



I WOULD RATHER BE READING SUSTAINABILITY & REVENUE DIVERSIFICATION PLAN 2025 AND BEYOND

As federal and district-level education budgets face significant cuts, IWRBR is proactively launching two innovative, mission-aligned revenue streams to ensure the long-term sustainability of our trauma-informed literacy and enrichment programs.

CHARITABLE GAMING INITIATIVE

Launch Timeline: Summer 2025
Projected Monthly Revenue: \$5,000–\$30,000
Annual Estimate: Up to \$336,000

To replace projected losses from public funding (nearly \$292,000 in 2025–2026), IWRBR is opening its own charitable gaming storefront, featuring electronic pull tab machines. Based on site traffic and machine performance, we anticipate significant and steady monthly income.

Benefits:

- Maintains 8–10 program sites serving 200–250 students
- Retains all program staff positions
- Funds key enrichment like field trips, family nights, and holiday celebrations
- Builds 6-month reserve fund for organizational resilience

Security Plan: In partnership with Golem Security, with 24/7 monitoring, emergency protocols, and onsite safety personnel.

HOT AIR BALLOON INITIATIVE

Projected Launch: Summer 2026
Startup Cost: \$20,000
Annual Revenue Potential: Event rentals, sponsorships, and advertising (\$2,000–\$2,500/banner)

As part of our aviation-based enrichment expansion, IWRBR will purchase a branded hot air balloon to serve dual purposes:

Educational Impact:

- Integrated into afterschool and summer programming
- Enhances STEM and aviation lessons with hands-on experiences

Revenue Strategy:

- Community event rentals
- Corporate banner sponsorships
- Balloon flyovers for donor engagement and outreach

This initiative merges experiential learning with earned income, reducing long-term grant dependency.

Long-Term Impact:

Together, these two initiatives will generate unrestricted revenue, secure staffing, expand programming, and protect against future funding cuts—ensuring we continue to serve students from Louisville’s most under-resourced neighborhoods with consistency and care.