



25 Years

2017 Impact Report

Breaking Down Educational Barriers

TABLE OF CONTENTS

3	Letter from the President & CEO
4	The Need: Access to Quality Education is Not Equal
5	The First Book Network: Serving Educators & Kids
7	The First Book Network: Providing the Solution
9	Our Impact: The First Book Marketplace and National Book Bank
10	Our Impact: Breaking Down Educational Barriers
12	Our Impact: First Book Insights
13	Our Impact: Meeting Basic Needs
14	Our Impact: Disaster Recovery
15	2017 Highlights
19	Financials
21	First Book Leadership

“EDUCATION IS THE FOUNDATION TO EVERYTHING IN LIFE.”

- EDUCATOR
BALTIMORE, MD



LETTER FROM KYLE ZIMMER
PRESIDENT, CEO, AND CO-FOUNDER

When two friends and I started First Book back in 1992, we knew that the lack of affordable, relevant books was a catastrophic educational barrier for children growing up in low-income neighborhoods – with devastating implications for individual children, and pervasive, long-term societal impacts.

We dedicated ourselves to creating a systemic solution – one that would transform the educational environment for children in need and the educators who serve them. We built First Book using market-driven models powered by the collective strength of formal and informal educators serving children in need – in schools, libraries, museums, early childhood programs, homeless shelters, afterschool programs – anywhere that serves families in need.

And while literacy remains a central focus, First Book's mission has always been to further educational equity.

In 2017, our 25th year, we realized a tipping point: First Book now reaches more than 1 out of 4 of the estimated 1.3 million classrooms and programs serving children in need. We leverage this market power to drive the publication of books, titles, and formats that are most relevant to the children we serve, and to identify and break down other long-standing educational barriers.

In our 2017 Impact Report, you'll learn about some of those efforts:

- The launch of First Book Insights, a research arm that generates proprietary insights from our network of educators that drive our educational offerings and steer our most innovative strategies;
- Expansion of our recovery efforts to help communities get back on their feet after a natural disaster;
- The development of Care Closets, stocked with a range of essentials that educators can use to support students who come to school cold, hungry, and suffering from chronic stress.

While we are proud to reach 25 percent of the educators serving children in need, we know that 3 out of 4 classrooms and programs still need our help. It's critical that we increase our reach and our impact, innovating as fast as we can to remove barriers to learning for children in need.

We can't do it alone. We're grateful for your support – these are truly “Stories Made Possible By You.”

See what we mean at: <http://bit.ly/StoriesMadePossible>

With gratitude,

A handwritten signature in black ink, appearing to read 'K Zimmer', written over a light blue horizontal line.

Kyle Zimmer
President, CEO, and Co-founder
First Book

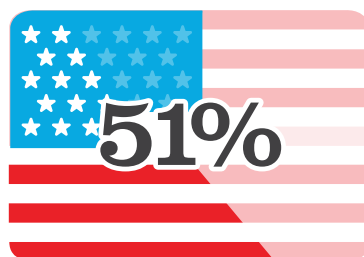
THE NEED: ACCESS TO QUALITY EDUCATION IS NOT EQUAL

According to McKinsey & Company, our failure to provide educational opportunities for children in need imposes the equivalent of a permanent economic recession on our nation.

First Book believes that education is a child's best path out of poverty. But access to a quality education is far from equal, and the resulting need is increasing for both educators and the children they serve:



**OF LOW-INCOME CHILDREN
HAVE NO CHILDREN'S
BOOKS AT HOME.¹**



**OF STUDENTS ACROSS THE
NATION'S PUBLIC SCHOOLS
ARE LOW-INCOME.²**



**OF 4TH GRADERS FROM LOW-INCOME
NEIGHBORHOODS DO NOT READ PROFICIENTLY –
A KEY PREDICTOR OF FUTURE
EDUCATIONAL & ECONOMIC SUCCESS.³**



