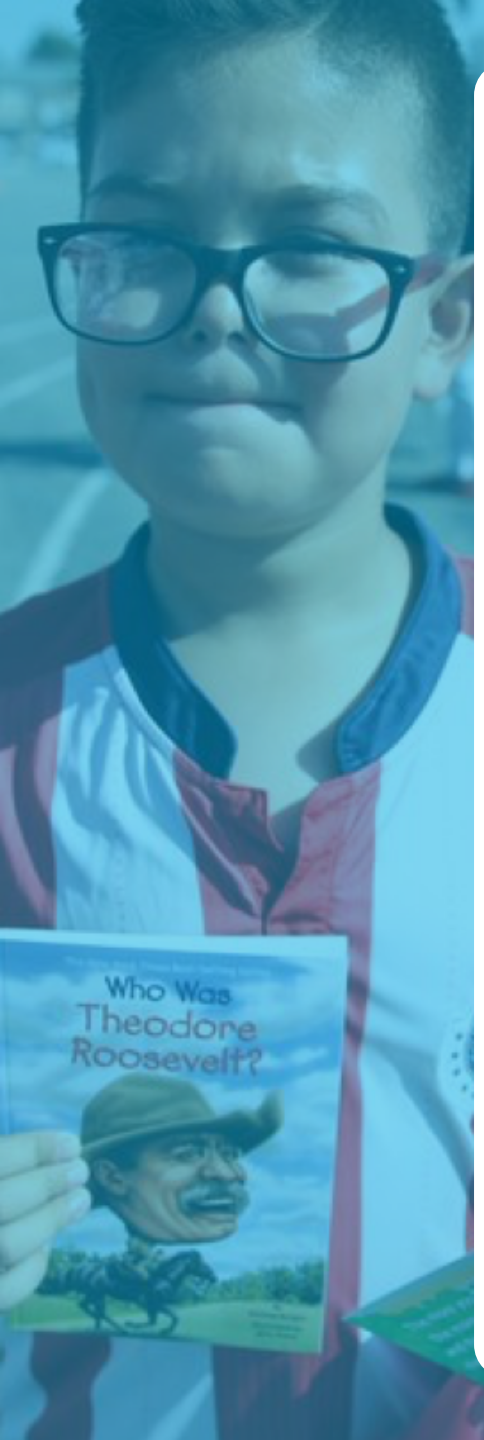
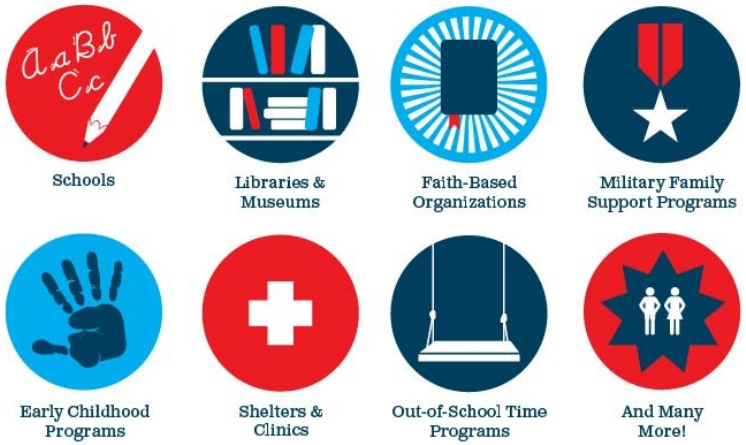
First Book and Company-Directed Strategies Impacting Early Childhood at the Community Level

Prepared for Ready Nation's Global Summit
November 2, 2018



First Book, the nonprofit social enterprise focused on equal access to quality education for kids in need, provides educators with brand-new, high-quality books, educational resources, and other essentials to help kids learn.

