



FIRST BOOK

ENERGY IS EVERYWHERE WEBINAR: *USING BOOKS TO ENHANCE YOUR PROGRAMS*

SEPTEMBER, 2016

First Book Overview

Our Impact Model

Our Record of Success

Partnering with First Book



First Book is a nonprofit, social enterprise that provides new, high quality books and educational resources to children in need.

First Book is transforming lives and elevating the quality of education.



**3 million children
annually**



**150 million books
and resources
distributed to date**



First Book's Reach and Impact

**275,000 educators
serving children in
need**

**Book distribution
activities in 30
countries**



**Award-winning
social impact
model**



THE NEED:

Access to quality education is not equal

A record number of low-income kids...

More than half of U.S. public school students live in low-income households¹



lack access to resources...

Two thirds of children from low-income families don't have books²



then fall behind and don't reach their potential.

79% of fourth graders from low-income households do not read proficiently – a key predictor of a child's future success³



The impact of this cycle is staggering.

Poor educational outcomes are tied to future poverty, unemployment, illness, dependence on welfare, social exclusion and crime⁴



1: National Center for Education Statistics, 2015

2: National Center for Children in Poverty, 2013

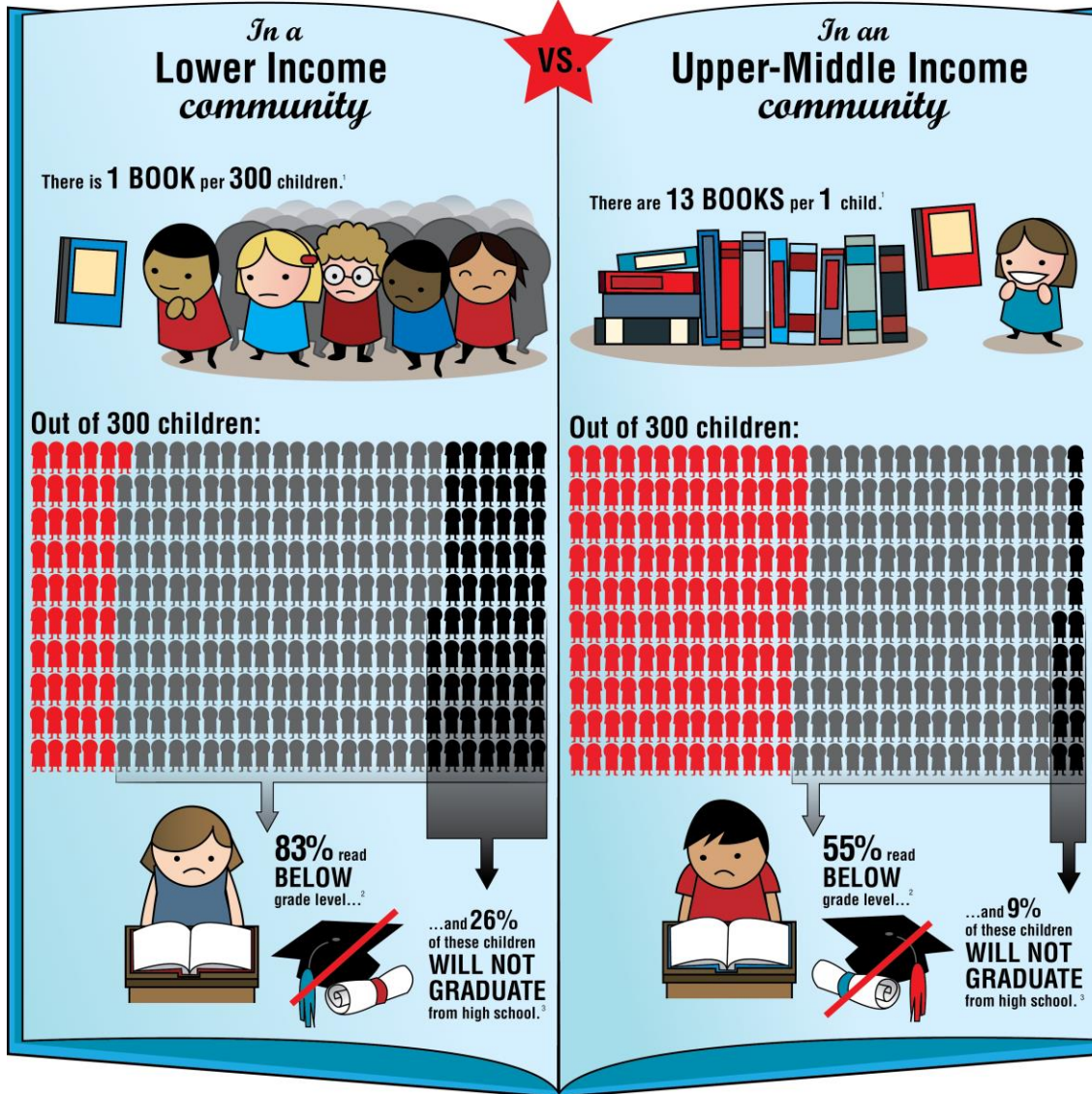
3: Annie E. Casey Kids Count, 2014

4: World Literacy Foundation, 2012

Children aren't the only ones lacking access; millions of educators serving kids in need lack resources to maximize their impact in the classroom.