**THE ACHIEVEMENT GAP HAS WIDENED
BY 20% IN THE LAST DECADE AND
GOTTEN WORSE IN EVERY STATE.⁴**



**TEACHERS SPEND \$500 OUT OF THEIR
OWN POCKETS ON SUPPLIES.⁵**

1. Campaign For Grade Level Reading, School Readiness Report. <https://gradelevelreading.net/our-work/school-readiness>

2. U.S. Department of Education, National Center for Education Statistics. Common Core Data, 2015.

3. The Annie E. Casey Foundation. "Early Reading Proficiency in the United States," January 29, 2014.

4. National Center for Education Statistics, National Assessment of Educational Progress. <http://nationsreportcard.gov>

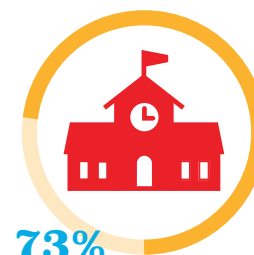
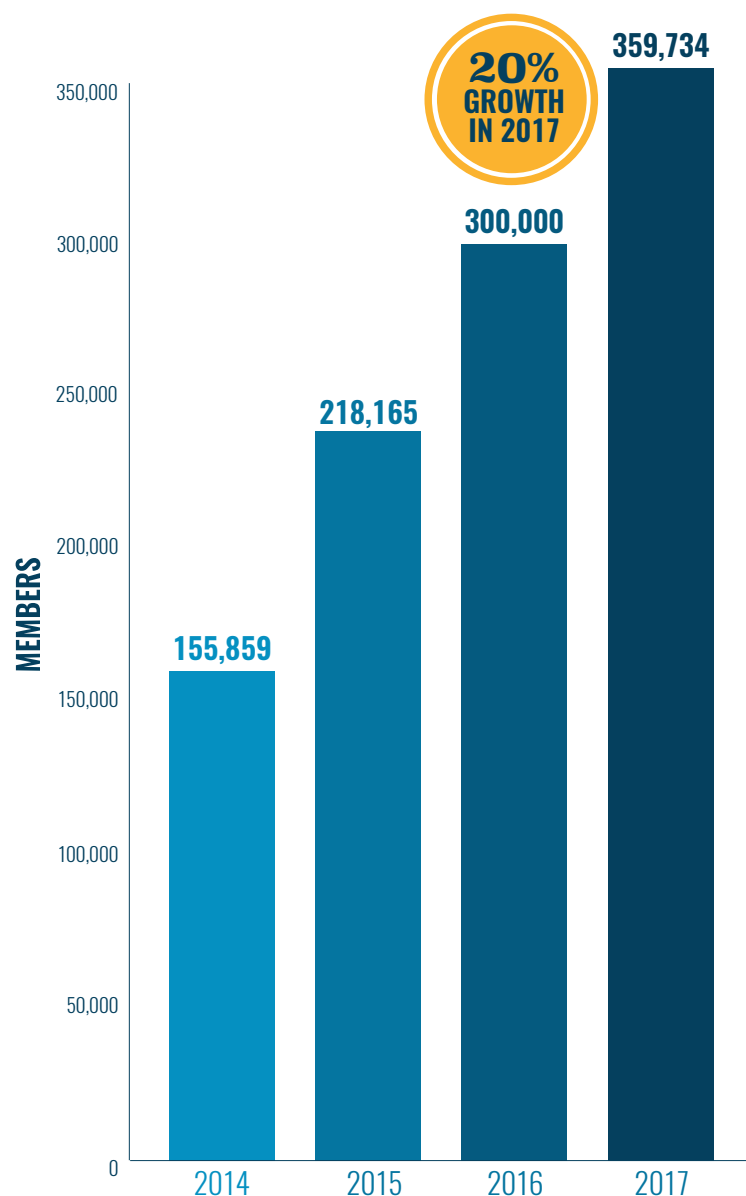
5. As reported in: <https://www.nytimes.com/2018/05/16/us/teachers-school-supplies.html>

THE FIRST BOOK NETWORK: SERVING EDUCATORS & KIDS

The First Book Network — our registered database of educators who access First Book resources — is North America's largest and fastest-growing community of educators serving kids in need.

THE FIRST BOOK NETWORK:

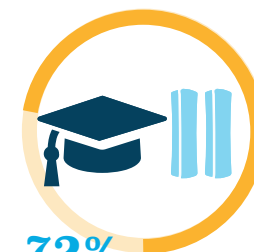
- Open to formal and informal educators whose classrooms or programs are composed of, at minimum, 70% children in need
- Grows by 1,000 members each week
- Active members in all 50 U.S. states, the District of Columbia, and U.S. territories



73%
OF EDUCATORS
ARE SCHOOL-BASED



60%
OF EDUCATORS HAVE
WORKED IN EDUCATION
FOR 11 YEARS OR MORE



72%
HAVE SOME YEARS OF
POST-GRADUATE TRAINING



94%
SERVE ENGLISH
LANGUAGE LEARNERS



27%
WORK OUTSIDE OF SCHOOLS,
INCLUDING IN COMMUNITY
ORGANIZATIONS, LIBRARIES
& AFTER SCHOOL PROGRAMS



72%
PAY OUT OF POCKET TO
ACQUIRE RESOURCES
FOR THEIR CLASSROOM
& STUDENTS

THE FIRST BOOK NETWORK: PROVIDING THE SOLUTION

First Book has distributed more than 175 million books and resources in more than 30 countries.

FIRST BOOK'S REACH

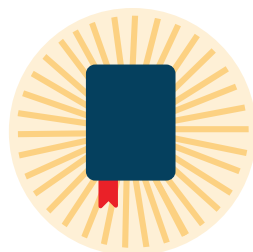
- 175 million books and resources distributed through 2017
- More than 25% of the estimated 1.3 million U.S. settings serving low-income children, from birth to age 18
- 5 million children reached annually
- Books and resources distributed in more than 30 countries



SCHOOLS



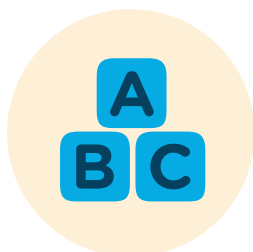
LIBRARIES & MUSEUMS



FAITH-BASED ORGANIZATIONS



MILITARY FAMILY SUPPORT PROGRAMS



EARLY CHILDHOOD PROGRAMS



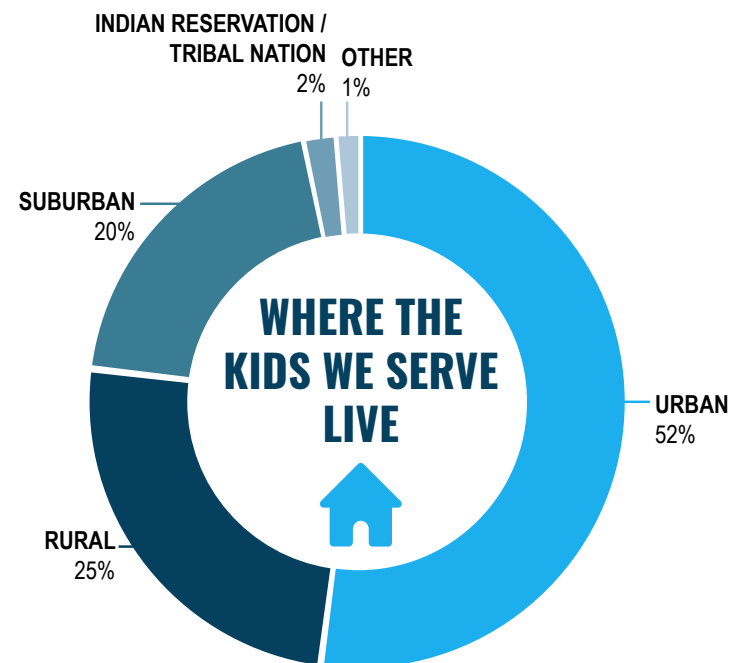
SHELTERS & CLINICS



OUT-OF-SCHOOL TIME PROGRAMS



AND MANY MORE!



THE FIRST BOOK NETWORK: MEET OUR MEMBERS



SEEDING A BOOK DESERT WITH RELEVANT BOOKS JARRED AMATO

“In East Nashville, it’s more likely that you’ll find a fast food restaurant, or a used tire store, or a gas station, or a liquor store, before you’ll see a library.”

