

**CHAMPIONS
FOR LITERACY**

TURNING THE PAGE

2025 IMPACT HIGHLIGHTS

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WE CREATE **GAME-CHANGING** MOMENTS FOR KIDS TIED TO **READING**.

OUR MOMENTS ARE YOUR MOMENTS.

As I reflect on the impact our support community made possible in 2025, one experience stands out. During the University of Memphis Football Fight for Literacy Game, we invited elementary students who had shown reading growth the previous year onto the field to be recognized and celebrated. It was a powerful way to honor their hard work and encourage them to keep going on their reading journey.

As we walked to the field, I thanked a father for spending his Saturday with us. His response stuck with me: "I get to do this because of my son and his commitment to reading."

That simple statement was humbling and grounding, a reminder of why this work matters and how it deeply connects families, students, and communities.

In the same way, we're here because of you. Your support allows us to create meaningful experiences around reading that go far beyond a single event. They open doors, build confidence, and shape futures. Together, we've been able to:

- Partner with corporations to resource effective literacy programs
- Equip young athletes to grow as leaders through literacy-focused impact campaigns
- Engage athletic and corporate partners as visible reading role models for children

Your generosity makes this work possible. Thank you for believing in our mission, celebrating progress alongside us, and continuing this journey forward. We're grateful for all we accomplished together in 2025 and we're excited to build on the momentum in 2026.



Jason Baker
JASON BAKER
 Executive Director



2025 YEAR IN REWIND

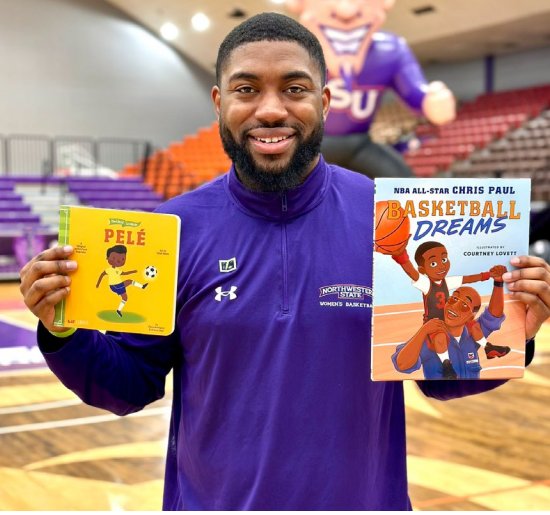


376 ATHLETES
CHAMPIONING
LITERACY

\$286,705
SPORTS-GENERATED
LITERACY GRANTS

101 SPORTS TEAMS
CHAMPIONING
LITERACY

26 LITERACY
PROGRAMS
SUPPORTED



20,944 KIDS RESOURCED & INSPIRED TO
BECOME GREAT READERS



2025 IMPACT HIGHLIGHTS

FIGHT FOR LITERACY GAMES

Fight for Literacy Games is a nationwide CFL initiative that leverages college athletics to Resource & Inspire young readers, made possible by our Corporate Catalysts.



HOW A SPONSORED FFLG WORKS:



SELECT a school/sport.



CREATE a Resource & Inspire on-court experience for elementary students.



ENGAGE employees by sharing the impact together.



101 PROGRAM GROWTH
FIGHT FOR LITERACY GAMES
 A CFL Record!



GREAT READERS / ALL KIDS DESERVE TO BE GREAT READERS / ALL KIDS.

FIGHT FOR LITERACY GAMES IMPACT STORY



\$48,901

GRANT TO SUPPORT YOUNG READERS

GRANT DOLLARS IN ACTION

Fight for Literacy Game grant support allowed Camp iRock to serve six 1st-grade classes with targeted small-group and one-on-one reading support. Here are the results:

6 CLASSES

97 STUDENTS SUPPORTED

61% SHOWED I-READY LITERACY ASSESSMENT GROWTH

“Without CFL-generated grant funding, these students would not have been able to attend Camp iRock. We are so grateful for your support, **it clearly makes a difference!**”

ANNA SPATAFORA UNITED WAY OF PICKENS COUNTY

2025 IMPACT HIGHLIGHTS

IMPACT PLAYERS

In 2025, CFL celebrated significant growth in the Impact Players program, growing by 200% in Memphis while launching expansion efforts in Dallas, Texas.



HOW IT WORKS:



DEVELOP leadership skills through a literacy-focused community impact program for 6th–12th grade athletes.



