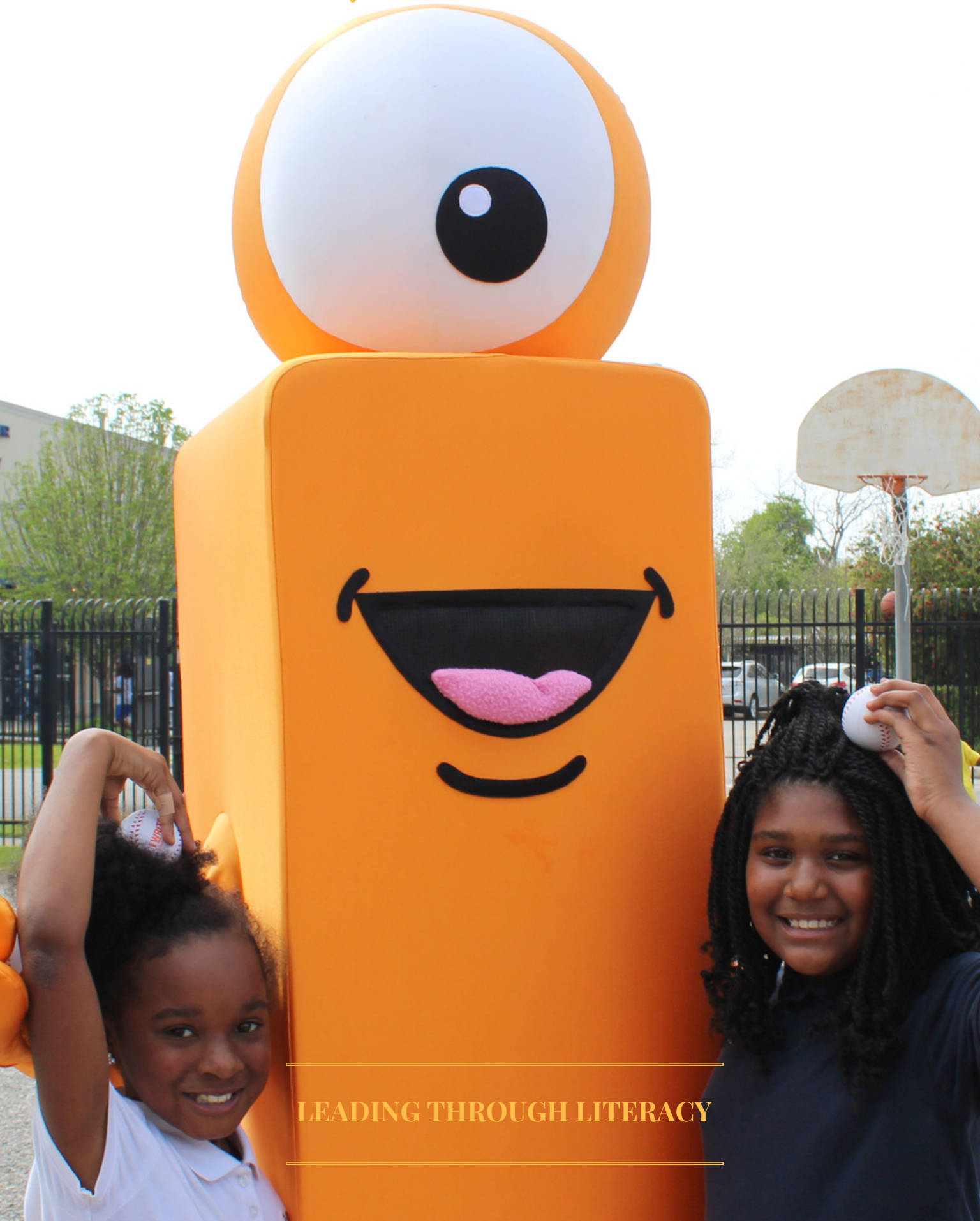


IWRITE LITERACY ORGANIZATION'S 2017 ANNUAL REPORT



LEADING THROUGH LITERACY

OUR MISSION

iWRITE inspires kids to WRITE their own stories and provides publishing and leadership opportunities to our youth. At iWRITE, we embrace both sides of literacy, focusing on the importance of being a reader and a writer at a young age.



iWRITE LITERACY ORGANIZATION
2017 ANNUAL REPORT

A MESSAGE FROM OUR CEO & FOUNDER



For the last eight years, the iWRITE Literacy Organization has fulfilled its mission to inspire kids to tap into their creative desire to write and express themselves. The organization was first founded on the inquiries of thousands of elementary-aged students, during my first school book tour, asking if kids can be published authors too. From that one question, the I Write Short Stories by Kids for Kids publishing contest was born.

