




2021

A Year in Review

DYM  CKS
CHILDREN'S CHARITIES

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Who We Are

We are an independent, Australia-wide charity who provide brand new books to children in priority locations around Australia.

What We Do

We support children who have limited or no access to age-appropriate or relevant books. We do this because children who are exposed to good books and read regularly have better educational outcomes and lead healthier and happier lives.

Our Mission: To promote a love of reading and improve literacy outcomes for children in Australia.





Welcome to our 2021 Year in Review.

In 2021, despite the many challenges that the COVID-19 pandemic presented, Dymocks Children's Charities (DCC) found new ways to continue program and service delivery to some of our most vulnerable children across Australia. We continued to support communities throughout the year by being agile and innovative. We also formed alliances with other NFPs to make sure resources were being directed to children in low-income households.



During an uncertain year, our focus shifted towards providing relief to families who went through long periods of lockdown. Being able to provide children with books to read and activities to do at home was more crucial than ever. Our team shifted DCC's literacy programs aimed at schools to focus on delivering books directly to individual homes, so children could continue their learning while they were away from the classroom.



Despite some improvements, literacy levels in Australia remain of concern, particularly amongst the most vulnerable groups in society. Recent data shows that 1 in 6 children live in poverty in Australia. For so many children, this means books are simply not a priority at home, yet book ownership is a crucial factor in a child's early development and education.





According to a PISA (*Programme for International Student Assessment*) study, the reduced book ownership among Australian families is a factor in the decline in PISA reading scores over the past few years. The decline is more severe for children in low-income families compared to their better-established peers.

It is our charity's purpose to make sure more children have access and ownership to quality books at home and in their classrooms. Our team at Dymocks Children's Charities will continue to be dedicated and passionate about breaking the cycle of low literacy, promoting book ownership and delivering the tools every child needs to learn and thrive.

I would like to acknowledge and thank our Board of Directors, collaborating organisations, various funding partners and the Dymocks Store Network for their continued support in 2021. Together, we were able to reach tens of thousands of children in a challenging year, we simply could not have done it without your commitment and support.

Evelyn Liu
General Manager



Our Programs

In 2021, we ran **three programs** that provide brand new books to children in priority locations around Australia:

Read at Home

The Read at Home Program was established in April 2020 in response to the Coronavirus (COVID-19) pandemic. The program supports disadvantaged children of all ages in their home environment. Each child receives books to keep as their own at home. This program can also provide educational games, puzzles and activity books based on the requirements and age range of each cohort of children.

Library Regeneration

The Library Regeneration Program equips primary school libraries and other important support centres with brand new books of choice. The school selects brand new books from over 2,000 quality titles to ensure they receive the most suitable books for the needs of their students and their curriculum.

Book Bank

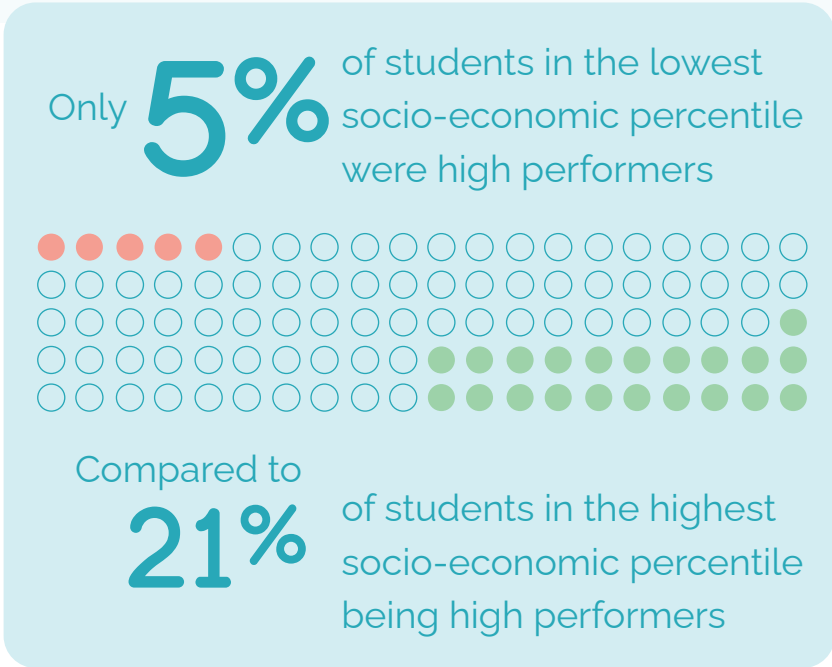
Book Bank supports students in years 3-6 from disadvantaged locations across Australia. This program aims to improve literacy outcomes by promoting book ownership and a love of reading. Each student in years 3-6 from participating schools selects a brand-new book from a carefully curated catalogue of classic and popular new release titles each term for three years. Students are encouraged to read, swap, and share the books with their classmates, and at the end of each term, they keep their chosen book and take it home.