FUNDRAISE during their sports season to support a local literacy program.



INSPIRE young readers by volunteering and engaging literacy work firsthand.



PROGRAM GROWTH MEMPHIS IMPACT PLAYERS

2023-2024 → 1
2024-2025 → 7
2025-2026 → 16



Dallas growth is on the horizon! We can't wait to see more student-athletes become Impact Players.

BROOKS HARPER
THE COVENANT SCHOOL
UNIVERSITY OF TEXAS GOLF COMMIT
\$21,500 RAISED FOR DALLAS LITERACY EFFORTS



IMPACT PLAYERS PROGRAM IMPACT STORY

MTR + **IMPACT PLAYERS** = **\$13,745**
MEMPHIS TEACHER RESIDENCY GRANT TO SUPPORT YOUNG READERS

GRANT DOLLARS IN ACTION

Impact Players grant support allowed MTR Summer Camp to provide 75 minutes of daily, research-based reading instruction to 1st through 4th graders via a fun three-week camp setting. Here are the results:

132 STUDENTS SUPPORTED
1.5 GRADE-LEVEL READING GROWTH IN JUST THREE WEEKS

“CFL helps make it possible for every MTR Camp participant to receive nearly **20 hours of intensive, critical reading support**. This invaluable investment transforms struggling readers into confident learners. Just as important as measured reading growth, campers leave with a renewed belief that they can succeed academically.”

