



Impact Report 2024

Preparing the **workforce**
of **tomorrow** through
career and literacy
excellence



Once you learn to read, you will be *forever free.*

- Frederick Douglass

Our Mission

READ USA drives workforce development through our Literacy Tutoring model that equips teens with leadership training and essential workforce skills, leading to multiple pathways to career opportunities.

Our Purpose

READ USA is embedded in the local community, and together, we are preparing the next generation to lead our country. Ensuring that every child is equipped to read proficiently and that all teens are prepared to enter the workforce are essential to our nation's economy, security, and vitality.



READ USA tutor and student



READ USA tutor and student

READ USA's proven, multi-faceted approach to workforce development and improving childhood reading proficiency has attracted investment from all sectors. Public, private, and nonprofit funders have witnessed the momentum and accelerated growth that READ USA has facilitated within the students and teens we serve alongside our partners.

By working together to prepare the next generation for their future, READ USA, our partners, and our investors are having a tangible impact on America's competitive edge for generations to come.

A Message from Our CEO and Board Chair

Since our founding in 2015, READ USA has embraced a collaborative approach to deliver our mission. Driving workforce readiness in teenagers and achieving grade-level reading proficiency in elementary students who are struggling to read are not accomplished in a silo. We achieve significant outcomes with the teens and students we serve because we convene the right partners from all sectors of our community. During the past decade, and particularly during the past year, collaboration has accelerated our momentum in helping even more teens and students achieve their goals.

In 2024, Team READ USA made tremendous progress in preparing more local teenagers to enter the workforce. Through our Literacy Tutoring model, our teen tutors have demonstrated notable progress in developing professional skills and personal traits that equip them to succeed, no matter the career path they choose. Furthermore, their experience as literacy tutors provides additional value to their future employers: tutors are trained in how to teach others, but more importantly, they are trained in how to drive measurable progress in the people they teach. When combined with their personal passion to help others, their growth has been exponential.

Our teen tutors, and our teachers who coach and support them, have also elevated elementary students to grade-level reading proficiency. Student progress through participation in Literacy Tutoring has been proven through our first-ever randomized controlled trial announced last year. From this, we are proud to affirmatively state that Literacy Tutoring demonstrably closes the reading gap: elementary students are making one to two years of literacy growth in the span of just a few months due to the proven model we have championed. Our teen tutors are at the center of that model, and when we reflect on the collective growth of our teens and students, we remain in awe of all that the youngest members of our community are accomplishing.

As we optimistically look ahead, the moment is more palpable than ever to realize success of our mission. By investing today in the workforce of tomorrow and in the educational aptitude of every student, we are ultimately equipping citizens with freedom, financial independence, and the ability to lead our city and country prosperously into the future.

Team READ USA is a proud, innovative driver of workforce readiness and grade-level reading proficiency in our youth. The results are clear: together with our partners, we are doing what works!

Join us as we continue to build on Team READ USA's momentum!



Dr. Robert H. Kelly, Jr.
President &
Chief Executive Officer



Ellen Wiss
Board Chair

Who We Serve Today...

Teenagers

Local teenagers and college students are at the center of READ USA's programming. Our work revolves around preparing them to succeed in the next phase of their lives through workforce development and career readiness. Through our Literacy Tutoring model, our teen tutors gain valuable workforce skills and improve their own literacy skills while moving elementary students closer to grade-level reading proficiency.

Who They Are

- 73% female and 27% male
- 84% currently attend or graduated from Duval County Public Schools (DCPS)
- 45% previously worked for READ USA



Teachers

Teachers are the backbone of our education system and READ USA's Literacy Tutoring program. Ensuring that all teachers and educators are equipped to help their students thrive necessitates ongoing investment in professional development. READ USA provides this professional development for teachers to enhance their impact in their classrooms, while also providing additional training and supplemental pay for teachers we employ.

Who They Are

- 100% are Florida Department of Education-certified teachers
- 85% are teachers who work full-time in the DCPS schools we serve
- 15% are recently retired teachers



All photos feature READ USA programming in action

...Prepares Our Community for Tomorrow

Elementary Students

School districts across the nation, including Duval County Public Schools, are experiencing a grade-level reading proficiency crisis that READ USA is solving. Elementary students' future academic success and beyond is predicated on their ability to read accurately and fluently, comprehend what they are reading, and think critically – which is precisely the focus of our multi-faceted programming.

Who They Are

- 50% female and 50% male
- 72% free/reduced lunch
- 13% English Language Learners (ELL)
- 79% 1+ year below grade-level reading proficiency and 47% 2+ years below

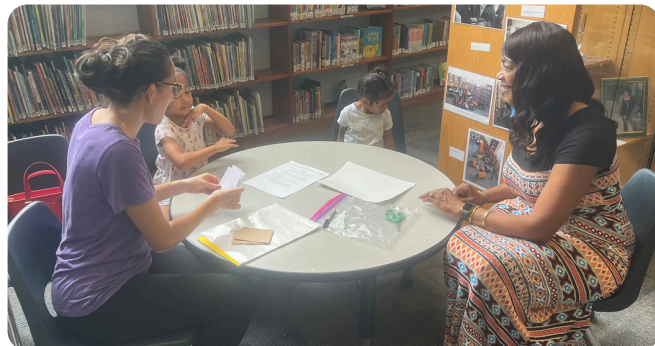


Families

Early education starts at home. With 61% of low-income homes having zero books, it is vital that all students have books at home to read, cultivate skills, and enjoy – and that parents are equipped to facilitate literacy growth in their children at home as well. READ USA provides free books, resources, and hands-on opportunities year-round that enhance parents' effectiveness in building literacy skills at home.

Who They Are*

- 62,041 students aged 0-18
- 27,800 households



*Data derived from the Catalyst Convening Series from the Nonprofit Center of Northeast Florida.

Ready to Work, Prepared to Succeed

READ USA's Workforce Development outcomes are driven by our Literacy Tutoring program. READ USA tutors gain valuable, transferable workforce skills, preparing them to enter the workforce through any career pathway they choose to pursue.