Books Make a Difference in Kids' Lives

The Haves and Have Nots



SOURCES: 1. Newman, Susan B. and David K. Dickinson, ed. Book of Early Literacy Research, Volume 2. New York, NY:2006. <http://www.firstbook.org/images/pdf/Statistics-on-Literacy.pdf>
 2. Annie E. Casey Foundation, Kids Count 2010 <http://www.firstbook.org/images/pdf/Statistics-on-Literacy.pdf>
 3. <http://gradelevelreading.net/wp-content/uploads/2012/01/Double-Jeopardy-Report-030812-for-web1.pdf>

CRITICALLY, FIRST BOOK'S MODEL WORKS ON TWO LEVELS

First Book does two important things simultaneously:

Provides children with books and materials they need.



Provides educators with resources and professional development tools they need.



While both aspects of this model are important, the union of these two components is what makes First Book's work so powerful.

First Book Overview

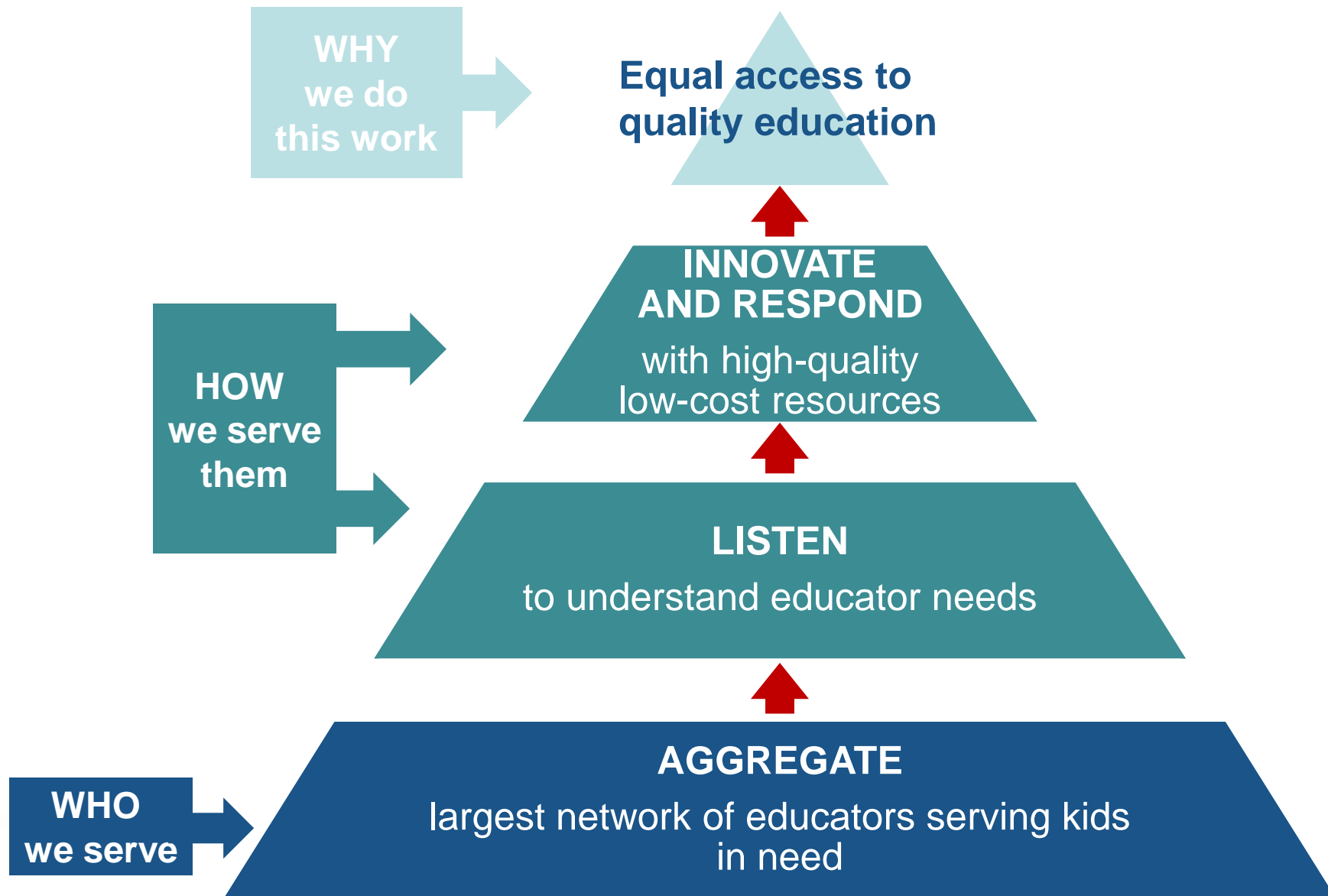
Our Impact Model
Aggregate
Listen
Respond + Innovate

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FIRST BOOK'S IMPACT MODEL



THE FIRST BOOK NETWORK

First Book is country's largest supply pipeline providing books and educational resources to children in need.