ANGIE GARDNER MEMPHIS TEACHER RESIDENCY

OUR IMPACT / OVER THE YEARS

106
LITERACY PROGRAMS SUPPORTED



\$2,168,090
SPORTS-GENERATED LITERACY GRANTS



515
SPORTS TEAMS CHAMPIONING LITERACY

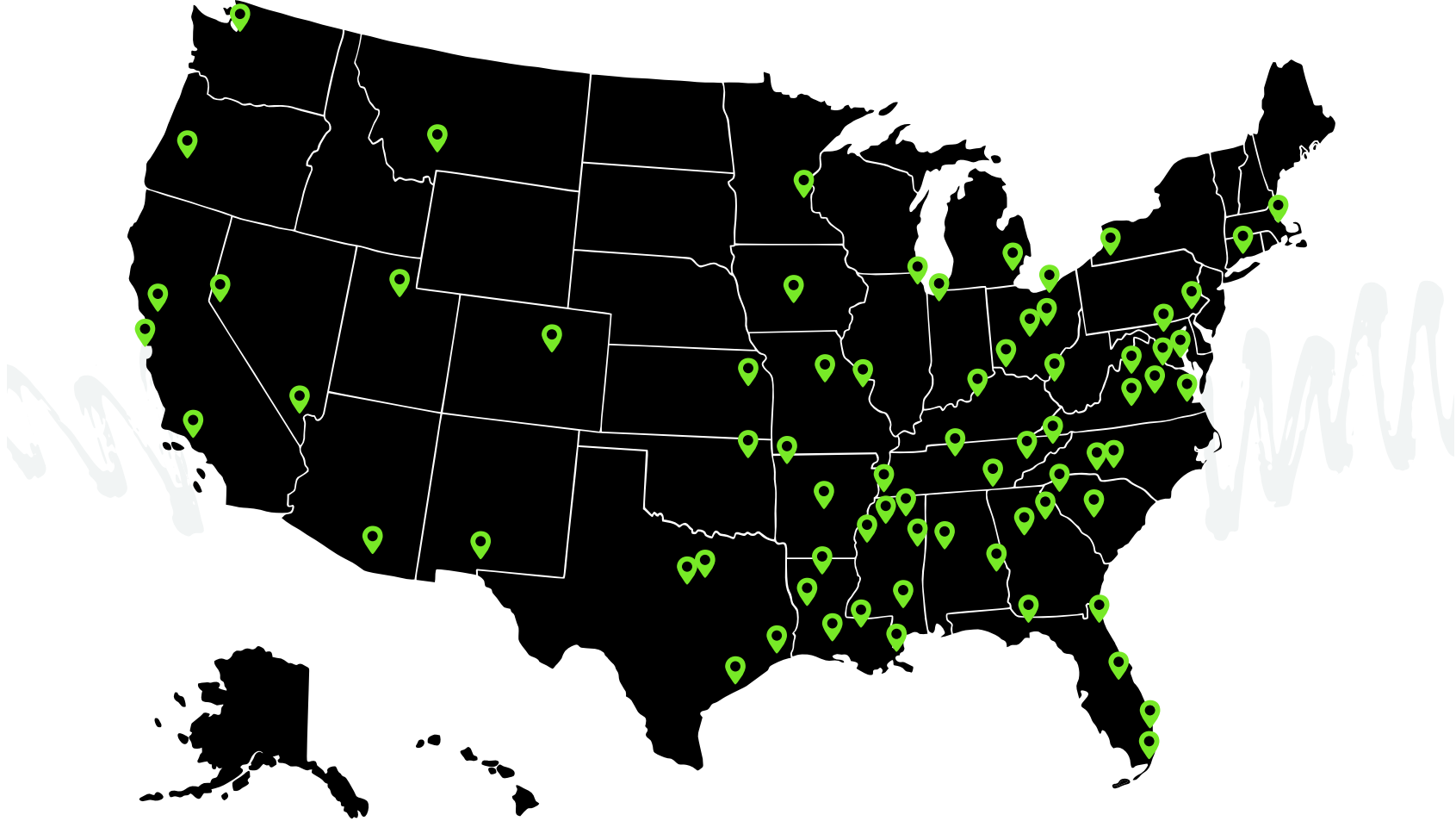


850
ATHLETES CHAMPIONING LITERACY



155,199
KIDS RESOURCED & INSPIRED TO BECOME GREAT READERS

CFL IMPACT MAP THE CHAMPIONS FOR LITERACY PLATFORM IMPACTS STUDENTS IN 31 STATES.



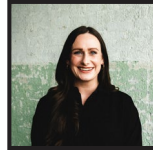
WHO WE ARE

The team committed to unlocking Big Dreams for kids.

OUR TEAM



JASON BAKER
EXECUTIVE DIRECTOR



EMILY EBER
STRATEGY DIRECTOR



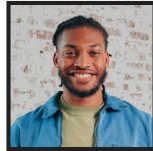
CHANDLER FERGUSON
OPERATIONS DIRECTOR



JANE-BRADFORD GREEN
EXECUTIVE ASSISTANT



COURTNEY SEARCY
CREATIVE LEAD



WILL SMITH
ATHLETE IMPACT COORDINATOR



TREY WILLIS
PROGRAMS DIRECTOR

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Fund, The Carlyle Group (Retired)

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Andrew Renshaw
CFL Co-Founder
Orthopaedic Surgery Resident, Ochsner
Clinic Foundation

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Diamond Baseball Holdings

Lamar Stanley
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Dr. Dawn Wade
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Wealth Management,
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Vice President, B-29 Investments

