

The Book Fairy

ANNUAL REPORT
FOR 2025



A NOTE FROM CASEY:

When I first started this venture, I didn't have a perfectly formed plan—just a feeling. I knew I wanted to do something meaningful, even if I didn't yet know what shape it would take. The Book Fairy didn't begin as a business strategy; it grew from love, from passion, and from a deep commitment to youth and the community that has shaped me.

As a mom of three, I see firsthand the pressures kids face today and how deeply they crave joy, agency, and connection. Through years of working with families, I've also seen the challenges parents navigate—limited time, limited resources, and an unwavering desire to give their children the best. Somewhere in the middle of all of that, The Book Fairy found its purpose.

This work became a way to bring joy with intention—meeting families where they are, supporting schools in their literacy efforts, and giving children the gift of choosing stories that speak to them.

What started as an idea has grown into something far bigger than I ever imagined. This year, The Book Fairy rolled into schools, neighborhoods, festivals, and community spaces across Indianapolis, met everywhere by trust, generosity, and belief in what we're building together.

To our donors and members: thank you for believing in this work. Your support doesn't just fund books—it creates moments of confidence and belonging for young readers.

To our school partners and educators: thank you for welcoming us into your communities and for the work you do every day.

To our community partners: thank you for opening your doors and helping this work reach further.

And to the families and children who step inside Sylvia and leave with stories under their arms—thank you for reminding us why this matters.

This report reflects more than what we've accomplished. It's a reminder of what's possible when care, creativity, and community come together around a shared belief: that books can change lives, and access to them should be joyful and within reach for every child.

With heartfelt thanks,



Casey Campbell-Thompson
Founder, The Book Fairy

WHERE WE WENT AND WHY IT MATTERS

This year, we participated in **29 events**, parking at schools, festivals, baseball parks, seasonal events, and even community centers. Along the way, we met hundreds of families, teachers, and community partners, each with their own story and their own reasons for supporting literacy.

Sylvia traveled to:

- Schools and PTOs that trusted us to provide a memorable book fair experience and a curated book selection for their students
- Local festivals and community events where children excitedly picked books to take home
- Tree farms and holiday markets where people came for family fun and left with new books

Every event was a chance to connect with people and make reading feel fun—whether it was through a book fair or a cozy literacy night.



Inside Sylvia

A 14 year old quietly donated \$500 this holiday season to our Community Fund to share magic with her fellow Indy peers!

Children arrived clutching bags of pennies, proudly counted and carefully spent on books they chose themselves.

One child insisted he had \$50 in quarters. He didn't—he had 50 quarters, and all the determination in the world. He left with a bag of books...

When a LEGO book sold out, tears followed—until it was reordered, delivered, and met with hugs and a “best day ever”.

Kids continue to ask (very seriously) if they could move into Sylvia. Logistics still pending.

A mentor chose one meaningful book for a young person during the hardest moment of his life—proof that the right book can carry real weight.

A grandmother beamed after finding a book designed for children with dyslexia—finally, a story that truly fit.





THE NUMBERS BEHIND THE MAGIC

While Sylvia may be the one with the sparkles, we couldn't do this alone. It's the generous support of our donors, partners, schools, and community members that makes it all possible.

Together, we:

- attended 29 events since kicking off in April
- donated 200+ new books directly to children—funded by YOU, our Members, Subscribers, and Donors!
- sold thousands of books to families, schools, and educators
- gave 15% of all proceeds back to schools and organizations who partnered with us

These numbers represent more than just data. They represent opportunity, access, and the future of reading for children across Indianapolis.



A little boy found a book because the child on the cover looked exactly like him. Representation matters.

A young reader tore through the Arc of a Scythe series, unaware her dad had secretly committed to buying the next book every month—just to keep her reading.

A family of newly American residents won ARC books and explored stories—and a new culture—together.

Graphic novels flew off the shelves, enthusiastically 'kidsplained' to parents by the experts who loved them most.

Folks traveled near and far to visit this tiny bookstore on wheels—Tiny Bookshop videogame IRL.

And again and again, The Book Fairy quietly covered the 7% tax, so no child ever came up short at the register.

Total: Priceless



LESSONS FROM THE ROAD

This year taught us a lot. Here are just a few takeaways:

- Kids are more engaged with books when they're given the freedom to choose
- Community partnerships are the cornerstone of success
- Even a small mobile bookstore can make a big impact when it's driven by the right mission and people

We've learned a lot, grown, and are more committed than ever to serving our community in meaningful ways.

WHAT'S NEXT—

The future is bright—and we're just getting started. In 2026, we plan to:

- Expand our partnerships with schools and community organizations
- Increase our book donations to reach even more children
- Continue to grow membership and donor support to fund our literacy initiatives



WHAT CAN YOU DO—

Get Involved

- Become a member and support ongoing literacy efforts
- Sponsor a book fair or literacy night in your community
- Partner with The Book Fairy to bring books to your school. Let's get creative about using Title funds to make reading accessible, exciting, and meaningful for your students.
- Invite Sylvia to your next event—whether it's a school fair, a neighborhood festival, or a community gathering

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