Who We Serve: Educators and Kids

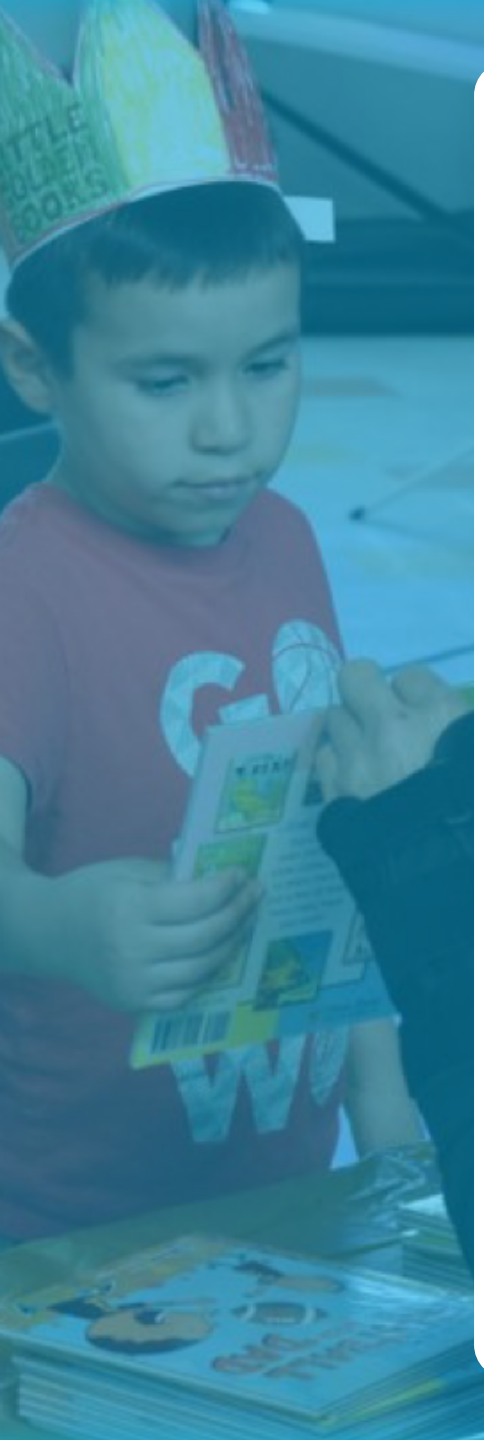


175 million books and resources distributed

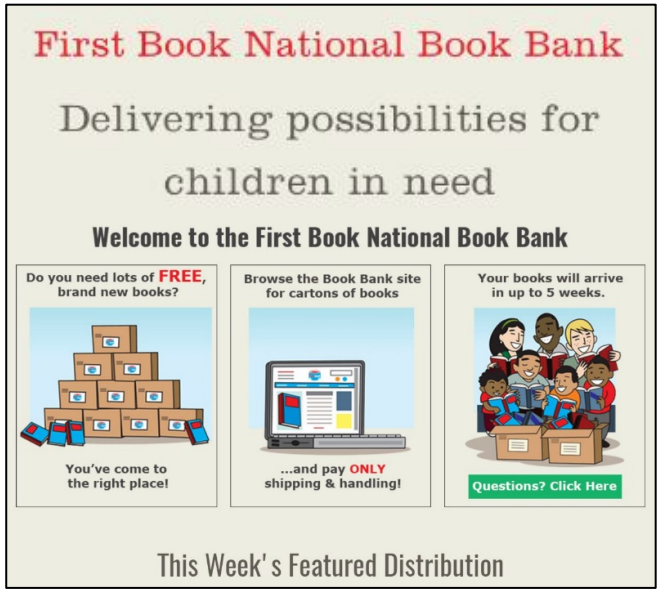
Books distributed in **30 countries**

5 million children reached annually

Over **375,00 members**

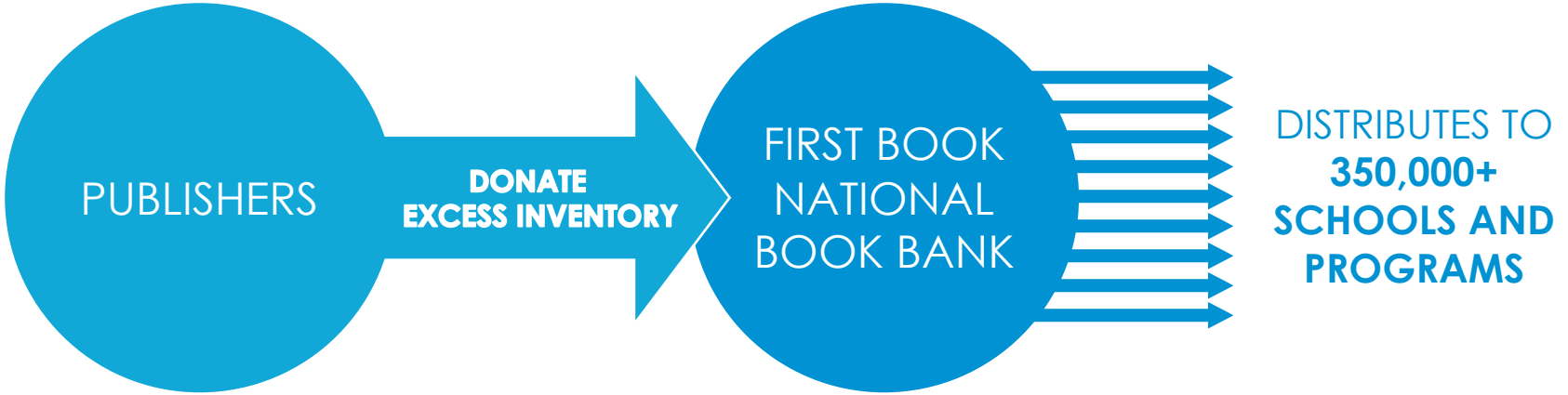


FIRST BOOK
NATIONAL BOOK BANK



Only central clearinghouse for donations of inventory in North America

- Donations from more than 90 publishing imprints
- Books available to entire First Book Network
- Educators choose books themselves
- Books are free; educators pay only shipping and handling costs



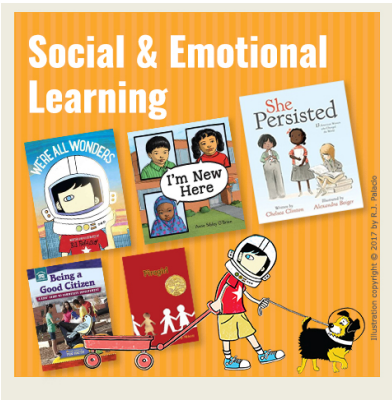
The First Book National Book Bank distributes 14 MM books each year.

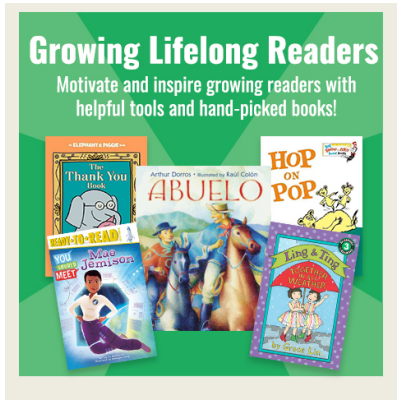


FIRST BOOK MARKETPLACE







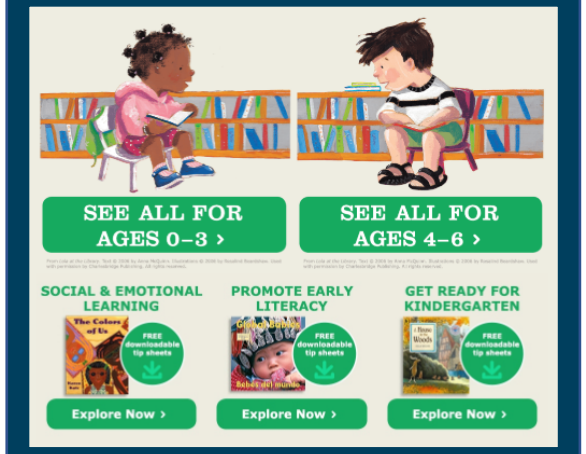


- Offers 6,000 titles at ~$3.00 (including shipping and handling), plus a full range of other items beyond books
- Win-win-win solution for educators/children, publishers, and First Book
- Inventory selections based on educator feedback including topics especially relevant to educators such as:
  - **Diversity and Inclusion**
  - **Science Technology Engineering and Math (STEM)**
  - **Social & Emotional Learning**
  - **Family engagement**
  - **Plus supplemental resources for educators and families…**

The First Book Network: Early Childhood

First Book Marketplace Early Childhood Hub:





~75,000

Early Childhood members in the First Book network

In the past **9 months**, First Book has distributed approximately **1.3 million** early childhood titles



Select Early Childhood Nonprofit Partners

First Book works with national, state, and community partners across the United States, including:

