

Hoot



Impact Report

Our mission is to change children's lives through literacy.

Hoot Reading provides 1:1 virtual literacy tutoring with qualified teachers.

We aim to make evidence-based, 1:1 literacy instruction accessible to all children.

Literacy education is a fundamental right; every child deserves a chance to succeed.

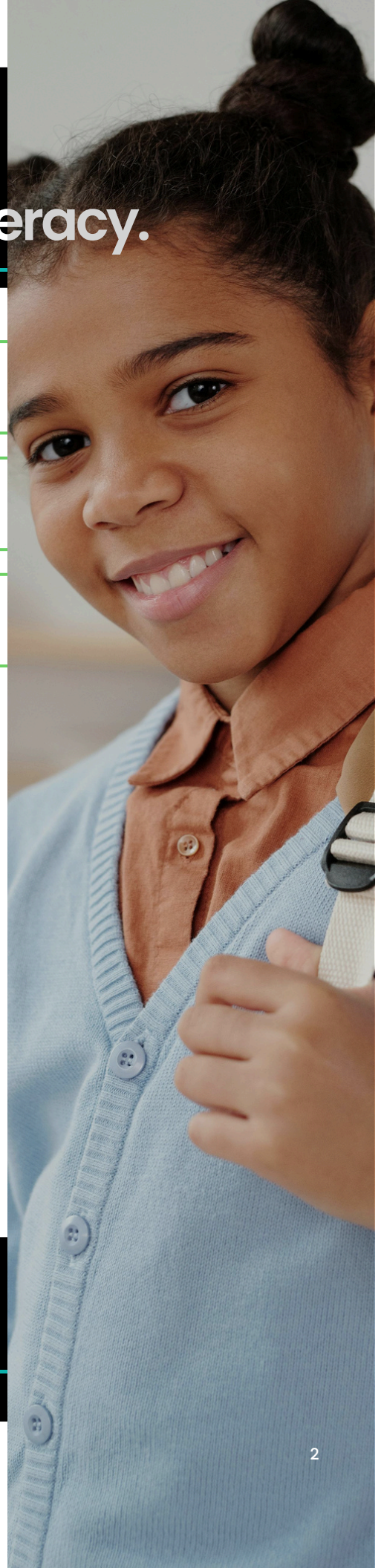
Why We're Here

North America is experiencing a literacy crisis exacerbated by the learning interruptions during the COVID-19 pandemic.

Data from the National Assessment of Educational Progress (NAEP) revealed that just 43% of fourth-grade students scored at or above the proficient reading level in 2023. Similarly, the 2023 Canadian Children's Literacy Foundation Impact Report indicated that approximately 30% of Grade 1 students in Canada are not meeting reading benchmarks. These statistics are even more alarming for students of color, students from low-income backgrounds, multilingual learners, and those with disabilities.



The need for equitable, evidence-based reading instruction is more important than ever.



How We Work

Hoot Reading partners with districts, schools, organizations, and directly with families to improve equitable access to qualified teachers and evidence-based tutoring.

1:1 Online Literacy Instruction

Lessons are assessment-informed, offering a data-driven plan to improve skills in specific areas.

Evidence-Based

Hoot's pedagogical approach is structured literacy instruction, grounded in the Science of Reading.

Qualified Teachers

All Hoot tutors are qualified teachers with a B.Ed (or higher) and classroom experience.

Flexible Implementation

Hoot supports scheduling, rostering, and school-family engagement. Lessons can be delivered at school, after school, or at home.



Families

Tutor from home year-round, giving caregivers insight into students' literacy skills and needs.



