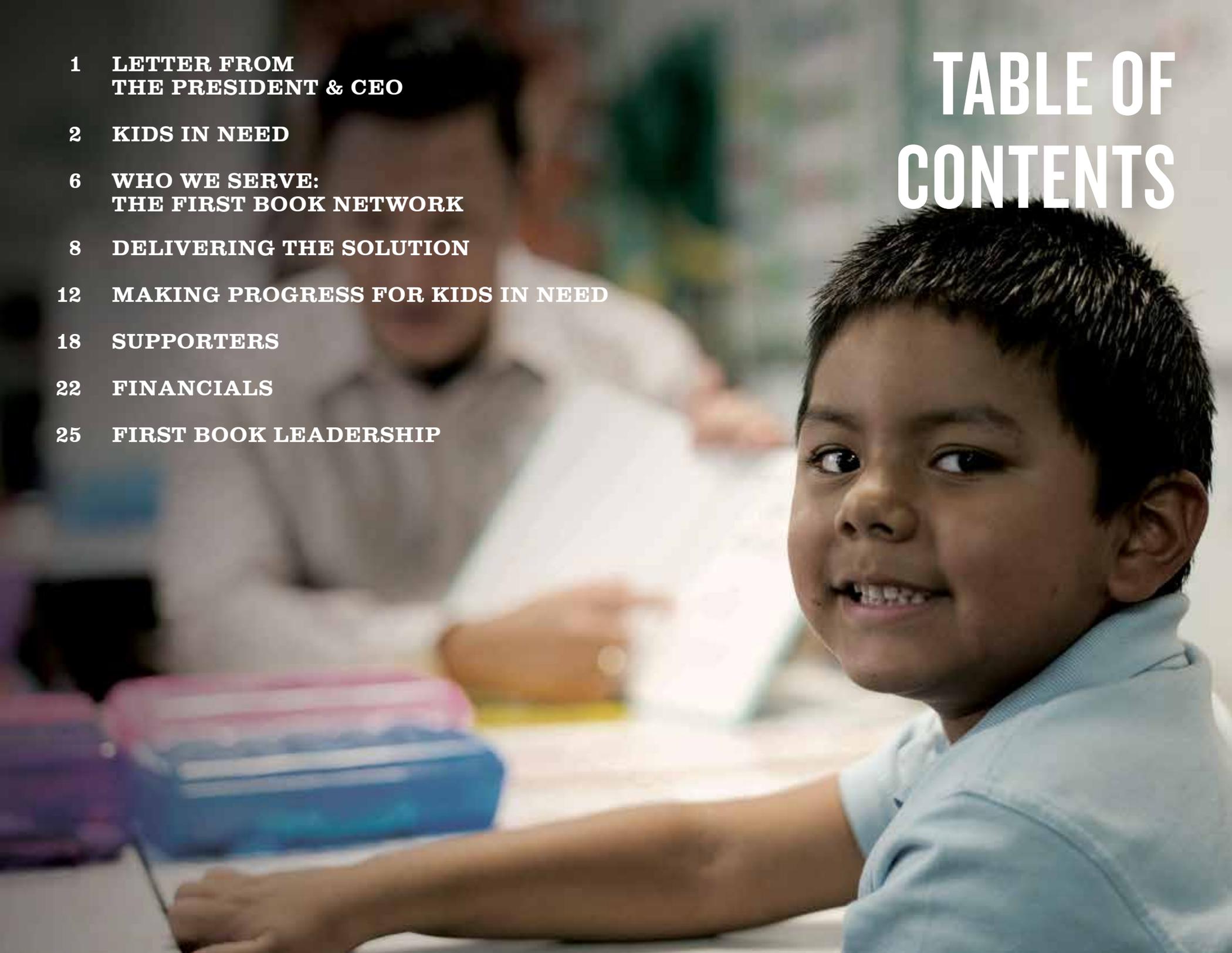


# 2014 IMPACT REPORT



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## DEAR FRIEND OF FIRST BOOK:

Last year was First Book's busiest and most successful year yet. We continued to challenge our assumptions, test new ideas and innovate our model to accelerate our work. We also provided more children in need with new books and educational resources than ever before.

First Book has aggregated the largest and fastest growing community of classrooms and programs serving children from low-income families across North America. At the end of 2014, this community totaled 155,859 — and it continues to expand at the rapid rate of 5,000 new members each month. This represents an increase of more than 300% in three years. Thanks to the generosity of our publishing partners and donors, First Book has now distributed more than 130 million books and educational resources.

Yet, as our reach grows, so does the problem. We know there are more than 1.3 million classrooms and programs that need our support. Almost half of all public school children now come from low-income households. First Book is laser-focused on the creation of sustainable, market-driven solutions that scale to meet this accelerating need.

- **Addressing Supply and Demand:** Our two jet engines for book distribution — the First Book National Book Bank and the First Book Marketplace — fueled by the purchasing power of the First Book network, have created a new, vibrant market for publishers. Better yet, they enable programs to purchase low-cost, expertly curated materials to address the unique needs of the kids they serve.
- **Expanding Choice:** We finished 2014 with the largest resource expansion in First Book's history, using the power of our pipeline to distribute school supplies, laptops, winter coats and healthy snacks via the First Book Marketplace.
- **Amplifying Voice:** With input from thousands of educators and program leaders, First Book continues to expand our selection of diverse, inclusive stories that reflect the lives of the kids we serve, as well as lift up new authors and illustrators through our Stories for All Project™.

I am more grateful than ever that so many of you continue to share your time, resources and great thinking with us to advance First Book's mission. We continue to push boundaries and build solutions that will exponentially expand our reach and increase our impact in the years to come. Thank you.