Since then we have professionally published over 500 authors in the third through twelfth grade and received thousands of written works from all over the nation and even outside of the U.S. Our publishing contest has been our signature program over the years, but more recently, Houston students have embraced unique writing opportunities inside their classrooms thanks to the iWRITE mascot, “i” The Guy.

After the launch of this fun-loving, relatable, main character to our creative writing journal, we have been able to witness major attitude shifts inside our partner classrooms over these last two years. Our programs go into some of the most economically disadvantaged, underserved schools, offering students and their teachers a glimmer of hope through a writing curriculum that supports Texas requirements and objectives. Schools and educators in our area continue to be limited due to continual budget cuts that have now become the norm. We have witnessed that teaching and learning in general are systemic and uninspired as students continue to fall behind level in these teach-to-the-test settings. This is why schools depend on organizations such as iWRITE to revive the learning process in a fun way in order to create a positive association to writing.

Students find a “writing friend” through “i” The Guy’s approach which uses a comic style that immediately begins to disarm psychological blocks and changes attitudes about learning, schoolwork and writing. As the students’ confidence increases, they soon find their own inner voice, an ultimate goal of our programs.

As our presence in the Houston area continues to grow each year, we have been able to build lasting partnerships with schools and university-level education majors who serve as “i” The Guy ambassadors inside the classrooms. These volunteers fill in the gaps to work with students who need extra attention in order to read and write on level. It humbles us to see students who could never put words on paper, fill their journal pages with stories. As we continue to work with these young writers, it is our goal to see them awarded at our annual luncheon and book signing as newly published authors in the future.

iWRITE will continue to tackle the literacy crisis we so often hear about by staying focused on the need to be able to write and communicate in order to be a productive member of society. If we don’t put children’s literacy on our top priority list as a community, the cancer of illiteracy will affect everyone, and even the most educated will feel the burden. Literacy is a form of freedom to these students, but it’s got to be fun and rewarding for children to want it.

Thank you to everyone who continues to go on this journey with us. One day everyone will understand the importance of providing written communication skills to all and the benefits it brings to this young generation of students who have fallen behind and at times rely on pointing and swiping to communicate. In the words of Rudolf Arnheim, “When communication can be achieved by pointing with the finger, however, the mouth grows silent, the writing hand stops, and the mind shrinks.”

A handwritten signature in black ink, which appears to read 'Melissa Williams Murphy'.

Melissa Williams Murphy, iWRITE CEO & Founder



Supporting Houston Teachers

"i" The Guy Writer's Journal Program // Ambassador Program

The "i" The Guy Writer's Journal Program aims to cultivate student writing skills to ensure they become a well-rounded learner. As we worked with students in the classroom, we have found a space to better support the teachers. Between budget cuts and other challenges, teachers needed more help in the classroom than before. This sparked the creation of the iWRITE Ambassador Program. The Ambassador Program is an offshoot of the "i" The Guy Program bringing in college tutors to provide one-on-one help or lead the class in "i" The Guy writing activities.

Having an "i" The Guy Ambassador in my classroom once a week has been a great experience for my students and for myself as well. I truly appreciate all the work and encouragement she has given my students as writers.

- "i" The Guy Teacher

iWRITE brings a new vision to writing. Kids need that. They need an innovative way of thinking.

- 3rd Grade Teacher (Houston ISD)

2017 STATISTICS

94%

of participating students said our "i" The Guy Writer's Journal Program increased their confidence in writing.