Employers gain adaptable, trainable, and coachable professionals with real-world experience when they hire READ USA tutors. Due to the nature of Literacy Tutoring, our teen tutors are adept at quick-thinking and achieving results under pressure – among many other traits – that equip them to succeed in virtually any professional future.



How Tutors Develop

READ USA recruits and trains teenagers to deliver one-to-one literacy tutoring to elementary students who are struggling to read. Tutors undergo rigorous training to implement a proven, evidence-based literacy curriculum and receive in-the-moment coaching and support from teachers – who are also trained and paid by READ USA – to be successful in their roles. The impact of Literacy Tutoring is measured and third-party evaluated to demonstrate the effectiveness of the intervention and our tutors.

Through the Literacy Tutoring experience, teen tutors cultivate character traits and job skills that equip them to be:

- **Skilled** at applying what they learn to the task at hand
- **Motivated** to do what it takes to achieve results
- **Experienced** at teaching others and responding to individual needs
- **Coachable** to learn virtually any skill necessary to perform their job
- **Adaptable** to shifting tasks and fast-changing work environments

Watch Moya discuss what she has learned as a READ USA tutor:



Experienced & Credentialed

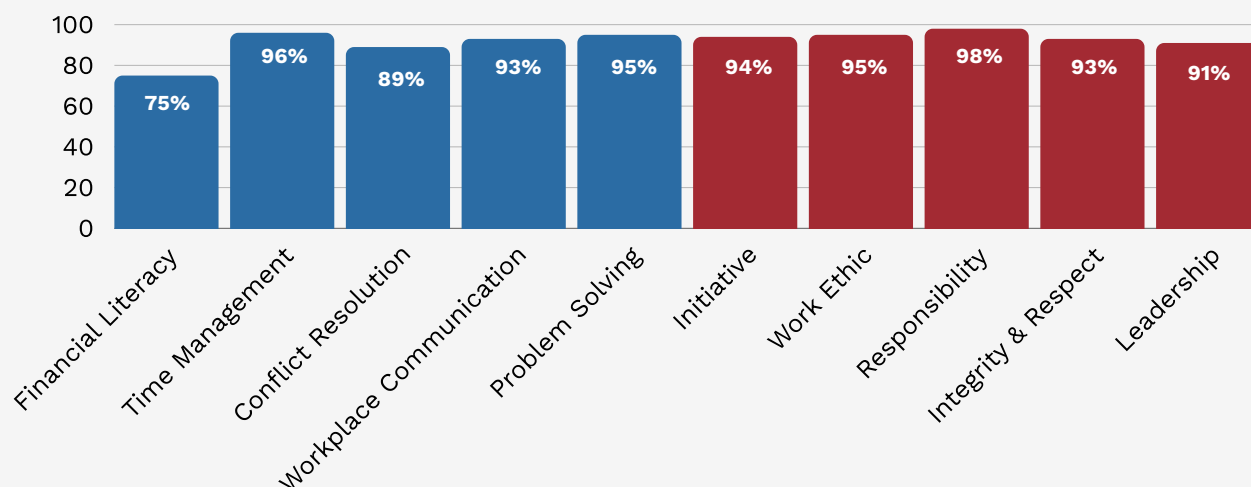
Many of our tutors graduate high school with the Duval Ready diploma designation, which is part of the Florida Ready to Work curriculum. Tutors have the opportunity to earn credentials through the Duval Ready for Work Capstone Experience.



FLORIDA ready to work



In a self-reported survey, our tutors shared that they learned or improved the following **job skills** and **character traits**:



In 2024, we hosted our largest-ever Mock Interview Day, where **115+ tutors** practiced their interview skills and received feedback from **90+ professionals** from a variety of industries and career types.

Building a Teacher Pipeline

In 2024, READ USA formalized a partnership with the University of North Florida's (UNF) Silverfield College of Education and Human Services to help build a stronger teacher pipeline and provide scholarships to deserving students. READ USA Literacy Tutoring became an approved program in the Osprey Teacher Residency Program, where future teachers can earn practicum hours through READ USA. Some of our teen tutors also pursue careers as educators.

AmeriCorps Partnership Deepens Our Impact

Initiated in 2023 and expanded in 2024, READ USA has become the largest AmeriCorps grantee in the state of Florida in terms of members. In 2024, **325 AmeriCorps Tutor Leaders** conducted **35,000+ service hours** through READ USA.

As a recipient of an AmeriCorps grant administered through Volunteer Florida, READ USA receives funding to enhance AmeriCorps Tutor Leaders' workforce development training and service to the community. AmeriCorps Tutor Leaders receive specialized training to work with all students who struggle to read, better enabling them to help children approach tutoring interventions calmly and with purpose. AmeriCorps Tutor Leaders also receive training in:

Citizenship | Disaster preparation and response | CPR | First aid



READ USA Tutor Leader

Benefits of AmeriCorps

For AmeriCorps Tutor Leaders:

- Living allowance
- Education stipend (upon completion of their service)
- Access to national network of AmeriCorps members
- Resume enhancement through training, community involvement, and work experience

For READ USA:

- Ability to scale our programming and impact nationally
- Funding support for Literacy Tutoring and Workforce Development program



AmeriCorps volunteerflorida



VISTA Service Member Joins READ USA

In 2024 we welcomed an AmeriCorps VISTA (Volunteers in Service to America) service member: Jonathan Huffine. Jonathan serves as a VISTA Logistics and Scaling Associate, supporting our efforts to scale our organization and programming regionally and nationally. We look forward to additional VISTA service members joining us in 2025.



“Where VISTA goes above and beyond is instilling a dedication to something greater than

yourself. It also helps you crystallize what you want in your future, develop connections, and give back to a community that you love.”

- Jonathan

AmeriCorps Induction Ceremony



We welcomed our largest cohort of AmeriCorps Tutor Leaders in September 2024 at the Schultz Center. In front of their family, friends, and peers, READ USA inducted **172 AmeriCorps Tutor Leaders** to begin their service. We were also thankful for the involvement of Duval County Public Schools leadership and particularly Deputy Superintendent Dr. Dana Kriznar, who welcomed every AmeriCorps Tutor Leader and played an active role in our induction ceremony.



