



2018 Impact Report

Breaking Down Barriers to Quality Education for Kids in Need

FIRST BOOK:

Founded in Washington, D.C. in 1992 as a 501(c)3 non-profit social enterprise, First Book is a leader in the educational equity field.

OUR MISSION

First Book believes education offers children in need the best path out of poverty. We work to remove the barriers that stand between children in need and a quality education.

WHO WE SERVE

First Book has aggregated the largest and fastest-growing community of educators exclusively serving children in low-income communities. This network of nearly 450,000 members (increasing by 1,000 each month) works in classrooms, after school and summer or early childhood programs, shelters and health clinics, libraries, community programs, military support programs, and other settings that primarily serve children in need.

OUR IMPACT

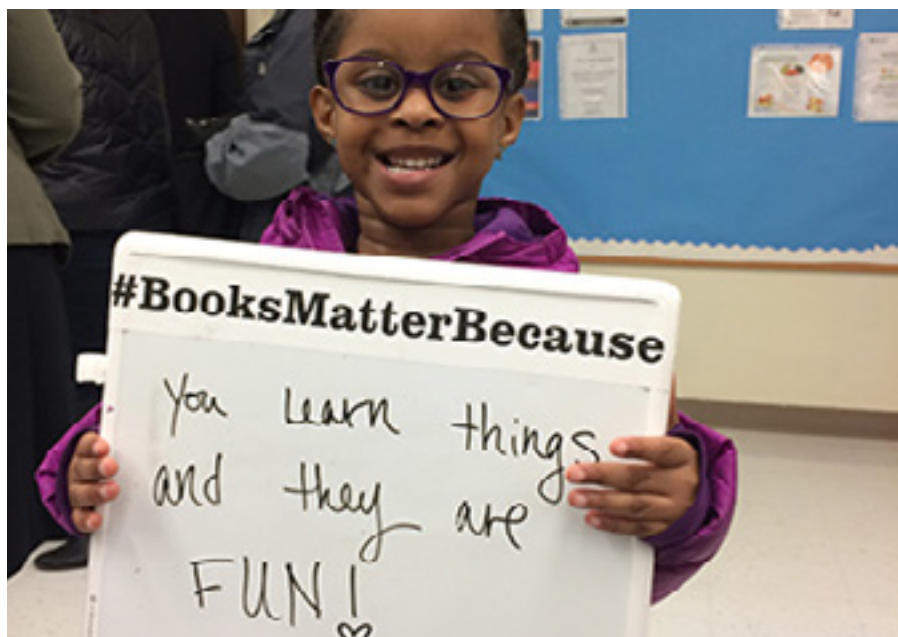
Over the course of our 27-year history, First Book has provided educators serving kids in need with more than 185 million books and resources, with a value of more than \$1.5 billion.

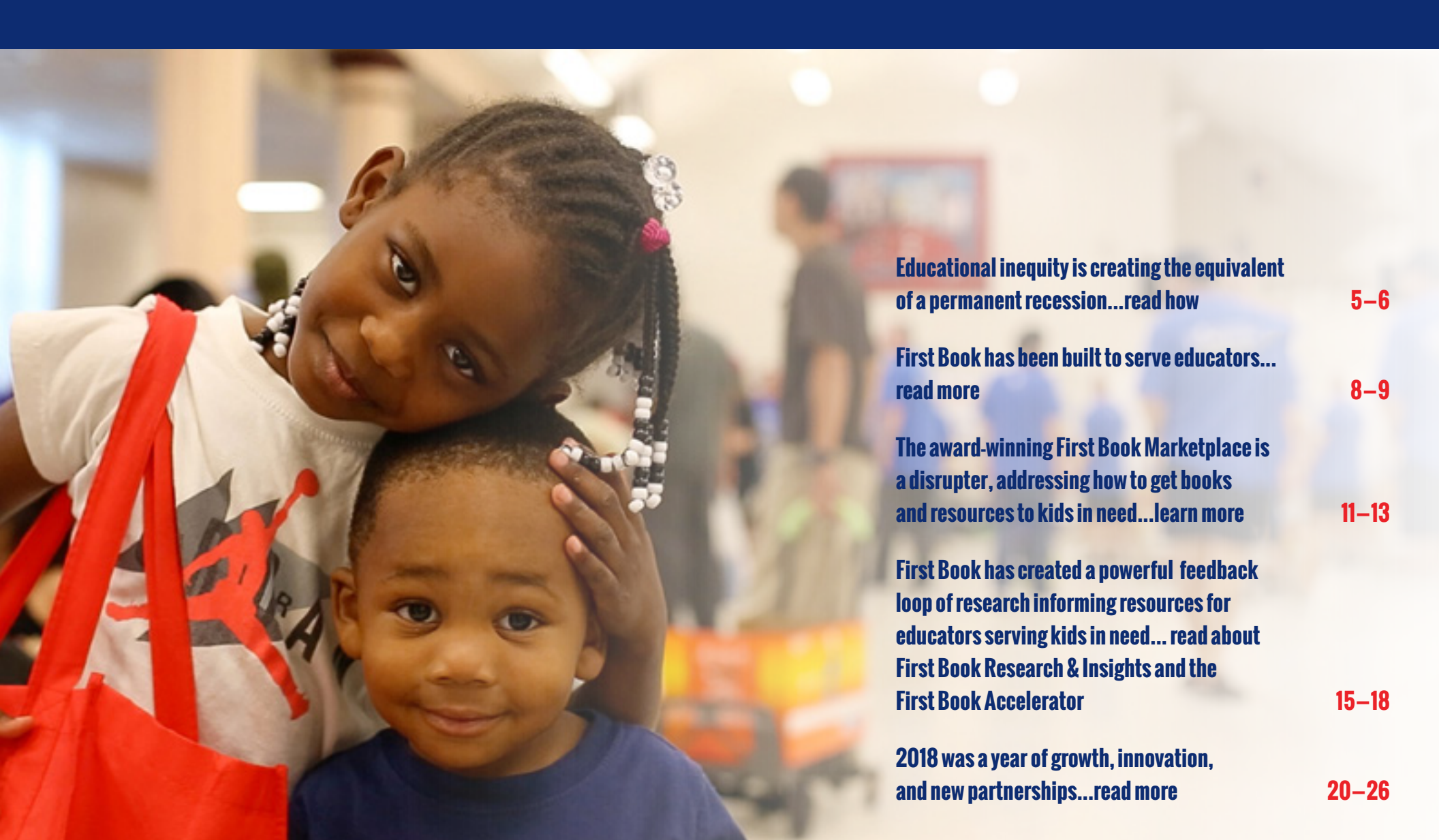


HOW WE DO IT

First Book breaks down barriers to quality education through a family of social enterprises, including:

- **The First Book Marketplace**, an award-winning nonprofit eCommerce site that provides the First Book Network with thousands of free and affordable new, high-quality books and resources and basic needs items.
- **First Book Research & Insights**, a research initiative that leverages proprietary data generated from more than 27 years of working with educators serving kids in need to advance the educational research field.
- **First Book Accelerator**, an initiative that turns current, best-in-class educational research into actionable educator resources in a matter of weeks, dramatically decreasing the time-to-market for current, evidence-based strategies and resources to reach educators serving children in need.