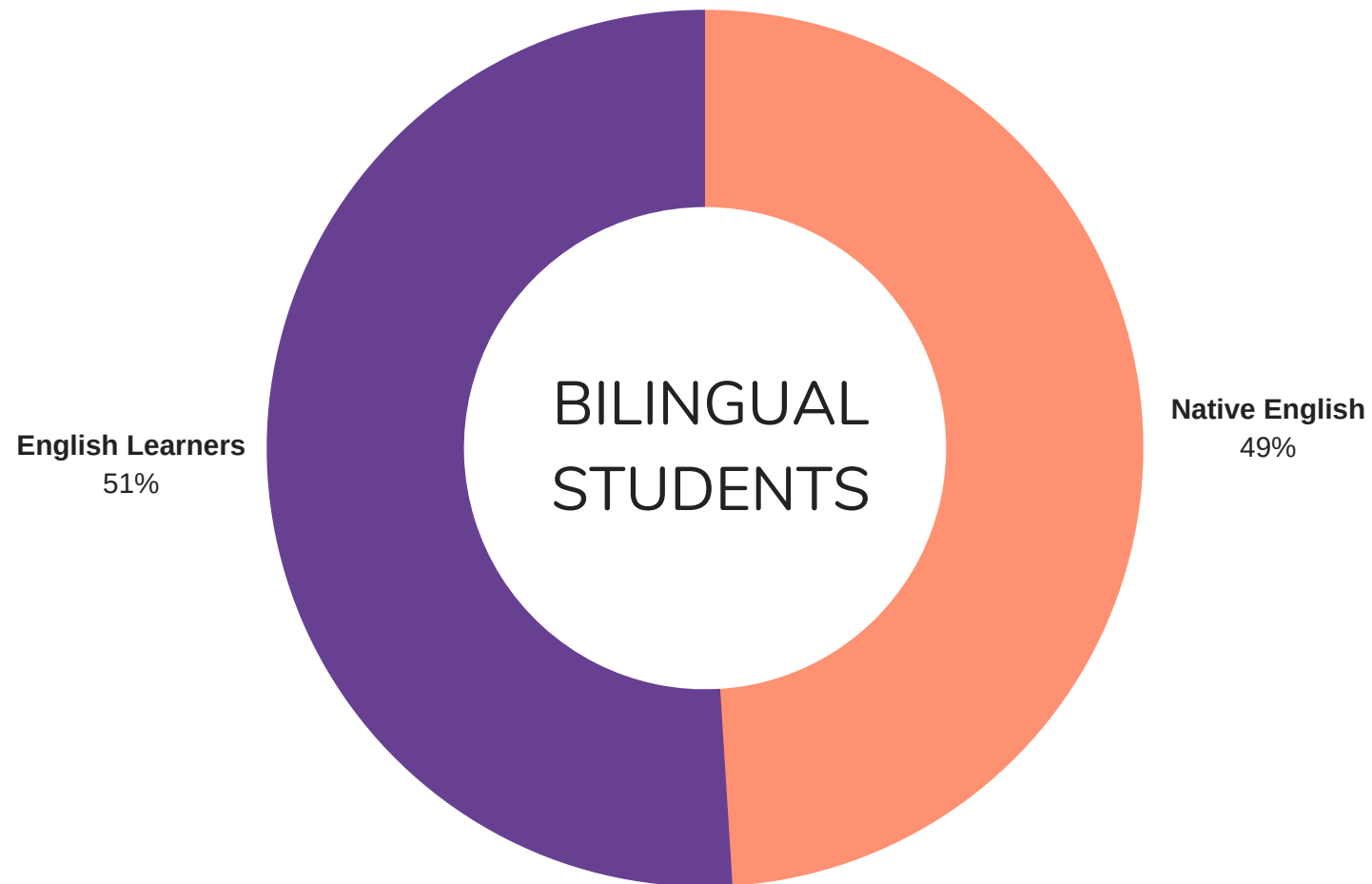
4 out of 5

of participating third graders said the "i" The Guy Writer's Journal Program helped them better understand their schoolwork.