United Way

NHSA
NATIONAL HEAD START ASSOCIATION

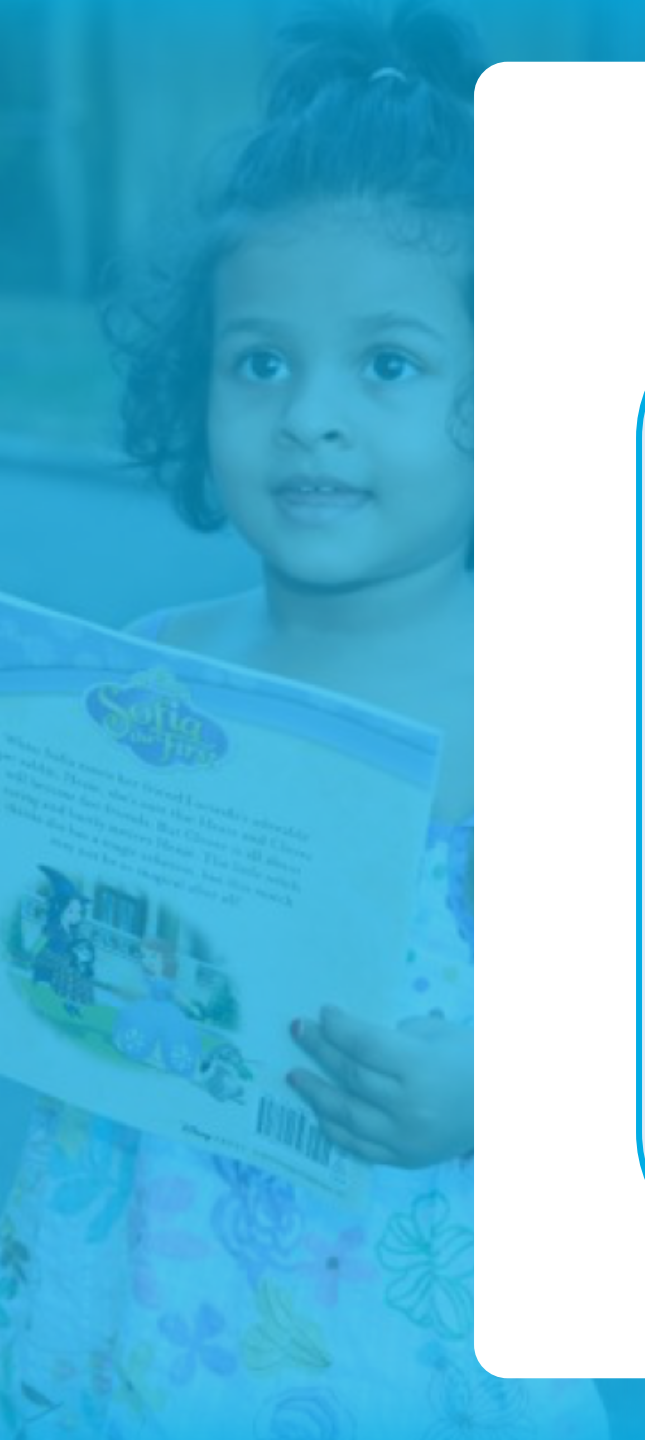
The Campaign for GRADE-LEVEL READING

Parents as Teachers

Reach Out and Read®

Jumpstart
Children first.

reading corps



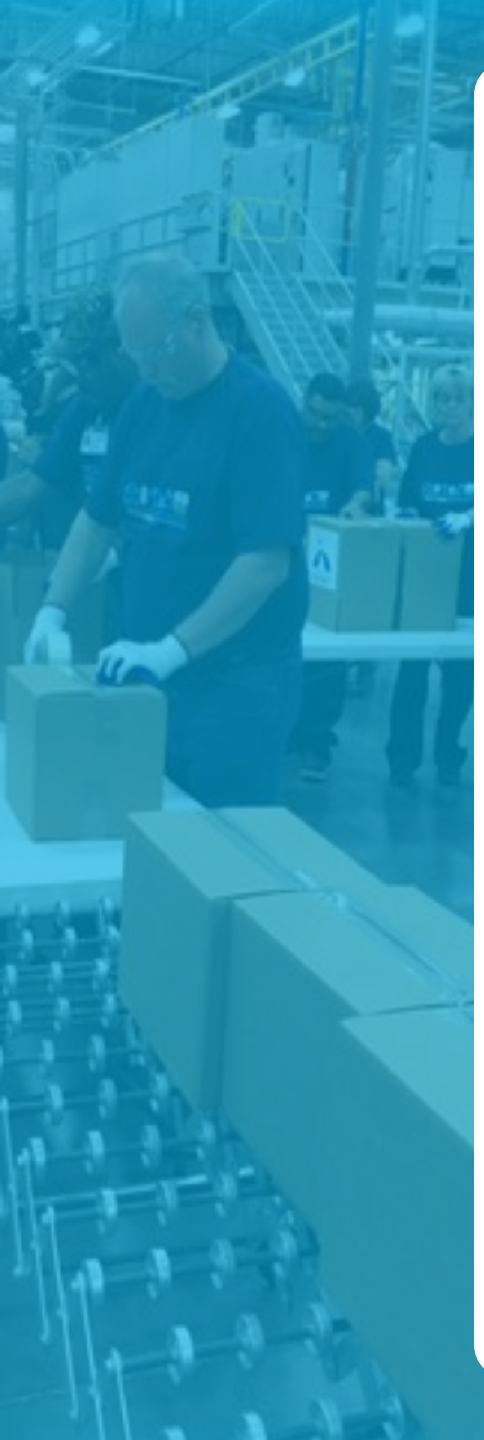
What Our Early Childhood Network Says…

Nurturing Survey

- **86%** of Early Childhood members sit *low parent or family involvement in the child's education* as the most common academic challenge facing their kids
- **87%** are looking for picture books to support their program; **77%** are looking for board books
- **68%** are looking for more bilingual books
- **68%** are also interested in more hands-on learning tools for STEM purposes