**TOGETHER,  
WE MAKE IT POSSIBLE FOR  
ALL CHILDREN TO LEARN AND GROW.**

Every best wish,



Kyle Zimmer  
President and CEO, First Book

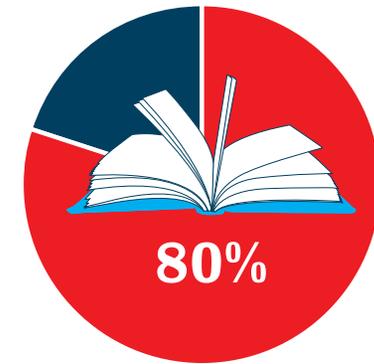
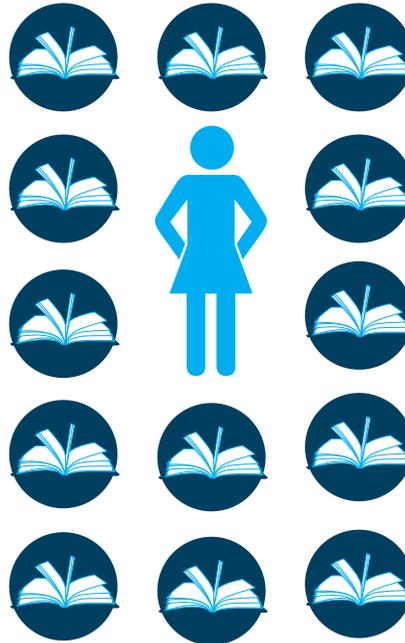
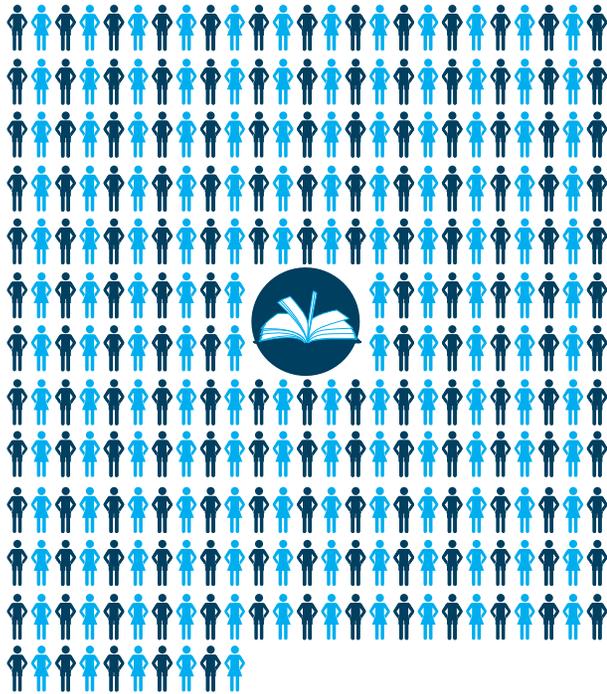


# LETTER FROM THE PRESIDENT & CEO



**In some of the lowest income neighborhoods, there is just one book for every 300 children.**

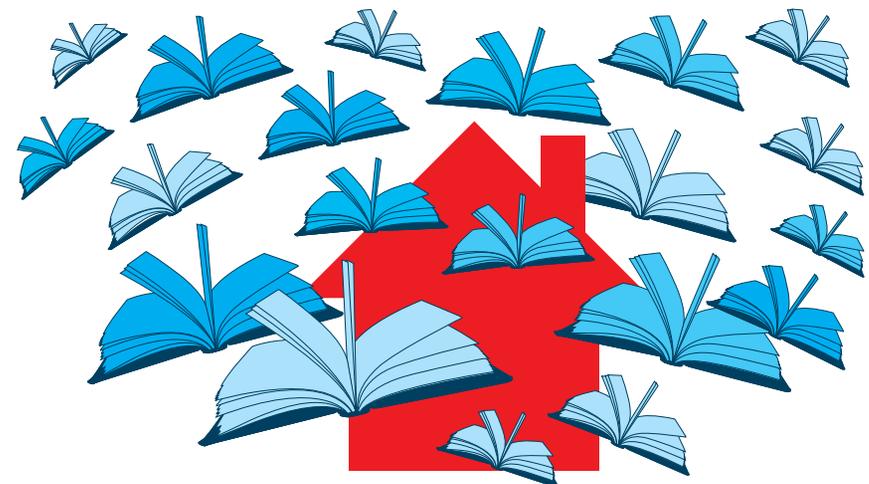
**In middle-income neighborhoods, there are 13 books per child.<sup>2</sup>**



**80% of low-income fourth graders do not read proficiently – a key predictor of a child’s future educational and economic success.<sup>3</sup>**

**Having as few as 20 books in the home has a significant impact on a child’s ascent to a higher level of education.**

**Regardless of nationality, parent’s education level or economic status, children who grew up with books in their homes reached a higher level of education than those who did not.<sup>4</sup>**



<sup>2</sup> Neuman, Susan B. and David K. Dickinson, ed. *Handbook of Early Literacy Research, Volume 2*. New York, NY: 2006

<sup>3</sup> “Early Reading Proficiency in the United States.” *Annie E. Casey KIDS Count Data Snapshots*. 29 January 2014.

<sup>4</sup> Evans, Mariah, Dr., Kelley, J., Sikora, J., and Treiman, D.J. “Family Scholarly Culture and Educational Success: Books and Schooling in 27 Nations.” *Research in Social Stratification and Mobility*, Volume 28, Issue 2. Pages 171-197. June 2010.



A  
MESSAGE  
FROM

**LINETTE CLAUDIO**  
**Bilingual Coordinator and AFT Member,**  
**McAuliffe Elementary School**  
*Chicago, IL*

**“BOOKS ARE  
THEIR ANCHORS.”**



Remember a book character from your childhood that helped you through a time of growth and change? One that inspired you, helped you feel at home in your own skin and made you realize you weren't alone.

I believe that every child deserves to experience that kind of connection. I'm grateful that my students have, thanks to First Book.

The kids in my Bilingual Transitional Program speak a different language than their peers. Many live in a constant state of flux, having moved cities and schools several times. It's easy to understand why they sometimes feel like they don't belong.

But books are their anchors.

Thanks to First Book's Stories for All Project™, my students have books that celebrate their culture. They see their lives reflected in the stories they read. They've discovered characters to guide them and help them create a life all their own.

It's wonderful for them. And it's wonderful for their families who hope for a future in which their children have better opportunities.

