



# Impact Summary



2025-26

[www.storyshares.org](http://www.storyshares.org)

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# INTRODUCTION

**Everyone deserves the chance to read.**

Storyshares is reimagining the approach to literacy for older students and their teachers: empowering readers, writers, and educators to strengthen skills and inspire a love of reading beyond K-3.

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Dear Reader,

Storyshares is a mission-driven company focused on providing a pathway to literacy for striving readers beyond the 3rd grade. 68% of U.S. 4th graders don't know how to read proficiently (NAEP "Nation's Report Card," 2022), and this number only worsens as students progress through middle and high school.

Thus far, no one has cracked the code of how to motivate, engage, and empower struggling readers in grades 4-12 so they are not left behind. Storyshares is founded on the premise that to solve this problem, we must meet every reader where they are with engaging and age-appropriate content; 13-year-olds don't want to read books like *Hop on Pop*.

Storyshares uses an author crowdsourcing model to bring the transformational power of books to striving readers across the globe – supporting educators to meet underserved students with culturally inclusive content and the best practices in literacy instruction. "Easy to read but hard to put down," the Storyshares library and literacy intervention offer choices that readers of all ages can fall in love with as they work to strengthen their reading skills.

The following report provides an overview of the transformative impact we have witnessed among students and educators.

Thank you for joining us on this journey.

In partnership,

*Louise E Baigelman*

Louise Baigelman,  
Founder & CEO

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# OUR MISSION

**We are building a pathway to literacy for millions of underserved and overlooked readers.**



The Storyshares vision is a just-right book for every reader: a reimagined global library filled with diverse choices that allow anyone to find a perfect book. Globally, 774 million people lack key literacy skills.

In grades K-3, U.S. school curriculums are structured for students who are “learning to read.” But in grades 3 and up, students are expected to already know how to read, such that they can “read to learn.” What happens when over half of these older students do not have the foundational literacy skills that allow them to engage with grade-level content?

At Storyshares, we have created a community-driven content creation engine to empower the creation of new texts and teacher resources.

With our content — stories that resonate with students, reflect the things they care about, and provide text they can conquer independently — suddenly, reading is not just possible, it is captivating.

With the right books and supports, older striving readers can:

\*Find books they love

\*Transform their reading experiences

\*Develop the skills they need to excel

**Literacy is not a finish line — it's a lifelong journey.**

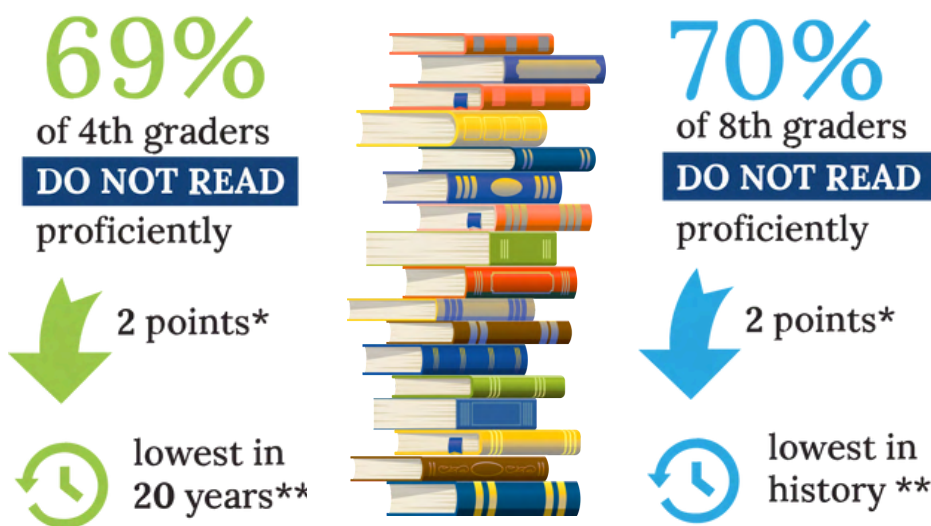


# THE NEED

## The State of Literacy in 2025

According to 2024 NAEP results, **69% of 4th graders and 70% of 8th graders are not reading proficiently.**

This means that **2/3 of students need relevant books to read as they work to reach grade level.**



“ONE student out of the 9th and 12th graders is on reading level... I've never been in the position where I need to teach students how to read.”