Educational inequity is creating the equivalent of a permanent recession...read how **5–6**

First Book has been built to serve educators... read more **8–9**

The award-winning First Book Marketplace is a disrupter, addressing how to get books and resources to kids in need...learn more **11–13**

First Book has created a powerful feedback loop of research informing resources for educators serving kids in need... read about First Book Research & Insights and the First Book Accelerator **15–18**

2018 was a year of growth, innovation, and new partnerships...read more **20–26**

First Book Removes Barriers to Quality Education for kids in need

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A number of years ago I was visiting a school in Cleveland. A young African American girl, around 12 years old, was assigned to escort me to the classroom where we were handing out books. As we walked we were chatting, and I asked her, “So what do you want to be when you grow up?” And without missing a beat, she looked at me with clear, steely eyes and said, “I’m going to be on the U.S. Supreme Court.” I said, “Wow, that is terrific – where did you get that idea?” And she said three powerful words: **from my teacher.**

This is what educators do. They are champions for our children, and a resource for parents and communities. But teachers working in the lives of children from low-income families — who make up more than 51 percent of all public school children

— must also address the needs of children coming to school without their basic needs met; they must respond to students’ concerns about racial bias and hate speech; and they must counsel students experiencing trauma.

And they are doing all of this without adequate support: **Education consistently ranks among the highest priorities for Americans, yet school funding is still below pre-recession levels in more than 20 states, and the need for resources is taking on an acute sense of urgency.**

First Book’s work has focused on the innovative ways, via our social enterprise model, that we can break down the barriers to an equal education for all kids. In this report you’ll read more about our work to:

- **Support teachers and caregivers**, continuing the phenomenal growth trajectory of the First Book Network of registered educators in classrooms, after school programs, libraries, and other settings
- **Provide access to relevant, affordable books and resources**, through expansion of the First Book Marketplace and the launch of the OMG Books Awards
- **Create a feedback loop for research and information**, with the expansion of First Book Research & Insights, and new resources from the First Book Accelerator

A quality education is every child’s birthright, but 32 million children growing up in poverty don’t get an equal opportunity for learning. With the help of extraordinary partners and supporters, and our focus on the educators who instill belief in kids like that steely-eyed 12 year-old, First Book is working so that every child can realize their dreams.

With gratitude,

Kyle Zimmer

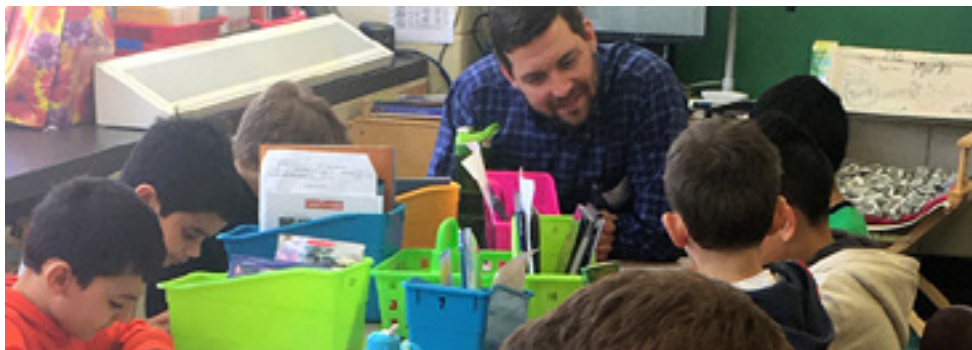
President, CEO, & Co-founder

“A quality education is every child’s birthright, but 32 million children growing up in poverty don’t get an equal opportunity for learning.”

THE NEED: 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.¹

First Book believes that education is a child's best path out of poverty. But access to a quality education is far from equal:



“Most of my families have to choose between purchasing school supplies and food.”

– First Book Educator, classroom teacher

Schools and programs do not have equal educational resources.

In low-income communities, school budgets have little funding for resources that are considered basic for their more affluent counterparts.

- **51%** of students in U.S. public schools come from low-income families²
- **More than 20 states** are spending **less** on public education than a decade ago³
- Teachers spend an average of **\$500** out of their own pocket to supplement what is needed for their classrooms or programs⁴

Books and educational resources are critical, but scarce, for kids in need. Just having access to books is one of the main determinants of a child's future education level, but it is common for low-income neighborhoods to be “book deserts,” with an average of only one book per hundreds of children.⁵ While research indicates that just the presence of books in the home improves educational outcomes⁶, **61%** of children from low-income families have no books at home.⁷

This inequity leads to a range of social ills for children in need. Poor educational achievement is tied to future poverty, unemployment, illness, dependence on welfare, social exclusion, and crime.⁸

¹ McKinsey, 2009: <https://www.mckinsey.com/industries/social-sector/our-insights/the-economic-cost-of-the-us-education-gap>

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

³ Michael Leachman, Kathleen Masterson, and Marlana Wallace. “After Nearly a Decade, School Investments Still Way Down in Some States,” Center on Budget and Policy Priorities; October 20, 2016

⁴ As reported in: <https://www.nytimes.com/2018/05/16/us/teachers-school-supplies.html>

⁵ Susan B. Neuman, Naomi Moland. “Book Deserts.” Urban Education, 2016. DOI: 10.1177/0042085916654525