Tutors Explore Career Pathways through Summer Leadership Academy

With funding support from CareerSource Northeast Florida, the Mayor's Youth at Work Partnership program, and the Mandelblatt Foundation, READ USA tutors had the opportunity to immerse themselves in career exploration during the summer of 2024 through our inaugural Summer Leadership Academy. They also learned from professionals about leadership traits, how to succeed in the workplace, and related topics.

For six weeks, our teen tutors traversed Duval County, visiting many locations and meeting business, community, and government leaders to learn about many different careers and the pathways that can lead to them:

**Corporate | Small Business | Industrial | Manufacturing | Retail
Hospitality | Nonprofit | Government | Public Agencies**

College Programs | Trades | Certificated Programs



*Watch April
discuss her
Summer
Leadership
Academy
experience:*

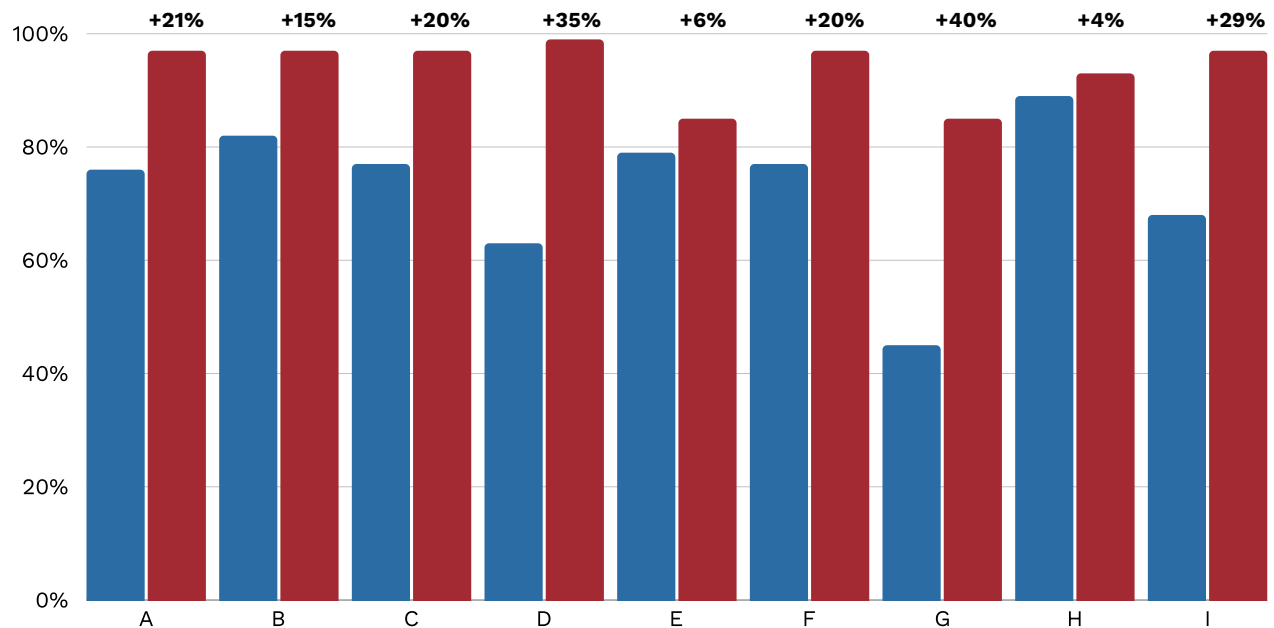


Tutors participated in a capstone project with guest advisors where they presented information boards that described their career goal, the skills required, earnings, employment outlook, and, most importantly, what makes them a good fit. Advisors scored tutors on their career knowledge and their professional attire and demeanor.

Upon their completion, **97% of teens** stated that they were knowledgeable about the higher-education institutions and/or technical certificates and trades available in our community – *a 15% increase due to participation in the Summer Leadership Academy.*

Summer Leadership Academy Grows Career Knowledge

In a self-reported survey administered at the beginning and the end of the program, our tutors demonstrated how they have grown their career knowledge through the Summer Leadership Academy experience:



Areas of Growth:

● Pre % Agree or Strongly Agree ● Post % Agree or Strongly Agree

- A:** I feel comfortable calling myself a leader... +21%
- B:** I am knowledgeable about higher-ed. institutions and/or technical certificates and trades available in my community... +15%
- C:** I know how to be civically engaged and an active community member... +20%
- D:** I am aware of STEM career paths and how they affect the progression of career fields... +35%
- E:** I am digitally literate and prepared to work in a tech-inclusive workplace... +6%
- F:** I am financially literate and understand budgeting, responsible spending habits, and applying for loans... +20%
- G:** I have access to a mentor or knowledgeable adult that works in my chosen career field... +40%
- H:** I am aware that my local community has many career opportunities to offer... +4%
- I:** I have chosen my career path and mapped out the requirements for employment in this field... +29%

"With READ USA, I learned a lot more about myself and my dream career of becoming a pediatric nurse. From being able to go to FSCJ, UNF, and talking to Baptist Health nurses, I learned so much about the career and the steps to get there."

- READ USA Tutor

Gratitude for Our Partners

Partnerships with organizations from all sectors amplify the **workforce experience our tutors receive** and enhance READ USA's capacity to support our tutors. Our impact on preparing teens for future careers would not be possible without the dedicated partnership, funding, or in-kind support of so many community-minded organizations from the public, private, and non-profit sectors:

Credentialing // Duval County Public Schools, Florida Department of Education

Financial Literacy // VyStar Credit Union

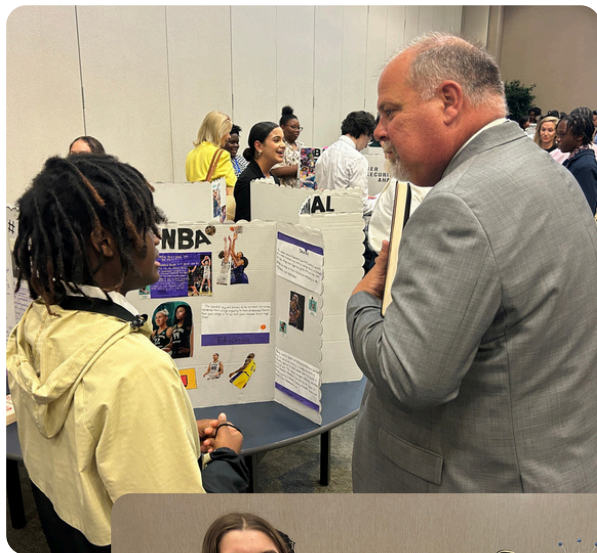
Supplemental Pay // CareerSource Northeast Florida, Goodwill Industries of North Florida, Mayor's Youth at Work Partnership

Digital Literacy // AT&T

Enhanced Training // AmeriCorps and Volunteer Florida

Resume Writing // University of Florida Career Connections Center

Introduction to STEM Careers and Trades // STEM2 Hub



Photos from READ USA's Summer Leadership Academy



Thank you to all of our incredible community partners who are helping improve the lives of our teens through workforce development!