Regular access to good books is an important first step towards improving literacy outcomes.

Literacy in Australia

Our programs support primary schools, community centres, refugee centres, hospitals and other important community groups where a need for books has been identified.

Many of the children we support have limited or no access to books of their own. A lack of resources at school, no local library or poorly stocked local libraries combined with financial challenges at home mean good books are often not available.



On average, a Teacher Librarian at a public primary school only has **\$200-400** to spend annually on purchasing new books.

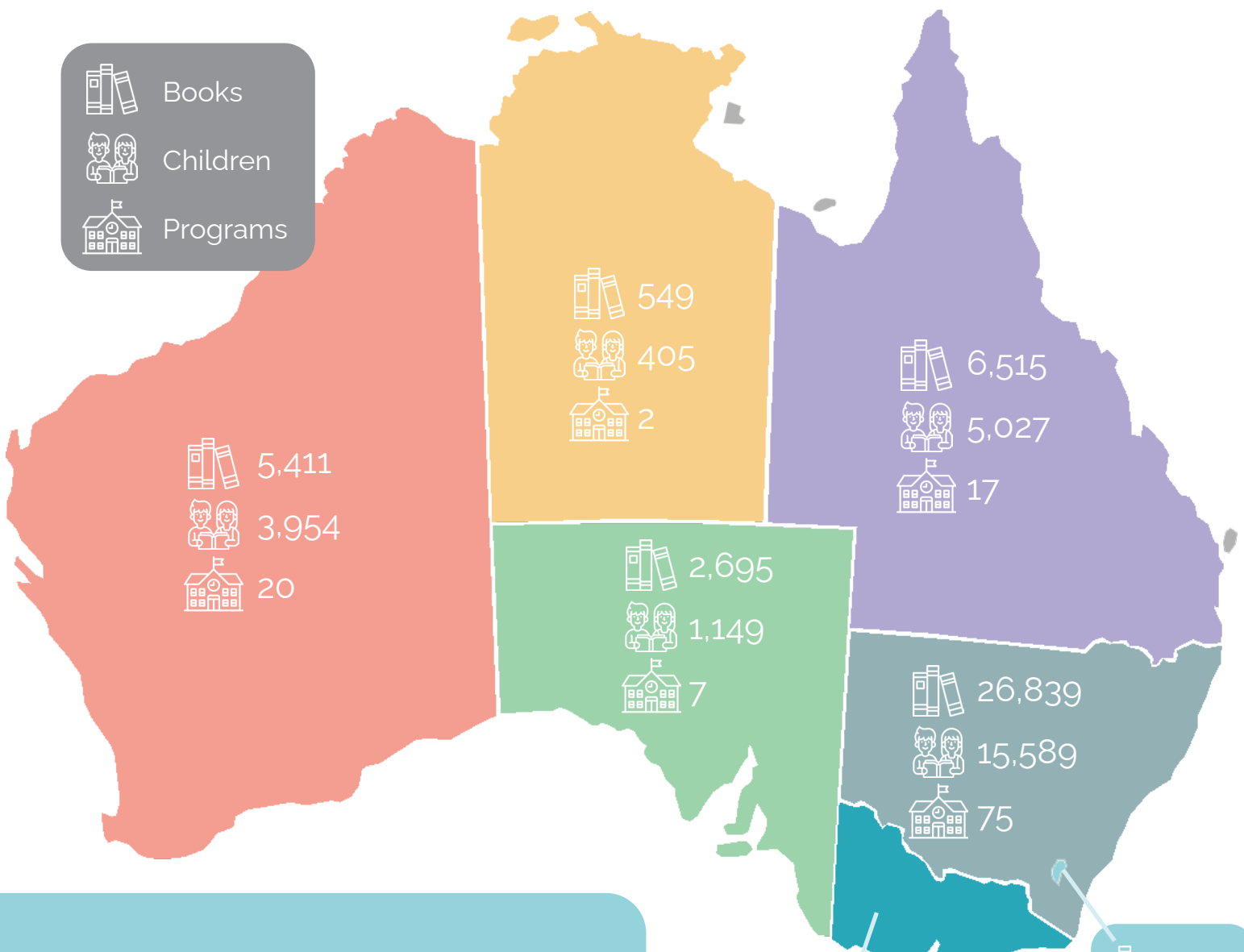
Poverty is negatively correlated with academic achievement ↓