Students who cannot read by the end of 3rd grade are:

4X

Less likely to graduate high school

6X

More likely to end up in prison or on welfare



# IMPACT SNAPSHOT

Over the past ten years, we have gathered tremendous evidence that we can fundamentally **alter the life potential of striving readers beyond grade 3.**

| Key Indicator                                                                                                 | Activity                                                                  | Data / Outcome                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Students Served</b>   | We have engaged millions of striving readers                              | <ul style="list-style-type: none"> <li>• 1,000,000 students</li> <li>• 3,000,000 hours of reading</li> </ul>                               |
| <br><b>Schools Reached</b> | We have distributed our resources across the globe                        | <ul style="list-style-type: none"> <li>• 900 schools &amp; districts</li> <li>• 180 countries</li> </ul>                                   |
| <br><b>Content Created</b> | We have developed hundreds of books and materials to meet students' needs | <ul style="list-style-type: none"> <li>• 800+ titles published</li> <li>• Cutting-edge secondary intervention program developed</li> </ul> |
| <br><b>Impact Achieved</b> | We have measured transformative literacy growth                           | <ul style="list-style-type: none"> <li>• Some students grew their literacy skills by as many as 5 levels in one month</li> </ul>           |



# IMPACT



## Johns Hopkins Study 2025



During the 2024–2025 school year, a cohort of middle schools in Springfield, MA used our decodable and high–low books with accompanying lesson plans for decoding and fluency interventions and Johns Hopkins University conducted a third-party efficacy study.

### Cognitive Growth

- Improved decoding, fluency, vocabulary, and reading stamina
- Strongest gains among multilingual learners and reluctant readers

### Behavioral Shifts

- Increased motivation and engagement
- Students often chose to keep reading beyond class time

### Emotional & Social Growth

- Greater confidence and participation
- Created supportive, empowering communities in the classroom

### Overall Outcome

- Even struggling readers stayed engaged through compelling content
- Strengthened reading culture and student ownership of learning