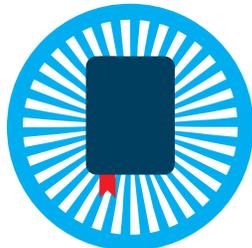
# WHO WE SERVE: THE FIRST BOOK NETWORK



Schools



Libraries & Museums



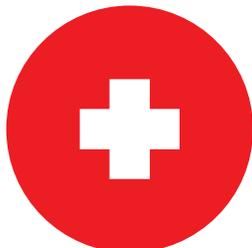
Faith-Based Organizations



Military Family Support Programs



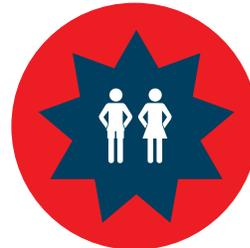
Early Childhood Programs



Shelters & Clinics



Out-of-School Time Programs



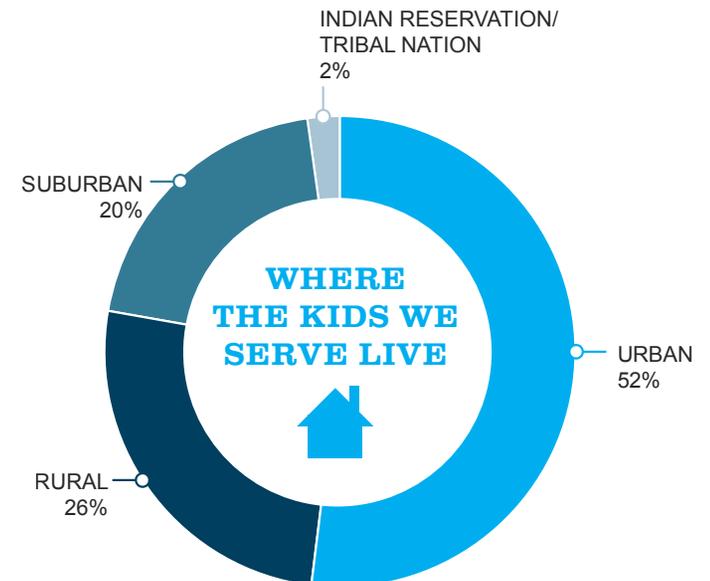
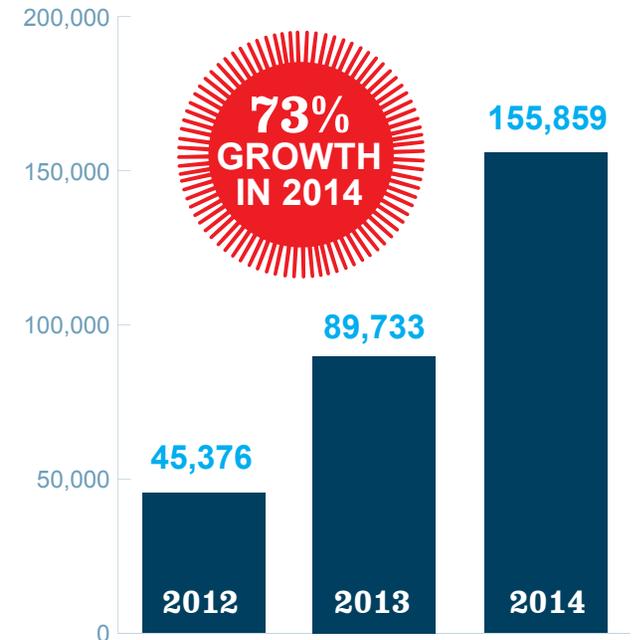
And Many More!

An estimated 1.3 million educators support children in need in the United States.<sup>5</sup> All are invited to join First Book to access books and resources for the kids they serve.

More than 65,000 educators and program leaders signed up with First Book in 2014, representing 73 percent growth over the previous year. Nearly 5,000 educators and program leaders join each month.

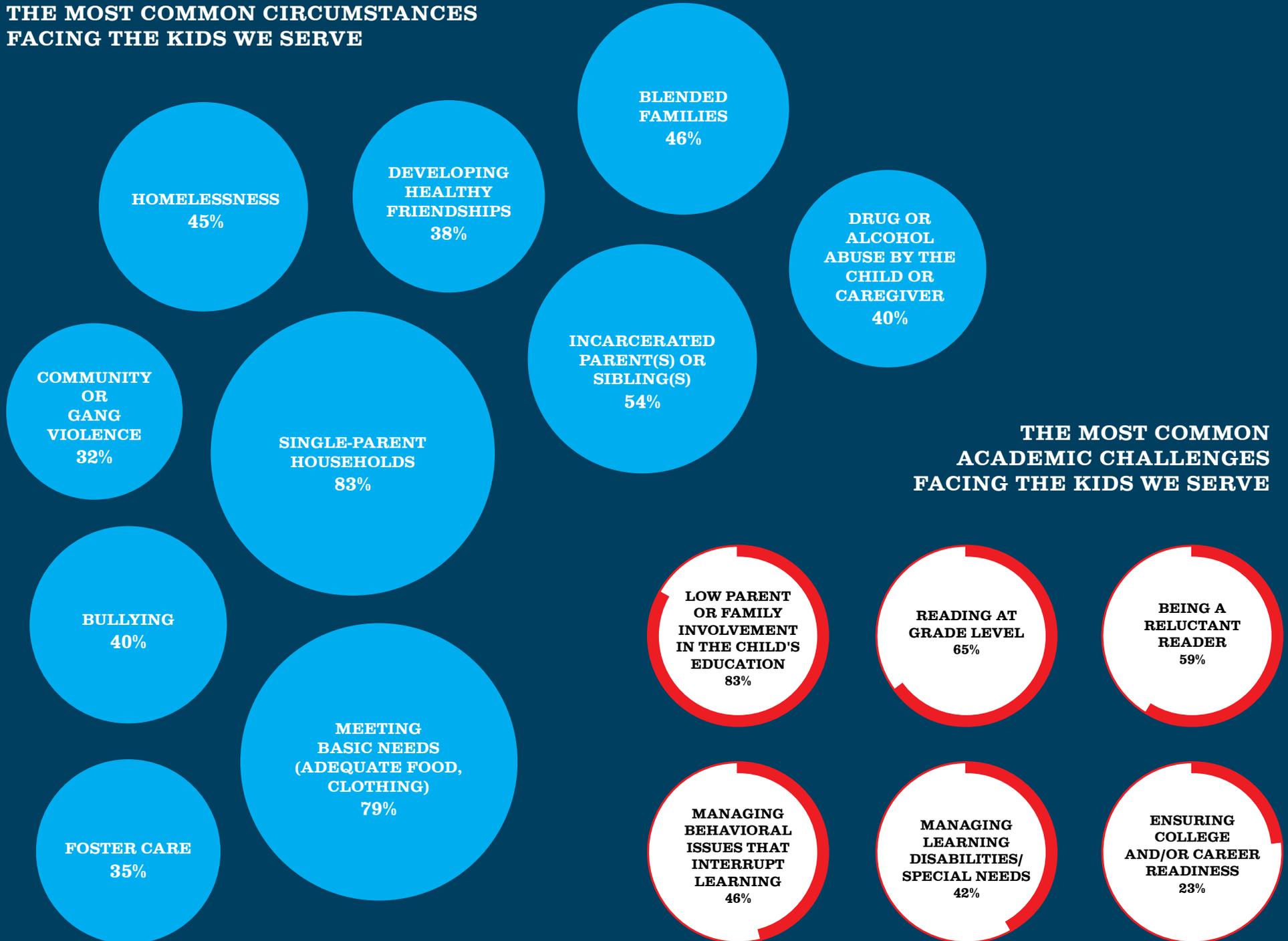
<sup>5</sup> First Book estimate based on U.S. Census Bureau, U.S. Department of Education data