4 out of 10 children in Australia have less than 10 books at home




40-50% of adults in Australia have literacy levels below the international standard required for participation in work, education and society.

Our Impact in 2021

 Books
 Children
 Programs



In 2021, DCC supported:

-  58,572 Books
-  36,339 Children
-  165 Programs

That's over \$1 million worth of books!

Program Delivery during COVID-19 Lockdowns

In response to the COVID-19 lockdowns, Dymocks Children's Charities launched an emergency appeal to provide activity books to children in heavily affected Local Government Areas. Many families do not have computers or Wi-Fi at home to support online learning, making home schooling a very challenging time.

In addition to supporting disadvantaged students, DCC also donated \$10,000 worth of books to Turbans 4 Australia, to assist with their COVID-19 relief drive. Children's activity books were added to hampers that included essential food and toiletry items. These hampers were delivered to the doorstep of vulnerable families impacted by the extended stay at home orders.

In total, DCC provided over \$307,000 worth of books to over 16,000 children affected by lockdown restrictions in 2021. This means that since launching Read at Home, DCC have delivered close to half a million dollars worth of books to families in need.

Other key Read at Home programs this year included providing books to Afghan refugee children, women's shelters, and foster care homes.

"I just wanted to thank Dymocks Children's Charities for organising the gift of a book for every child at our school. It was very received by our families and it was an excellent initiative to support our students during the lockdown period."

Teacher Librarian Ruse Public School NSW





Library Regeneration

Library Regeneration is one of our most popular programs as it allows students to borrow new books from the library, and teachers can also borrow classroom reading sets to aid in teaching. Many cohorts of students can benefit from this program for years to come.

DCC was able to deliver 36,793 books to 26,326 children in 2021 through Library Regeneration.

Our continued collaboration with the Terry Floyd Foundation enabled us to deliver over \$11,000 worth of books to six MARC (Mobile Area Resource Centre) Vans. These vans provide children from rural and remote communities with the opportunity to borrow books from a quality Mobile Library Service.

“I have finished selecting a wide variety of books that will suit our children’s interests and capture their imagination. The hugest thank-you. Our children and families will be forever grateful for your kindness and generosity.”

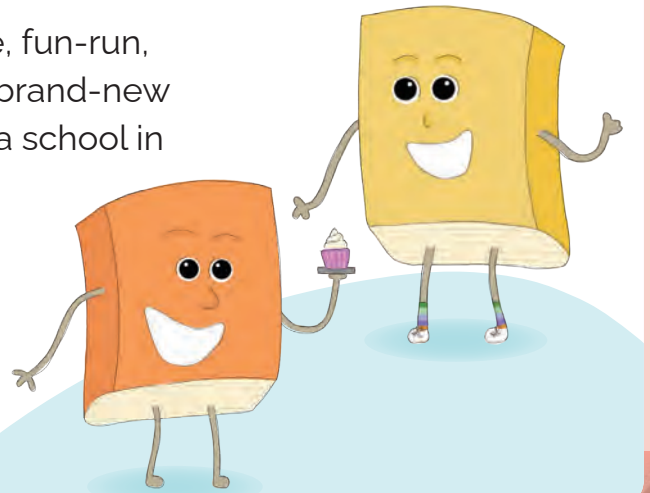
Teacher Librarian Springhurst Primary School VIC

Books4Kids

For the month of November in 2021, we ran our inaugural Books4Kids community fundraising campaign. Schools and community groups are encouraged to organise a fundraiser of their choice to support children in some of the lowest socio-economic communities in Australia.

Schools could host a mufti day, sausage sizzle, fun-run, read-a-thon, etc. Every dollar raised provides brand-new books for the fundraiser school, as well as for a school in need.

Our aim is to provide Library Regeneration programs to schools in the bottom 1%, according to the Index of Community and Socio-Educational Advantage (ICSEA).