Harvard  
Graduate School  
of Education

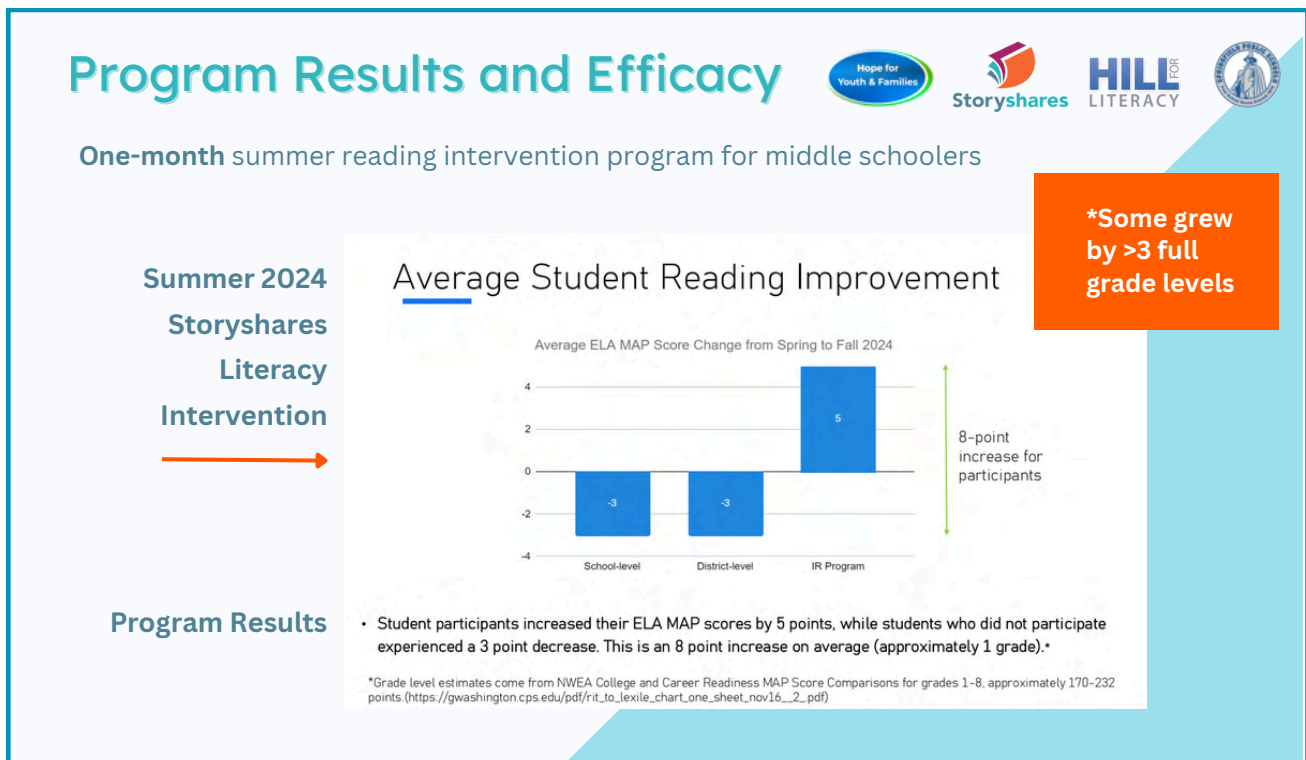
“ One student went from reading 120 words per minute with a couple of errors, to 180 with no errors... from January to mid-April. ”

# IMPACT



## Summer Literacy Pilot: Impact Data

We collaborated with Hope for Youth & Families to support middle school students to strengthen their literacy skills this summer in Springfield, MA. To do so, we worked closely with HILL for Literacy to deliver a five-week program, which integrated **evidence-based professional learning and coaching, pre- and post- assessments, daily lessons, high-quality instructional materials** for teacher implementation, and **a library of engaging book choices** in both digital and paperback formats.



**70%**

More than 2/3 of students increased their reading level by .5 grades or more

## Impact Results

During just one month of summer literacy programming...

- 58% of the students improved their reading level by more than .5 years
- 45% of the students improved their reading skills by one grade level or more
- 1 student increased by 5 whole grade levels
- 2 rising 9th graders placed out of remedial reading into general education classes

# IMPACT

## Decodables Whitepaper 2023

Data was collected from teachers of over 1,500 students across 50 classrooms, who participated from August through December 2023. The findings indicated significant shifts in reading attitudes and behaviors for older students when provided with new controlled decodable choices, during both independent reading time and response to intervention (RTI).

### Pre-survey

Participants responded to the following statement: "In general, it is easy for me/my students to find good choices for reading practice."

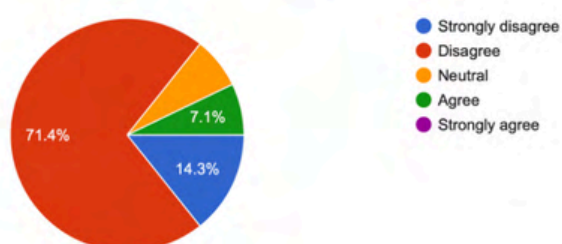


Chart 1.1

Before being introduced to the Storyshares decodable books, only 7.1% of educators agreed that it was easy to find good choices for student reading practice.

### Post-survey

Participants responded to the following statement: "In general, [Storyshares] books are a good choice for reading practice."