## EDUCATORS AND PROGRAM LEADERS WE SERVE



Source: First Book Nurturing Survey, September 2014-April 2015. N=1386

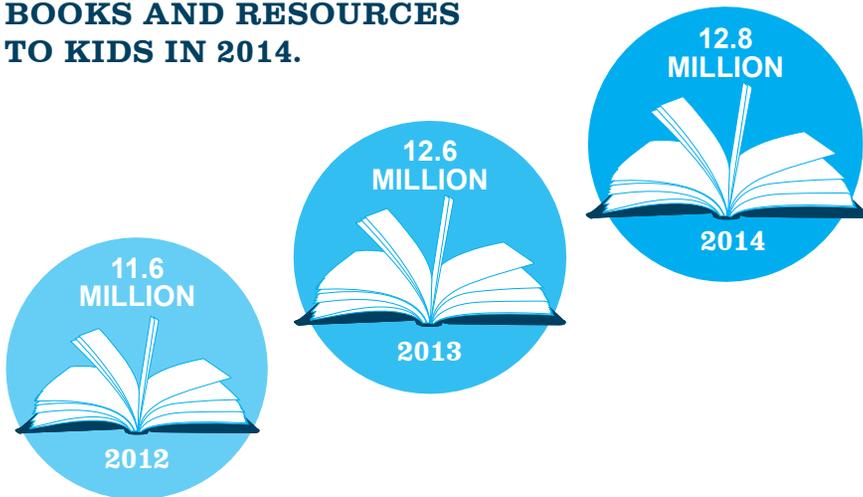
## THE MOST COMMON CIRCUMSTANCES FACING THE KIDS WE SERVE



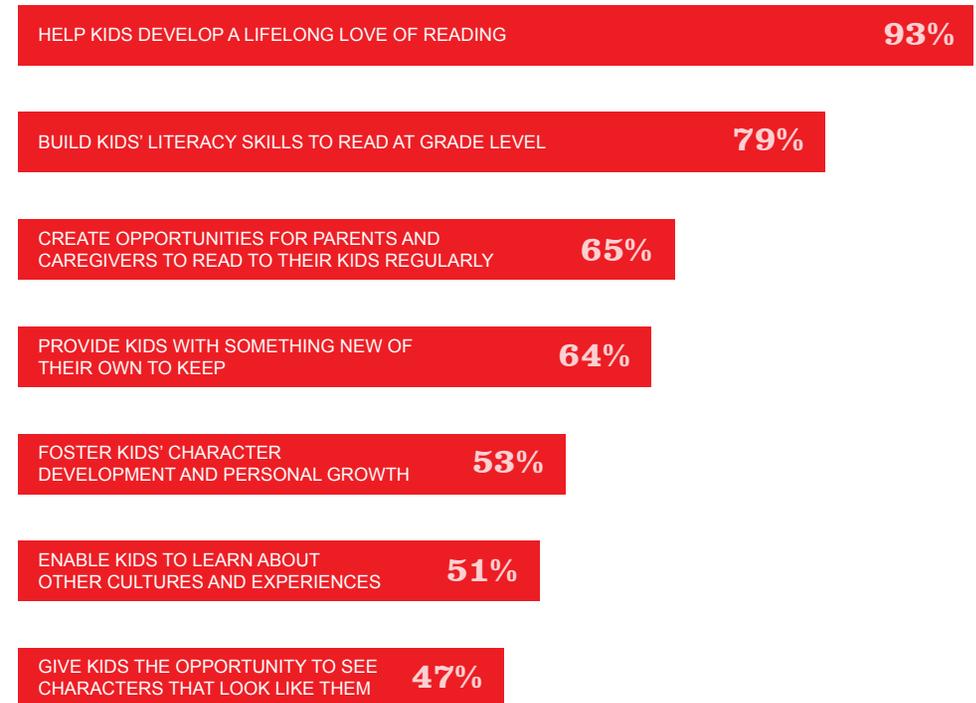
# DELIVERING THE SOLUTION: BOOKS TO KIDS

First Book provides brand-new, high-quality books and learning resources to schools and programs serving kids in need. Through two innovative distribution engines – the First Book National Book Bank and the First Book Marketplace – educators are empowered to influence and select the educational materials their students need most.

**FIRST BOOK PROVIDED  
12.8 MILLION BRAND-NEW  
BOOKS AND RESOURCES  
TO KIDS IN 2014.**



## TOP REASONS EDUCATORS AND PROGRAM LEADERS ACCESS BOOKS FROM FIRST BOOK

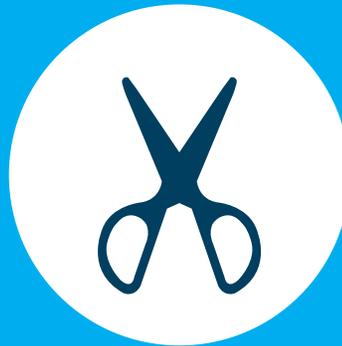


# DELIVERING THE SOLUTION: BEYOND BOOKS

Educators and program leaders tell us they need more than books to facilitate learning. Students have trouble learning because they are hungry; others miss school because they don't own warm coats.

First Book is committed to giving kids from low-income families everything they need to learn and succeed. The First Book Marketplace offers an unprecedented delivery system to ensure these critical resources reach kids.

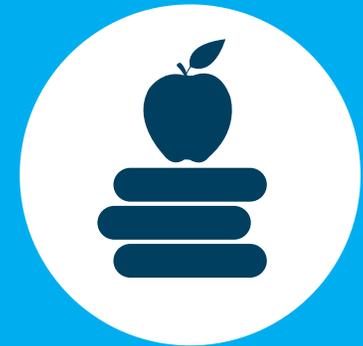
IN ADDITION TO BOOKS, CLASSROOMS AND PROGRAMS CAN NOW ACCESS A VARIETY OF RESOURCES THROUGH FIRST BOOK TO HELP KIDS THRIVE, INCLUDING:



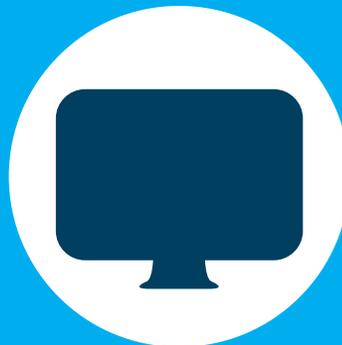
SCHOOL SUPPLIES



EDUCATIONAL GAMES



TEACHER RESOURCES



TECHNOLOGY  
HARDWARE & SOFTWARE



CLOTHING



NONPERISHABLE  
FOOD ITEMS

A  
MESSAGE  
FROM

**SARAH KILWAY**  
**Teacher, Ben Davis Ninth Grade Center**  
*Indianapolis, IN*

**“IT WAS THE FIRST BOOK  
THEY’D EVER OWNED.”**



Sarah Kilway teaches 187 kids at Ben Davis Ninth Grade Center in Indianapolis, IN. The majority of her students live in poverty. Most have only one parent at home.

