

MEDIA KIT 2021



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Inside

Who We Are

How We Do It

Our Work



WHO WE ARE



At First Book, we are building a path out of poverty through educational equity. Our purpose is as bold as it is urgent: To create systemic change. To ensure equal access to quality education. To empower every educator and all the children in need whom they serve.

OUR MODEL OF CHANGE

First Book Network

Comprises North America's largest community of educators working on the frontlines with children in need at schools and programs across the U.S.

First Book Marketplace

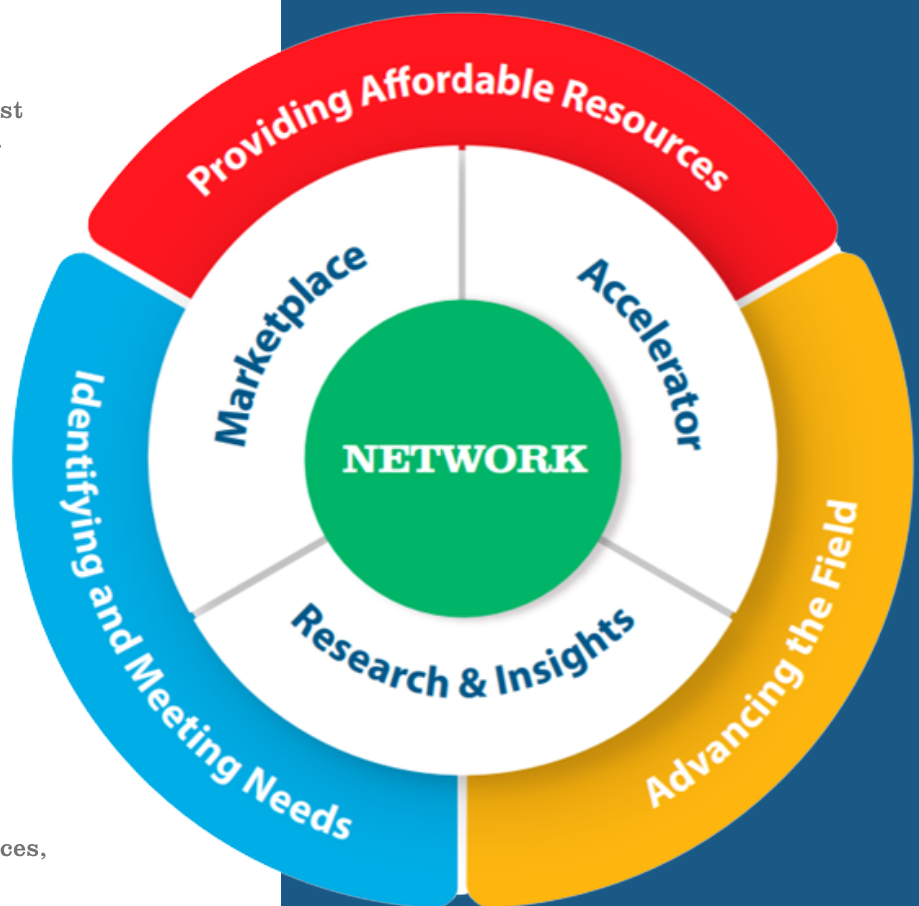
Provides the First Book Network with 24-hour, year-round access to an award-winning repository of free or affordable new books, educational resources, and basic necessities curated for kids in need ages 0-18.

First Book Research & Insights

Advances education and poverty research by generating original data that amplifies educators' voices, drives First Book's models, and informs content on the First Book Marketplace.

First Book Accelerator

Turns current research and evidence-based strategies from leading experts into actionable tools that are shared with our network — so educators don't have to wait months or years to use innovative best practices in their classrooms and programs.



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HOW WE DO IT

First Book is a social enterprise, applying proven strategies of the private sector to fuel our work as a non-profit with a growing ecosystem of models that work both individually and collectively to create impact. We have aggregated the First Book Network, North America's largest group of educators (more than 500,000 professionals) serving kids in need. The Network keeps growing by nearly 1,000 new members each week.

Original Research Harnesses the Voice of Educators

We conduct original research that amplifies the voices of our Network members and identifies their needs. We then engage field experts to create tools and resources to address those needs. We curate culturally relevant educational resources that resonate with our membership and the diverse children they serve, and leverage the power of aggregated buying to make these books and resources free or affordable through the First Book Marketplace, our award-winning eCommerce site.