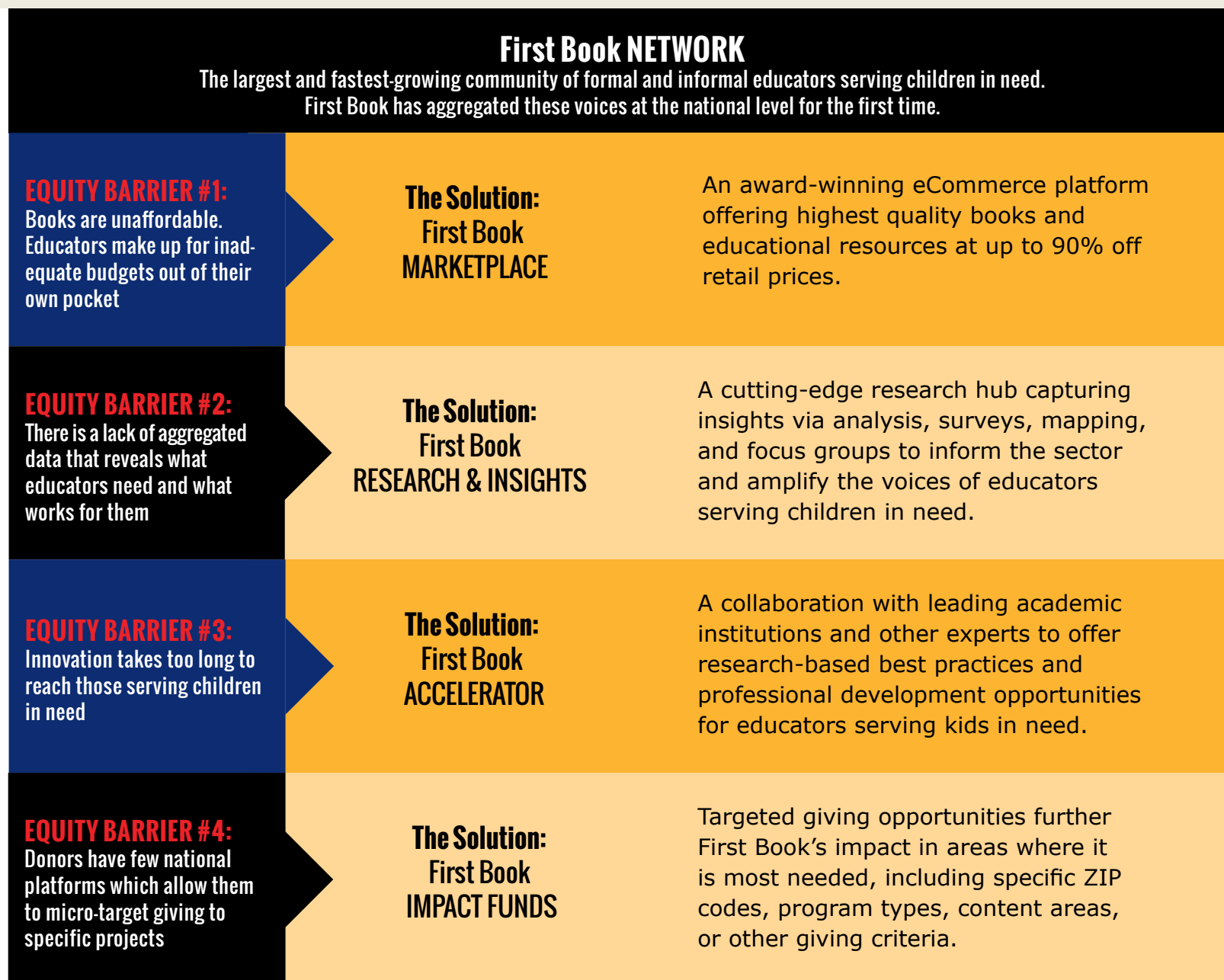
⁶ Sikora, et al. DOI <https://doi.org/10.1016/j.ssresearch.2018.10.003>

⁷ Campaign For Grade Level Reading, School Readiness Report. <https://gradelevelreading.net/our-work/school-readiness>

⁸ World Literacy Foundation, 2012

OUR MISSION: Removing Barriers to Quality Education

First Book identifies barriers to educational equity and has developed a family of social enterprises to address these systemic failures.





The largest and fastest-growing community of educators serving children in need

The First Book Network

THE FIRST BOOK NETWORK: Aggregating the voice and buying power of an untapped market

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

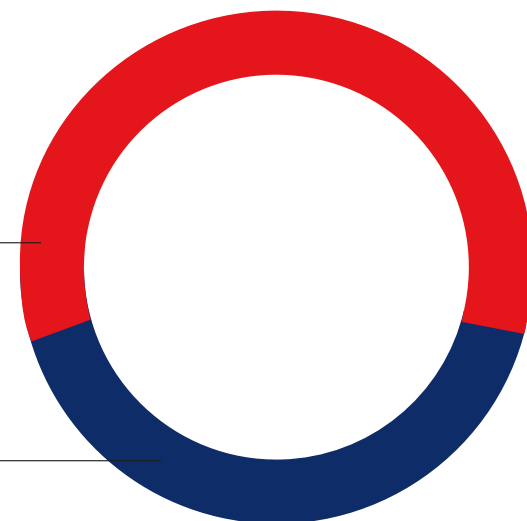
- Open to formal and informal educators whose classrooms or programs are composed of, at minimum, 70% children in need
- Grows by 1,000 members each week
- Active members in all 50 U.S. states, the District of Columbia, and U.S. territories
- Is validated by a robust verification and audit process