Not many of her students own books, nor were they read to as children. Even as 9th graders, they lack basic common knowledge of fairy tales, fables and iconic book characters.

“Our school has many great resources, but when something is lacking, my colleagues and I step in,” says Sarah. “This often means spending my own money on books and other items for my students, but it’s totally worth it. I also have First Book.”

Thanks to First Book, Sarah was able to give a new book to every single one of her students – all 187!

“A few told me it was the first book they’d ever owned,” she says. “Some said it was the first book they have ever finished. Such a proud moment for me and them.”



# MAKING

# PROGRESS FOR

# KIDS IN NEED

1992

## A NEED IS REALIZED

Corporate lawyer, Kyle Zimmer, tutors children in reading at a local food pantry.

During this experience, and while traveling the country to represent the Navajo nation with colleagues Elizabeth Arky and Peter Gold, she meets educators and community leaders working with kids from low-income families. She discovers nearly all lack sufficient books and educational resources.



## PROVIDING BOOKS TO CHILDREN IN NEED

Kyle, Elizabeth and Peter establish First Book to provide an ongoing supply of books to schools and programs working with children from low-income families.

## VOLUNTEERS TAKE ACTION

First Book activates volunteers in three communities to raise funds and provide books to local children in need. Our volunteer program rapidly expands across the United States over the next few years.

1998

## NATIONAL BOOK BANK LAUNCHES

We launch the First Book National Book Bank, the first centralized distribution system for large-scale donations of children's books from publishers to schools and programs serving kids in need. Today, the First Book National Book Bank distributes over 8 million books annually.

## FULL TIME OPERATIONS

First Book begins full time operations.

1995

2008



### FIRST BOOK MARKETPLACE LAUNCHES

The First Book Marketplace launches, an online site offering high-quality children's books and educational materials at deeply discounted prices exclusively to programs registered with First Book.

2012

### 100 MILLION BOOKS

We distribute our 100 millionth book to Allison, a child served by the local food pantry where First Book began.



2013

### A GLOBAL MARKETPLACE

The First Book Global Marketplace is established at the Clinton Global Initiative Annual Meeting.



### THE STORIES FOR ALL PROJECT™

We create the Stories for All Project™, an ongoing market-driven solution to increase diverse voices and promote inclusivity in children's literature.

2009

### FIRST BOOK CANADA

We begin operations in Canada.



APRIL  
2014

### OVER 100,000 LEADERS

Our community of educators and program leaders surpasses 100,000, making it the largest and fastest growing network of individuals serving kids in need in North America. Over 5,000 educators sign up with First Book each month to access new, high-quality books and educational resources for the kids they serve.

JANUARY  
2014



### INTERNATIONAL REACH

In partnership with JetBlue, we provide hundreds of books to École Herve Romain in Haiti and San Francisco Solano primary school in Peru. With other international partners, we bring new books to children in India and the Caribbean.

MAY  
2014

### DIVERSE VOICES

We call upon the publishing industry to submit their best diverse titles through the Stories for All Project™, including books by new picture book authors. We pledge to fund a 10,000 copy print run of each title selected.

FEBRUARY  
2014

### CELEBRATING LATINO CULTURE

With support from Disney, we create a best-in-class Latino Culture Collection on the First Book Marketplace and connect with 30,000 educators and program leaders serving Hispanic children.



DECEMBER  
2014

**LITERARIAN MEDALIST**

President and co-founder Kyle Zimmer receives The National Book Foundation's 2014 Literarian Medal for her outstanding leadership and achievements in overcoming childhood illiteracy and promoting educational equality.

**FOSTERING A LOVE OF READING**

We receive a \$55 million in-kind donation from Disney to provide early childhood books and learning apps as part of a three-year commitment to help foster a love of reading in young children from low-income families.

OCTOBER  
2014

**BUENAS NOCHES LUNA**

We team up with HarperCollins Children's Books to publish the first-ever bilingual edition of *Goodnight Moon* following the success of the bilingual edition of *The Very Hungry Caterpillar*.

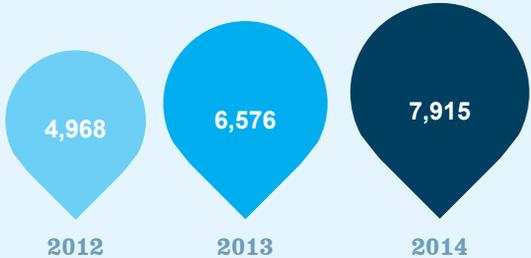


AUGUST  
2014

**VOICE AND CHOICE**

The educators we serve tell us they need more than books to support their kids. We respond by adding school supplies to the First Book Marketplace. The items sell out within 48 hours. In addition to expanding our ever-growing selection of books, we start offering even more resources for helping kids learn, including educational board games, teacher resources, web-based programs, non-perishable snacks and winter coats.

**THE NUMBER OF BOOKS AND RESOURCES OFFERED ON THE FIRST BOOK MARKETPLACE**





A  
MESSAGE  
FROM

**BARBARA GREENWAY**

**Founder and Director, The Read to Me Project**  
*Carmel Valley, CA*

**“WITH BOOKS,  
ALL THINGS ARE POSSIBLE.”**



When I ask the kids in my program how many of them struggle in school, half of their hands raise in the air.

It can be frustrating to spend your day in an environment where you feel you can't succeed. So it comes as no surprise that kids who struggle in school become disengaged, stop trying and drop out.

We created the *Read to Me Project* to motivate kids to keep trying – and to break the cycle of low literacy in our community.

With help from First Book, our 4th, 5th and 6th graders check out all kinds of great books from our library to read to their younger siblings at home. Their reading skills improve and their siblings get a head start.

Most of the kids in the *Read to Me Project* don't own books. Their families struggle to get by. English is often their second language and reading is not a common activity at home.

With new books to read all the time, our kids blossom. They take ownership of their learning and that of their siblings. They become literacy role models in their families.

I want all kids to love school, to be enthusiastic learners, to have big dreams and the skills they need to make those dreams come true. With books, all things are possible.