93%

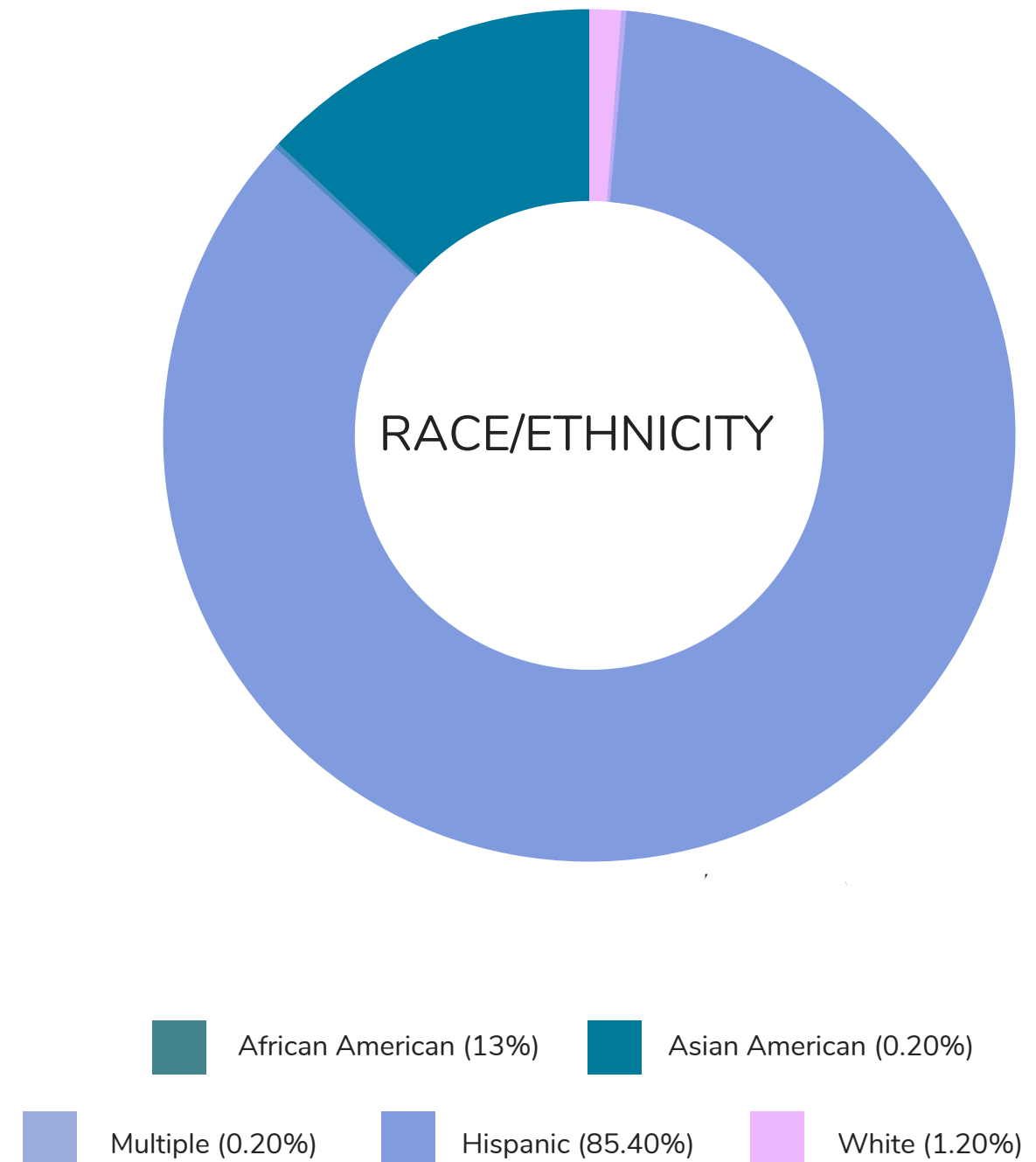
of students in the "i" The Guy Writer's Journal Program are economically disadvantaged.

STUDENT DEMOGRAPHICS



51% of students served in iWRITE programs are English Language Learners (ELL).

STUDENT DEMOGRAPHICS





Writing Your Way Through History

Historical Fiction Camp at the Bryan Museum

We had the opportunity to showcase how writing and history go hand in hand with the help of The Bryan Museum. Through our partnership, we offered two Historical Fiction Camps and provided full camp scholarships for students in need. The unique camps united the writing process with the Museum's amazing exhibitions and fun hands-on activities. The campers finished the week with a reading of their historical fictional stories in front of their families.