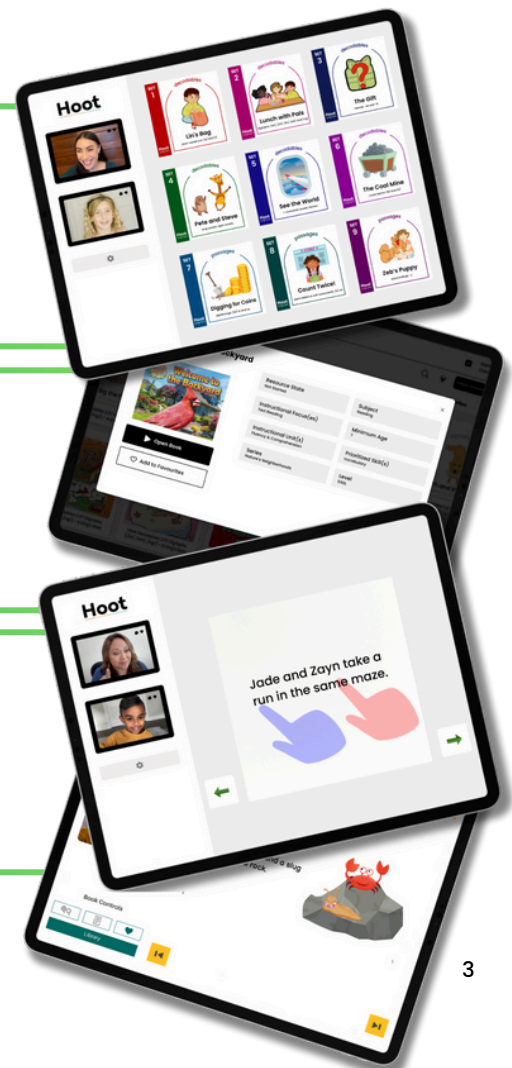
Schools

Offer 1:1 tutoring for select students or grade levels through MTSS or similar initiatives to boost literacy for those who need it most.



Districts

Deliver campus-wide tutoring through district initiatives focused on scalable, multi-year solutions to address literacy inequities.



By The Numbers

64k+

Total Completed
Reading Lessons

26k+

Total Hours
Spent Reading

40k+

Assessments

227k+

Books Read

Gr.3

Most Popular
Grade Level

346

Number of
Qualified Tutors



**OAKLAND UNIFIED
SCHOOL DISTRICT**
Community Schools, Thriving Students



Lambton Kent
District School Board



**HARNETT
COUNTY
SCHOOLS**
Inspiring learners to be leaders!



LEAD TO READ



Structured Literacy Instruction for Every Child

Assessment

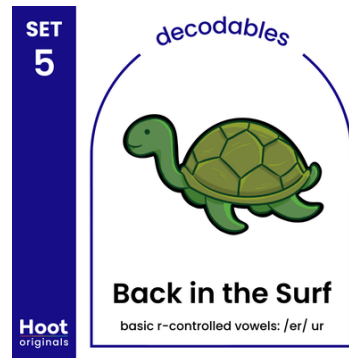
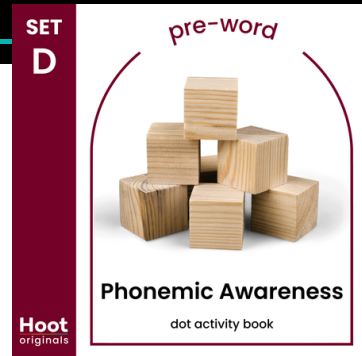
Tutoring begins with the Hoot Reading Assessment, which creates personalized learning plans based on Phonemic Awareness, Phonics, Fluency, and Comprehension.

Personalized Instruction

Each lesson is personalized using data from the initial assessment, guiding resource recommendations for teachers. After each session, Hoot teachers create the next lesson plan for a seamless learning experience.

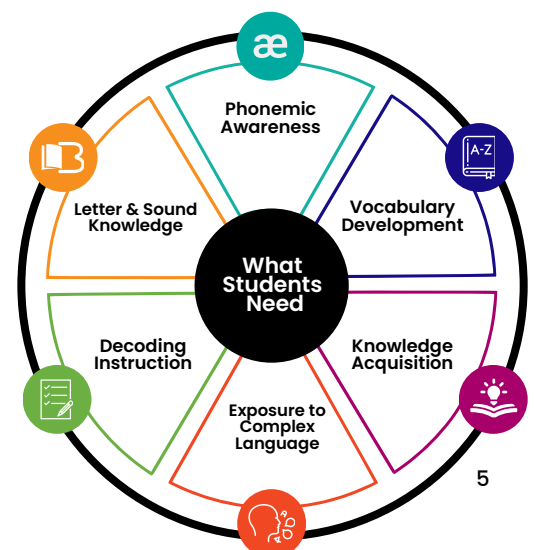
Progress Monitoring

The Hoot App prompts teachers to track progress at key points, optimizing lesson pacing and ensuring growth. This data is shared with partners to highlight measurable student advancement in literacy skills.