# SUPPORTERS

**THANK YOU to all our supporters.**

## **\$1,000,000 +**

KPMG  
Pearson Foundation  
The Walt Disney Company

## **\$250,000 - \$999,999**

dd's DISCOUNTS  
General Mills  
Molina Healthcare  
Penguin Random House  
TD Bank

## **\$100,000 - \$249,999**

AERIN  
Anonymous  
C&S Wholesale Grocers  
Domtar  
The New York Community Trust:  
    Brooke Astor Fund for  
    New York City Education  
Pi Beta Phi Fraternity for Women  
Target  
Tata Sons North America  
Team First Book Charlotte, NC  
Team First Book Philadelphia, PA

## **\$50,000 - \$99,999**

Anonymous (3)  
Barclays  
Brownstone Book Fund  
CBS EcoMedia  
Community Foundation of Collier County  
Guru Krupa Foundation  
Humble Bundle  
JetBlue Airways  
Lennox Foundation  
Mo, Cher, & Trixie Willems  
Tracey McCabe  
Team First Book Collier County, FL  
Team First Book Greater Richmond, VA  
Team First Book Manhattan, NY  
Team First Book Mid-South, TN

## **\$25,000 - \$49,999**

ACAC Fitness & Wellness Centers  
Build-A-Bear Workshop  
Ford Motor Company Fund  
Foundation to Decrease World Suck  
GoDaddy  
HarperCollins Children's Books  
The NEA Foundation  
Team First Book Greater Kingsport, TN  
Team First Book McLean County, IL  
Team First Book Monroe County, IN  
Team First Book Seattle, WA  
Team First Book Washington, DC

## **HUMBLE BUNDLE**

helped First Book provide more than 29,000 books to kids in need, raising funds through their innovative pay-what-you-want sales of e-book and game bundles. Humble Bundle also increased awareness of First Book among its passionate and growing audience of gamers and avid e-book enthusiasts – a community committed to providing children with the books they need to learn and thrive.

## **DR. MARTHA MOLINA BERNADETT**

“As a doctor, the impact that books and reading have on a child's education, health, and prosperity are obvious and undeniable. I believe that supporting First Book is one of the best things anyone can do to nurture children and help them grow to meet their potential in life.”

## **TEAM FIRST BOOK IN HOUSTON AND EAGLE LAKE, TEXAS**

joined together to bring 40,000 books to children in need in their communities. Team First Book members provided brand-new books to more than 150 programs serving more than 5,000 children while raising awareness about the importance of providing access to books and educational resources in both urban and rural communities.

\*Reflects donations from January-December 2014

## IN-KIND (\$25,000 +)

Brilliance Publishing, Inc.  
Chronicle Books  
Didax, Inc.  
Disney Publishing Worldwide  
DK Publishing  
Eve Becker-Doyle  
Harlequin  
HarperCollins Publishers  
Houghton Mifflin Harcourt  
International Masters Publishing  
Katherine Orr  
Lee & Low Books  
Little, Brown and Company  
Macmillan Publishers  
Merlyn's Pen, Inc.  
National Gallery of Art  
Parragon Publishing  
Penguin Random House  
Rock 'N Learn  
Running Press  
Soho Press  
Twin Sisters Publishing  
U.S. News and World Report  
Weibe Carlson and Associates

## DOMTAR

has transformed the lives of children, parents and educators across North America by providing vital books and educational resources to schools and programs in underserved communities. In 2014, Domtar employees connected with local schools in nine U.S.-based paper and mill towns. Each school received funds to select new books for their classrooms. Domtar volunteers hand-delivered these books to participating schools – approximately 3,600 in total – and read to children through reading events. Domtar also supported the distribution of 40,000 books to programs in the U.S and Canada.

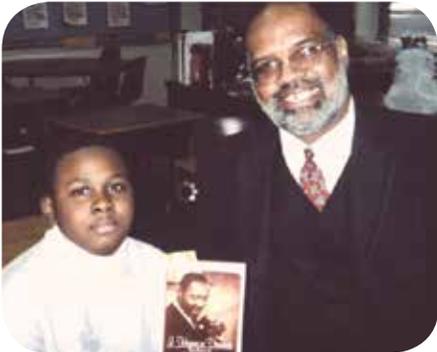


A  
MESSAGE  
FROM

**CASHADELL LEWIS AND  
MR. WILBERT SCOTT**  
Power Lunch Mentor Program  
Everybody Wins! Atlanta

**MR. SCOTT READ ALOUD WITH  
CASHADELL OVER THE LUNCH HOUR.**

**“I KNEW I NEEDED  
SOMEONE LIKE HIM.”**



Mr. Wilbert Scott and Cashadell Lewis first met over 10 years ago. Every Thursday, Mr. Scott visited Hope-Hill Elementary School to read aloud with Cashadell over the lunch hour.

“When I first saw Mr. Scott, I knew he didn’t play,” recalls Cashadell. “And even though I didn’t want it at the time, I knew I needed someone like him.”

Mr. Scott had been paired with Cashadell as a Power Lunch reading mentor with Everybody Wins! Atlanta. The program pairs volunteer reading mentors from local businesses and community organizations with first through fifth grade students identified by their teachers as reading below their grade level. Nearly 90 percent of the 550 students who currently participate in the Power Lunch program live in poverty.

