, I would provide prompts or sounds such as making a snake with my hands for the letter ‘S.’ After just a few weeks of Jumpstart sessions, I was so excited to see Marco’s progress. He smiles often, is talking a lot more, and has made incredible advancement with his letters. Now when we go over the spelling of his name, he shows an interest in learning his letters, an interest that I had never seen before. He asks questions when we read books, participates with his classmates, and makes eye contact with others.”

“I’m a more effective team player, a solutions-oriented problem solver, and I have more confidence in my ability to effectively communicate with children, a skill that I didn’t have before meeting Marco and becoming a Jumpstart Corps member.”

Family Child Care Initiative

Jumpstart is committed to developing new, innovative ways to prepare as many children as possible for kindergarten. Through our Family Child Care Initiative, Jumpstart Corps members deliver our proven curriculum to children who are cared for in a licensed childcare setting. We convene a group of Family Child Care educators with the children they serve and Jumpstart Corps members conduct sessions in a large group setting. Last year alone, this new program allowed us to reach 145 more children in Massachusetts who lack access to a more structured preschool classroom experience.
City’s First Readers

As a proud partner of City’s First Readers, a New York City Council initiative, we have the privilege of working alongside other partner organizations across the city, such as Literacy Inc. and the New York Public Library, that share our core belief that equal opportunity in education contributes to breaking the cycle of poverty. The initiative brings together multiple early childhood education community agencies to work toward a common goal of providing high-quality literacy programs for children ages 0-5. Through this initiative, we give children and their families better access to programs and services that develop and strengthen literacy skills. Some of the highlights of our work include Jumpstart Regional Vice President Kerri Osborne addressing City Council members on the importance of supporting early childhood education, Jumpstart staff organizing literacy-based community events, and Corps members delivering the Jumpstart program to children who we wouldn’t have otherwise been able to reach.
David Humphrey and Markella Zanni have been involved with Jumpstart since 2013. Shortly after getting to know the organization, David became a member of Jumpstart’s National Board of Directors and eagerly signed on to be the co-chair of what would be the most successful Scribbles to Novels fundraising event that the organization has ever hosted in Boston. Whether they’re visiting a Jumpstart classroom to see our work firsthand, establishing new relationships, or hosting committee meetings at their home, the Humphrey family is incredibly special to the Jumpstart family.
Maria Fisher
David Flannery and Amy Wilson Flannery
Mary Foss-Skiftesvik
Todd and Patricia Foster
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FRB Boston SR&C Events Fund
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Fabienne Lamont
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David Tayeh and Karen Caballero
Wray Thorn
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Emily Tobin
John Tobin
David R. and Susan Tunell
United Way of the National Capital Area
News Corp has been a strategic partner and funder of Jumpstart since 2014 when it announced a substantial two-year commitment in support of Jumpstart’s program across the country. Through their philanthropy and leadership, News Corp has helped bring Jumpstart to more children across the country while also engaging its employees through opportunities such as Jumpstart’s Read for the Record®.

Jennifer Marrus celebrated her 22nd year with Jumpstart this fall. In 1994, Jen was introduced to Jumpstart when she was a student at Harvard Business School, recognizing early on that investing in children pays huge dividends in the future. As a resident of New York, Jen helped build a solid foundation for Jumpstart’s work in the Tri-State area, introducing scores of new supporters and volunteers to the Jumpstart family. She was a founding member of the Local Advisory Board and its chair for eight years, joining the National Board of Directors in 2008. Ten years ago, Jen helped produce the first ever Scribbles to Novels gala, which is now one of Jumpstart’s signature events. Most recently, she helped launch our annual Fall Luncheon to further build the Jumpstart network in New York City. Jen stops at no obstacle to advance high-quality early learning and we are incredibly grateful for her support.

United Way Suncoast
Xavier Vanhoy
Robert Warren
David and Carolyn Wasserman
Betty Sugarman Weinraub
Kent and Meghan Weldon
Christopher Wendel
Wheelock College
Ashley and Paul Widboom
Byron and Anita Wien
WilmerHale
Jeffrey Woolbert
June Yearwood
Jonathon Yormak

Adrian and Elizabeth Zackheim
Lorenzo Zimmerman

In-Kind
Riva Aelyon/HerLens
AfroPunk
Lorie Almon
Ash & Ames
Blue Hill at Stone Barns
The Book Vine for Children
Brad Benson Hyundai
Bridgeport Bluefish
C. Wachtelhausen Photo
Candlewick Press
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Chelsea Piers
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Andy Cohen
Corbin’s Crusaders Sports Club
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JoAnn Esposito/Adam Their
Essex House New York
Lisa Feldkamp
Foxwoods
Franklin Templeton Investments
Gansevoort Park Avenue
Governors Ball
Robert Graham
Gupta Media
Jamie Hort
J. Crew
Jazz at Lincoln Center
John Allan’s
Diana Labisi
Lakeshore Learning
Le Cirque

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Merck, one of the world’s largest pharmaceutical companies, has selected Jumpstart as a “Neighbor of Choice.” As a new sponsor, Merck employees didn’t waste any time getting involved and giving back. Through back-to-school supply drives and volunteer events during which employees put together literacy and language resources to distribute to Jumpstart families, Merck employees are helping us prepare the 1,400 children we serve in the Boston area for kindergarten and beyond.

