



# IMPACT REPORT 2024-2025

# OUR STORY SO FAR FROM THE BEGINNING

In 2013 Victory Ford was approached to be a part of St. Mark's Youth Enrichment Summer Program. Inspired by the program, Victory Ford created the Reading 4 A Reason Program, based on the well known Pizza Hut Book-it program. Prizes for reading included pizza from local pizza parlors, ice cream and goodies, and delivered to the students at school. End of the year rewards were given in addition to the monthly rewards, and included \$100 pizza parties, t-shirts, and other gift certificates.

[Due to the overwhelming success of the current youth programs put in place a little over 10 years ago and community's desire to expand and grow those programs, the Brown's Hometown Victory Foundation became an essential step toward that growth.] October of 2016 the Foundation was created. By March of 2017, we officially became a 501c3.

## OUR PURPOSE

Our small but mighty foundation is in its 8th year, and we are currently serving over 2,300 local elementary children in 7 elementary schools districts, with aspirations to expand. Our current youth programs focus on proficiency in literacy and mathematics, as well as social and emotional growth and child safety.

## OUR MISSION

We strive to collaborate with our surrounding communities to provide opportunities through youth programs to empower children and families to reach their highest potential, with the hopes of improving social and economic barriers.



## THE NEED

Children are not meeting social, emotional, and educational standards set by the United States Department of Education and like organizations. Failure to meet these standards set for our children is an ongoing issue, and we see problems like this in Dubuque, Delaware, and Clayton county, to name a few. What is causing our children not to meet the status quo? The act of free play and reading has drastically declined over the years. Statics will date back to the 1950s and use children's disposition as a goal point for the future.

Children are not reading like they should, which is a direct link to children who are unable to meet grade-level reading proficiency standards. At the same time, an increase in behavioral problems and social and emotional development issues have been linked to the lack of "free play." If this problem is not resolved, our youth's future will suffer due to a lack of education and mental illness. Children who cannot read at grade level by 3rd grade are 13x more likely to drop out of high school than their proficient peers. Furthermore, a lack of play increases mental illness and behavioral problems.

# 2023-2024 RECAP

## 1 Create a user friendly website.

Scan the QR Code to check it out!

**COMPLETE**



## 2 Launch a texting service.

Scan the QR Code to join our text group and stay in the know of all upcoming events!

**COMPLETE**



## 3 Continue youth program's growth into local elementary schools.

Get up and Move was offered to 5 more schools within our program. Safety With Maxx offered to local elementary schools. Talks of adding another school to the program are in the works.

**COMPLETE / ONGOING**

## 4 Develop sponsorship program and status campaign. (Imagine the Possibilities)

We are happy to announce that although this was not completed in the 2024-2025 school year, it will be sent out before the 2025-2026 year has begun.



## YOUTH PROGRAMS

**Reading 4 A Reason Program:** Encourages and inspires local youth to read every night after all homework is done during the school year. Reading 4 A Reason - Summer Bingo is an extension of the reading program during the summer to aid in reducing the dreaded "summer slide." This program encourages children to read during the summer in fun and inventive ways. ***We had 7 school districts in the program and the 1,941 students read a combined 84,137 nights read and 169, 444 extra books!***

**Get Up & Move:** a program that focuses on independent/free play, free from parents and electronics. By continuing to put importance on "free play," we hope to build upon the youth's ability to solve problems, control emotions, play with others, develop empathy, and take control of their own lives, so they grow up to be not just successful adults but happy ones at that. This is held in conjunction with a 5K race and other physical activity events.

**Safety With Maxx:** Our safety program for kids is designed to teach children about important safety practices to keep them safe at home, school, and in the community. This program runs year round and is completely free for all. ***We were able to successfully distribute flyers and good to 5 different school districts.***

Prizes awarded for participation for all programs.

# OUR 2025 GOALS

## 1 Create an effective awareness campaign.

The awareness campaign aims to boost community engagement throughout the school year with several key initiatives. These include launching an annual appeal from September to September, distributing a monthly newsletter via social media and email, and publishing weekly videos highlighting programs on social media. The campaign also focuses on encouraging Google My Business reviews and creating a professional overview video to introduce the organization. Overall, the goal is to enhance visibility and presence within schools and the community.

## 2 Growth of Youth Enhancement Programs.

The organization is dedicated to enhancing and expanding its youth programs by revitalizing current initiatives, collaborating with local businesses to provide innovative incentives, and introducing new programs. Additionally, there is a focus on broadening outreach efforts to more schools and communities, including ED-CO, Epworth Elementary, and West Branch Elementary, to ensure greater access and engagement.