PROGRAM TYPES

Schools and Classrooms
63%

Community Programs
37%



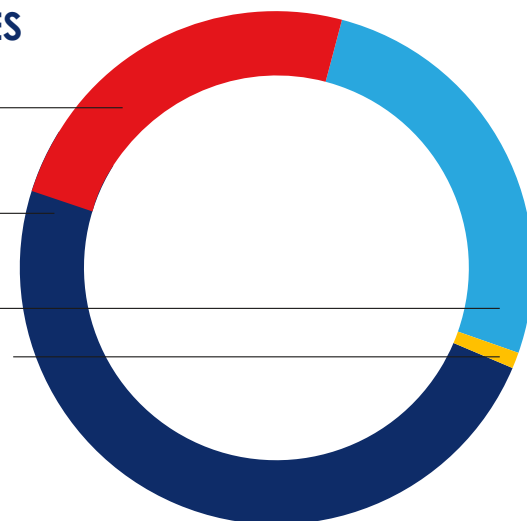
COMMUNITY TYPES

Suburbs: 23%

Urban: 49%

Rural: 27%

Tribal Nation: 1%



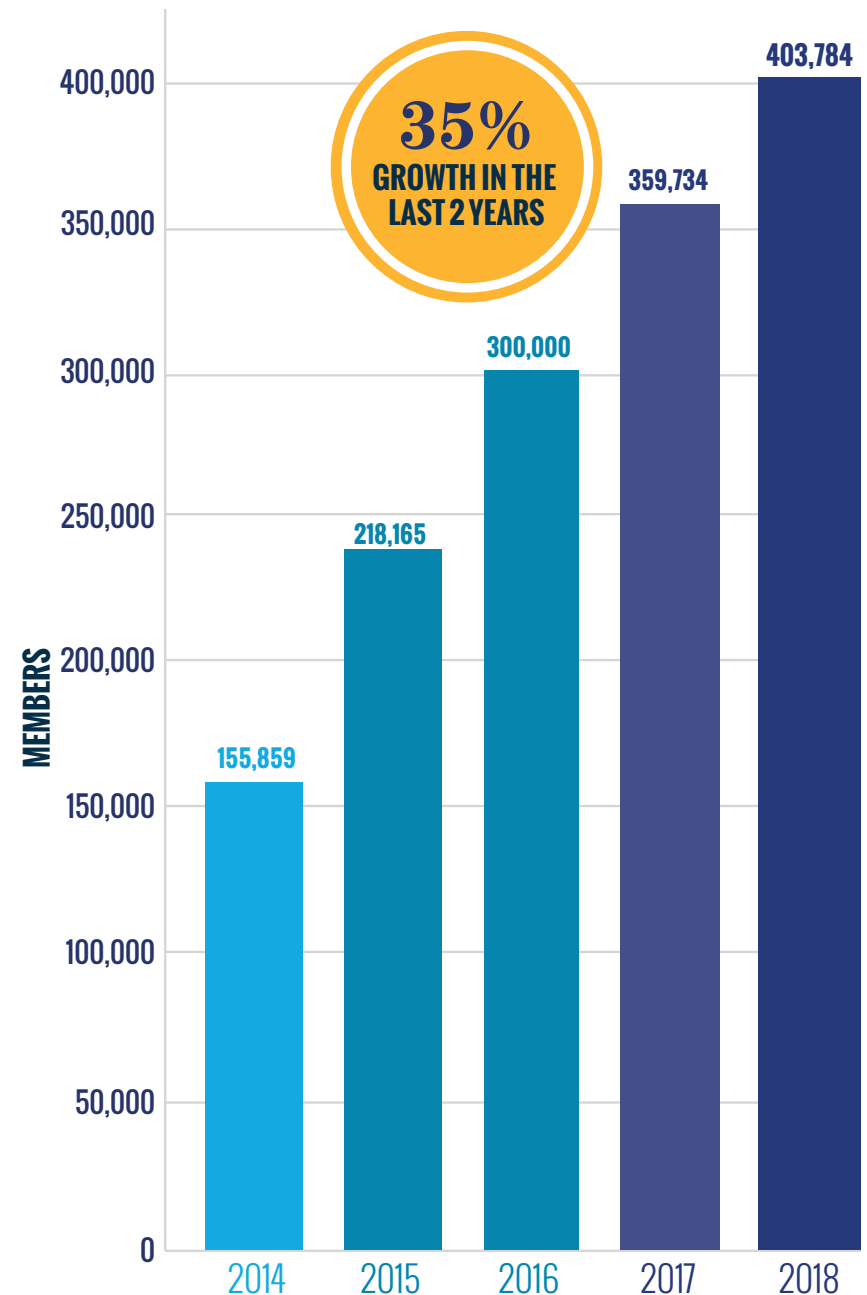
Source: First Book Data

THE FIRST BOOK NETWORK: Aggregating the voice and buying power of an untapped market



“First Book has been the answer to building bridges and building partnerships with the communities we serve.”

– Administrator, New York City





A sustainable, market-driven solution to meet the need

The First Book Marketplace

THE FIRST BOOK MARKETPLACE: Making books & resources accessible, affordable, and relevant

Through a sustainable, market-driven model, First Book breaks down barriers to quality education by providing its network of registered teachers, librarians, afterschool program leaders, and others serving children in need with year-round access to free and affordable new, high-quality books, educational resources, and basic needs items through the award-winning First Book Marketplace nonprofit eCommerce site (www.fbmarketplace.org), which includes the First Book National Book Bank inventory donated by First Book's generous partners in the publishing industry.

In 2018 First Book enhanced the Marketplace with content expansions, including new books focused on diversity and inclusion, STEM, and family engagement. New free resources were added for educators focused on trauma, social and emotional learning, and other topics.

The screenshot shows the First Book Marketplace website interface. At the top, the logo reads "First Book Marketplace" with the tagline "Stretch every dollar, reach more kids". To the right is a search bar and a shopping cart icon showing "0 items in Shopping Cart". Below the header is a navigation bar with categories: BOOKS, SUPPLIES, DIGITAL LEARNING, BASIC NEEDS, ACTIVITIES, FREE RESOURCES, and BOOK BANK. A banner for "Shop Summer Reading" features icons of a sun, sunglasses, books, and paper clips. The main promotional banner is titled "We've got your back(packs)." and encourages supporting kids with school supplies. It displays five backpacks in various colors (maroon, brown, grey, blue, black) and a collection of school supplies including glue sticks, markers, and notebooks. A button labeled "Explore All" is positioned at the bottom left of the banner.

THE FIRST BOOK NETWORK VOICE: Introducing educators' ratings & reviews on the First Book Marketplace

First Book values the expertise of the educators serving kids in need and wanted to create a space where members of the First Book community could share their expertise, advice, and experiences about how they are using books and other educational resources. In 2018, First Book launched a new rate and review feature on the First Book Marketplace. Since launch, members have written more than 2,900 reviews, helping other educators find the best books and resources for their programs, especially ones that they may not have used or encountered previously.

Ten of First Book's Educator-approved Favorites of 2018



★★★★★

"This poetry is sure to generate some discussion in your 4th and 5th grade classes. The book is also good for a secondary school setting because the topics are unflinching looks at casual racism, racist language, and tension between races. A must purchase!"

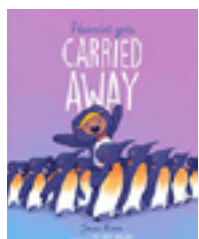
- Nancy K.



★★★★★

"This is a beautifully written and illustrated book that is appropriate for elementary and secondary grades. The writing is simple, clear, and heartfelt. I highly recommend this book for meaningful class discussions."

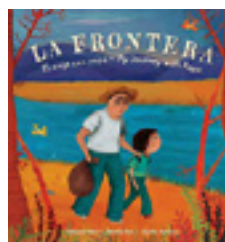
- Claudia B.



★★★★★

"I used this read aloud in our cultural contributions unit. In this unit, we talk a lot about other cultures but start with talking about what we think of when we think of family. We then explore how families can look different. 'Harriet Gets Carried Away' depicts a main character who has a wild imagination. The book mentions and depicts her fathers. The book is a great talking piece about families that might not look like ours — or a first book that does look like our family."

- Vanessa G.

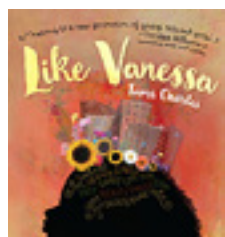


★★★★★

"I am so excited to have this book for my classroom! Almost all of my students are ELLs who have parents who have traveled to the United States like the characters in the story. It is so important to represent our students, their families, and their experiences in our classroom library. And I

know that this book (as well as many others available in the 'Bilingual' books section) meet that need. I am so excited to see the connections my students make with this story and others!"

- Ashley L.



★★★★★

"My students are excited to read 'Like Vanessa' in general, but one student told me, 'This book is about ME!' Everything about it felt personal and relatable, and as an educator, that is gold! This is especially true when your students are children of color who so rarely see themselves reflected in media.

Thank you, First Book, for giving my students books where they are seen, heard and celebrated."

- Lisa M.



★★★★★

"Written in free verse form. My 6th graders love this format. They have read all of Kwame Alexander's books. It is my most 'permanently' borrowed book. I have had to re-order it a number of times. Great resources if you want students to write their own free verse poems"

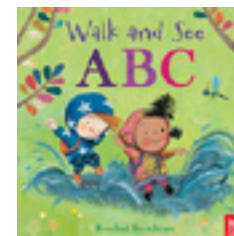
- Ronit R.