Author Sessions

In 2021, Dymocks Children's Charities engaged with popular children's authors to provide schools with pre-recorded, personalised videos as part of their program. Students from participating schools were encouraged to submit questions for their chosen author to answer. The videos allowed students to hear first hand from popular authors about their creative writing process and other topics related to books, reading and writing. Once the school receives their books, the video can be played in class or during a Book Celebration Assembly.

This provides an Author/ Illustrator workshop to schools who would otherwise not have the resources or funding to provide students with this opportunity. It also increases student engagement and excitement about reading and writing, and increases library borrowing rates.

The video component means it can be viewed by multiple cohorts, as well as reaching rural and remote communities.

Our Featured Authors



Jacqueline Harvey

One of Australia's most popular authors, Author of Alice-Miranda, Clementine Rose and Kensy and Max.

Ursula Dubosarsky

Award winning author, and the Australian Children's Laureate 2020-21. Author of 'The Word Spy' and 'Brindabella'.

Will Kostakis

Award winning YA Author. Author of 'The First Third' and the Monuments series.



Shelly Unwin

Children's picture book author, well known for 'There's a Baddie running through this book'.



Adrian Beck

Children's book author Author of the Little Legends, Derek Dool and Kick it to Nick series of books.



Sally Rippin

One of Australia's most beloved authors. Author of the internationally best selling Millie B Brown series.



Maddy Proud

Australian Netball Player, Co-Captain of the NSW Swifts, and author of 'Grace on the Court'.

Book Bank



Book Bank is so successful at motivating children to read because not only do students get to choose their own book, they often get dedicated reading times in a classroom setting (like DEAR – Drop Everything And Read) that allows students to share and talk about the stories and characters they love.

There are currently 14 schools around Australia participating in the Book Bank program. That's over 2,380 students that received four brand-new books of their choice each in 2021.

Click here or scan the QR code above to learn more about how Book Bank benefits the students at Shalvey Public School in NSW..



”Thank you again. We can't tell you how much our school community appreciates these books. Still in this era there are so many of our families who just don't buy books for children, so its an incredible resource to have. The way their faces light up when they get to have them for the first time is lovely. I wish you could see it then you'd know what I mean. This project really does make a difference.”

Book Bank Coordinator – Ettalong Public School NSW

“Without these books I wouldn't have any books to read at home.”

Student – Coutts Crossing Public School NSW

Independent Impact Study



DCC completed an Impact Measurement Study to assess the impact and effectiveness of our literacy programs to date. We want to thank and acknowledge the research grant from the Newman's Own Foundation that enabled us to commission this independent study.

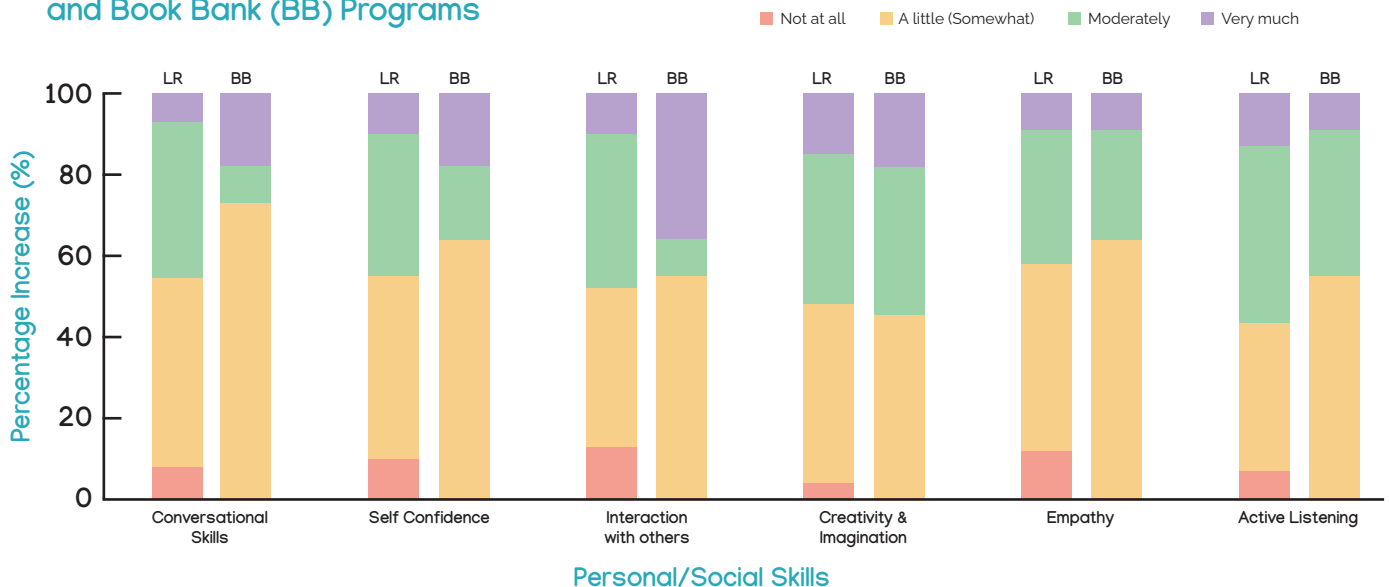
The study involved survey responses from 140 recipients of DCC's literacy programs. Survey responses were supplemented with in-depth interviews from five schools, all with diverse backgrounds in terms of size, geography and enrolment profile.