AmeriCorps

AT&T

Bank of America

Baptist Medical Center Jacksonville

CareerSource Northeast Florida

City of Jacksonville, City Council

City of Jacksonville, Mayor's Office

Cummer Museum of Art & Gardens

Duval County Public Schools

Florida Blue

Florida Department of Education

Florida State College at Jacksonville

Goodwill Industries of North Florida

Jacksonville Jaguars Foundation

Jacksonville Transportation Authority

Jacksonville Zoo & Gardens

JAXPORT

JEA

Jones and Rose

Kids Hope Alliance

International Longshoremen's

Association, Local 1408

Mandelblatt Foundation

Mayor's Youth at Work Partnership

Museum of Science & History

Northeast Florida Builders Association

Nonprofit Center of Northeast Florida

Partnership for Child Health

Ritz Theatre & Museum

River City Science Academy

STEM2 Hub

Taylor Institute

United Way of Northeast Florida

University of Florida

University of North Florida

Volunteer Florida

VyStar Credit Union

Lives Eliminated, Dreams Illuminated

READ USA tutors trained to serve as docents at a traveling exhibition at the Museum of Science & History (MOSH). *Lives Eliminated, Dreams Illuminated* provided a unique perspective into the lives and dreams of young

girls and women murdered in the Holocaust, and our tutors' role as docents was to more deeply engage fellow youth in the exhibition experience. The result was authentic peer-to-peer engagement about other youth in history. *Lives Eliminated, Dreams Illuminated* now resides at the Ritz Theatre & Museum and READ USA is grateful to continue our partnership.



READ USA tutor leading a discussion at MOSH

Michael Ward & Jennifer Glock

Literacy Institute Expands Reach

The Michael Ward & Jennifer Glock Literacy Institute was announced in 2024 in recognition of a transformational gift from the Michael Ward & Jennifer Glock Foundation. Many other donors joined alongside Michael and Jennifer for their challenge match, resulting in an unparalleled impact that is rippling across Duval County and beyond for generations to come. Our gratitude to Michael and Jennifer is boundless!

The Michael Ward & Jennifer Glock Literacy Institute directly supports READ USA's literacy-focused programming that is embedded in schools and community institutions across Duval County, collectively elevating the skills and trajectories of children, teens, parents, families, and educators.

Literacy Tutoring | Family Engagement Professional Development for Educators

2024 REACH

460+

Teens

3,875+

Families

8,650+

Students

375+

Teachers

“READ USA has created clever, well-constructed programming. We saw the impressive results and the real progress being made, particularly among students who are the furthest behind. You have to also think about the broader picture... with the teacher shortage and pipeline struggles we face and other challenges, READ USA is exposing young people to the profession, which is so important.”

- Michael Ward



Literacy Tutoring

Adds Capacity to School District

Now in its sixth program year, READ USA Literacy Tutoring has built upon its momentum in advancing Duval County Public Schools (DCPS) elementary students to grade-level reading proficiency. The tutoring model, which also drives our Workforce Development outcomes in teen tutors, uses a proven, evidence-based curriculum implemented by the teen tutors we recruit and train to deliver it.

Funding from Kids Hope Alliance, AmeriCorps, Volunteer Florida, Michael Ward & Jennifer Glock, Ellen & Jim Wiss, and others have enabled READ USA to leverage those dollars to bring additional grants and funding to DCPS and the students we serve – greatly expanding the district’s financial and instructional capacity.

In 2024,
1,081 students
received
29,000+ tutoring lessons
from
379 tutors
who were supervised and
coached by
114 teachers.

Watch Shelby
discuss why she
serves as a
READ USA tutor:



READ USA tutor and student

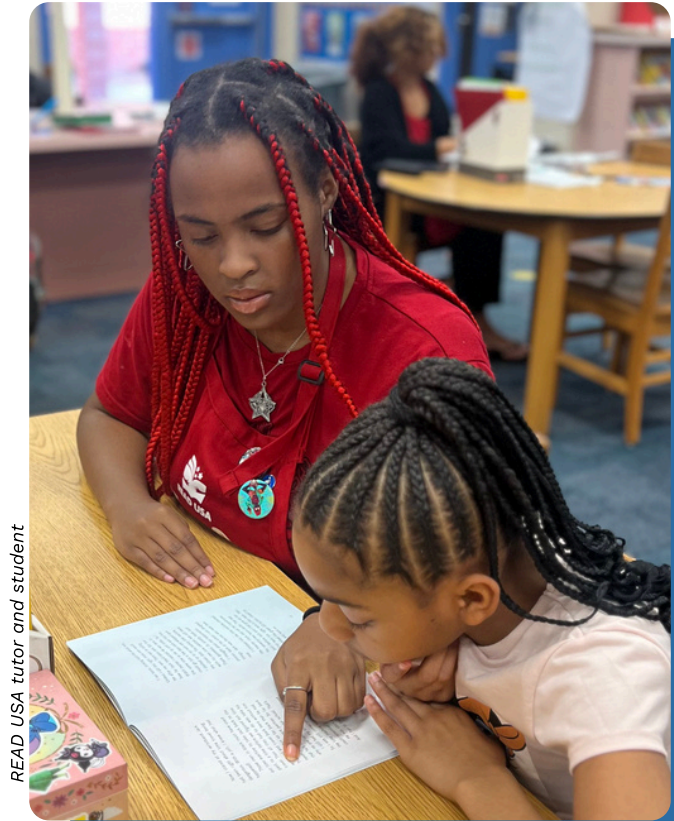
“READ USA has been a dedicated partner to DCPS, working in tandem to increase literacy in our community. READ USA provides crucial literacy support to elementary students, using trained DCPS high school teen tutors who teach intensively and inspire young readers. Our teens enhance their literacy skills and mature in a professional work setting, benefiting Jacksonville industries as future workforce members.”