## 3 Grow our philanthropic impact.

To enhance our philanthropic impact, we aim to raise over \$1,000 for external charities, co-host two events with local nonprofits, and maintain ongoing support for Little Free Libraries. Additionally, we plan to establish new partnerships with organizations, explore grant writing opportunities, and collaborate on a youth enhancement program.

## 4 Sustainability.

We strive to achieve financial independence. We strive to achieve financial independence by 2032 with a target of generating \$35,000 annually and securing \$10,000 through grants. Our focus will be on ensuring financial viability across all events, projects, and programs. Together, we can make a meaningful difference in our community and support the growth of our youth.

# CURRENT YOUTH PROGRAMS



### Reading 4 A Reason Program

Encourages and inspires local youth to read every night after all homework is done during the school year. Reading 4 A Reason - Summer Bingo is an extension of the reading program during the summer to aid in reducing the dreaded "summer slide." This program encourages children to read during the summer in fun and inventive ways. \*



### Get Up & Move

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### Get Up & Move

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\*Prizes awarded for participation for all programs.

# 4,351 BOOKS

were dispersed to local students through the Reading for a Reason Program during the school year. That does not include any and all books given away during events or other programs!

# 2025 OUTLOOK

## 1 New Youth Enhancement Program

We are excited to announce the newest addition to our youth enhancement programs, *HERO Impact*. This program although in its early stages is rooted in a heartfelt commitment to support children bravely facing illness. We plan to keep our scope close to home in the initial stages within Clayton and Dubuque County.

We recognize that a positive childhood experiences (PECs) have the potential to profoundly impact health and well-being. Each child's journey is uniquely their own, influenced by their personal experiences. Our Mission is to cultivate meaningful connections that nurture a positive self-image and create a deep sense of belonging. We truly believe that through joy and play we can help provide moments of relief from pain.



## 2 Cultivation of Home Libraries: No Book Left Behind Initiative

**Splash and Swap:** we are encouraging children to bring a gently used book from your personal library and trade it for a brand new book that you've been eager to read. Giving them a chance to refresh their collection and discover your next great adventure.

We plan to take the gently used books and restock Little Free Libraries and local businesses customer lounges and waiting rooms.

**No Book Left Behind:** moving forward we plan to bring books for all ages to every event we are present out to continue to help promote reading and growing their personal libraries.

## 3 Cultivation of Community Ties and Relationships

In the fall one can expect more involvement with groups such as Boys Scouts Pack 60, Why We Wave Foundation, and so much more.





# ACKNOWLEDGEMENTS

7 Hills West- Bowling	Edward Jones Elliot Salter	McDermott Oil	Textile
A1 Storage	Edward Jones Matt Ungs	McDonald's	The Brim
AutoTech	Elkader Cinema	Michelle Lee Imagery	The Fuse
Bender Foods	Elkader Pizzeria	MidwestOne	The Kid Project
Carquest	English Insurance	O' So Good winery	Theisen's
Casey's	Fareway	Palace Saloon	Total Fitness
Castle Theater	Farm Bureau Randy Mahoney	Philippson Concrete	Town Square Media
Chad's Pizza	Farmer's Best	Pizza Palace	WD School District
Conner Stop	Fidelity Bank & Trust	Plum Creek Archery	Westlinden Locker
Captures by Corbin Photography	H & H Fun Rides	Prairie Fun Land	Woodland Eye Clinic
Cyclone Automotive	Hanley Auto Body	Randy's	ZR Enterprises
Dairy Queen Dyersville	Hawkeye Electric	ReSpa	
DB&T	Heartbeat Educational Services	Roast & Toast	
Delhi Landing	Intelligent Movement	Round 2	
Digital Designs	J&C Transport and Trucking	Salow' Sweet and Savory	
Double L Group	J&D Mart	Salters Auto Glass	
Dubuque Fighting Saints	KDST/Abbey Rhode	Sams Club	
Dutrac	Kwik Stop	Simply Homemade Carrie Pirc	
Dyersville Commerical	Line X of Dubuque	Smokey's BBQ	
Eagle Point Solar	Link Hydraulic	Texas Roadhouse	

**WE THANK YOU**  
**FOR YOUR CONTINUED SUPPORT IN**  
**OUR PROGRAMS**