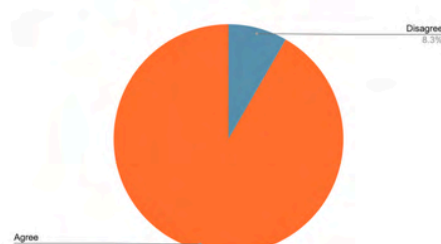


Chart 3.2

After using the Storyshares collection, 91.7% of educators agreed that they could find good choices for student reading practice.

An incredible 100% of their pilot partners shared that they would recommend these books to a friend/colleague and 67% said that they would use these books to supplement reading intervention programs. And an astounding 92% of participants agree that these books are good choices for reading practice.

A special educator from Kansas said it best: "My students enjoy the decodable series because they can read without frustration. Also, I think they enjoy that the stories and characters are relatable to their age group. Prior to reading these decodable books, they were reading at such a low interest level that they were embarrassed and did not care about what they were reading. I didn't blame them. When my students read these decodable books, either independently or in a group, I know they enjoy them because they never complain about reading them. My students want to keep reading, which is very encouraging."

**~ John Gamba, Director of Innovative Programs at the  
University of Pennsylvania's Graduate School of Education**

# IMPACT

## Johns Hopkins Design Review

### ESSA TIERS OF EVIDENCE

According to the Every Student Succeeds Act (ESSA), Tier 4 evidence demonstrates a rationale in the form of a clearly articulated logic model and current or future plans to study the effects of an intervention. A third party evaluation was conducted by senior researchers in the Center for Research and Reform in Education at Johns Hopkins University. Based on this review, it has been determined that Storyshares satisfies the criteria for meeting ESSA Tier 4 evidence.



INSTRUCTIONAL DESIGN REVIEW

August 2024



# IMPACT

## Decodable Chapter Books



"Wow, this really impressed me with the simple, decodable language while remaining relevant to teenage readers! The storyline, characters, and illustrations are so much more relatable than what I've seen so far. Putting these at a grades 6-9 or grades 6-10 interest level (and truly being compelling for readers at that age!) would fill a significant gap. I love the use of mixed graphics as well."

Meredith M., Booksource [booksource](#)  
A MACKIN COMPANY

# 91%

of teachers say  
that Storyshares  
decodables are a  
good choice for  
reading practice



Pius A., Educator

"You bring a unique perspective and approach to decodables, consistently pushing boundaries to bring the joy of reading to countless children and this is truly appreciated as evidenced by the glowing testimonials you've received on the effectiveness of the books."

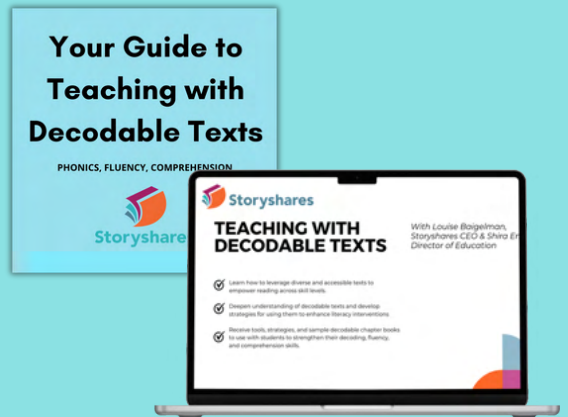
Shira E., Educator

"This decodables project is so important and will truly be a game-changer for secondary classroom libraries. I just read *Charlie's Choice* and find it totally enchanting. In general, I am so inspired by the work that you're doing with Storyshares. I am relieved that these books are making their way into secondary classrooms globally."



# IMPACT

## Professional Learning



Beth Gamba,  
Gamba Family  
Foundation



"The teachers were ecstatic to have your tools in hand, and they immediately realized how the books can provide exactly what students need (quite literally you could feel a shift in the room when the teachers opened the books!!).

Your presentation was as effective at providing a framework as it was respectful of the attendees' experience and needs for programming to develop strong reading skills for older students. There was no wasted time and the training was relevant and deliberate. I thought each minute was valuable, constructive, practical, and can be immediately applied to practice."