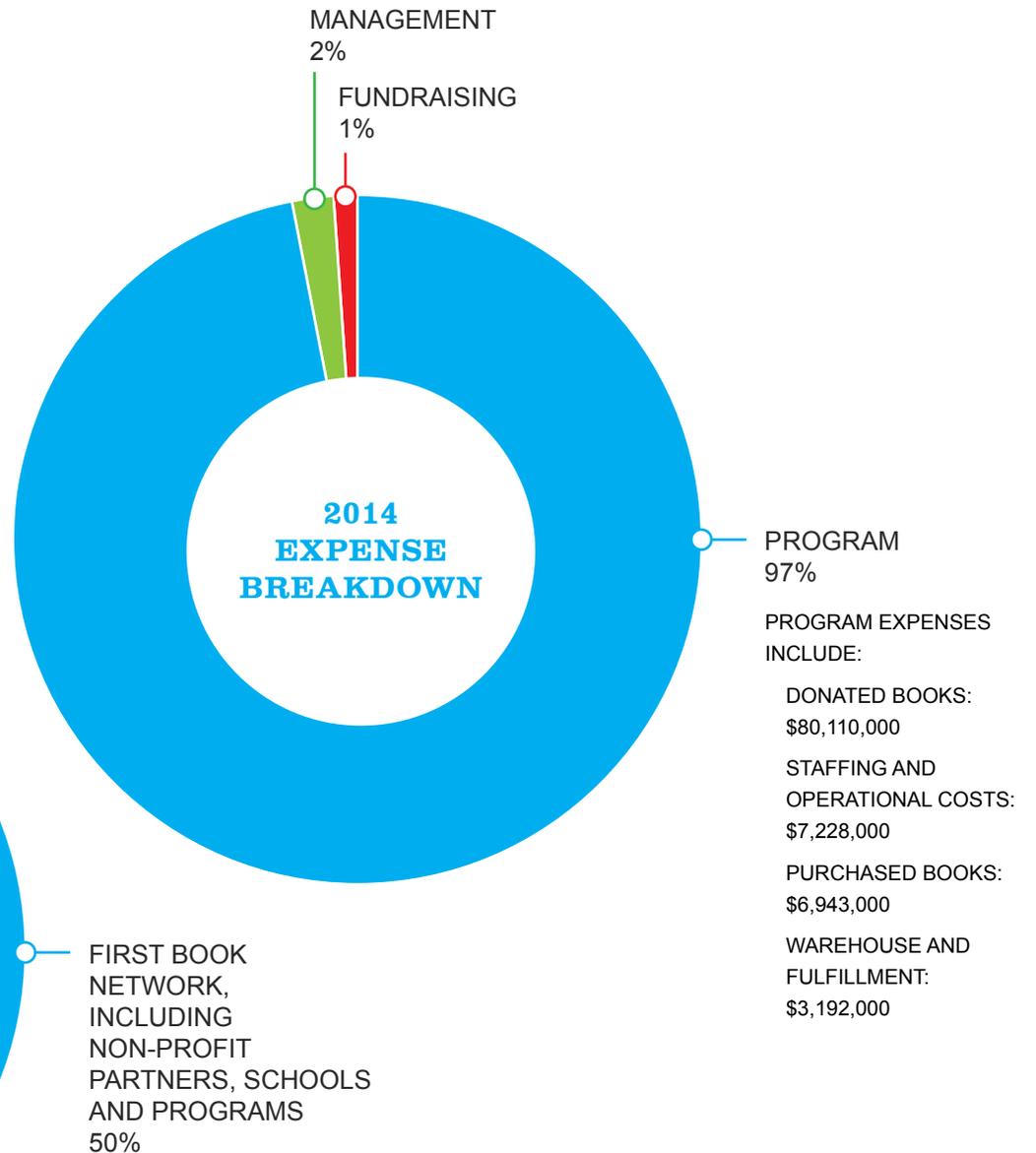
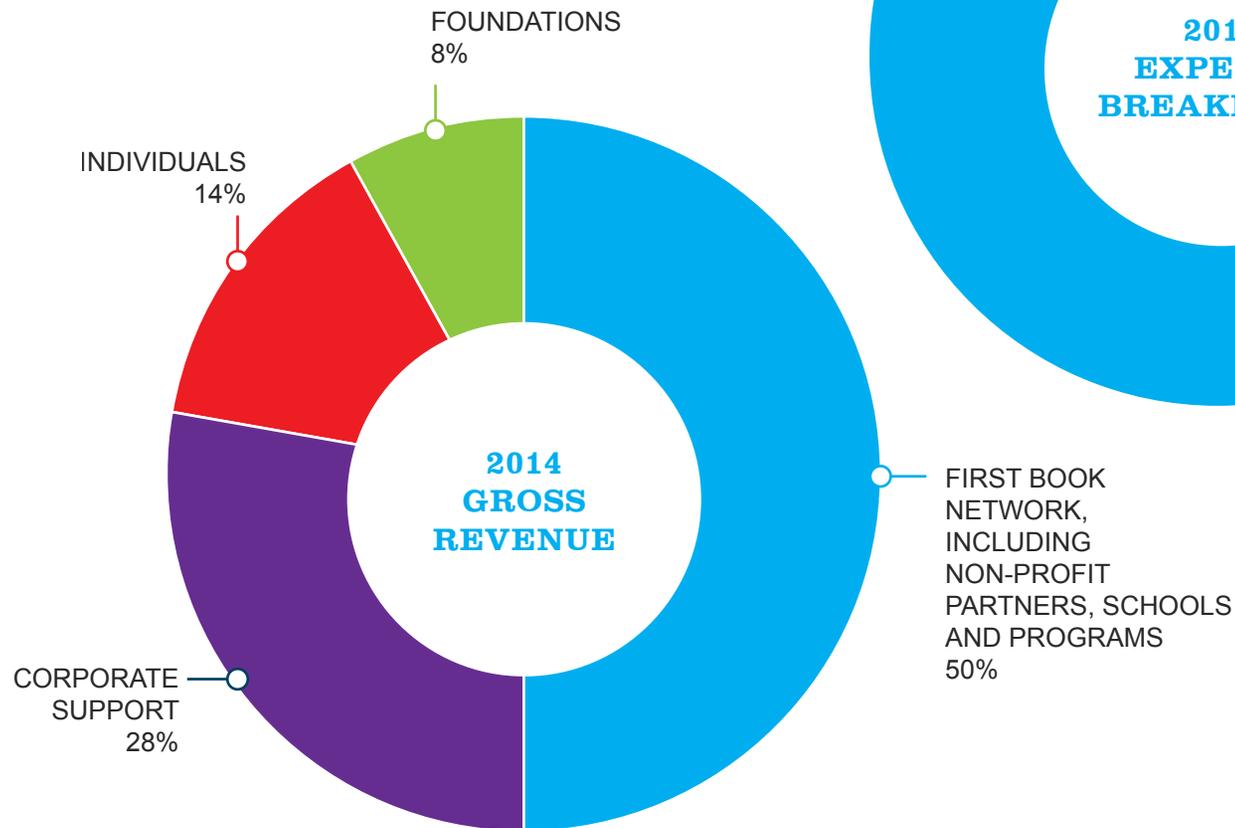
As weeks turned into years, Cashadell grew into a stronger reader. He and Mr. Scott developed a special bond. Mr. Scott sees Cashadell graduating from college and returning to Hope-Hill Elementary as a mentor himself. And when he does, First Book will be there to support him.

Since June 2011, First Book has provided Everybody Wins! Atlanta with 10,126 books. The books are used at the 11 schools that participate in the Power Lunch program.

In 2014, students got to take home even more books. Our friends at dd’s DISCOUNTS raised funds to help provide over 700 brand-new books to Everybody Wins! Atlanta.