Social Issues Impact Survey

- **96%** of Early Childhood members would find it helpful to have more *fiction books that teach empathy* to help them teach their kids about important social issues (poverty, race, class, etc.)
- **95%** would find it helpful to have more *resources on how to handle potential emotional/behavioral responses to difficult conversations*



Domtar

Diaper Distribution Pilot

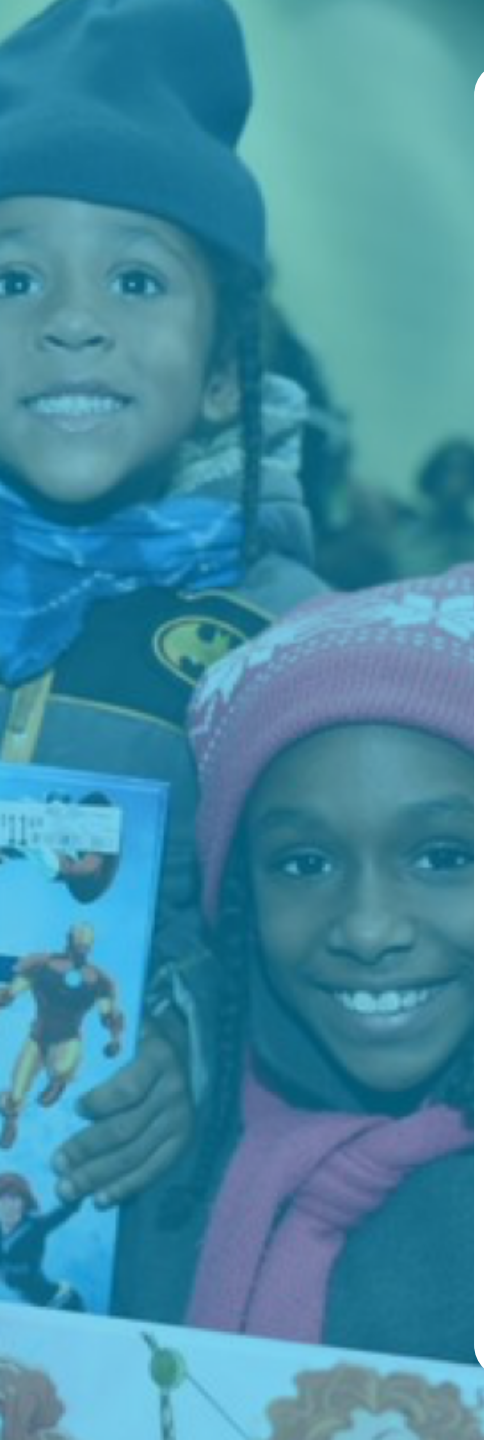
- 2016
- Domtar and First Book piloted a new distribution effort, pairing diapers and board books together in a "new mom" kit.
- As part of Domtar's Comfort and Care program, Domtar facilities in Waco, TX; Delaware, OH; and Greenville, NC generously donated new diapers to be distributed to local programs in each community.
- Waco, TX: 1,500 kits—each containing a pack of diapers and 3 books—were distributed through six different programs
- 13,500 books and 4,500 packs of diapers distributed through the entire pilot



KATE B. REYNOLDS
CHARITABLE TRUST

Forsyth County Initiative

- 2015-2017
- The initiative was designed to help build a strong foundation for literacy among children ages 0-5 from low-income families, as well as to help educators, parents, and caregivers build and reinforce executive function skills in young children.
- 925 new educators registered
- Over 25,000 "Mind in the Making" books distributed—a specially-curated collection designed to reinforce the 7 essential skills that build executive function
- 92% of respondents saw their students more interested in reading after the new books were received, with 53% declaring the children were "much more interested"



Vanguard's Strong Start for Kids

- 2017-2019
- Philadelphia, PA; Charlotte, NC; Phoenix, AZ
- Vanguard teamed up with First Book to engage employees while simultaneously elevating educational opportunities and exposure to early literacy education materials for children in need
- Over 4,000 employees engaged
- 12,500 diverse and bilingual books distributed across 3 communities, reaching over 12,000 kids



Thank You!

Contact:
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