Amy, Custom Edu Press

"I'm not sure I've been to a workshop before that paired so much good research/strategies with a product!"

## 9 out of 10

teachers say Storyshares  
decodables are relevant  
and engaging books for  
students to practice  
phonics skills

"This was an excellent, informative, and engaging PD. Thank you for allowing me to partake in this opportunity!"

Educator

# IMPACT

## Student Testimonials



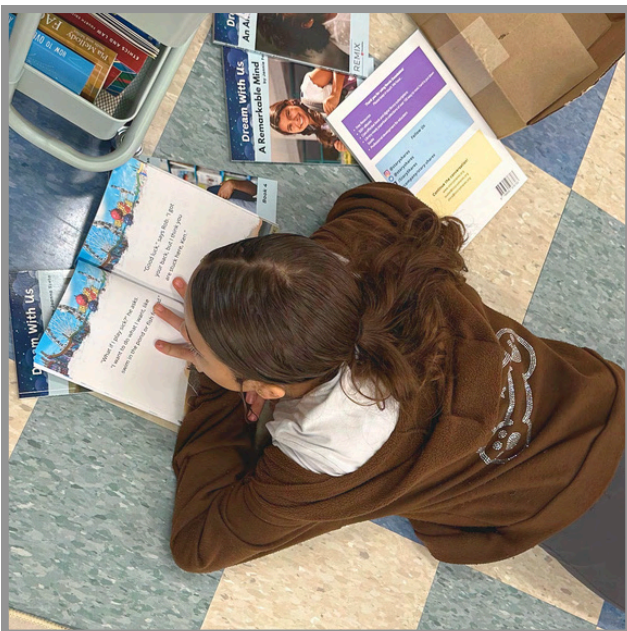
District literacy  
specialist, Maumee, OH

The kids are **super engaged** and are not dreading their reading time.

Principal, Chelsea, MA

Storyshares has built out a much more robust array of resources than most I've seen—kudos to your team!

**100%**  
of teachers agreed  
that the lessons have  
engaging content for  
students



“[My student] just said that she thinks this is the most she's ever read in a book. Thank you so much! This is so huge for her.”

Special Education  
Teacher, Worcester  
Public Schools

# IMPACT

## Teacher Testimonials



Middle School  
Teacher,  
Montebello  
Unified

I actually cried reading the first decodable, when it got to chapter 2—foreign country, student in wheelchair, wise father, she writes back in graphic novel form. These books appear to be not just more grown-up, I can teach real grade-level common core standards with them! Plot map, character, setting, character analysis of change over time...

We just couldn't have done that on our own. We don't have the expertise. We don't have the time. And so by partnering with Storyshares, we were able to actually get all the pieces of the puzzle.

Head of School,  
Phoenix Charter  
Academy Chelsea

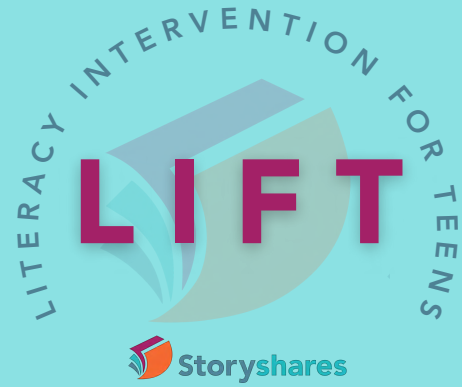


## Middle School Teacher, North Andover Public Schools

The opportunity to pilot Storyshares has been nothing short of a dream come true. My students are engaged, participating, and best of all feeling successful with the Storyshares chapter books. Comments I heard while reading books from the series include, "I never thought I would be able to read a whole chapter book!" "I think this character is just like me," "I can't wait to read the next book," and my favorite, "Why does reading class go by so fast?"