Jumpstart alumnus and current Site Manager Kyle Pilon is a member of the Coalition for New Britain’s Youth in Connecticut, a citywide collaborative committed to improving the lives of New Britain’s youth, ensuring that children have what they need in order to succeed in all areas of life. As a member of the Chronic Absenteeism Committee, Kyle works with school districts to track absenteeism among preschool students with the goal of identifying patterns of chronic absenteeism earlier in a child’s school career. Kyle is not only able to share lessons learned with our valued preschool partner staff but he is also able to better support his Jumpstart Corps members as we work to understand the challenges facing many of the families that we serve across the country.
Losing Myself in Service

April 23, 2015

I am Ms. Wilma Jones and I’m currently serving as a Corps member with the Jumpstart DC Community Corps program. I would like to thank the Committee on Housing and Community Development for giving me the opportunity to speak on how the funds received from the DC Office on Aging have been beneficial toward the Jumpstart DC Community Corps program and most of all myself.

Teaching is my passion. I am fortunate now to use my professional background in education to help preschoolers excel in the classroom. The Jumpstart DC Community Corps program allows me to give back to my community as the District of Columbia has given to my family over the past several years. The children I serve, the teachers I work with, and the team members I share this awesome experience with inspire me daily. I feel a great sense of pride. As senior citizens we are not given many opportunities to use the skills and wisdom we have acquired over our lifetimes to give back to our communities. The Jumpstart DC Community Corps program gives us that pride and opportunity.

I leave you with the words of Mahatma Gandhi, the preeminent leader of the Indian independence movement: “The best way to find yourself is to lose yourself in the service of others.” I’ve been fortunate to lose myself in serving the future of this city: the preschoolers we work with in the Jumpstart DC Community Corps program.
Leadership

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Managing Partner,
CVC Capital Partners

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Partner, Seyfarth Shaw, LLP

Stephanie Blank
Chair, Georgia Early Education Alliance for Ready Students

David Carmel
Principal, Carmel Asset Management

Thomas G. Connolly
Managing Director, Goldman Sachs

David Humphrey
Managing Director, Bain Capital

Greg Johnson
President & CEO, Franklin Resources, Inc.

David Lissy
Chief Executive Officer, Bright Horizons Family Solutions

Navid Mahmoodzadegan
Managing Director, Moelis & Company

Jennifer K. Marrus
Consultant

Kim L. Mitchell
Organizational Development & Philanthropy Executive

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Marlene Zepeda, PhD
2015 Financials

Operating Ratios

Revenue Breakdown

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
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Net Assets

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To view our full audited financials, please visit jstart.org.
Andrew Ryan grew up in Lowell, Massachusetts. He was a below average fifth grade student who had no drive or desire to do well in school; slowly, he was falling behind in comparison to his peers. That is, until he met Mrs. Reid. “She pushed me and motivated me to want to know and learn more. She made me excited to learn, and although I didn’t realize it at the time, it was a huge turning point in my life. When I thought about the role Mrs. Reid played in my life, it made me realize that I too can make an impact on someone else’s life. Jumpstart gave me the chance to do that.”

While Jumpstart is working toward the day every child enters kindergarten prepared to succeed, Andrew has seen firsthand that it’s the little things that make a big difference. “It’s about Ja’marri learning that if you get your mitten wet, you need to leave it out in order for it to dry. It’s about Haxiel yelling, “disgusting” during dramatic play time, unknowingly using a vocabulary word from the week before. It’s about Sophie running back into the room to give her ‘Jumpstart friend’ Jill a hug. It’s about Ana Cara’s eyes lighting up with curiosity when we introduce a piñata for the first time. And it’s about the huge smiles on the children’s faces when they see the red Jumpstart shirts coming down the hallway on Jumpstart days.”

It’s moments like these that reinforce why Andrew and 4,200 Corps members across the country invest so much time in preparing today’s youngest learners for a better tomorrow. “I love and cherish every minute I get to work with the children we serve and I know I’m not alone in saying that. I’ll never forget how the children we served have changed my life. Even if Ja’marri, Haxiel, Sophie, and Ana Cara don’t remember my name, I’ll never forget theirs!”

Jumpstart at San Francisco State University partnered with the EDVance program through the Marian Wright Edelman Institute to pilot a teacher preparation program. This work directly supports Jumpstart’s strategic plan goal of making a positive impact on the early education workforce. The community has embraced Jumpstart’s program and believes that it will make a long lasting impact on the kindergarten readiness of young children by preparing highly trained teachers. In the 2015-2016 program year the pilot will expand to include 30 Corps members serving 10 classrooms.