- Paula Renfro, Chief Academic Officer, DCPS

Impact Proven: Randomized Controlled Trial

During the 2023-2024 school year, READ USA's first-ever Literacy Tutoring randomized controlled trial (RCT) was conducted at seven elementary schools to validate the program's impact on grade-level reading proficiency.

In Fall 2023, 159 students participated in Literacy Tutoring (intervention), while 154 students (control) waited until Spring 2024. The intervention and control groups switched from the fall to spring semesters, so the impact of one semester's worth of progress for each group was measured against the other group's progress. Each group received the same classroom instruction from one semester to the next.



READ USA tutor and student

RCT At-A-Glance

7 Title I elementary schools | 159 intervention students | 154 “control” students

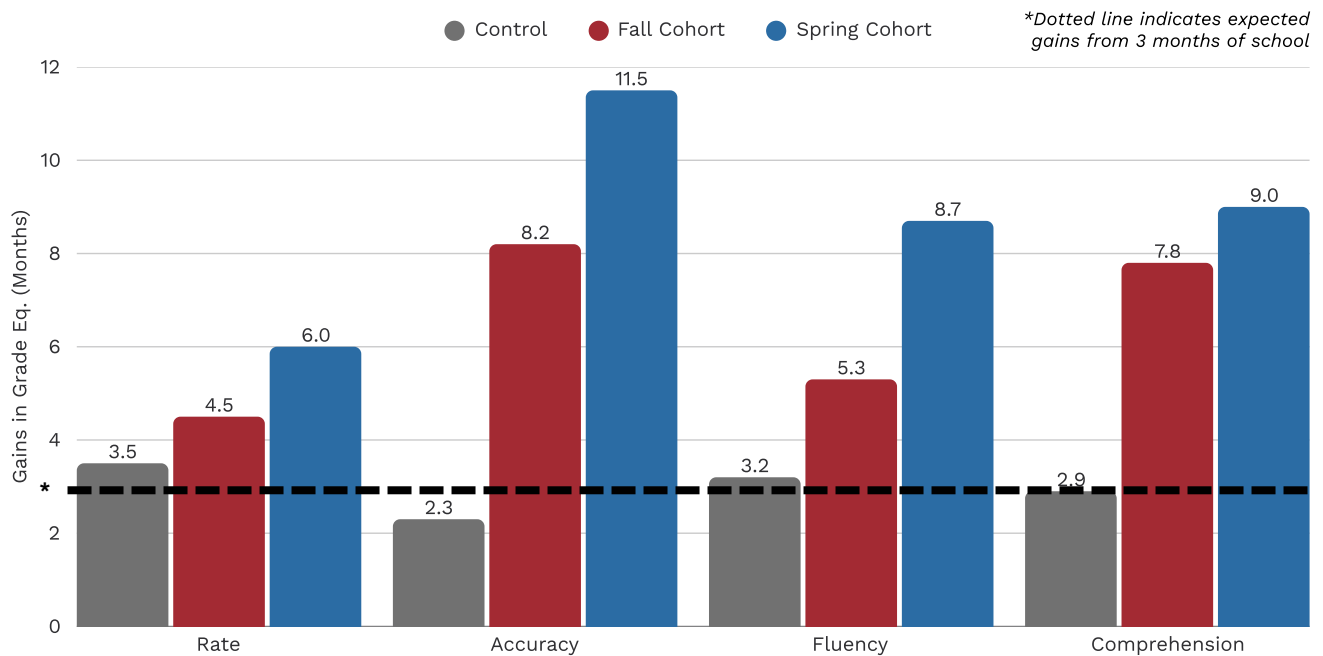
Each group received: 3 months of tutoring | 3 days/week | 40 minutes/day

“It can be concluded that READ USA has strong immediate effects on students’ reading proficiency levels, and most importantly, on their comprehension skills. Comprehension is the ultimate measure...thus READ USA’s positive impact on comprehension is even more notable.”

- Dr. Jerome D’Agostino & Dr. Emily Rodgers, The Ohio State University

With our partners at The Ohio State University, who regularly provide independent evaluations, the RCT **proved that students who participate in Literacy Tutoring demonstrably improve their reading skills:**

- Students were **68% more likely** to increase a performance level on the **FAST (Florida Assessment of Student Thinking)**
- Students made **accelerated progress** in accuracy, comprehension, and fluency:



READ USA Literacy Tutoring was also found to work equally effectively across all student demographics:

- 50%** female
- 50%** male
- 75%** free/reduced lunch
- 25%** have a learning disability
- 20%** English Language Learner
- 17** languages spoken