I had a lot of fun doing the camp last year. All the instructors there have really great methods of teaching, and I learned tons! Before I did the camp, I didn't like to write...[but] it was a really great experience, and I would do it again every chance I get.

- Janie, 2017 Camper



By Kids for Kids

I Write Short Stories Publishing Program

The iWRITE Literacy Organization hosted its eighth annual Luncheon and Book Signing. The big event honored over 75 published third to twelfth grade authors and illustrators in a Texas Historical-themed celebration. The event raised funds to support iWRITE's mission and the expansion of its programs. These include the "i" The Guy Writer's Journal Program and the newly established youth leadership program, the iWRITE Youth Club. J.P. Bryan, Founder of The Bryan Museum, was the honoree and spoke about his passion for Texas history and art, and his background in storytelling and publishing.

The event kicked off with on-stage recognition of the authors and illustrators in front of community leaders, friends, and family. Readings from the Editor's Choice Poetry Award winner, Autumn McMillan, and Editor's Choice Story Award winners, Kurt Kauffman and Sophia Napoli, were included in the program. Mika Generao was presented with the Sarah Young Textbook Scholarship of \$2,000 to use toward books and school supplies upon acceptance into her university of choice.

Being a published author
has raised both of my
daughters' self-esteem. It
has made them more
confident in their writing
skills. I feel the experience
engages their imagination
and helps them enjoy
writing.

- Andrea, iWRITE Parent

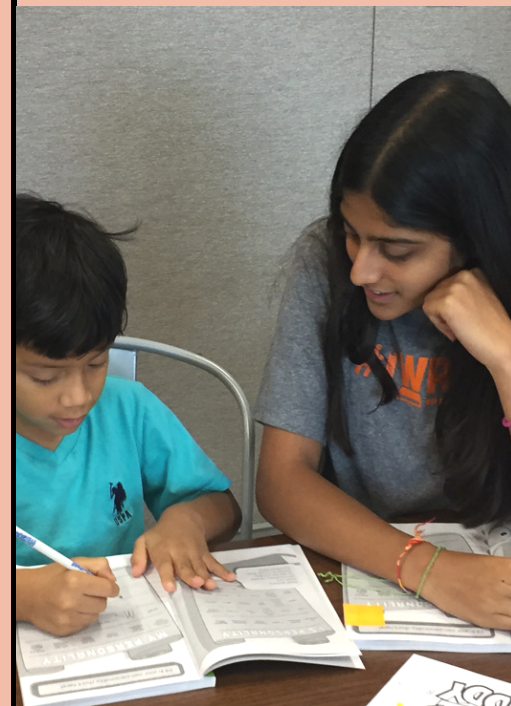
iWRITE Authors are....

SPEAKERS

TUTORS

VOLUNTEERS

LEADERS





Published Students Giving Back

iWRITE Youth Club

The iWRITE Youth Club's goal is to unite leadership, networking, and community engagement to help fight the illiteracy crisis by emphasizing the importance of reading and writing. We also hope to provide skill-building opportunities, serve the community with volunteering, strengthen professional skills, and support the iWRITE Literacy Organization.