First Book educators say that access to resources is the number one barrier to academic success. High school English teacher Jarred Amato mobilized his students to fill the shelves in their schools—and 50 other schools in the Nashville area—with books that were relevant to their lives. And so, the Project LIT Community, a student-led celebration of diverse books, was born.

READ JARRED’S STORY AT:
[BIT.LY/FIRSTBOOKBLOG_JARREDAMATO.](https://bit.ly/firstbookblog_jarredamato)



CREATING SAFE SPACES TIM’M WEST

“One thing about First Book that excites me is seeing that you’re not just acting in formal academic classroom spaces or schools. I think for the LGBTQ community in particular—in certain spaces certain books are banned and it’s hard to get access.”

Tim’m West, senior managing director of Teach for America’s LGBTQ Community Initiative, relied on First Book to reach children outside of formal education. Tim’m set up LGBTQ youth centers to offer space where kids can have access to books they may not be able to have in their schools.

READ TIM’M’S STORY AT:
[BIT.LY/FIRSTBOOKBLOG_TIMMWEST.](https://bit.ly/firstbookblog_timmwest)

“I HAVE FAMILIES THAT HAVE TO CHOOSE BETWEEN SCHOOL SUPPLIES AND FOOD.”

**- 3RD GRADE TEACHER
WASHINGTON, DC**



OUR IMPACT

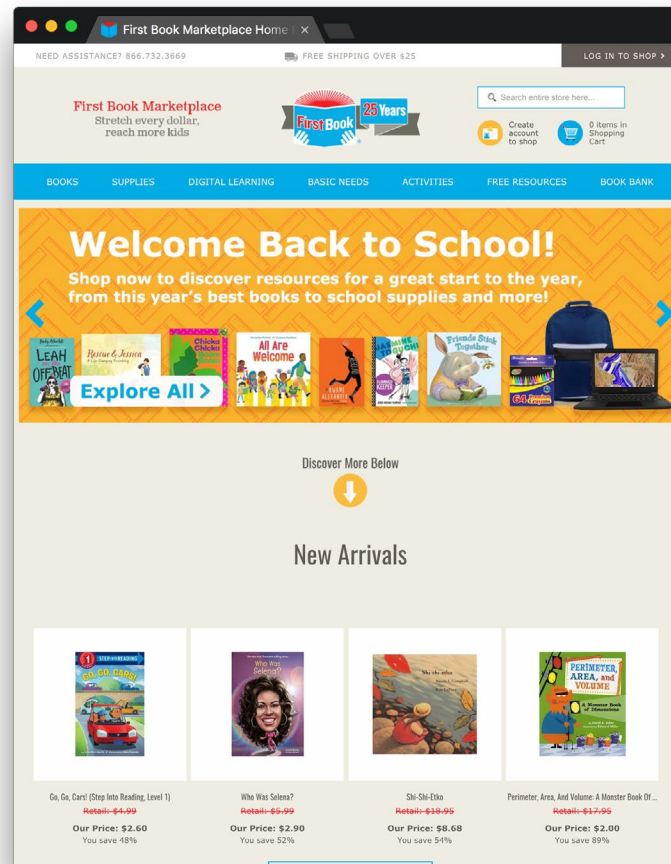
OUR IMPACT: THE FIRST BOOK MARKETPLACE AND NATIONAL BOOK BANK

BOOKS & RESOURCES DISTRIBUTED



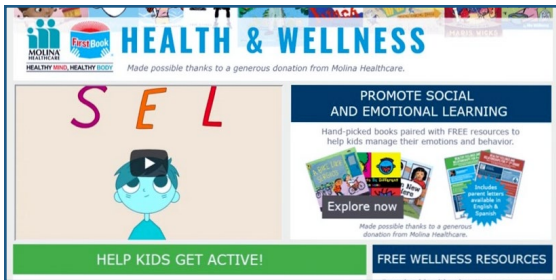
In 2017, First Book distributed 14 million books and resources to classrooms and programs across the U.S., with the generous support of partners, including the American Federation of Teachers, C&S Wholesale Grocers, Citi, dd's DISCOUNTS, Ford Motor Company Fund, KPMG, Penguin Random House, Pi Beta Phi Fraternity for Women, Pizza Hut, Reading & Math, Inc., The Walt Disney Company, and Wipro Ltd.

The First Book National Book Bank, which offers publisher-donated inventory for only the cost of shipping, relaunched as a 24-hour nonprofit eCommerce site this year. The relaunch follows the 2016 redesign of the First Book Marketplace, which offers thousands of curated titles and resources at deeply discounted prices. Both sites now provide educators with an improved user experience, including enhanced book discovery, new product categories, easier check-out, and free resources.



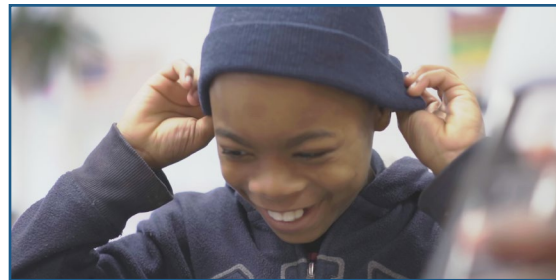
OUR IMPACT: BREAKING DOWN EDUCATIONAL BARRIERS

FIRST BOOK LISTENS TO FEEDBACK FROM OUR NETWORK OF FORMAL AND INFORMAL EDUCATORS TO IDENTIFY — AND BREAK DOWN — THE BARRIERS TO EDUCATION FACED BY KIDS IN NEED. IN 2017, FIRST BOOK FOCUSED ON:



ACCELERATING IMPACT

First Book created **First Book Insights**, a research initiative that leverages data generated from 25 years of working with educators serving kids in need, to focus investment and implement tailored initiatives in areas of greatest need.



MEETING BASIC NEEDS

The lack of basic essentials lowers school attendance and keeps kids from learning. First Book responded with **Care Closets**: supplies of everything from coats and hats to bars of soap and personal care items that can be purchased on the First Book Marketplace. Care Closets meet students' basic needs and remove the stigma from kids who can't afford them otherwise.



