



**start reading now™**

Creating a culture of reading and learning for life.



**\$392k**

Donated to  
Start Reading Now

**1,000+**

Employee  
volunteer hours

These donations have allowed SRN to serve  
**7,840 students with 78,400 new books** to read over summer break.



“Jim was a great friend of my nonprofit Start Reading Now, and many other philanthropic organizations.

I had known Jim for 10 minutes in 2016 when he stepped up with a \$45,000 gift to take us citywide at Minneapolis Public Schools. I cried.

In 2020, amidst the riots in Minneapolis, he provided us warehouse space where we were able to package up books for thousands of kids & still serve them.

In 2021, I was faced with shutting down Start Reading Now because I needed to move to Seattle for work. Within an hour, he agreed to have Atomic Data take over our mission. I cried again today. You had a great impact, Jim, and you will be missed.”

- Kevin Terrell, co-founder of Start Reading Now

“1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> grade are critical years in the development of a child, especially those living in a world that does not always offer the proper influences and a world that, more often than not, does not challenge them to read and dream,” said Wolford.

“Whether in Uganda at one of the world’s largest refugee settlements, or here at home in the Twin Cities metro, Atomic Data recognizes the importance of getting books into kid’s hands as early as possible. That’s why, when we heard Start Reading Now would soon shut down, we jumped at the opportunity to take the reins and lead the organization into the future.”





To ensure Jim's desire to make change through literacy, his friends and family have made considerable donations to SRN in his memory -  
**over \$25,000 in total.**

Start Reading Now is deeply grateful for this support and looks forward to continue making Jim's vision - to change the world through reading - a reality.