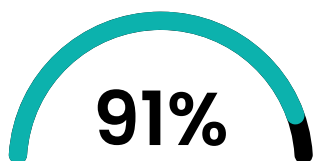
High-Quality Materials Designed for Online Learning

Tutoring materials must be evidence-based, sequenced, and strategically used to ensure reading success for all learners. Hoot Reading has created a collection of resources for instruction in foundational reading skills, aligned with our proprietary Scope & Sequence and designed for virtual learning.

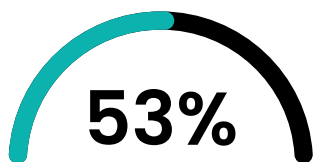


High-Impact Results

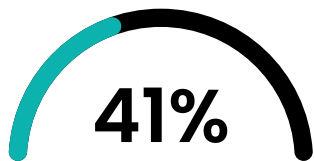
Hoot Reading's high-impact tutoring program is designed to maximize impact for every student who participates. These outcomes are the results of programs completed during the 2023-24 school year in partnership with schools and districts. The students represented here attended a minimum of 12 lessons, and completed a pre and post-assessment.



of students showed growth in the units where they required instruction.



average growth in the phonics unit that required instruction after one tutoring cycle.



of students who couldn't read words at the start of tutoring were able to read three-letter words within 10 weeks or less.



Our program delivers consistent results across all grade levels, with students in grade one and above showing similar growth.

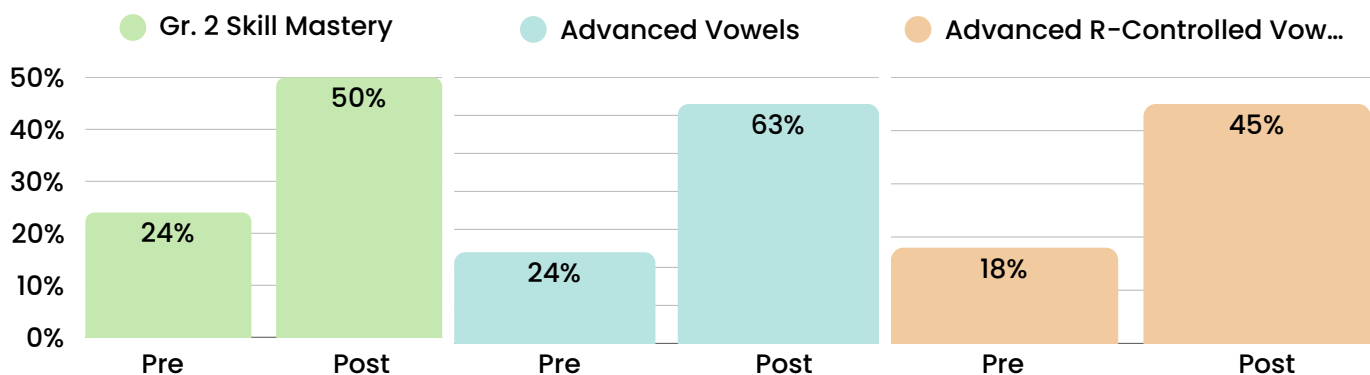


Success with Outcomes-Based Contract in California

Hoot Reading partnered with a school district in Southern California in an outcomes-based pilot program from January to May 2024. All 48 students participating in the after-school program were native Spanish speakers and English Learners. Although the students were in Grades 3–5 for the 23–24 school year, our diagnostic assessment results showed that 76% required instruction in skills typically mastered in grades K–2.

Hoot Reading Assessment Outcomes

Post-assessment, the level of mastery for grade 2 skills more than doubled, from 24% to 50%. There was particularly significant skill growth in our intermediate-advanced phonics units. Reading and spelling in English requires knowledge of a complex written code. Students who participated in this program persevered in learning decoding rules in their second language!



NWEA Map Growth Outcomes

While we are excited to see growth in our Hoot assessments, we also want to ensure that the skills that students learn with us are transferrable and can be captured by important district assessments. As part of this outcomes-based contract, the district shared pilot student outcomes on the NWEA Map Growth Assessment.