RECOVERING FROM NATURAL DISASTERS

Educators in Houston contacted First Book for hygiene kits to stock shelters 24 hours before the Hurricane Harvey even touched down. First Book responded: We have **distributed more than 800,000 books and resources and raised more than \$925,000** to benefit communities affected by Hurricanes Harvey, Maria, and Irma, as well as wildfires in California.

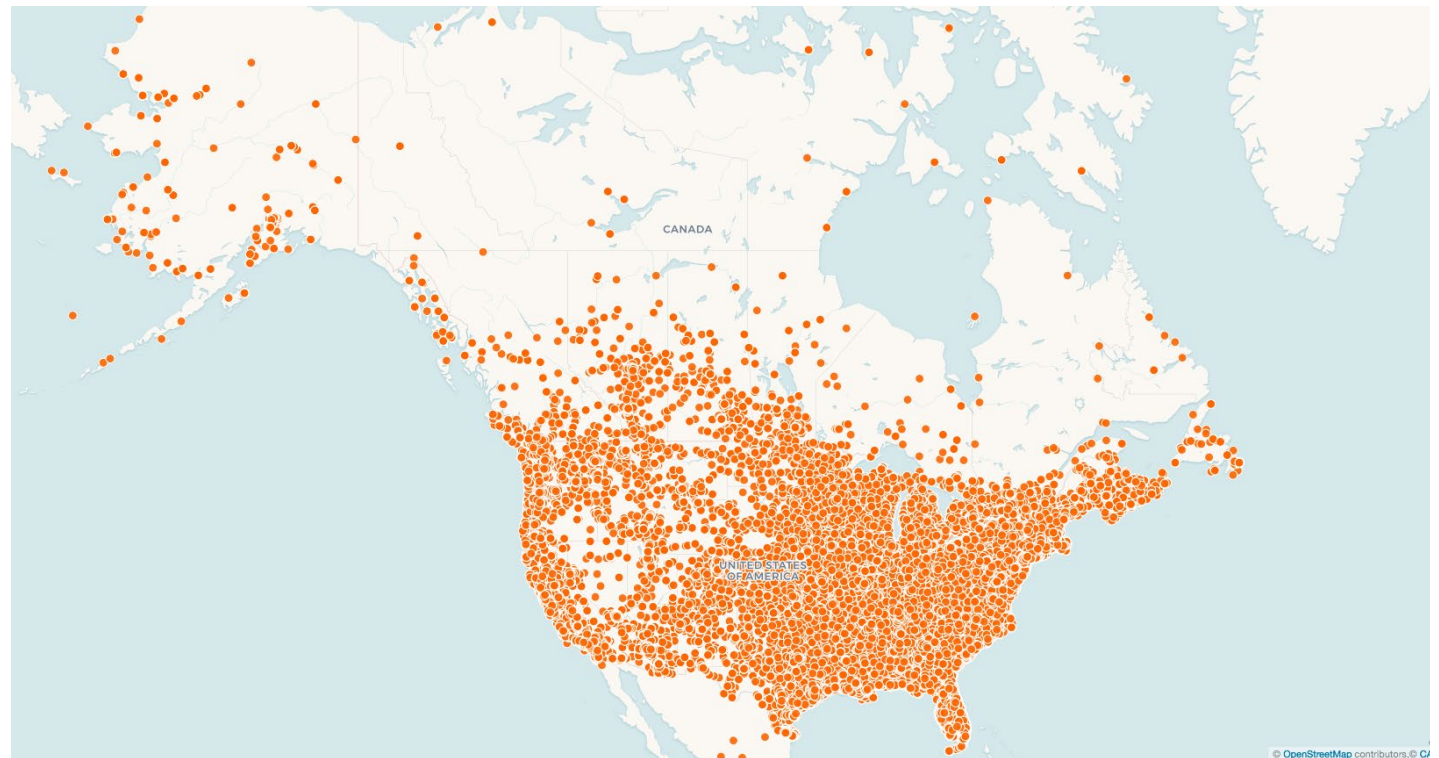
OUR IMPACT: FIRST BOOK INSIGHTS

First Book Insights is a research initiative that leverages the organization's 25 years of experience working directly with educators serving low-income communities to identify the unmet needs unique to underserved schools and programs. First Book has compiled a knowledge bank of **proprietary insights** that **aggregate and amplify** the voice of those serving children in need.

Through tools such as educator surveys and focus groups, mapping techniques, and data analysis, First Book Insights increases the impact of the organization's work through:

- Focused investment on geographic areas, ages of children served, and other factors, making simultaneously possible the achievement of national scale and local impact.
- Streamlined strategy, providing feedback directly from the field that can eliminate barriers to education with increased efficiency.
- Expansion of the social sector's knowledge base and understanding of serving kids in need.

FIRST BOOK NETWORK DENSITY



OUR IMPACT: FIRST BOOK INSIGHTS

RESEARCH AND RESOURCES DEVELOPED AS PART OF FIRST BOOK INSIGHTS INCLUDE:



THE FIRST BOOK-MOLINA HEALTH NEEDS ASSESSMENT

KEY FINDING:

Social and emotional development is educators' top health education priority — outranking even substance abuse and gun violence.

Select Resources Developed:

- Expanded Health & Wellness section on the First Book Marketplace
- Bilingual public service announcements that scored in the top 1% of all PSAs aired in 2017
- SEL book collections for Pre-K and K-2
- Reading guides, developed with the Collaborative for Social & Emotional Learning



FIRST BOOK AND MARYLAND STATE EDUCATIONAL ASSOCIATION EARLY CAREER EDUCATOR FOCUS GROUPS

KEY FINDING:

Early career educators need extra support to help students suffering from trauma and toxic stress.

Select Resources Developed:

- Trauma Toolkit: 33-page, evidence-based guide
- Grants for educators to purchase books that promote social and emotional learning
- Three videos for educators highlighting key information in the toolkit
- Two articles for MSEA publications, making educators aware of the resources available



FIRST BOOK ANNUAL MEMBER AND NEW MEMBER SURVEYS

KEY FINDING:

Educators serving kids in need face two primary obstacles: a lack of funding and a lack of time.