★★★★★

"This product is excellent. I am a kindergarten teacher. I will be using this item to introduce our new families to math and reading and how to work at home with their child. These cards are bright and colorful. In our parent training all families will receive books from First Book and a set of the Sesame Street Big Face Cards. Thank you First Book for helping me with our Title1-Parent Involvement training."

- Cindy C.



★★★★★

"This book is great for introducing students to different vocabulary with words from nature and the countryside. I love how little characters interact with nature in the story and was thrilled that the two characters each a different race. Great for young children!"

- Deandra A.



★★★★★

"Our school has so many Muslim families but the options for representation in literature for early readers is limited. These books were a hit! Parents were asking where to buy copies for their home libraries. Grandparents are positively represented in several of the books as well. The art is FABULOUS."

- Sheila B.



★★★★★

"My students love this new series! The print is nice and big and easy to read. The pictures/drawings help bring the story to life. The strong female main character and the problem solving included in this series are great for my students to help them see girls can be strong and that you should never give up. I love this series! A definite must for every classroom"

- Sherill M.

MEMBER PROFILE: Making an impact with diverse books

Recently published research measuring the impact of books in a child's home reported that "growing up with home libraries boosts adult skills in these areas beyond the benefits accrued from parental education or own educational or occupational attainment."¹ The lack of books has devastating effects.

"We've had four-year-olds who've come in who don't orient a book in the right way," said Amy Dickinson, a preschool teacher in Washington, D.C.

As early as preschool, the barrier to a quality education is already building. Amy started breaking it down with First Book. "Now [after using the First Book Marketplace], we send books home with every child."

Not only was Amy able to send home books — but through First Book, Amy and her fellow teachers have been able to give more than 500 new books to their students, including Spanish and bilingual books.

"For me, in the classroom, one of the things that it has allowed me to do is to take this dream that I have, this passion that I have, to get books into people's homes," Amy said. "It's so important. And First Book has 100% made this a reality. If the Marketplace didn't exist, we couldn't afford to send books home with every child, and now we send multiple books home with every child."



Amy Dickinson, Washington, D.C. preschool teacher.

“If the Marketplace didn't exist, we couldn't afford to send books home with every child, and now we send multiple books home with every child.”

– Amy Dickinson



Driving insights and innovation where it is most needed

First Book Research & Insights; First Book Accelerator; The Launch of the OMG Book Awards

FIRST BOOK RESEARCH & INSIGHTS: A vital data pipeline from educators serving children in need

In 2018, First Book greatly expanded its First Book Research & Insights initiative, leveraging the organization's 27 years of experience working specifically with educators serving low-income communities. Through surveys, focus groups, mapping techniques, and data analysis, First Book Research & Insights identifies the unmet needs unique to underserved schools and programs. By focusing investment based on geography, ages of children served, distinct types of need, and other factors, these insights help First Book identify barriers to education, increase local impact on a national scale, as well as aggregate a population that was previously widely dispersed, underserved, and disenfranchised.



Insights from First Book Educators

Closing the resource gap dramatically increases interest in learning. Having access to books is one of the main determinants of a child's future education level.

- **87%:** Children's increased interest in reading after receiving books from First Book
- **88%:** First Book resources help close the achievement gap¹

Educators need books to help kids cope with the stress of social issues.

- **90%:** Need age-appropriate, relevant books and resources to address social issues affecting their students: racism, issues affecting immigrants, police interaction.
- **95%:** Request fiction books that teach empathy or address social/political issues, and resources to share with parents.²

The trauma of poverty is a powerful barrier to learning—and teaching. Access to basic needs, healthcare, and food also deeply affect a child's opportunity to learn, as well as a teacher's efficacy.

- **78%:** Unmet basic needs are a barrier to learning.¹
- **The majority** of educators in focus groups said supporting students suffering from trauma was their top professional development need.³

Children's mental health is a top health education priority, exceeding the need to address nutrition, positive body image, and even substance abuse.

- **90%:** Mental health, or a combination of mental and physical health, is an obstacle to academic success.⁴

Most children's books lack cultural relevance for children living in low-income neighborhoods.

- **90%:** Children in their programs would be more enthusiastic readers if they had access to books with characters, stories, and images that reflect their lives and their neighborhoods.⁵

¹ First Book Impact Survey, 2016

² First Book Social Issues Impact Survey, 2017

³ First Book-Maryland State Education Association Research, 2017

⁴ First Book-Molina Health Needs Assessment, 2016

⁵ First Book Impact Survey, 2015

Teachers Need Books to Help Kids Overcome Social Issues

More than **90 percent of educators** surveyed say they need **age-appropriate, relevant books and resources** to address the top social issues affecting their students:

PERCENTAGE OF EDUCATORS THAT IDENTIFIED THE SPECIFIC RESOURCE AS HELPFUL

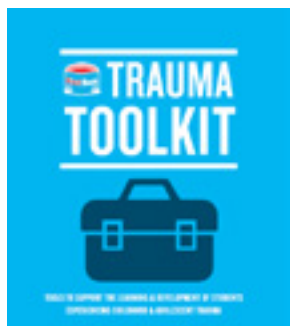


Source: First Book Social Issues Impact Survey, 2017

THE FIRST BOOK ACCELERATOR: Speeding educational innovation to where it is most needed

In the field of education, research-based strategies often never reach classrooms and programs serving children growing up in deeply under-resourced, low-income communities. To address this market failure, First Book expanded the **First Book Accelerator** in 2018, an initiative that dramatically decreases the time-to-market for current, evidence-based strategies and resources to reach educators serving children in need—from years to weeks.

2018 First Book Accelerator Resources

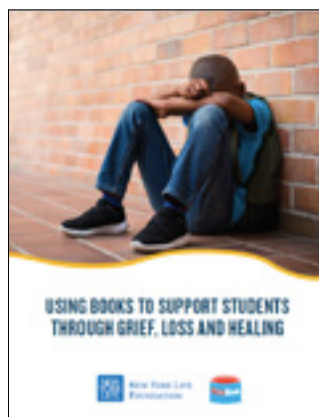


Trauma Toolkit

Based on research conducted with the Maryland State Education Association, the Trauma Toolkit supports the learning and development of students who have experienced stress or trauma, with critical self-care and support strategies for educators.

Using Books to Support Students Through Grief, Loss and Healing

Developed with the New York Life Foundation's Grieving Schools initiative, this resource provides educators with strategies for using books to support students experiencing grief and loss.



“ We know that current educational strategies and innovations can take decades to reach those serving children in need – if they ever reach them. This model brings that research ‘the last mile,’ providing educators in underserved schools and programs with the content and context to implement evidence-based strategies in mere weeks or months. This ensures that low-income children actually have the opportunity to benefit from those strategies, and it fast-tracks those benefits to reach children now. ”

– Kyle Zimmer,
First Book president, CEO, and co-founder

See more Accelerator resources available for download: www.fbmarketplace.org/free-resources/

LAUNCHING OMG BOOKS AWARDS: Offering More Great Books to spark innovation

In January 2019, First Book launched the **OMG Books Awards: Offering More Great Books to Spark Innovation**. Through a competitive RFP process, First Book will distribute \$4.7 million in book credits to the most innovative eligible applicants in 33 states, implementing a 2018 court settlement unrelated to First Book. Awardees will be selected to receive an **OMG Books** award to help them infuse their program, state, or community with books to catalyze their work supporting children from birth to age 18, their families, and educators, ultimately getting more than **1.5 million free books and eBooks to kids in need**.