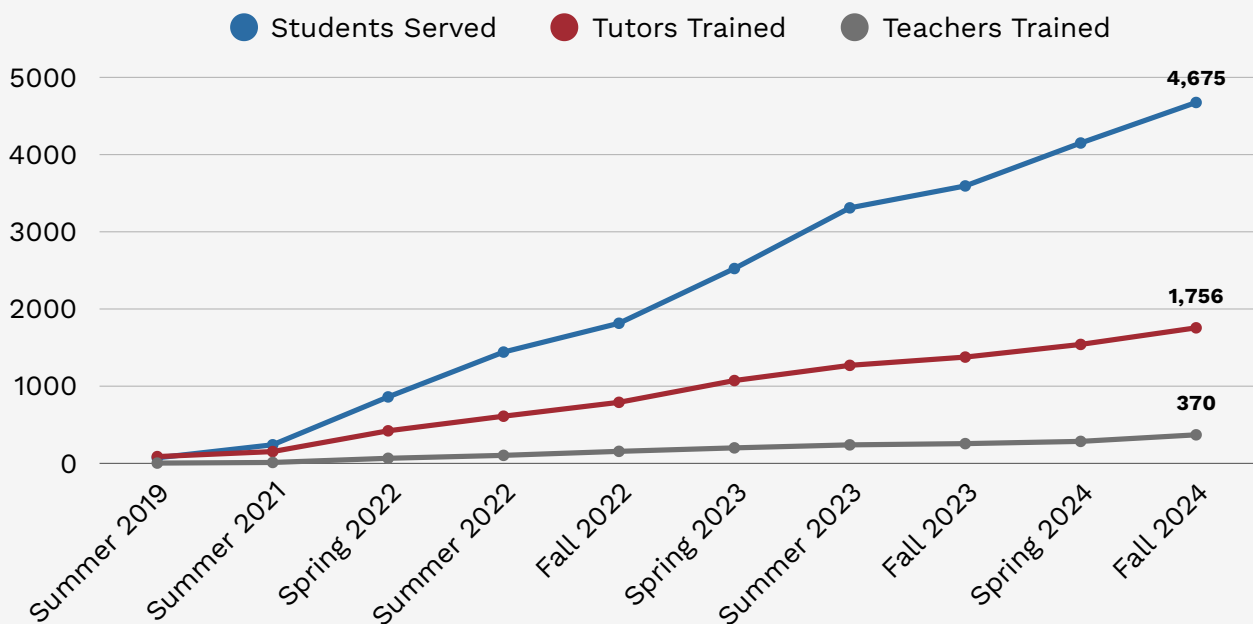
READ USA tutor and student

Kids Hope Alliance Drives Progress Across the Community

In 2019, Kids Hope Alliance (KHA) and the Mayor's Youth at Work Partnership program awarded funding to READ USA to initiate a pilot that was to become the foundation of our Literacy Tutoring program. At the time, the model was to recruit local teenagers to provide one-to-one tutoring in literacy to elementary students during the summer, supervised by certified teachers.

To evaluate the pilot's performance, READ USA approached Jacksonville University's Assistant Professor of Education Dr. Rob Kelly to provide data analysis. Results showed significant improvement in reading skills not only in the elementary students, but also in the teens who tutored them. This inspired READ USA leadership and intrigued Dr. Kelly.

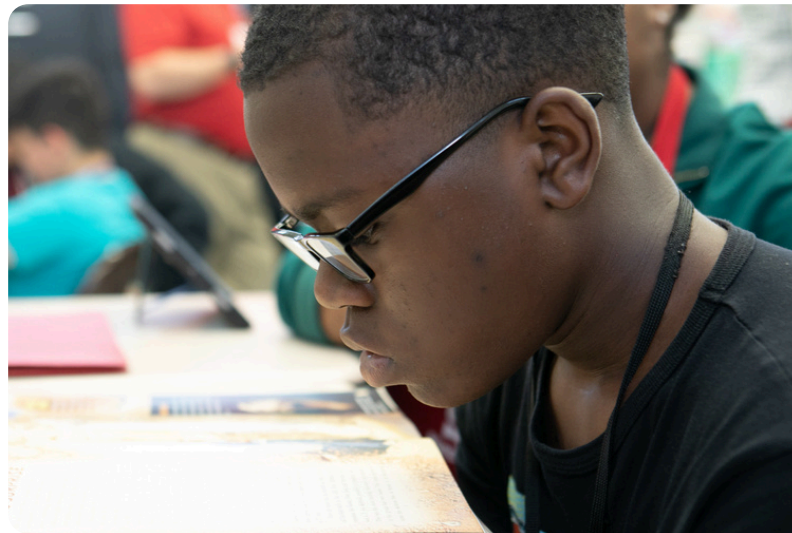
Following the COVID-19 pandemic, READ USA asked Dr. Kelly to restart the program in the summer of 2021. With funding provided by KHA and the Mayor's Youth at Work Partnership program, Dr. Kelly brought in a new curriculum and recruited 60 teens to tutor 165 students at three elementary schools. Results again showed significant reading growth in both teens and students. When combined with need-based transportation and other program elements, the highly effective model further evolved into the Literacy Tutoring program that is succeeding today.



“If it wasn’t for the initial partnership and trust of KHA leadership, Literacy Tutoring would not have been able to move the needle in resolving the literacy crisis in Jacksonville like it has during the past six years,” reflected Ellen Wiss, READ USA Board Chair. “Their belief in what was possible from the beginning, and their ongoing investment in our students since that time, has made them an invaluable partner to not only READ USA, but to every child and teen in our community who has benefitted from tutoring and the ability to work.”

As a funding agent for the City of Jacksonville, KHA invests millions annually to ensure thousands of at-home children and youth have access to a continuum of critical services.

“READ USA is grateful to continue our partnership with KHA and to demonstrate a profound return on investment for Literacy Tutoring funding,” shared Dr. Kelly. “Together, we can continue to impact the lives of even more teens and students across Duval County.”



Photos feature READ USA programming in action



“Kids Hope Alliance is proud to invest in programs that advance literacy and provide meaningful opportunities for youth across our city. READ USA’s tutoring initiative is one example of how strategic partnerships can support measurable outcomes for both students and teens.”

- Dr. Saralyn Grass, Chief Executive Officer, Kids Hope Alliance

Professional Development Builds Teachers' Expertise

Educators, by nature, are always hungry for opportunities to deepen their impact on students by further developing their instructional pedagogy – which is precisely what READ USA is able to provide to the teachers we employ and to teachers across Florida.



READ USA-employed teachers received **162 sessions** of professional development and learning opportunities during 2024.