Select Resources Developed:

- Funding Toolkit: 19-page how-to guide for securing community funding
- Curated First Book Marketplace hubs targeted to special roles, e.g.: after school program administrators, librarians, health clinics
- Timesavers: quick guides to producing turnkey curricula
- Facebook Groups for members to collaborate

OUR IMPACT: MEETING BASIC NEEDS



78%
OF FIRST BOOK EDUCATORS
IDENTIFIED UNMET BASIC
NEEDS AS A BARRIER
TO LEARNING.

EQUETTA JONES

ASSISTANT PRINCIPAL,
HIGHLANDS ELEMENTARY SCHOOL, DELAWARE

***This educator didn't punish troublesome kids.
She gave them a closet full of stuff.***

Last year, the top three most misbehaved boys at Equetta Jones' elementary school were from the same family.

As assistant principal, it fell to Jones to figure out how to solve the problem. Other educators might prescribe detentions, suspensions, extra tutoring help, or even a doctor's appointment to be evaluated for an attention-deficit issue.

Often, the problem is the same: Many kids are not having their basic health, shelter, and nutritional needs met.

That's why Jones installed a Care Closet. Her students no longer worry about basic needs.

The three boys who were at the top of the disciplinary chart last year? They're thriving now.

Source: First Book Member Survey, 2016



“In our 25 years of working with educators serving children from low-income neighborhoods, we know that the challenges of poverty aren't just determined by a lack of financial resources — access to basic needs, healthcare, and food also deeply affect a child's opportunity to learn.”

— Kyle Zimmer

First Book President, CEO, and Co-founder

In 2017, First Book launched the Care Closets initiative: discreet supply closets that address students' basic needs — including underwear, socks, nonperishable food, and hygiene supplies — that can be stocked and restocked on the First Book Marketplace. The program was piloted in Baltimore and in Delaware as part of a statewide initiative in partnership with Governor John Carney.

OUR IMPACT: DISASTER RECOVERY

First Book heard from educators in Houston requesting resources 24 hours before the Hurricane Harvey even touched down. Subsequent storms, wildfires, and mudslides continued to create unprecedented need -- not only in the aftermath of the disaster, but in the weeks and months that have followed as schools and libraries restore and restock, and as children across the affected regions recover from displacement and disruption.

In response, together with the American Federation of Teachers, Texas AFT, and the Barbara Bush Houston Literacy Foundation, First Book launched a targeted effort to deliver brand new books and basic needs items in federally designated disaster areas, in coordination with first responders, educators, and volunteers.

TO DATE, FIRST BOOK'S DISASTER RECOVERY EFFORTS HAVE:

- Coordinated the distribution of more than **800,000** books contributed by 13 publishers and suppliers, including **Barnes & Noble, Candlewick Press, Convergent Books, Cuentos Publishing, Disney Publishing Worldwide, Dolly Parton's Imagination Library, Dr. Seuss Enterprises, Houghton Mifflin Harcourt, Macmillan Publishers, March 4th, Inc., Penguin Random House, Parragon Books, The Quarto Group, and Townsend Press.**
- Raised more than **\$925,000**, with 100% going to affected communities, thanks to the generous support of individuals and sponsors, including **Albertsons Companies Foundation, American Federation of Teachers, Barbara Bush Houston Literacy Foundation, Blackboard, Citi, The Coca-Cola Company, dd's DISCOUNTS, Ford Motor Company Fund, Give Back Brands Foundation, Hot Dudes Reading, IBM, JetBlue, KPMG's Family for Literacy, The LEGO Foundation, National Grid, New York City United Federation of Teachers, Nora Roberts Foundation, Pi Beta Phi Fraternity for Women, Pizza Hut, Tata Sons, Ltd., Team First Book Charlotte, The Walt Disney Company, Wipro Limited, and zulily.**



AFT President Randi Weingarten joins Barbara Bush Houston Literacy Foundation Chairman Neil Bush and First Book President, CEO, and Co-founder Kyle Zimmer in delivering books to Houston school children after Hurricane Harvey

“We mobilized 40,000 age-specific, relevant books and moved them into a federal disaster area at a time when trucks and drivers were scarce and roads into Houston were closed. This is our mission.”

—Carey Palmquist
Senior Vice President, eCommerce/Operations

BREAKING DOWN EDUCATIONAL BARRIERS: 2017 HIGHLIGHTS

JANUARY



JANUARY

Disney|ABC partners with First Book to invite families to read together as part of the 5th annual “Magic of Storytelling” campaign.

Wipro Ltd. and First Book announce a three-year partnership to bring more than 200,000 books to children in need in more than 20 U.S. cities and 10 countries.

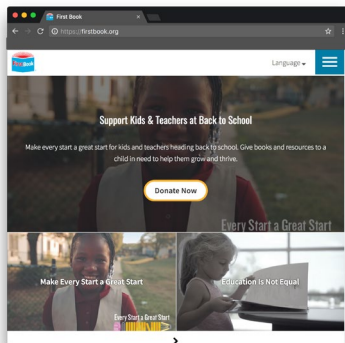
FEBRUARY



FEBRUARY

Penguin Random House announces the publication of forthcoming memoirs by former **President Barack Obama** and **First Lady Michelle Obama** with a donation of one million books to First Book in the Obama family’s name.

MARCH



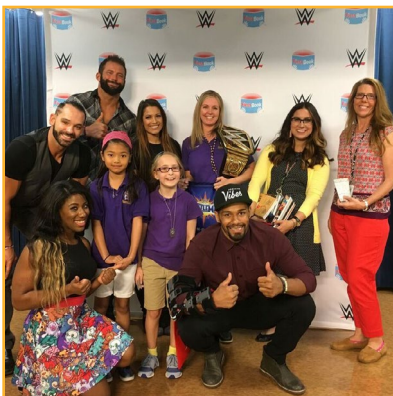
MARCH

The **First Book National Book Bank** is relaunched as a digital platform, allowing 24-hour access to affordable resources.