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Impact Player Parent

Melissa King
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Simmons Bank

Angelica Savage
Director of Asset Management,
Commercial Advisors

Johnny Smith III
VP of Sales, Cigna

LEGAL CONSULTANT / NATIONALLY RECOGNIZED NIL ATTORNEY

Mit Winter
Kennyhertz Perry, LLC

EXPENSES IN PROGRAM, FUNDRAISING, AND ADMINISTRATIVE CATEGORIES

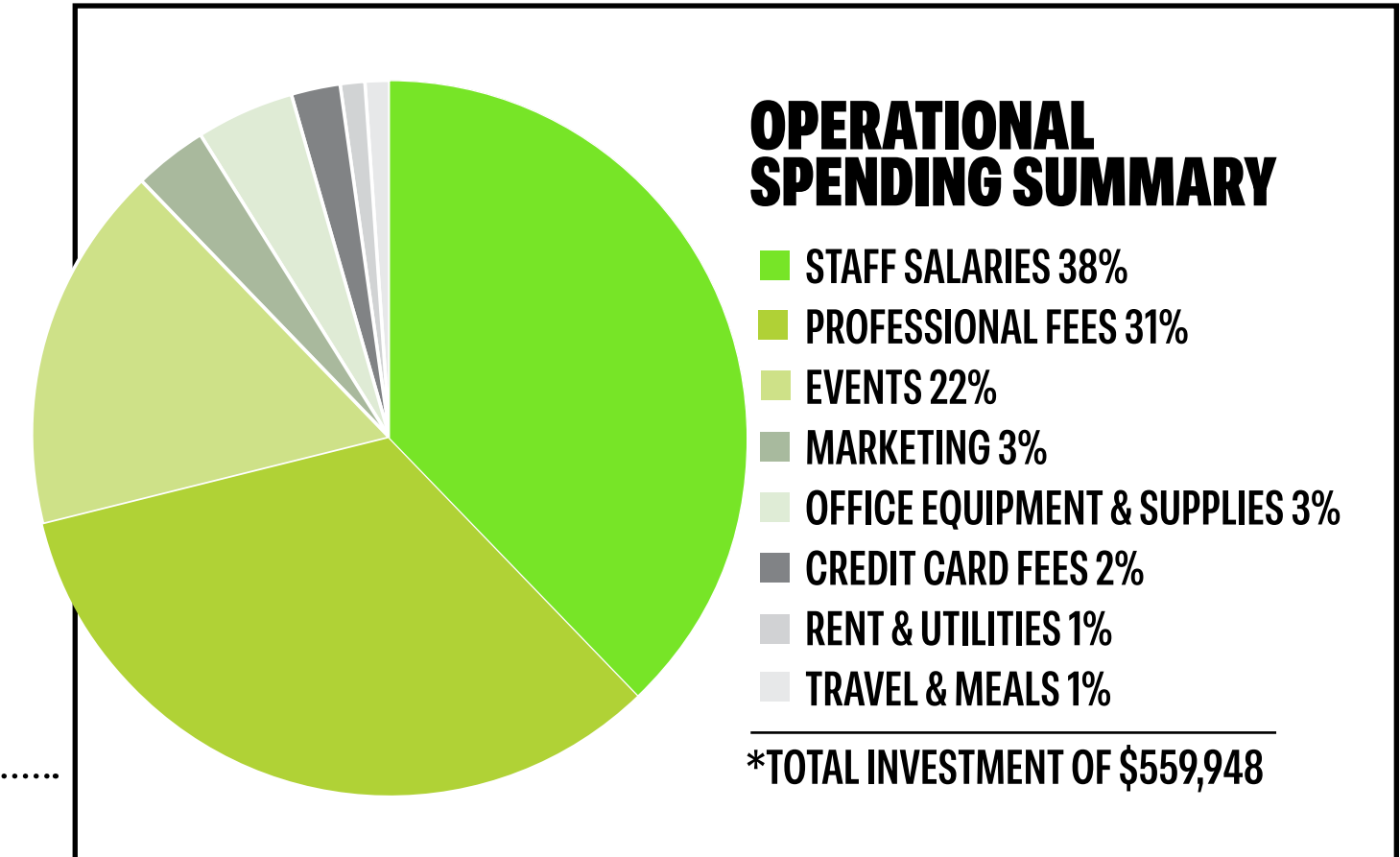
MISSION & PROGRAMS 84%
\$3,515,049

FUNDRAISING 11%

ADMINISTRATIVE 3%

DONOR TRANSPARENCY OUR FINANCIALS

We practice mission-based budgeting. For every dollar you contribute, 84 cents goes toward the Mission.



OUR WHY

We believe reading is transformative and that sports have a unique ability to rally communities around key causes.

WHAT WE DO

We provide opportunities for athletes, sports teams, and corporate partners to impact childhood reading.

HOW WE DO IT



01. We source high-quality literacy programs, ensuring the impact lasts.



02. We create turn-key activations for athletes, teams, and sponsors to drive resources to local literacy programs and engage exciting literacy volunteer events.



03. We invite sports fans, engaged individuals, athletes, and sponsors to fund CFL's operating expenses, making our work possible.



OUR CORE VALUES

HONESTY

We do what we say we'll do. You can trust us to follow through and get the job done.

EFFICIENCY

We approach the work with a very organized and entrepreneurial perspective, making sure we always get the biggest bang for the buck.

GRATITUDE

We are grateful for our team, our partners, and the lives impacted by our work.

OPTIMISM

We have big dreams for the future and pursue them with joy, levity, and positivity.

GRIT

With a belief in the organization and deep respect for our teammates, we put the work in.

ADAPTABILITY

We think critically and creatively, and are willing to pivot and change when we have to.



THANK YOU TO OUR SUPPORTERS

Because of you, we are able to build a growing movement of teams and athletes impacting one of our nation's key causes.

Your commitment to our work is inspiring, and our commitment to you is to honor your partnership with transparency and integrity. **Let's keep building, together.**

WHEN YOU GIVE

Your support sparks literacy progress in communities and gives athletes of all ages the opportunity to lead through service. It's a true win-win.



THANK YOU TO OUR SPONSORS



USING THE POWER OF SPORTS TO IMPACT CHILDHOOD READING.

CHAMPIONSFORLIT.ORG

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