# FINANCIALS



First Book receives the highest rating from Charity Navigator

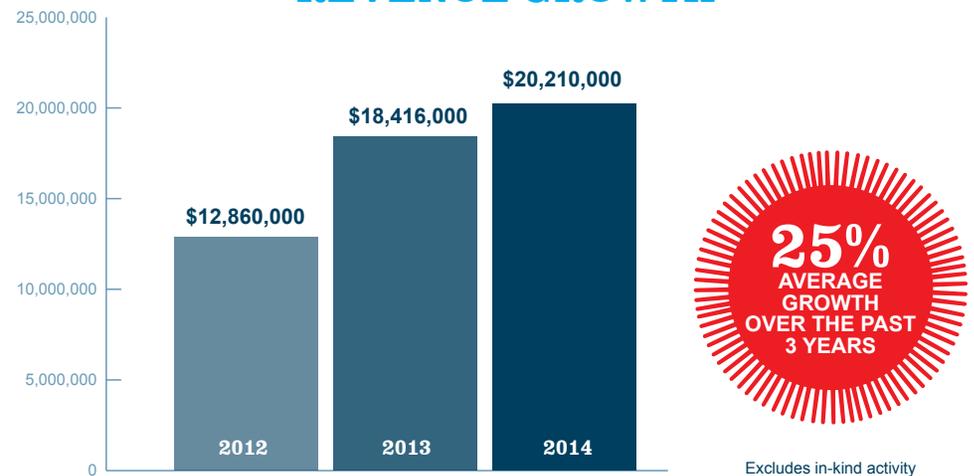
<b>BALANCE SHEET</b> Amounts in 000's	<b>2014</b> <b>Actuals</b>	<b>2013</b> <b>Actuals</b>	<b>2012</b> <b>Actuals</b>
Cash and Equivalents	\$5,419	\$4,810	\$3,131
Accounts Receivable	658	448	339
Other Assets	185	127	-
Property and Equipment, net	61	79	70
Inventory, purchased	3,239	3,707	3,285
Inventory, donated	25,510	30,984	22,432
<b>Total Assets</b>	<b>35,072</b>	<b>40,155</b>	<b>29,257</b>
Accounts Payable	2,002	1,689	661
Pension Payable	229	212	186
Accrued Expenses	142	133	94
Line of Credit	-	-	-
<b>Total Liabilities</b>	<b>2,373</b>	<b>2,034</b>	<b>941</b>
Net Assets, Unrestricted	5,572	5,047	3,983
Net Assets, Unrestricted - donated inventory	25,510	30,984	22,432
Net Assets, Temporarily Restricted	1,617	2,090	1,901
Net Assets, Permanently Restricted	-	-	-
<b>Total Net Assets</b>	<b>32,699</b>	<b>38,121</b>	<b>28,316</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>35,072</b>	<b>40,155</b>	<b>29,257</b>

Information based on 2014, 2013 and 2012 audited financials.

The "Change in Net Assets – Donated Activities" is a non-cash item and simply reflects the timing of donated inventory received in one fiscal year and distributed to eligible programs in a subsequent fiscal year.

<b>STATEMENT OF CHANGE IN NET ASSETS</b> Amounts in 000's	<b>2014</b> <b>Actuals</b>	<b>2013</b> <b>Actuals</b>	<b>2012</b> <b>Actuals</b>
Contributions, donated goods and services	\$74,635	\$86,436	\$89,272
Contributions, cash-based revenues	20,210	18,416	12,860
Other Revenues, net	(2)	6	5
<b>Total Support and Revenue</b>	<b>94,843</b>	<b>104,858</b>	<b>102,137</b>
Program Services	97,333	92,514	95,694
Management and General	1,966	1,776	1,526
Fundraising	966	762	741
<b>Total Expenses</b>	<b>100,265</b>	<b>95,052</b>	<b>97,961</b>
Change in Net Assets, cash-based activities	52	1,254	(66)
Change in Net Assets, donated activities	(5,474)	8,552	4,241
<b>Net Assets, Beginning of year</b>	<b>38,121</b>	<b>28,315</b>	<b>24,140</b>
<b>Net Assets, End of year</b>	<b>32,699</b>	<b>38,121</b>	<b>28,315</b>

## 2012-2014 REVENUE GROWTH





# FIRST BOOK LEADERSHIP

**KYLE ZIMMER**  
President and CEO

**JANE ROBINSON**  
Chief Financial Officer

**CHANDLER ARNOLD**  
Chief Operating Officer

**KIM ALBEE**  
Vice President, Marketplace Operations

**BECKI LAST**  
Senior Vice President, Engagement

**CAREY PALMQUIST**  
Senior Vice President, Ecommerce

**DIANA PEACOCK**  
Senior Vice President, Development Alliances

**BRYAN STRAATHOF**  
Senior Vice President, Finance

**DANIEL STOKES**  
Senior Vice President, Administration

**CHRIS STINE**  
Senior Vice President, Information Technology

\*As of August 2015

# BOARD OF DIRECTORS & ADVISORY COUNCIL

## BOARD OF DIRECTORS

### PETER GOLD

Chairman of the Board  
Co-founder, First Book  
President, The Gold Group, Chtd.

### ELIZABETH ARKY

Co-founder, First Book  
Former Director, Government Relations,  
Accenture Consulting

### NINA BARJESTEHL

Vice President General Merchandise Manager,  
Ready to Wear, Target

### DR. MARTHA BERNADETT

Executive Vice President of  
Research and Innovation, Molina Healthcare, Inc.

### CHRISTOPHER CERF

Co-founder & Managing Director,  
Sirius Thinking Ltd.

### SUSAN M. FLYNN

Co-founder, KPMG's Family for Literacy

### KATHY FRANKLIN

President, Franchise Development,  
Lightstorm Entertainment

### LESLIE GOODMAN

Former SVP, Worldwide Public Affairs, Disney

### JOHN E. HARMON, SR., IOM

President & CEO, African American  
Chamber of Commerce of New Jersey  
Chairman, National Black Chamber of Commerce

### LOUIS HARRIS

Founder, Harris Polls

### L. SPENCER HUMPHREY

Principal, Rocky Hill Group

### WILLIAM MATASSONI

Founder & CEO, The Glass House Group

### TIM PINNINGTON

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\*As of August 2015

**CATHY GAUDIO**  
**AARP Experience Corps Phoenix**  
*Phoenix, AZ*

**“WHEN THESE STUDENTS CAN  
SEE THEMSELVES IN BOOKS,  
THEY GET MORE EXCITED  
ABOUT READING.”**



Cathy Gaudio reads aloud to a group of students in Phoenix, Arizona. It's a special day – every child at Sun Canyon Elementary is going home with a book of their own. The book, *Pelitos* by Sandra Cisneros, is bilingual. She reads one page in English, soon echoed by her bright-eyed helper reading the page in Spanish. The children are thrilled.

*“Pelitos* talks about how we all have different kinds of hair – showing that everyone's differences are worth celebrating,” explains Cathy.

Cathy, the Program Manager of AARP Experience Corps Phoenix, is joined by the school's reading tutors for the celebration. For an hour every week, 90 retiree volunteers from the program tutor 300 children in ten schools throughout the city. Sun Canyon is one such school.

On this day, the students gained more than reading skills from their tutors. They saw themselves in the book they enjoyed.

“When these students can see themselves in books, they get more excited about reading, and that's exactly what we're trying to inspire in them,” says Cathy. “There's one reference to very long hair that's shiny. After we finished reading one little girl went to her book and opened to that page, saying ‘This is me! This is my hair!’”

The young girl's discovery created a larger conversation in the classroom.

“But this is me!” said one child.

“But I have curly hair, so this is me,” said another.

“At that age, they all accept each other and can find something very personal in that book,” Cathy observes.

Every child was able to find a reflection of themselves and they were overjoyed.



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