First Book and **Tata Sons, Ltd.** celebrate the 10th anniversary of their partnership, and the distribution of more than 450,000 books and resources to children in need since 2007. See more at: <http://bit.ly/TataFirstBook10Years>

BREAKING DOWN EDUCATIONAL BARRIERS: 2017 HIGHLIGHTS

APRIL



APRIL

First Book and the **NEA Foundation** announce a two-year partnership to increase social and emotional wellness for children in need through increased access to diverse books.



**THE NEA
FOUNDATION®**

WWE and First Book celebrate WrestleMania Week in Orlando with a gift of 20,000 books to area schools, distributed by WWE superstars.

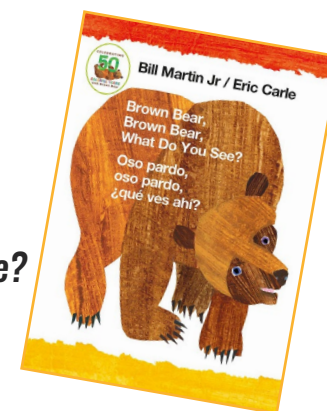
MAY



MAY

First Book celebrates its **25th anniversary!**

First Book and **Macmillan Children's Publishing Group** mark the 50th anniversary of *Brown Bear, Brown Bear, What Do You See?* with the production of the first-ever bilingual edition.



JUNE



**EY Entrepreneur
Of The Year®**

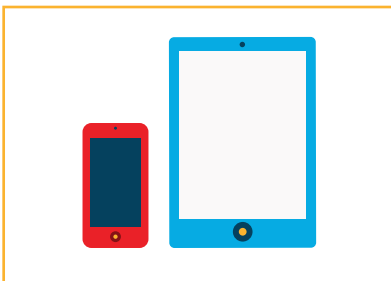
JUNE

First Book President, CEO, & Co-founder **Kyle Zimmer** is awarded the Mid-Atlantic regional **EY Entrepreneur of the Year Award for Social Enterprise**.

Pi Beta Phi Fraternity for Women celebrates its 150th anniversary and commemorates the 10th anniversary of its First Book partnership by bringing 20,000 books to kids in St. Louis.

BREAKING DOWN EDUCATIONAL BARRIERS: 2017 HIGHLIGHTS

JULY



JULY

First Book invests in mobile devices for the **First Book Marketplace**, dramatically expanding access to affordable digital resources for kids in need.

AUGUST



AUGUST

Citing the harmful effect on children from unrest in **Charlottesville, Virginia**, First Book provides books to local programs and classrooms.



dd's DISCOUNTS' Youth Literacy Fundraiser distributes its 1 millionth book.

The First Book Marketplace launches **newly curated collection pages** to provide relevant and easily accessible resources on themes of “Many Cultures, One Community,” Social & Emotional Learning, STEAM (Science, Technology, Engineering, Arts, and Math), as well as a dedicated area for professionals in healthcare centers.

SEPTEMBER



SEPTEMBER

First Book, the **American Federation of Teachers**, and the **Barbara Bush Houston Literacy Foundation** announce “Essentials for Kids,” a nationwide effort to support children affected by poverty and natural disasters.

BREAKING DOWN EDUCATIONAL BARRIERS: 2017 HIGHLIGHTS

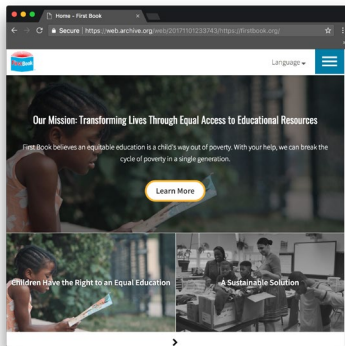
OCTOBER



OCTOBER

First Book distributes books in Houston, just weeks after **Hurricane Harvey** devastated the area.

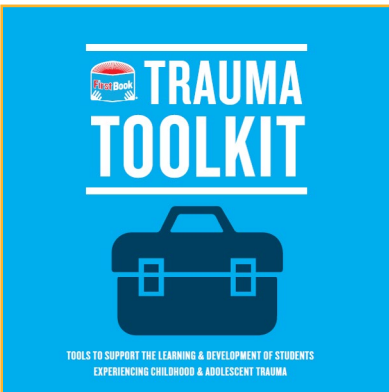
NOVEMBER



NOVEMBER

Commemorating its 25th anniversary, First Book relaunches its website, **firstbook.org**, with generous support from **Target**. The site prominently features stories of impact of First Book's work as seen through educators serving children in low-income settings, thanks to additional generous support from **C&S Wholesale Grocers**.