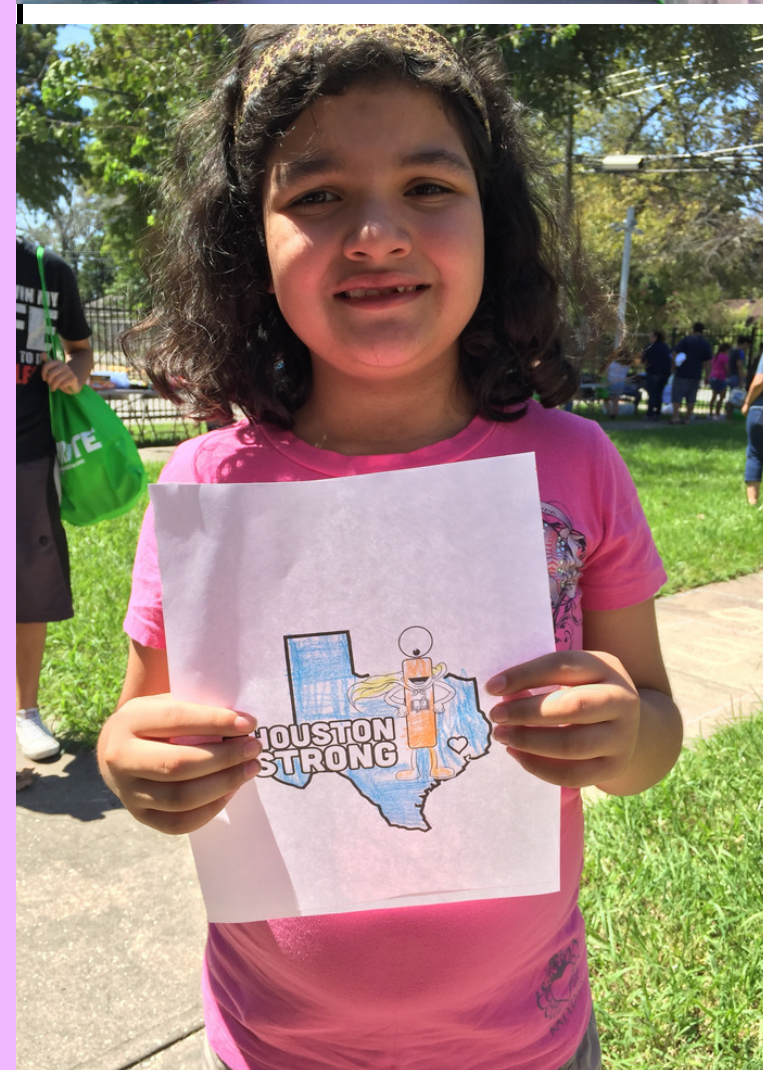
The iWRITE Youth Club is an extension of our organization led by middle to high school students. The club's purpose is to connect students across the city who are interested in writing, developing leadership skills, networking, and spreading the importance of literacy. Many of the current members and all of the officers are published iWRITE Authors. The club is open to all students in 6th - 12th grades. During the school year, the Youth Club holds monthly meetings featuring a variety of guest speakers (illustrators, news anchors, and more) where the members will have a chance to learn more about different careers and other skills. The meetings will also introduce other iWRITE opportunities such as volunteering and appearing on media platforms.

This program has exposed me to different students and schools, gotten me many great opportunities to help impact younger students' learning experiences.

