
MO & CHER WILLEMS

FIRST BOOK DONOR SPOTLIGHT

“Books are more than stories on paper, they’re friends who invite readers to join them on adventures.”



WHAT ABOUT FIRST BOOK’S MISSION SPEAKS TO YOU?

Books are more than stories on paper, they’re friends who invite readers to join them on adventures. Helping kids make book-friends is a joyful endeavor.

TO YOU, WHAT ARE THE MOST IMPORTANT ELEMENTS OF A GOOD BOOK?

Sturdy binding. A good book is going to be read over and over.

WHAT ARE YOU READING RIGHT NOW?

Mo is reading a cultural history of Neanderthals ([Kindred: Neanderthal Life Love Death & Art](#) by Rebecca Wrass Sykes). Cher is reading a novel about a young woman working with horses in 1918 ([The Heart of Horses](#) by Molly Gloss). Between chapters, we like to share our enthusiasm for our literary choices.

IF YOU COULD HAVE LUNCH WITH YOUR CHARACTERS, WHAT WOULD YOU TALK ABOUT?

The Pigeon would focus on negotiating another book starring him.

WHAT MIGHT SOMEONE BE SURPRISED TO KNOW ABOUT YOU?

That both Mo and Cher are 27-feet tall and over 120 years-old. We aren't, but it sure would be surprising if we were, right?

YOU GENEROUSLY DONATE TO FIRST BOOK. WHY? WHAT WOULD YOU TELL SOMEONE WHO IS THINKING ABOUT SUPPORTING FIRST BOOK'S WORK?

Helping to get an age appropriate book into the hands of a young reader who might not otherwise have access is more impactful than you can imagine, even if you can imagine a giant space whale who eats planets for breakfast.

THE IMPACT

With support from friends like Mo and Cher, First Book has distributed over 200 million new books and educational resources worth \$2 billion to programs and schools serving children from low-income communities in more than 30 states.

The image to the right was taken pre-COVID.



FIRST BOOK SERVES OVER 500,000 EDUCATORS THAT WORK WITH KIDS IN NEED. THESE EDUCATORS PURCHASE BOOKS AND RESOURCES OUT OF THEIR OWN POCKET DAILY FOR THEIR STUDENTS. WHAT ENCOURAGEMENT WOULD YOU PASS ALONG TO THESE EDUCATORS?

Thank you, thank you, thank you, we work towards and hope for a day when every classroom will be generously stocked with wonderful books, until then, thank you, thank you, thank you.

200 MILLION

books and resources
distributed to date.

5 MILLION

children reached
annually.

MORE DONOR UPDATES

Visit our dedicated Donors page to learn more about how your support impacts educators and the families we serve.

[FIRSTBOOK.ORG/DONORS](https://firstbook.org/donors)