DECEMBER



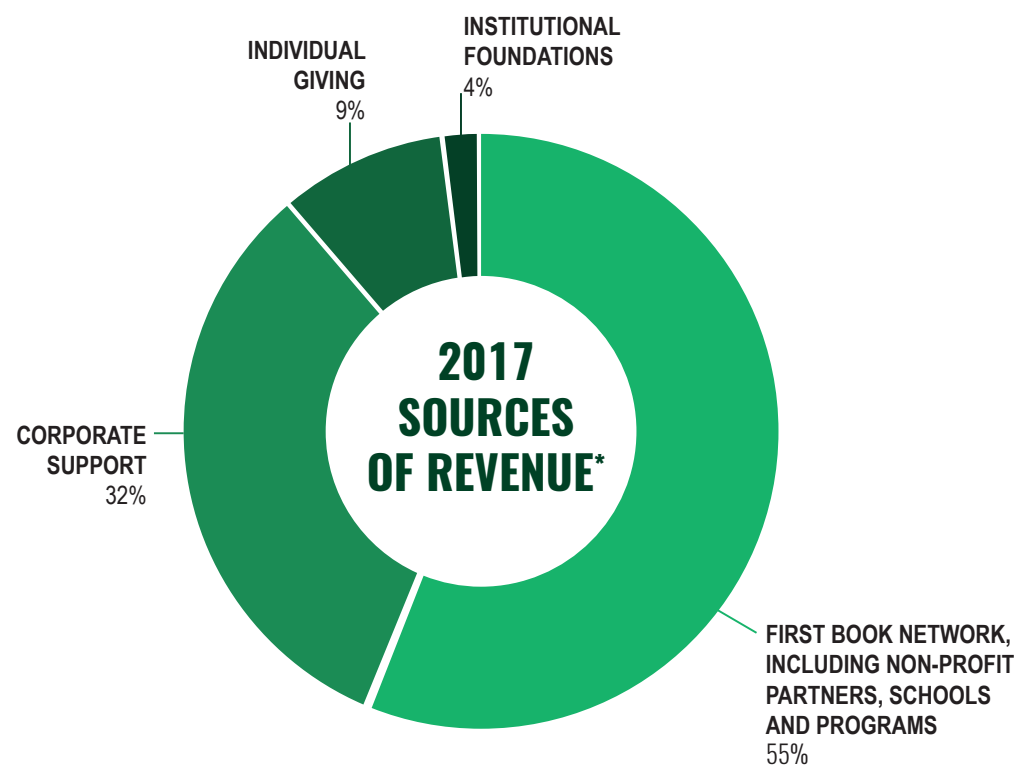
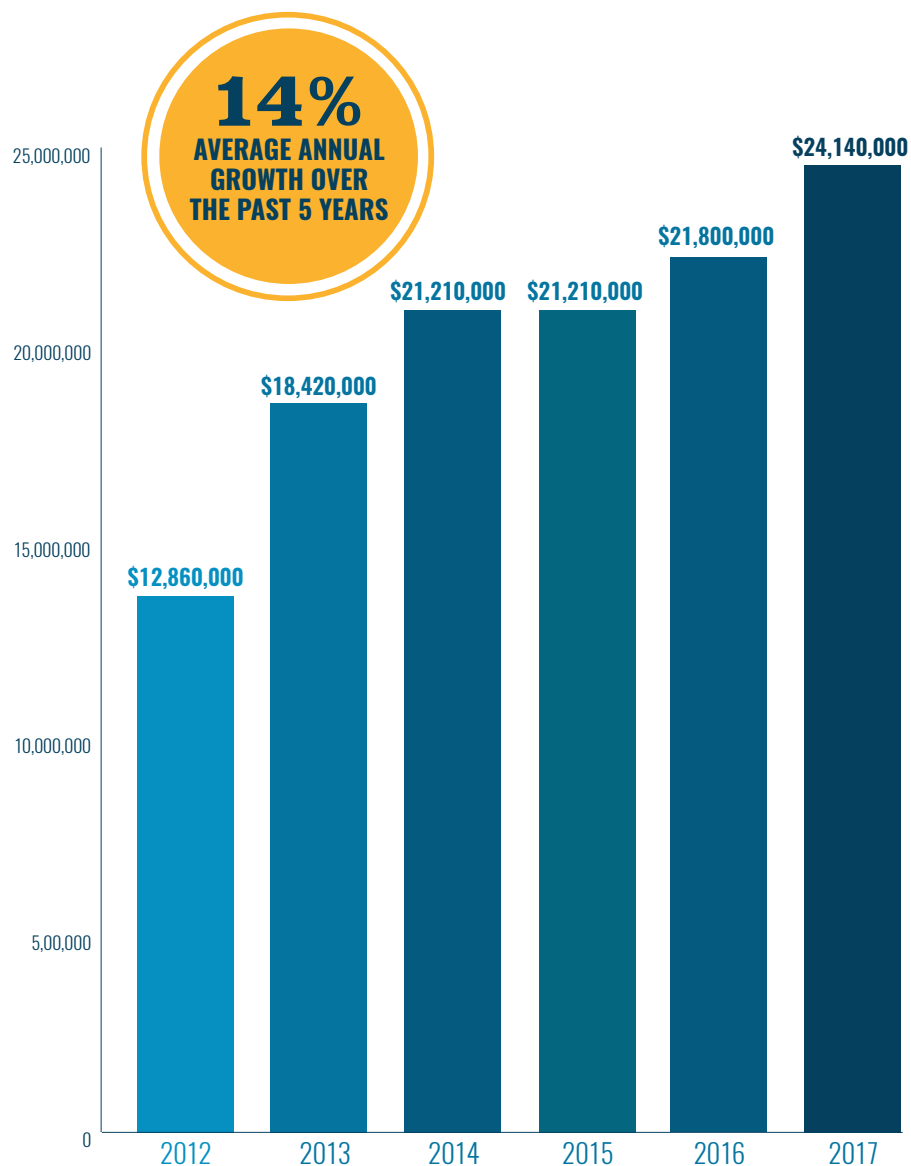
DECEMBER

First Book and **Candlewick Press** give kids in need 100,000 brand new books through a matching gift program.

With the support of the **Maryland State Education Association**, First Book launches the Trauma Toolkit, to assist teachers supporting children struggling from toxic stress and traumatic events.

FINANCIALS

2012-2017 REVENUE GROWTH



Note: Cash revenue only, excluding donated inventory.

*Source: First Book Data

First Book receives the highest rating from Charity Navigator



FINANCIALS

BALANCE SHEET Amounts in 000s	2017 ACTUALS
Cash and Equivalents	\$ 5,700
Accounts Receivable	1,771
Prepaid, Other Expenses	215
Property and Equipment, net	135
INVENTORY, purchased	3,078
INVENTORY, donated	35,986
Total Assets	46,885
Accounts Payable	2,532
Pension Payable	275
Accrued Expenses	231
Line of Credit	1,467
Total Liabilities	4,505
Net Assets, Unrestricted	4,429
Net Assets, Unrestricted - donated inventory	32,697
Net Assets, Temporarily Restricted	5,254
Net Assets, Permanently Restricted	-
Total Net Assets	42,380
Total Liabilities & Net Assets	46,885