Through the **OMG Books program**, First Book will expand its reach to more educators working in the lives of children in need by registering and activating new members, and also stimulate funding that will amplify the local programs.



OMG Books Awards Program Goals



Register and activate **thousands of educators and providers** working in under-resourced communities.



Get **1.5 million relevant, high-quality, brand new books and eBooks** into the hands of kids in need.



Create a **multiplier effect** by engaging **stakeholders** to join this effort and amplify impact.



2018 Highlights

2018 HIGHLIGHTS

Former First Lady Michelle Obama Visits with First Book Community Members



While in Los Angeles for her *Becoming* book tour, former First Lady **Michelle Obama** made a surprise visit to a First Book community member program to spend time and read with a group of four-year-old children. In celebration of her memoir,

Mrs. Obama's publisher, **Penguin Random House**, donated 1 million books to First Book.

Meeting Basic Needs

Nearly 80% of First Book educators identified unmet basic needs — a lack of food, clothing, or shelter — as the number one barrier to learning in their classrooms. In partnership with the governor's office in the state of Delaware, First Book responded with **Care Closets** — supplies of everything from coats and hats to bars of soap — on a statewide scale. First Book installed Care Closets in 45 of the highest-need schools in the state, and restocked the closets six months later, thanks to a gift from **Highmark Delaware**.

In 2018, we extended the initiative nationally, including to Puerto Rico, where First Book set up Care Closets in response to Hurricane Maria.



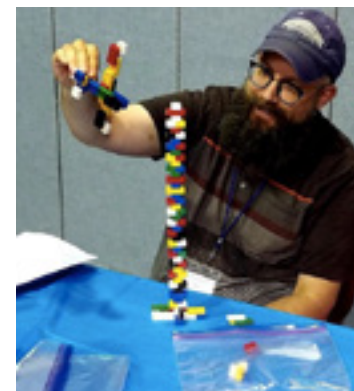
KPMG Brings Books to Puerto Rico



KPMG's Family for Literacy supported a distribution of 5,000 books to educators in San Juan. First Book's continuing efforts to restock libraries lost to Hurricane Maria and to support educators in Puerto Rico would not be possible without their support.

Using LEGOs to Build Resilience Workshops

First Book hosted seven workshops for educators in Houston to train them in teaching resiliency using **LEGOs**. The activities and theories about learning through play are helping their students develop resilience, especially those still dealing with the aftereffects of Hurricane Harvey



Developing a Calendar to Help Celebrate Diversity in Classrooms

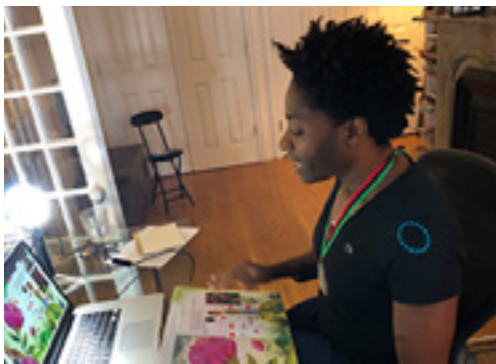
Having the ability to successfully teach students who come from cultures other than one's own is critical to the success of our increasingly diverse student population and society. With support from **Maryland State Education Association (MSEA)** and member feedback, First Book developed a calendar to celebrate diversity and inclusion in classrooms throughout the year.

[Read more and download the calendar.](#)

2018 HIGHLIGHTS

Bringing Jacqueline Woodson from her Studio to 1,000 Classrooms LIVE!

First Book created an inspiring afternoon for students and teachers nationwide, broadcasting award-winning author and National Ambassador for Young People's Literature Jacqueline Woodson from her studio in Brooklyn, NY. In partnership with the **Children's Book Council**, Nancy Paulsen Books, and **Penguin Random House**, First Book hosted two live webcasts in which Ms. Woodson discussed her writing process, her books *The Day You Begin* and *Harbor Me*, answered questions and interacted live with an estimated 40,000 students around the country!



More Fun with First Book Author Champions

- **Eric Carle**, and his publisher **Penguin Random House**, generously provided imagery from his iconic picture book *The Very Hungry Caterpillar* to beautify First Book's year-end fundraising campaign. [Watch Eric Carle talk about the inspiration his \(now 50-year-old\) book offers its readers!](#)
- **Jeff Kinney**, author of the *Diary of a Wimpy Kid* series, hosted a fundraiser in which books bought during the month of October at his bookstore, An Unlikely Story, were matched with a donation of the same book to First Book.
- Award-winning author **Kwame Alexander** celebrated Valentine's Day with us by [reading a love poem](#) to the First Book community of educators.
- Author **Hena Khan** joined First Book's Yukari Matsuyama to discuss the impact of diverse and inclusive books on the [UnPhiltered podcast](#).
- **Aree Chung**, author of the picture book *Mixed: A Colorful Story*, hosted an innovative fundraiser through his Storyteller Academy to help cultivate the talent of up-and-coming children's book authors, as well as support First Book's mission.
- First Book and author **Mo Willems** celebrated Friendiversary with an exciting school visit and book donation. Friendiversary is the annual celebration of friendship and reading, based on the start of the friendship between Elephant and Piggie, the stars of Willems' award-winning early reader series.

2018 HIGHLIGHTS

Whales for a Cause with Vineyard Vines and Simon & Schuster



First Book was proud to be the charitable recipient of **Vineyard Vines'** #WhalesforACause campaign! Vineyard Vines donated a **Simon & Schuster** children's book for every whale posted on social media.



Mars' American Heritage Chocolate Supports Teachers and Kids

In honor of Teacher Appreciation Week, **Mars American Heritage Chocolate** graciously provided 2,000 of First Book's Network members with a gift package and a First Book Marketplace gift credit. Through the yearlong program, nearly 15,000 books and resources were distributed to kids in need. American Heritage Chocolate also created a program of virtual classroom lectures and Q&A series for students with David Borghesani, Chocolate History Research Manager of Mars Wrigley Confectionery.

“Our school is less than a mile away from where the Thomas Fire was burning. Our facilities were closed for over a month due to the fire and cleanup from the smoke toxicity. Many of our families were evacuated and suffered trauma due to this disaster. Students in our reading intervention program are already disadvantaged economically and academically. The books and resources that First Book provided help our families continue to heal.”