The key findings from the report indicate that DCC programs are adding real value to children and schools. There is strong evidence to suggest that each program is making significant contributions to improvements in children's reading, writing, personal and social skills.

Click here or scan the QR code above to view the full report.

Improvements reported in personal and social skills following Library Regeneration (LR) and Book Bank (BB) Programs



What kind of books are used in our programs?

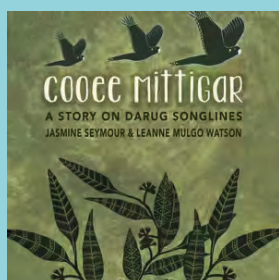
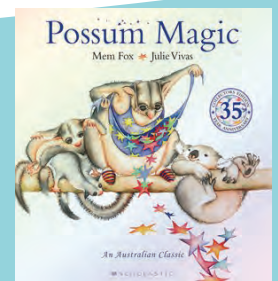
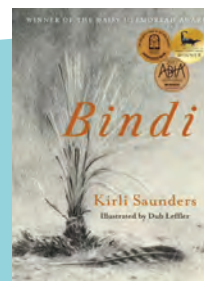
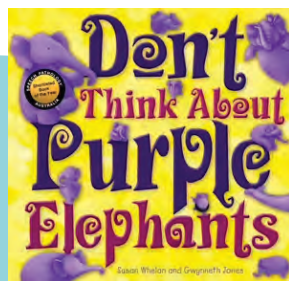
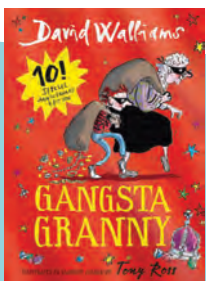
Dymocks Children's Charities only provides brand new books, chosen by children or educational professionals. Book choice is important because children, just like adults, want to read what interests them.

Teachers or Librarians can choose the books they need for their school based on:

- their cohort's reading age and interests
- titles that are missing in their collection
- building classroom book sets or teaching aids etc.

Our Programs Team work directly with 14 publishers to curate an extensive, diverse and up-to-date booklist. We work with large international publishing houses for popular titles, classics and new releases. We also work with Magabala Books, an award winning Australian publishing house that specialise only in indigenous titles and Exisle Publishing, that gives a voice to those who don't have it and serve the communities that larger publishers might miss.

We collaborate with the Children's Book Council Award (CBCA) and Australian Children's Laureate Foundation (ACLF) to curate a list of quality children's titles. Most titles on our booklist are also included in the Premier's Reading Challenge booklist, so students and their schools can participate in this state-wide reading initiative. The current booklist for teachers to choose from has over 2,000 titles across all genres and ranging from Kindergarten to Young Adult reading levels.



