<table>
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<tr>
<th>Page</th>
<th>Section</th>
</tr>
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<tr>
<td>1</td>
<td>LETTER FROM THE PRESIDENT &amp; CEO</td>
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<td>25</td>
<td>FIRST BOOK LEADERSHIP</td>
</tr>
</tbody>
</table>
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
Four in 10 American children live in low-income families. In their homes, schools and communities, books and educational resources are scarce. They start school behind their more affluent peers and often never catch up.

Low-income families are defined as those with incomes less than two times the Federal Poverty Threshold (about $47,000 for a family of four with two children).¹

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.²

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

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.⁴

³ "Early Reading Proficiency in the United States." Annie E. Casey KIDS Count Data Snapshots. 29 January 2014.
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

An estimated 1.3 million educators support children in need in the United States. 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.

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

THE MOST COMMON CIRCUMSTANCES FACING THE KIDS WE SERVE

- Homelessness 45%
- Developing Healthy Friendships 38%
- Blended Families 46%
- Low Parent or Family Involvement in the Child’s Education 83%
- Incarcerated Parent(s) or Sibling(s) 54%
- Drug or Alcohol Abuse by the Child or Caregiver 40%
- Community or Gang Violence 32%
- Single-Parent Households 83%
- Bullying 40%
- Meeting Basic Needs (Adequate Food, Clothing) 79%
- Foster Care 35%
- Managing Learning Disabilities/Special Needs 42%
- Managing Behavioral Issues That Interrupt Learning 46%
- Ensuring College AND/OR Career Readiness 23%

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

- Help kids develop a lifelong love of reading: 93%
- Build kids’ literacy skills to read at grade level: 79%
- Create opportunities for parents and caregivers to read to their kids regularly: 65%
- Provide kids with something new of their own to keep: 64%
- Foster kids’ character development and personal growth: 53%
- Enable kids to learn about other cultures and experiences: 51%
- Give kids the opportunity to see characters that look like them: 47%

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:

- Educational Games
- Teacher Resources
- School Supplies
- Technology Hardware & Software
- Clothing
- Nonperishable Food Items
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.”
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.

FULL TIME OPERATIONS
First Book begins full time operations.

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.
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.

2008

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

2012

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.

2013

FIRST BOOK CANADA
We begin operations in Canada.

2009

2013
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.

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.

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.

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.
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.

**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*.

**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.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>4,968</td>
</tr>
<tr>
<td>2013</td>
<td>6,576</td>
</tr>
<tr>
<td>2014</td>
<td>7,915</td>
</tr>
</tbody>
</table>

VOICE AND CHOICE
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
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.

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
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.
First Book receives the highest rating from Charity Navigator.
### BALANCE SHEET

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


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.

### STATEMENT OF CHANGE IN NET ASSETS

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

### 2012-2014 REVENUE GROWTH

![Graph showing revenue growth from 2012 to 2014](image-url)

25% AVERAGE GROWTH OVER THE PAST 3 YEARS

Excludes in-kind activity
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

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 BARJESTEH
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
Managing Director, The Symmetry Group

JOHN SCHREIBER
Chief Executive Officer, New Jersey Performing Arts Center

KAREN KEHELA SHERWOOD
Co-chair, Imagine Entertainment

BETH VEIHMEYER
Co-founder, KPMG’s Family for Literacy

KYLE ZIMMER
Co-founder, President & CEO, First Book

*As of August 2015
ADVISORY COUNCIL

ROBIN ADELSON
Actress

JOAN ALLEN
Actress

VINCENT ALTRUDA
CEO, Espresso Royale, 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

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

DON GUNThER

GREG HOFFMAN
President, Greg Hoffman Consulting

LISA HOLTON
President, Classroom, Inc.

MARILYNN G. JACOBs
Marketing Consultant

LAURENCE KIRSHBAUM
Senior Agent, Waxman and Leavell Literary Agency

MICHELLE KYDD LEE
Chief Innovation Officer, Creative Artists Agency
Co-Executive Director, Creative Artists Agency Foundation

ILENE LEFF
Independent Management Consultant

ADAM LENKIN
President, I Sports & Entertainment

JAMES M. LOY
Senior Counselor, The Cohen Group

COLLEEN LUDDINGTON

KATHRYN (KIT) LUNNEY
Smith, Dawson & Andrews

CAROL RASCO
President & CEO, Reading is Fundamental

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

HARRIET SANFORD
President & CEO, The NEA Foundation

HEATHER STEINMILLER
Senior VP & General Counsel
Conner Strong & Buckelew

JAMIE NNE S. STUDLEY
Deputy Under Secretary of Education,
U.S. Department of Education

MARY TATUM

TOM TOLWORTHY
CEO & 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

MARLA NEELY WULF
Grand VP, Programming,
Pi Beta Phi Fraternity for Women

JOANNE WYSS

KARL WYSS

JUDITH ZIMMER
Deputy Director, Street Law, Inc.

*As of December 31, 2014
LAURA GERINGER

CHIP GIBSON

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*As of August 2015
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.