# NEW CONTENT 2025

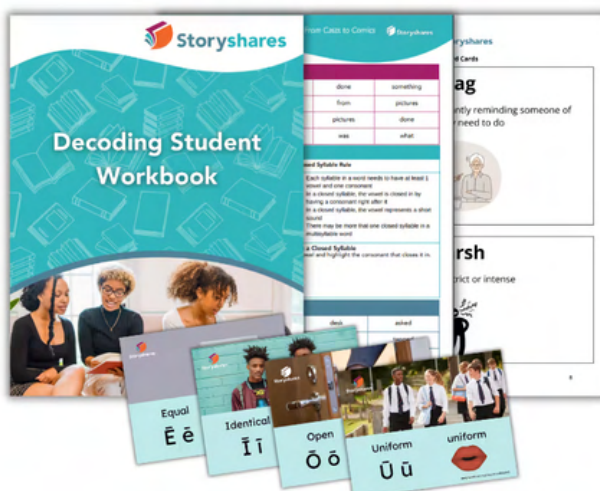
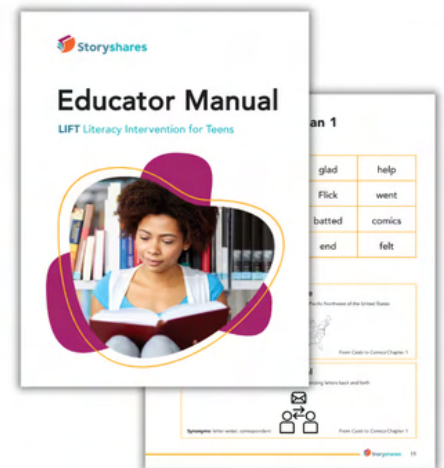


## Introducing...



Storyshares Literacy Intervention for Teens (LIFT) is a comprehensive program designed to address the unique literacy needs of striving readers in grades 6–12. It tackles the challenge of varying reading levels in middle and high school classrooms by providing age-appropriate, engaging content aligned with structured literacy principles.

Developed by a team of literacy experts, the program combines high-quality texts, targeted classroom resources, and professional learning opportunities. Storyshares aims to empower teachers and students, fostering reading success and closing literacy gaps. This research-based intervention program offers a solution to the widespread issue of struggling readers in secondary education.



- Approachable for Any Educator
- High-Interest Materials
- Made Specifically for Teens and Pre-Teens

# NEW CONTENT 2025



## Informational Text Collections

### Knowledge-Rich Texts

Storyshares develops cross-curricular collections for older students working on their foundational skills, bridging the gap between intervention and grade-level content.

#### American History



#### STEM



#### LOOK INSIDE



#### Non-Fiction Decodables for 95 Percent Group



# NEW CONTENT 2025



## Partnerships

### Custom Partner Content

Storyshares partners with other literacy companies with a shared mission to engage older striving readers in their literacy growth.

#### 95 Percent Group



#### SERP



Storyshares created a nonfiction text for use in STAR!s new ninth grade unit on the United States and The Vietnam War



#### Adaptive Reader



Partnering with Adaptive Reader allowed us to translate our high-low titles into 30+ languages



**LOOK  
INSIDE**

**We are eager to broaden our impact by partnering with:**

- other literacy intervention companies
- schools and districts with adolescent literacy initiatives
- sports teams with literacy outreach initiatives
- literacy tutoring companies and centers



# WEBINAR SERIES 2025



## Professional learning opportunities for all educators in the literacy ecosystem



 Storyshares

**PRESENTS:**

**Transforming Schools Through Literacy: A Panel for and by Leaders**

October 16 | 4PM EST

 Answer in the chat: where are you joining us from?