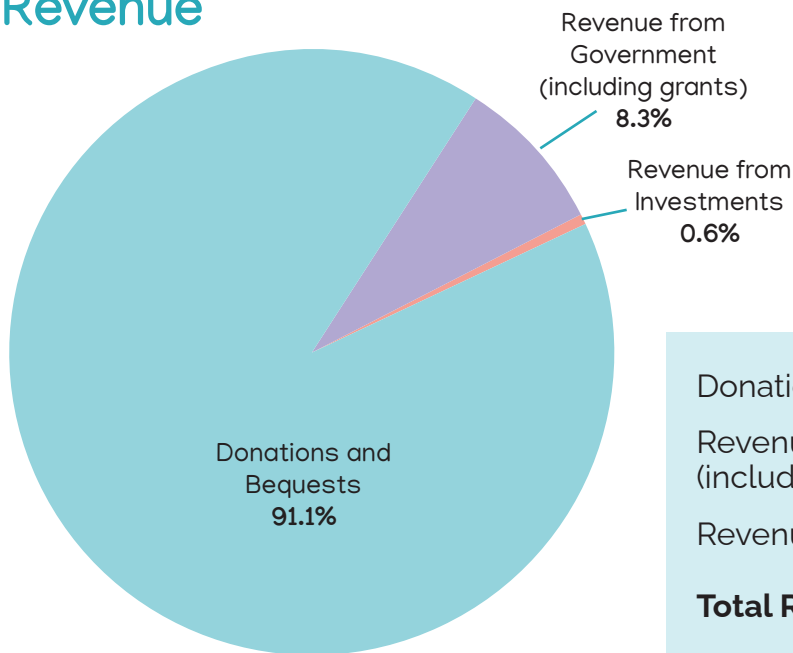
+ thousands more!

Accountability

We are registered with the Australian Charities and Not for Profits Commission (ACNC) and our audited accounts are published annually. Our 2021 Annual Report is available to view online here: www.bit.ly/3Hk2Bye

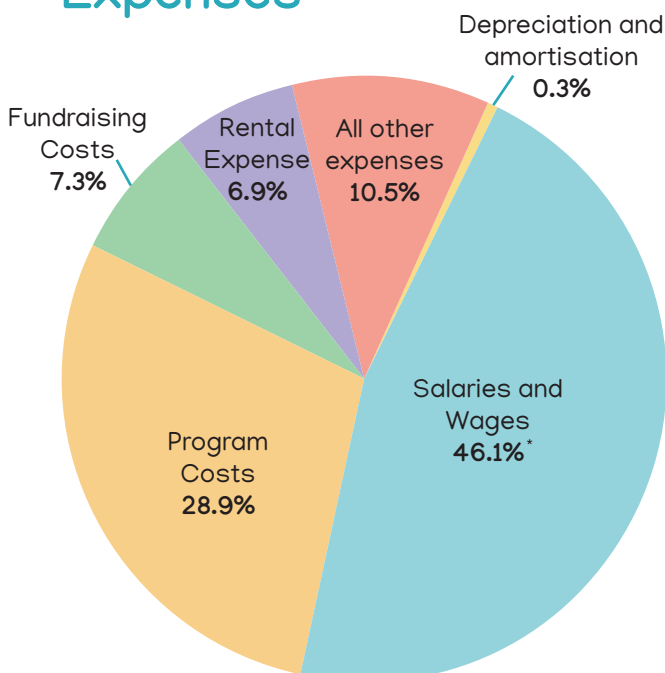
Appointed Auditor: Ernst & Young

Revenue



Donations and Bequests	\$1,218,506
Revenue from Government (including grants)	\$111,378
Revenue from Investments	\$7,304
Total Revenue	\$1,337,188

Expenses



Salaries and Wages	\$464,114
Program Costs	\$289,982
Fundraising Costs	\$72,687
Rental Expense	\$69,134
Depreciation and amortisation	\$3,456
All other expenses	\$105,601
Total expenses	\$1,004,974

Net surplus/deficit **\$332,214**

* JB Were Report recommends labour to income ratio for NFP at 51%

Our Board of Directors

Robert Williams	Chairman
Mark Newman	Managing Director
Cathy Tiberio	Treasurer
Adelina Tama	Secretary
Paul Nicolaou	Director
Geoff Newcombe	Director
Emma DiGiacomo	Director
Kaylie Smith	Director
Shane Lloyd	Director
Janelle Fyson	Director

Our Team

Evelyn Liu	General Manager
Billie Shacallis	Program Manager
Corinne Schweizer	Program Manager
Melanie Smith	Fundraising & Events Manager
Emily Sparkes	Digital Marketing & Communications Officer
Hannah Riddoch	Fundraising & Events Coordinator


Our Publishing Partners

Affirm Press	Magabala Books
Bloomsbury	Pan Macmillan
Allen & Unwin Book Publishing	Penguin Random House
Exisle Publishing	Scholastic
Hachette	Simon & Schuster
Hardie Grant Publishing	Walker Books
Harper Collins	Wiley Books





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