- First Book educator, Ventura, CA

NEA Foundation Helps Bring New Voices to Diverse Books



In partnership with the **NEA (National Education Association) Foundation** and **Lee & Low Books**, First Book released *The Wind Called My Name*, written by Mary Louise Sanchez, a first-time author of color and a winner of Lee & Low's "New Voices" competition. Books were made available on the First Book Marketplace on the same day that the title debuted at retail outlets nationwide.

Albertsons Helps to Rebuild after California Wildfires

In the wake of devastating wildfires in California, First Book partnered with the **Albertsons Companies Foundation** to bring thousands of books to help restock classroom libraries, and to bring comfort to displaced children and families in the affected areas.

CREDIT: AP/RICH PEDRONCELLI



2018 HIGHLIGHTS

First Book Joins the Tonight Show Book Club

On the “**Tonight Show Starring Jimmy Fallon**,” Jimmy revealed the audience-chosen title for the Tonight Show Summer Reads book club: **Tomi Adeyemi’s** *Children of Blood and Bone*. Thanks to **Macmillan Publishers’** generous book donation to First Book, 3,000 young readers received their own copy.



Disney VoluntEARS Take the Country by Storm

In just one weekend, dozens of **Disney** employee VoluntEARS gave their time and energy to help First Book sort and distribute over 125,000 books to educators and families in Orlando, Florida; the Bronx, New York; Hartford, Connecticut, and Anaheim, California. Disney also supported the donation of books to children’s hospitals.

Disney Brings the Magic of Storytelling to Kids in Need

For a sixth year, First Book joined forces with **Disney|ABC** to donate up to 1 million books to children in need through the Magic of Storytelling campaign. This year’s campaign featured shelfies from enthusiastic readers and celebrities, including the stars of the Disney film, “A Wrinkle in Time.”



Carmela Full of Wishes Comes to Massachusetts

First Book partnered with the **American Federation of Teachers** (AFT), AFT Massachusetts, and local unions to distribute 45,000 copies of award-winning author **Matt de la Peña’s** new title, *Carmela Full of Wishes*, to students in Peabody and Salem. Following a read aloud of the book, each child received a copy to take home.



NFL Players in the Huddle for First Book

- **Clinton McDonald**, his teammates, and First Book celebrated Clinton’s Read 4:30 initiative at a reading party in Oakland, California.



- The Los Angeles Rams’ **Todd Gurley** wore the First Book logo on his cleats to support our mission as part of the NFL’s My Cause My Cleats campaign.



2018 HIGHLIGHTS

Pizza Hut Adds a Topping of Literacy

Pizza Hut added a new menu item to celebrate the third year of **The Literacy Project**, a partnership with First Book. For every order of the First Book Bundle, Pizza Hut donates \$1 to First Book.



First Book and WWE Crown Reading Superstars



First Book traveled to New Orleans to celebrate **WrestleMania** and join **WWE** Superstars to provide books for students along the way! The 6-week WrestleMania Reading Challenge engaged students across New Orleans to compete

to be crowned the WrestleMania 2018 "Superstar of Reading!"

Kia Drives a Love of Literacy

Thanks to our partners **Kia Motors America** and **EcoMediaCBS**, First Book put thousands of books into the hands of Southern California teachers and students for the third year in a row.

First Book and Cheerios Make Good Go 'Round

First Book and **Cheerios** distributed 20,000 books to kids in Minneapolis, which made them want to do a happy dance!

Our generous publishing partners helped us distribute more than 12 million books to children, including:



Candlewick Press, Chronicle Books, Hachette Book Group, HarperCollins Publishers, Houghton Mifflin Harcourt, Lee & Low Books, Macmillan Publishers, National Geographic, Penguin Random House, Simon & Schuster, Townsend Press.

FIRST BOOK IN THE NEWS: 2018

- **Parents** and **Parents Latina** collaborated with First Book for features sharing new diverse books with their readers
- **MSNBC's Halle Jackson** highlighted First Book on Giving Tuesday
- **Forbes** profiled First Book as a notable charity
- **Glamour** included First Book in its list of nonprofits to give to for the holiday
- **The World Economic Forum** published a blog on leadership challenges in the social sector, by Kyle Zimmer and Kristine Pearson, Founder & CEO of Lifeline Energy



FINANCIALS

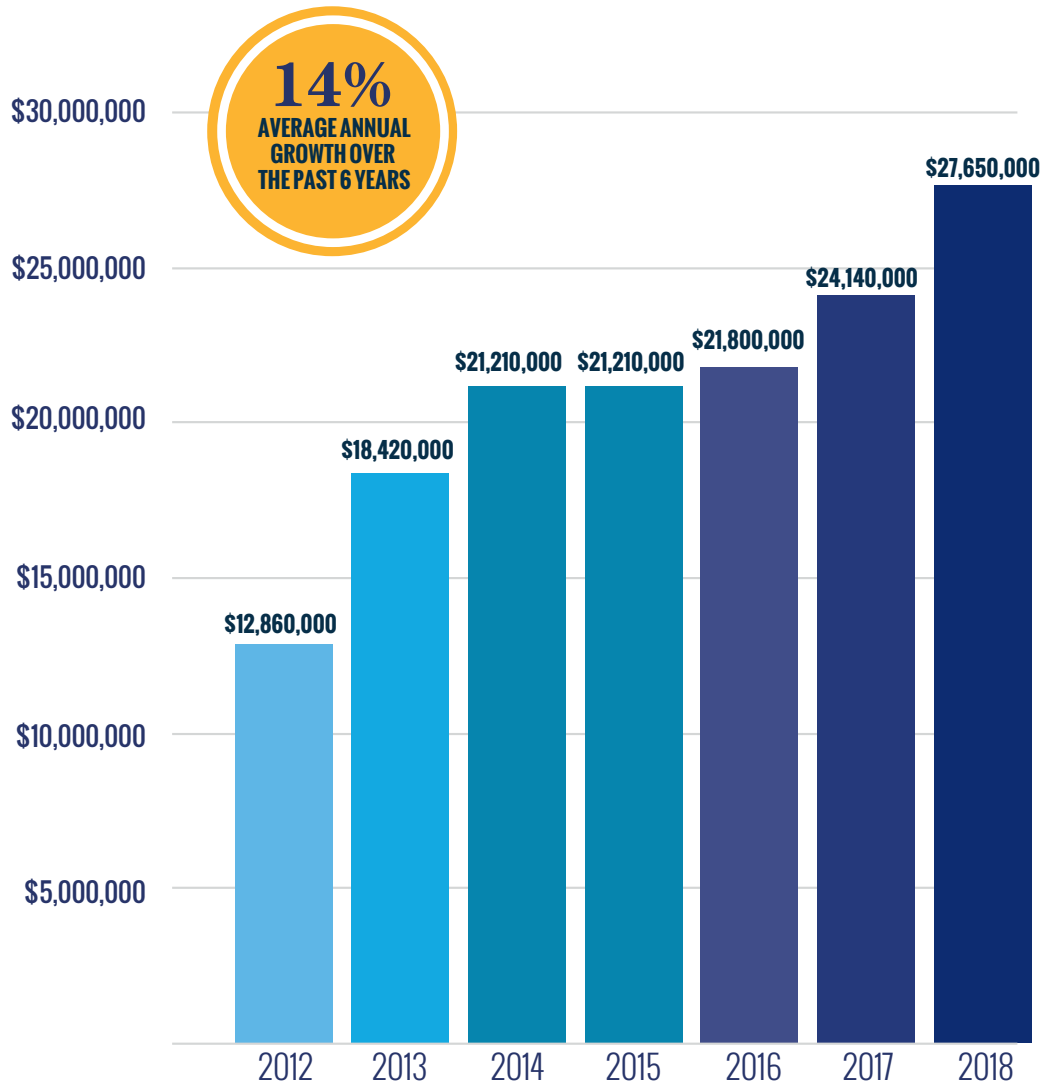
BALANCE SHEET Amounts in 000s	2018 ACTUALS
Cash Equivalents	\$7,655
Accounts Receivable	\$1,948
Prepaid, Other Expenses	\$243
Property and Equipment, net	\$112
INVENTORY, Purchased	\$2,331
INVENTORY, Donated	\$35,535
Total Assets	\$47,824
Accounts Payable	\$2,688
Pension Payable	\$286
Accrued Expenses	\$181
Lines of Credit	\$957
Total Liabilities	\$4,112
Net Assets, Unrestricted	\$1,888
Net Assets, Unrestricted-donated inventory	\$35,535
Net Assets, Temporarily Restricted	\$6,289
Total Net Assets	\$43,712
Total Liabilities & Net Assets	\$47,824