Professional development is embedded in our Literacy Tutoring program, with **114 teachers** in 2024 being employed and trained by READ USA to provide in-the-moment coaching to our teen tutors. Many READ USA teachers apply their learnings from Literacy Tutoring in their classrooms at elementary schools across Duval County, while some are retired DCPS teachers who choose to remain engaged in the education system through READ USA. Through Literacy Tutoring, we provide:

- Weekly professional development sessions
- Weekly data plans for teachers and tutors with specific strategies for students who are not on track to meet expected programmatic growth goals

We also provide training opportunities to teachers from school districts all across Florida and beyond. During 2024, READ USA led literacy-focused seminars at:



Photos feature READ USA programming in action

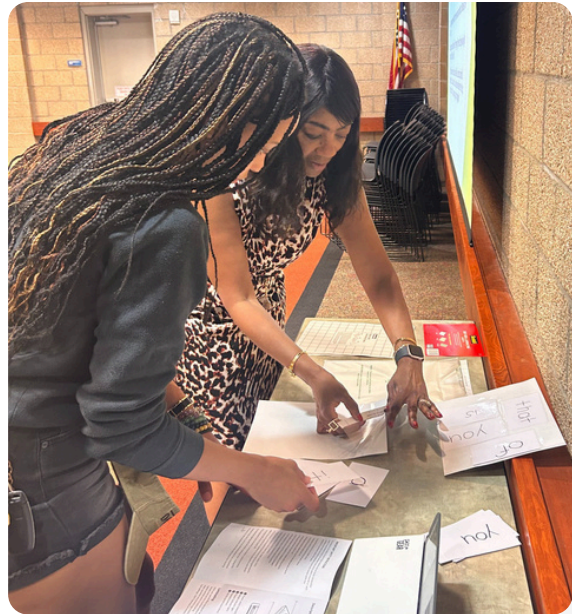
Florida Literacy Association Annual Conference **80+ educators**

TEACH Conference **120+ educators**

Title I Conference **60+ educators**

Helping Families Improve Literacy at Home

Through our focus on Family Engagement, we equip parents and caregivers with tools and resources so they can practice and build literacy skills at home. From online read-alouds to parent-focused workshops across the community, READ USA pursues as many opportunities as possible to engage with parents and caregivers. By “meeting them where they are,” considering their own skill sets, we help make literacy and at-home teaching more approachable and enjoyable with step-by-step resources.



READ USA programming in action

Provided **53,000+** parents/caregivers with Parent Resource Guides
Released **52 weekly resource topics and children's books** in our newsletter
Conducted **9 parent workshops**



Together, we have helped young readers in Jacksonville read **1+ million minutes** during 2024!



Watch our read-alouds and Parent Videos on our YouTube Channel:



Thousands of Books, Thousands of Choices

From our first free READ USA Book Fair at George Washington Carver Elementary School in 2011 up to 2024, we have provided nearly **900,000 free books** to students across Duval County – and we are on track to surpass the one-million-book milestone in 2025.

With the support of DCPS and private donors, our 2024 READ USA Book Fairs took place at **100 elementary schools** and provided **53,000+ students** with the ability to choose two free books, for a total of **107,000+ books** provided to DCPS students.

Access + Choice + Proficiency
Fuels Interest & Growth

Our Book Choice & Ownership program reached even further in 2024: we provided **4,000+ free books** to students of all ages at community events across Duval County.



READ USA Book Fairs

Book Choice & Ownership Historical Data



Local Role Models Advocate for Literacy



Literacy Locker Rooms

Making reading fun and cool is the unofficial part of our mission, and our partnership with the Jacksonville Jaguars

– whose team members are leading role models in the community – continues to strengthen every year. Together in 2024, with support from sponsors including Florida Blue, the Florida Lottery, Gallagher, and Whataburger, we hosted **4 Literacy Locker Room events** where students get to choose free books, meet and read with Jaguars players, and participate in mini pep rallies.

Literacy Locker Rooms bring energy and joy to hundreds of students every visit and create an ever-lasting connection between children, sports, and literacy.



Literacy Locker Room in action

Armstead Academic Project

Arik Armstead joined the Jacksonville Jaguars last year, relocating from California's Bay Area to the First Coast with his family. Rather than leave behind the incredible work focused on youth, literacy, and education he conducted there through his nonprofit organization, the Armstead Academic Project (AAP), he instead extended AAP's mission and work to Jacksonville.

READ USA partnered with Arik and AAP for book giveaways and storytimes with students at West Riverside Elementary, Guardian Catholic School, and Arlington Heights Elementary in 2024 and early 2025, giving each classroom personal attention, their choice of free books, and multiple reasons to smile.



Arik Armstead reading aloud to a class

"You're smart, and you're going to do amazing things in life."

- Arik Armstead's message to students

Peace in the Pages in Honor of Roseann Duran

Every fall, READ USA hosts our annual celebration of literacy and literacy champions in our community: Peace in the Pages. The meaning behind the event is to promote the link between literacy and the values of freedom, peace, non-violence, health, education, leadership, and success.

Our 2024 event held a very special place in the hearts of Team READ USA. In early 2024, Roseann Duran – a local business leader, philanthropist, and long-time friend of READ USA – left a transformational legacy gift to READ USA. In recognition of her years of generosity and friendship, and for her legacy gift being the single largest one-time gift in READ USA’s history, we named our 2024 Peace in the Pages event and our Literacy Tutoring data portal, now the Duran Data Portal, in her honor and memory.

A Life of Service & Generosity

Roseann left behind an indelible legacy on Northeast Florida through her philanthropy, volunteerism, and professional accomplishments that have inspired and supported thousands of people across all walks of life. Her highly successful career traversed the finance and marketing industries, throughout all of which Duran remained grounded in supporting the people within her organizations and across Northeast Florida’s many communities. A natural leader, she was tenacious about community involvement, both professionally and personally, and gave extensively of her time, talent, and treasure to numerous organizations in Jacksonville, which she called home since 1973.



“Roseann radiated the very values that underscore the meaning and purpose behind Peace in the Pages and all that we do at READ USA,” shared our Board Chair Ellen Wiss. “To know Roseann and feel her zest for life was an immense blessing, and she will be remembered as someone who has had a transformational impact on countless lives in Northeast Florida and beyond for years to come.”

Team READ USA was honored to celebrate Roseann’s life and legacy during our Peace in the Pages event, and we are grateful that members of her family and her close friends were able to join us.

Our Boundless Gratitude

Our 2024 Peace in the Pages in Honor of Roseann Duran event brought our guests to their feet more than once, and we are incredibly grateful for the support and involvement of so many individuals who made it a success.