2020 IN REVIEW

50,000+

educators joined the
First Book Network
in 2020

18.6+ MILLION

books and resources
distributed through
Marketplace

5 MILLION

children
served
annually



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Continuous Innovation to Elevate Impact

We drive constant innovation and collaborate with field-leading organizations to continue elevating our models and bringing the best insights and new practices to the field of education while generating sustainable revenue to continue our work. We form win-win relationships that benefit those we serve, as well as the publishers, suppliers, purposeful corporations, governments, and other key stakeholders committed to improving educational equity.

System-changing Models Addressing the Whole Child

Finally, we address the needs of the whole child, supporting their education, basic needs, and wellness – all of which are essential to educational equity. Through our sophisticated distribution system, we efficiently deliver help where it is needed. The First Book educator-centric integrated design, grounded in rapid-cycle feedback, and powered by innovation and entrepreneurial thinking, provides hope and promise to children living in poverty and the educators who serve them.

OUR WORK

At First Book, we are committed to addressing the barriers to education faced by children living in poverty. Here are some of the programs we have developed to ensure education equity for all children. For more information, you can find First Book's complete 2020 Impact Report on our website.

Stories for All Project™

After 90 percent of survey respondents from the First Book educator network cited that the children they serve would be more enthusiastic, engaged readers if they had access to books with characters and stories that reflect their lives, First Book worked with publishing partners to create a market-driven solution to increasing diversity and inclusion in children's books.

EXPLORE THE PROJECT



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Empowering Educators

In partnership with Pizza Hut and in response to our national Diversity & Inclusion Needs Assessment conducted in January 2020, First Book launched Empowering Educators, an unprecedented set of expert-informed, free resources designed to help educators engage their students in effective, courageous conversations about race and social justice.

EXPLORE THE PROGRAM



Creating Learning Connections Initiative

Informed by First Book's COVID-19 Response Survey, and in partnership with CDW-G, Intel Corporation®, and the LEGO Foundation, First Book launched a first-of-its-kind Creating Learning Connections Initiative. Through a turnkey First Book grants model, school districts in select areas were invited to respond to a Request for Proposals (RFP) to outline their need for resources to address the digital divide and enable remote learning for more students. The collaboration provided technology tools and resources to more than 46 school districts in 17 states across the country -- 15,224 personal computers, software, configuration services, and digital learning resources, 7,500 Lego Education solutions and \$4,000 awarded to each school district to support home internet connectivity for kids in need. First Book received three times as many requests than usual in the RFP process, indicating the dramatic need to further tech equity.

EXPLORE THE INITIATIVE



COVID-19 RESPONSE

✦ **\$3.6 M** raised for relief efforts

✦ **\$200 K+** donated to support internet access

✦ **14 M** books distributed with corporate partners

✦ **3.6 M** free digital resources distributed



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OMG Books Awards

In 2018, Attorneys General in 33 states unanimously selected First Book as the beneficiary of a court settlement unrelated to First Book – awarding First Book with \$4.7 million in funding to be used to provide books and eBooks for children in low-income communities in those 33 states. To steward those funds, First Book created and launched the OMG Books Awards: Offering More Great Books to Spark Innovation, a pilot grantmaking program that has since distributed 1.5 million books and eBooks to children in need, increasing student engagement in reading and strengthening educator and organizational collaboration with community members and families. First Book received more than \$31 million in funding requests – more than six times the available funding – underscoring the staggering unmet need for books and educational resources. First Book's rigorous selection process awarded 80 organizations with funding for books from First Book.

The OMG Books Awards made a quantifiable impact and provided the basis for a new First Book grants model, enabling First Book to maximize and target partner funding with educators' input to drive better educational and life outcomes for children and families.

SEE THE IMPACT



Give Learning a Shot

After conducting a survey about the impact of COVID-19 on students, educators from across the country confirmed what teachers and parents already know – the pandemic poses a significant barrier to learning. Despite the collective desire to return to normal, educators pointed to significant confusion about how the COVID-19 vaccines work and if they are safe. In response, First Book developed a new, shareable resource to help ensure educators, parents and community members all have access to the latest trustworthy, evidence-based research and findings.

READ THE RESOURCE



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I know First Book's model and I've seen the way it delivers powerful results to support its important mission. This is a social enterprise that is well positioned to take the power of its proven model to a global scale.

John B. Veihmeyer, Retired Chairman | KPMG International

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MEET THE LEADERSHIP TEAM