Information based on 2018 audited financials

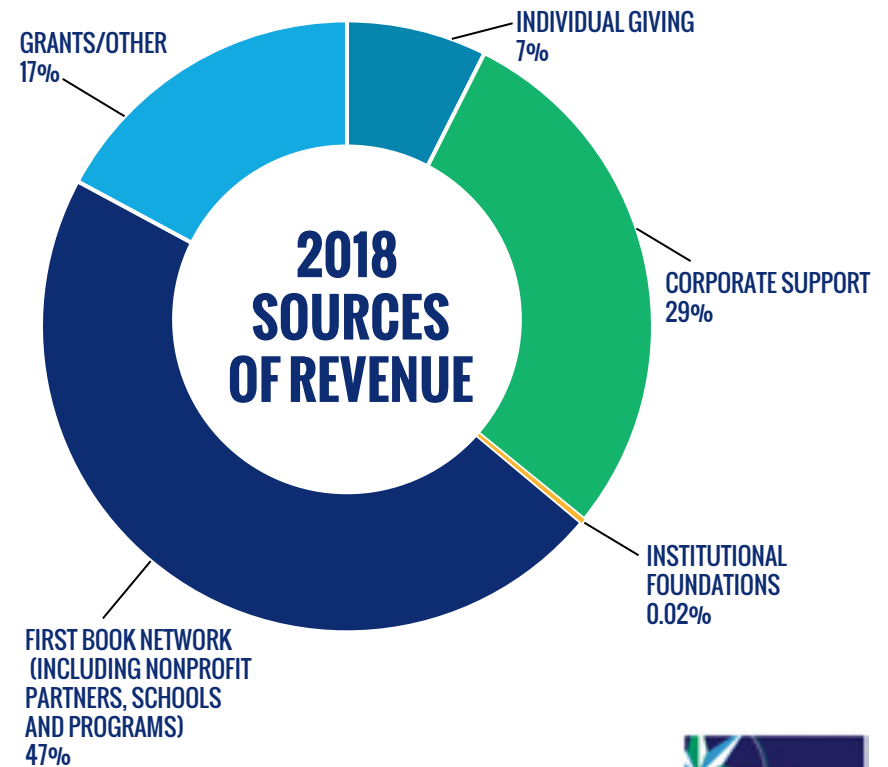


STATEMENT OF CHANGE IN NET ASSETS Amounts in 000s	2018 ACTUALS
Contributions, cash-based revenues	\$27,613
Contributions, donated goods and services	\$68,700
Other Revenues, net	\$33
Total Support and Revenue	\$96,346
Program Services	\$91,112
Management and General	\$2,693
Fundraising	\$1,209
Total Expenses	\$95,014
Change in Net Assets, cash-based activities	\$1,783
Change in Net Assets, donated activities	\$(451)
Net Assets, Beginning of year	\$42,380
Net Assets, End of year	\$43,712

2012-2018 REVENUE GROWTH



Note: Cash revenue only, excluding donated inventory
Source: First Book Data



100% rating for Accountability & Transparency



First Book Leadership

FIRST BOOK LEADERSHIP

Staff

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 and Operations

Bryan Straathof

Senior Vice President, Finance

Chris Stine

Senior Vice President, Information Technology

Board of Directors

Dr. Martha Molina Bernadett

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

Christopher Cerf

Co-founder and President, Sirius Thinking Ltd.

Libby Doggett

Libby Doggett Consulting

Kathy Franklin

President, Franchise Development;
Lightstorm Entertainment

James M. Loy

Senior Counselor, The Cohen Group

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

Paul W. Whetsell

President and CEO, Capstar Hotel Company

Kyle Zimmer

President, CEO, and Co-founder, First Book

Publishing Committee

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, Aevitas Creative

Don Weisberg

President, Macmillan Publishers U.S.

as of July 2019

FIRST BOOK LEADERSHIP

Advisory Council

Robin Adelson

Executive Director, Books for Kids

Elizabeth Arky

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

Nina Barjesteh

Senior Vice President, Product Development & Global
Sourcing, DICK'S Sporting Goods

Jennifer Bohler

Owner, Alliance Management

Meghan Bracken

National Director, Corporate Responsibility - Citizenship,
KPMG

Andrea Camp

Harold Clarke

Senior Advisor, New Hope Capital, LLC

David Dotson

President, The Dollywood Foundation

Julie Baker Finck

President, Barbara Bush Houston Literacy Foundation

Gina Goff

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

Leslie Goodman

Communications and Public Affairs Consultant

Susan Grode

Partner, Katten Muchin Rosenman LLP

Lisa Holton

President, Classroom, Inc.

L. Spencer Humphrey

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

Brian Kagan

Brian Kagan Company

Ilene Leff

Independent Management Consultant

Colleen Ludington

Co-chair, First Book Advisory Council

Elsa Palanza

Managing Director, Global Head of
Sustainability & Citizenship, Barclays

Carol Rasco

Former President and CEO, Reading is Fundamental

British Robinson

President and CEO,
Barbara Bush Foundation for Family Literacy

Susan Roman

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

Harriett Sanford

Former President and CEO, the NEA Foundation

John Schreiber

CEO, New Jersey Performing Arts Center

Ralph Smith

Managing Director, Campaign for Grade-Level Reading

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

Randi Weingarten

President, American Federation of Teachers

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

Ginger Young

Founder and Executive Director, Book Harvest

Judith Zimmer

as of July 2019



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