Honorary Co-Chair and Co-Emcee Whitney Meyer

Senior Vice President and Chief Community Impact Officer, Jacksonville Jaguars

Honorary Co-Chair Brian Wolfburg

President and Chief Executive Officer, VyStar Credit Union

Co-Emcee Kemal Gasper

Vice President of Community Engagement, VyStar Credit Union

Keynote Speaker Dr. Johnnetta Betsch Cole

Internationally Renowned Anthropologist, Author, College President, and National Humanities Medalist



What made our 2024 event so special was how our teen tutors, the students we serve, and our volunteers were able to participate and show our guests the impact of their experiences with READ USA. For that, and for their time and courage to speak in front of hundreds of attendees, we are so thankful!



Tutor Chyna Toban

Tutor Tristan Myrthil-Sime

Teacher Khalea Donawa

Parent Tearica Watts, and her daughter, Giovanni,
a 4th-grade Literacy Tutoring student

Volunteer & Donor Laura Smith

Giovanni, who was tutored by Chyna, read a book passage aloud about Roseann Duran – *which made our guests roar with applause!*

Peace in the Pages Award Honorees

Every year, READ USA recognizes seven local leaders for their commitment to students, education, and literacy for all. Our 2024 honorees are exceptional community-minded individuals who not only credit literacy with their success, but who have made significant strides to uplift literacy and students of all ages. They also serve as mentors and inspirational leaders to many others in our community.

READ to Lead Award: Patricia McElroy

President of the VyStar Foundation and Senior Vice President of VyStar Credit Union

READ to Succeed Award: Caleb Johnson

Linebacker, Jacksonville Jaguars



READ to be Free Award: Ronnie Gadio

READ USA Tutor

READ to Heal Award: Dr. Andrea Barnwell Brownlee

George W. and Kathleen I. Gibbs Director and CEO, Cummer Museum of Art & Gardens

READ to Remember Award: Dr. Sherry Magill

Retired President, Jessie Ball duPont Fund



Marjorie Broward Memorial Scholarship Award: Katie Adkins

Principal, Rutledge H. Pearson Elementary

Mark Landen Memorial Award for Democracy through Journalism: Tenikka Hughes

Anchor, Action News Jax



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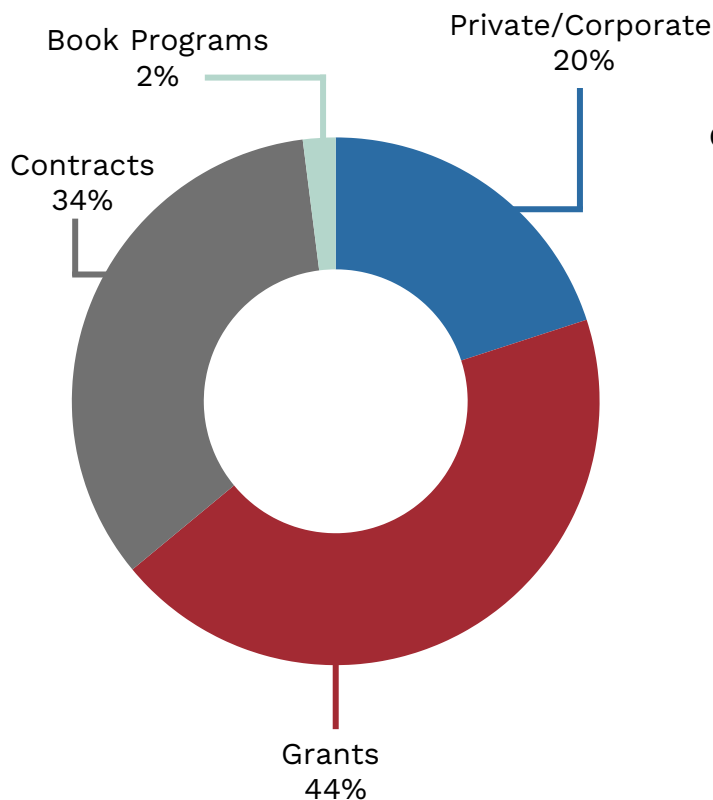
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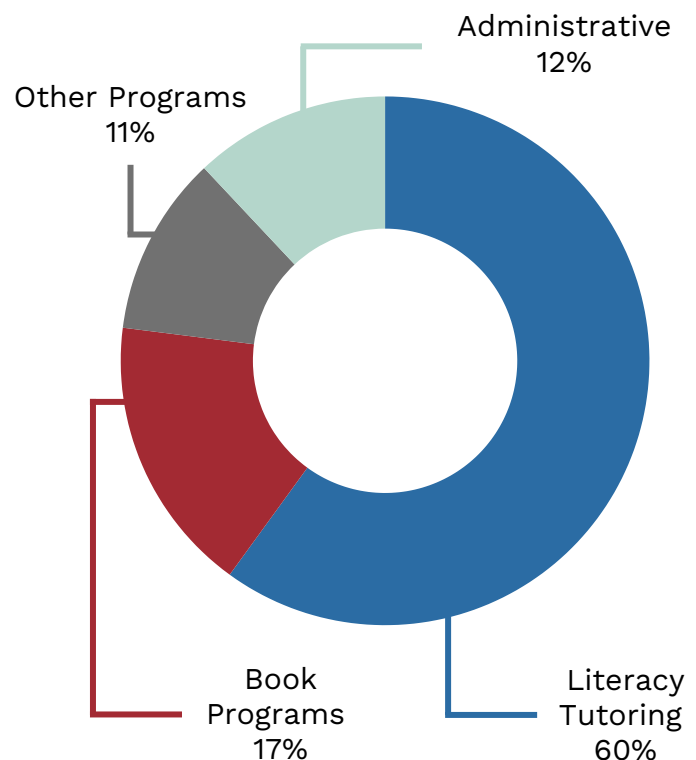
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READ USA remains committed to being an impactful and thoughtful steward of the funds entrusted to us by infusing nearly 90% of our income directly into program execution – well above the nonprofit industry standard of 80% – demonstrating our commitment to maintaining low administrative expenses and maximizing our impact.

Income by Type



Expenses Distribution



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READ USA tutor and student

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