**Webinars by**  
  
**Writing Made Possible: Solutions for Supporting Older Students**  
November 13th  
4PM EST

### Previous Webinar Topics:

- Transforming Schools Through Literacy: A Panel for and by Leaders
- Literacy Assessment for Older Students: Challenges and Solutions
- Targeted Supports for Adolescent Striving Readers
- Merging Intervention with Grade-Level Rigor

### Upcoming Webinar Topics:

- Writing Made Possible: Solutions for Supporting Older Students
- The Science of Reading Motivation with Principal Powered Reading
- Family-School Partnerships for Adolescent Literacy





# PARTNERSHIPS

In 2025, Storyshares expanded its literacy offerings to more schools. We served over **800 schools and districts** directly and **thousands more** through our work with curriculum and distribution partners.

In parallel, we formed new partnerships with literacy organizations and curriculum companies, leveraging our collective work to increase our impact, our reach, and our ability to ensure that every student has access to books they both want to read and can read.

## 60+ Curriculum & Distribution Partners

## 800+ Schools & Districts





# PRESS

## Award & Media Highlights



Storyshares: Louise Baigelman's Big Idea That Might Change The World  
Authority Magazine | May 4, 2024

**Edtech  
Insiders**

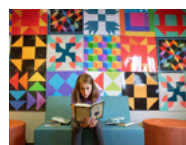
The Storyshares Approach to Diverse and Accessible Libraries with Louise Baigelman  
Edtech Insiders | January 08, 2024



Storyshares seeks to raise reading levels of forgotten tweens, teens and adults  
WHYY / PBS | March 6, 2024



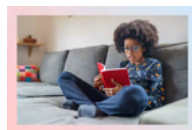
Storyshares Opens the 2024 "Story of the Year" Contest, Offering Over \$15,000 in Prizes to Writers of All Ages  
FOX 40 | Sep 18, 2024



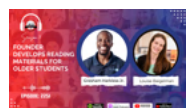
The solution to California's literacy problem needs to go beyond third grade  
EdSource | January 30, 2024



Moving ahead while left behind — The plight of older students without reading proficiency  
SmartBrief | 02/12/24



Kids May Not Be Reading Full Books at School Anymore— Pass or Fail?  
Parents | October 9, 2024



Founder Develops Reading Materials for Older Students  
I Am CEO Podcast | 11/15/24



Innovating Literacy for Teens Who've Been Left Behind  
Amanda Del Signore | Jul 08, 2025



Meet my new literacy hero, Louise Baigelman!  
Volunteer Literacy Project, 5/28/2025



Storyshares and Adaptive Reader Partner to Expand Access to High-Interest Books for Striving Readers 09/10/2025



Rewriting Our Nation's Literacy Story, 1 Adolescent at a Time  
TEDx Boston College | 03/30/2025



**SOCIAL  
INNOVATIONS**  
Journal

**Forbes**

**LIBRARY**  
LIBRARY OF CONGRESS



**Teach For  
America**



**REIMAGINE  
EDUCATION**

MILKEN ~ PENN GSE

**INTERNATIONAL  
LITERACY  
ASSOCIATION**



**THE STEVIE® AWARDS FOR  
WOMEN IN BUSINESS**

“

With a library of more than 500 available books, Storyshares has recently been working on Decodables, a new group of books that also have higher interest but are subtly based on exact phonics patterns and sequences that scaffold — short A in one chapter and short O in the next.

~ Diane Harrington, SmartBrief

”

“

Baigelman adds, “I don’t believe that reading for pleasure will ever become a thing of the past. It is the most timeless pleasure and it has the ability to endure.”

~ Melissa Willets, Parents

”

# CONCLUSION

School does not end in third grade;  
literacy instruction should not, either.

## Partner

Partner with Storyshares to expand your reach and deepen your impact.

## Purchase

Ready to bring Storyshares to your school? Reach out to [sales@storyshares.org](mailto:sales@storyshares.org).

## Connect

We love to learn and create with educators like you. Email us to chat!

## Contact Us

Reach out to learn about our services, books, professional development, and more.

### Get in Touch

 [info@storyshares.org](mailto:info@storyshares.org)

 (610) 314-7628

### Connect With Us on Social Media

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