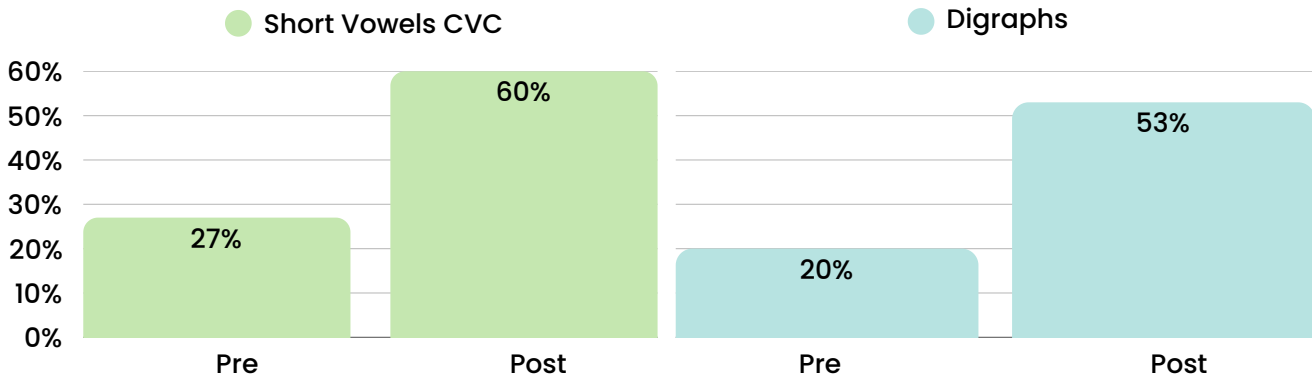
56% of students achieved Intermediate MAP Growth (51–65%)

46% of students achieved Advanced MAP Growth! (66%+)

Transformative Impact Through Diverse Partnerships

Supporting Missouri Community Education with Reading First

Hoot Reading's goal to bring equitable literacy instruction to all children has led us to partner with various community-based organizations. Through the stewardship of Reading First, Hoot was able to provide tutoring to 56 students at two locations in St. Joseph, Missouri: MidCity Excellence and YMCA St. Joseph. These students showed remarkable gains in their reading skills.



Exciting Tier 3 Pilot Program with Oakland Unified School District

Hoot Reading is proud to have been chosen as one of three tutoring providers for OUSD in California as part of an initiative to raise and invest \$25 million over the next five years towards literacy. With help from Stephen and Ayesha Curry's community organization, Eat. Learn. Play. Foundation, we brought one-to-one literacy instruction to students at six schools in a successful pilot program. Between January and May 2024, 408 students enrolled in the in-school program, completing 5,750 lessons.

This partnership's trust and strong outcomes will lead to a significant program expansion in the 2024-25 school year as Eat. Learn. Play. aims to provide approximately 10,000 needed tutoring spots for elementary school students.





Parent Testimonials

“—

My 7-year old son started with Hoot last summer and has absolutely excelled at his reading. The teachers are amazing and patient, as well as encouraging and engaging. I never once had to 'coerce' my son to sit for his sessions... he looked forward to them each week. I highly recommend this program for your children. You will not regret it!”

“—

Hoot transformed our daughter's reading. She was on the verge of reading but needed some extra support. Within a month of weekly sessions, her reading skills soared. She can now proudly say she can read! This program is really wonderful.”

“—

We loved our experience with Hoot Reading. Teachers are super kind, attentive and made learning fun and educational at the same time. Definitely highly recommended, with flexible hours to accommodate you and your little one.”

“—

Hoot Reading really helped my son learn the fundamentals to get him to the next level. Their interface was really easy to navigate for both me and my son.”





Educator Testimonials

“—

Our students have eagerly participated in the reading lessons, showing great enthusiasm and attentiveness. Reading First has indeed made the best choice in selecting this reading program, as evidenced by the positive impact on our students. If this level of success can be achieved in our inner-city nonprofit, imagine the possibilities on a larger scale. Investing in user-friendly programs like this could lead to even greater improvements in student engagement and learning outcomes.”

“—

The kids love it, they love it! I see some of our students who aren't succeeding in the way that we want them to in the classroom... They like that one-on-one time with the tutor. They're very focused when they are tutoring. It was so great to see because the kids that we chose were the kids that are struggling in class, and so we often see them in class spacing out or not paying 100% attention... But in Hoot I see him using his fingers and tracking the words on the screen with his tutor. And it's pretty amazing to see.”

“—

I really see the benefits of Hoot. The kids are very engaged with their tutors. It's so important that they get the one-to-one attention that they need that we aren't able to provide for each student. The tutor who is overseeing the program says she has noticed a big difference with one of her students who is in the program since he has started getting tutored. It has been a turning point for him.”