STATEMENT OF CHANGE IN NET ASSETS Amounts in 000s	2017 ACTUALS
Contributions, cash-based revenues	24,130
Contributions, donated goods and services	\$ 83,098
Other Revenues, net	10
Total Support and Revenue	107,238
Program Services	102,751
Management and General	2,675
Fundraising	1,098
Total Expenses	106,524
Change in Net Assets, cash-based activities	(1,473)
Change in Net Assets, donated activities	2,187
Net Assets, Beginning of year	41,666
Net Assets, End of year	42,380

FIRST BOOK LEADERSHIP

AS OF JULY 2018

KYLE ZIMMER

President, CEO, and Co-founder

JANE ROBINSON

Chief Strategy Officer and
Chief Financial Officer

CHANDLER ARNOLD

Chief Operating Officer

DANIEL STOKES

Chief Administration Officer

MARILYNN G. JACOBS

Senior Advisor,
Marketing and Communications

BECKI LAST

Senior Vice President,
Network Engagement

CAREY M. PALMQUIST

Senior Vice President,
eCommerce/Operations

DIANA PEACOCK

Senior Vice President,
Development Alliances

CHRIS STINE

Senior Vice President,
Information Technology

BRYAN STRAATHOF

Senior Vice President,
Finance

BOARD OF DIRECTORS

AS OF JULY 2018

DR. MARTHA MOLINA BERNADETT

Acting Chairman, First Book Board of Directors
President and Founder, The Molina Foundation

NINA BARJESTEH

Chief Merchandising Officer, rue21

CHRISTOPHER CERF

Co-founder and President, Sirius Thinking Ltd.

KATHY FRANKLIN

President, Franchise Development, Lightstorm Entertainment

LESLIE GOODMAN

WILLIAM MATASSONI

Founder and CEO, The Glass House Group

DEBBIE HUBLEY OZANUS

Co-chair, KPMG's Family for Literacy

KAREN KEHELA SHERWOOD

Co-chair, Imagine Entertainment

KYLE ZIMMER

President, CEO, and Co-founder, First Book

ADVISORY COUNCIL

AS OF JULY 2018

ROBIN ADELSON

Managing Director,
Jefferson Awards Foundation

JOAN ALLEN

Actress

ELIZABETH ARKY

Co-founder, First Book
Principal, Arky Group Consulting, LLC

JENNIFER BOHLER

Owner, Alliance Management

MEGHAN BRACKEN

National Director,
Corporate Responsibility – Citizenship,
KPMG

ANDREA CAMP

HAROLD CLARKE

Senior Advisor, The Reader's Guild, LLC
Principal, Handover Pfist & Clarke
Senior Advisor, Cupcake Digital
Senior Advisor, New Hope Capital, LLC

LIBBY DOGGETT

Libby Doggett Consulting

DAVID DOTSON

President, The Dollywood Foundation

DEBORAH DUGAN

CEO, (RED)

DENI FRAND

Senior Director, External
Relations & Communications,
Virtual Enterprise International

GINA GOFF

Senior Director,
Community Involvement,
C&S Wholesale Grocers, Inc.

SUSAN GRODE

Partner, Katten Muchin Rosenman LLP

GREG HOFFMAN

President, Greg Hoffman Consulting

LISA HOLTON

President, Classroom, Inc.

L. SPENCER HUMPHREY

Co-Chairman, First Book Advisory Council
Principal, Rocky Hill Group

BRIAN KAGAN

Brian Kagan Company

ILENE LEFF

Independent Management Consultant

JAMES M. LOY

Senior Counselor, The Cohen Group

COLLEEN LUDINGTON

Co-Chairman, First Book Advisory Council

KATHRYN (KIT) LUNNEY

Co-director, Scholars in the Nation's Service
Initiative; Richard H. Ullman Fellowship,
Woodrow Wilson School of Public and
International Affairs, Princeton University

ELSA PALANZA

Strategic Advisor,
Bill & Melinda Gates Foundation
Project Everyone: Goalkeepers

CAROL RASCO

Former President and CEO,
Reading is Fundamental

DR. CAROLYNN REID-WALLACE

George Washington University

SUSAN ROMAN

Dean and Professor, Graduate School
of Library and Information Science,
Dominican University

ADVISORY COUNCIL

AS OF JULY 2018

HARRIETT SANFORD

President and CEO,
The NEA Foundation

JOHN SCHREIBER

CEO, New Jersey Performing
Arts Center

HEATHER STEINMILLER

Senior Vice President
and General Counsel,
Conner Strong & Buckelew

JAMIENNE S. STUDLEY

Former Deputy Under Secretary of
Education, U.S. Department
of Education

MARY TATUM

TOM TOLWORTHY

CEO and President, Twinlab
Consolidated Holdings, Inc.

RANDI WEINGARTEN

President, American Federation
of Teachers

ALI WENTWORTH

Actress, Comedian, Author
and Producer

JUDEE ANN WILLIAMS

Co-executive Director, Creative Artists
Agency Foundation; Co-head,
Social Impact, Creative Artists Agency

MARLA NEELY WULF

Grand Vice President, Programming,
Pi Beta Phi Fraternity for Women

JOANNE WYSS

KARL WYSS

JUDITH ZIMMER

Deputy Director, Street Law, Inc.

PUBLISHING COMMITTEE

AS OF JULY 2018

TERRY DOWNES

Vice President, Publishing
Operations, Disney Book Group

CHIP GIBSON

LAURA GERINGER

JUDITH HAUT

Senior Vice President and
Associate Publisher,
Random House Children's Books

SUSAN KATZ

Former President and Publisher,
HarperCollins Children's Books

CRAIG LOW

President and Owner,
Lee & Low Books

BARBARA MARCUS

President & Publisher,
Random House Children's Books

KRISTINA PETERSON

Director, International Publishing;
Workman, Algonquin, and Artisan
Books and Calendars, Workman
Publishing Co., Inc.

RICK RICHTER

Literary and Entertainment Agent,
Aevidas Creative

DON WEISBERG

President, Macmillan Publishers U.S.



25 Years

1319 F Street NW, Suite 1000, Washington, DC 20004
(866) READ-NOW | BLOG.FIRSTBOOK.ORG

www.facebook.com/FirstBook 
www.twitter.com/FirstBook 
www.instagram.com/firstbookorg 