- Eshaan, Youth Club Member

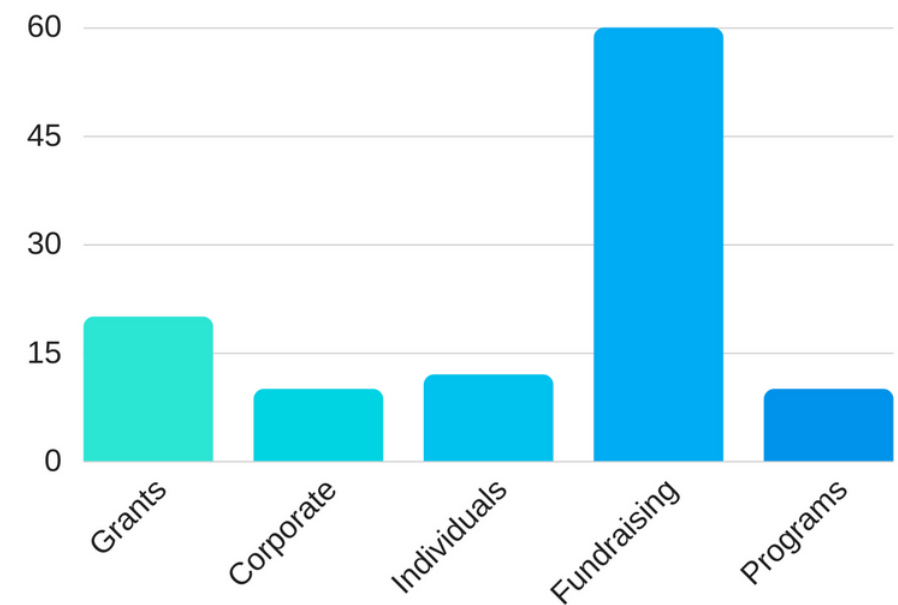
HURRICANE HARVEY RELIEF

Hurricane Harvey was a devastating event that challenged the iWRITE Literacy Organization to provide for our students, teachers, and their families in ways we have never done before. Our nonprofit was up to the challenge and was determined to help alleviate the burdens of the storm. iWRITE united its partners, team members, and donors to support those affected by the storms. It was inevitable that many of our “i” The Guy schools were faced with damages to their buildings along with homes in the surrounding neighborhoods. This prompted iWRITE to partner with the Houston Habitat for Humanity ReStore to connect much needed supplies and tools to people in need. iWRITE co-hosted two Hurricane Relief Festivals at Scroggins Elementary and Martinez Elementary. These festivals featured dozens of tables filled with donations from Habitat and iWRITE books. Families were able to attend and pick up items ranging from living essentials to school supplies. The iWRITE staff also worked with Blackshear Elementary, a Title I HISD school that served as a meal center post-hurricane, to give away “i” The Guy Journals, children’s books, and supplies to students during lunchtime. The organization’s young leaders group (sixth to twelfth grade students), the iWRITE Youth Club, took charge and held their own donation drive for HISD Title I school, Braeburn Elementary. Braeburn was one of the most heavily impacted schools that lost absolutely everything.

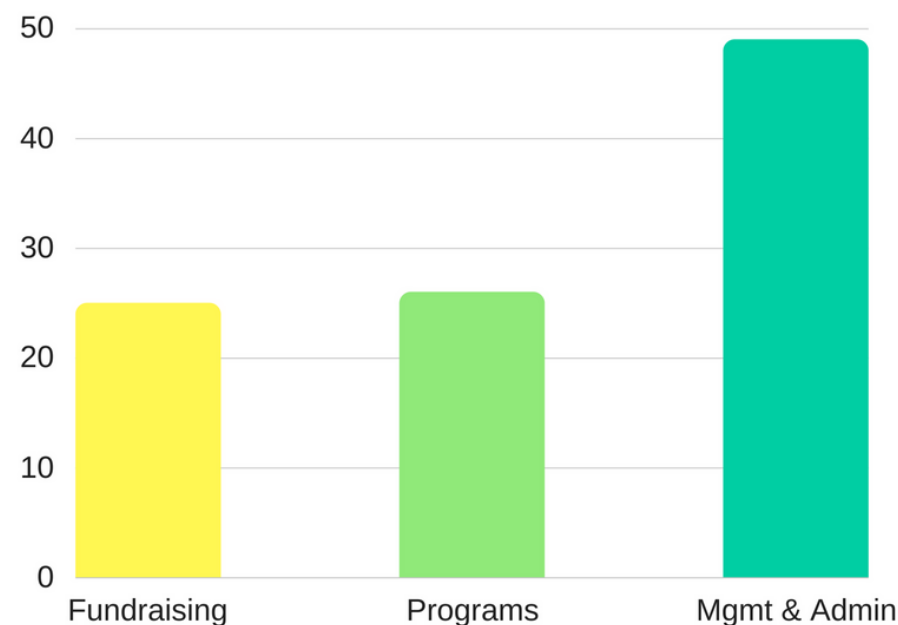


FINANCIAL ACTIVITIES

Total Revenue
\$163,795.58



Total Expenses
\$156,199.32



FINANCIAL ACTIVITIES

2017 Revenue	
CONTRIBUTIONS	
Grants	\$29,593
Corporate	\$859
Individuals	\$11,007
Programs	\$13,613
Special Events	\$108,723
Total Revenue	\$163,796

2017 Expenses	
Supporting Services	
Fundraising	\$38,906
Programs	\$40,976
Management & Administrative	\$76,318
Total Expenses	\$156,199



COMMUNITY PARTNERS



HISD SCHOOLS:

- Benbrook Elementary
- Betsy Ross Elementary
- Brookline Elementary
- Martinez Elementary
- Scroggins Elementary

LITERACY PARTNERS



CEO & FOUNDER

MELISSA WILLIAMS MURPHY

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DECIMUS WINE

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CARLOS RUBIO

NICOLE MONTGOMERY

LUCHO

SKYLINE ROTARY

JAMES AVERY



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