First Book works with schools and programs serving children from low-income families ages 0-18.

AGGREGATE



LISTEN



INNOVATE + RESPOND

MEMBERSHIP BENEFITS

Working with First Book, you can:

Connect every eligible program and educator with ongoing access to high quality books and resources

Maximize program funding spent on books

Amplify the voices of your programs / educators so they can have direct influence on the types of resources available to them

Offer tangible resources to community programs and service providers



FIRST BOOK CONSTANTLY COLLECTS DATA FROM THOSE WE SERVE

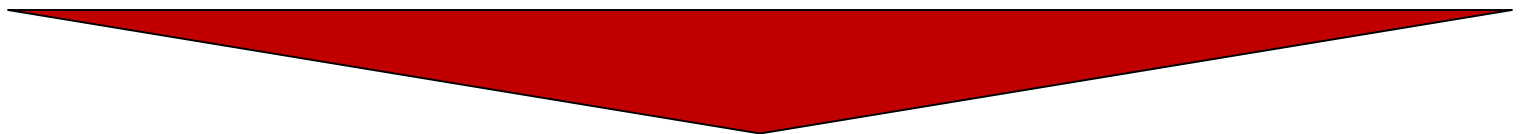
Overwhelmingly, educators report needs in three critical areas:



Highest quality
Resources at low prices

Diverse and culturally
Appropriate content

A range of additional
resources beyond books



Guided by this data, First Book has developed two distribution models providing books and educational resources to kids in need.

AGGREGATE



LISTEN



INNOVATE + RESPOND

FIRST BOOK'S TWO DISTRIBUTION MODELS

First Book has pioneered two innovative models to deliver affordable, high-quality educational resources to kids in need.

First Book Marketplace

New inventory purchased from publishers

6K high quality books/resources

Ave cost:
\$3.00
(including shipping and handling)

Avail. in any quantity

First Book National Book Bank

New inventory donated by publishers

Education & entertainment books

Ave cost:
Free
(groups pay only shipping and handling)

Avail. in full cartons

AGGREGATE

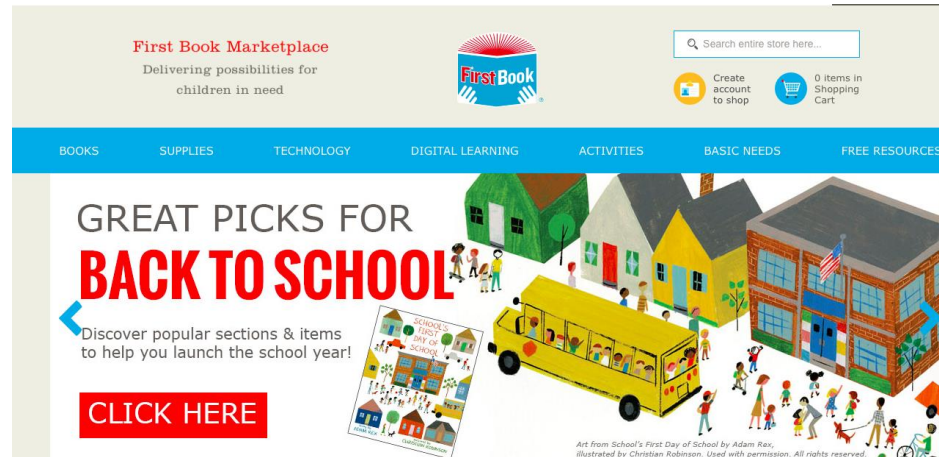


LISTEN



INNOVATE + RESPOND

DISTRIBUTION MODEL ONE: FIRST BOOK MARKETPLACE



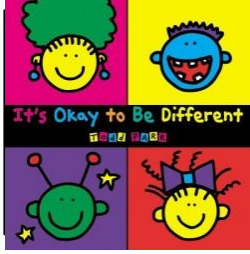
The First Book Marketplace offers highest-quality books/resources at deep discounts to the First Book's Network. To do this, First Book:

- **Aggregates new market of 275,000 educators serving kids in need.**
- **Makes inventory selection based on educator guidance and feedback.**
- **Focuses on diversity and unique network needs.**
- **Offers 6,000+ award-winning/high quality titles at an average cost of \$3.00 (including shipping and handling).**

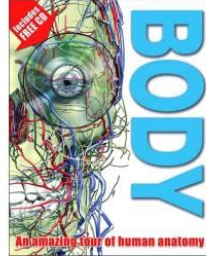


RESPONDING TO NEEDS IN A RANGE OF CATEGORIES

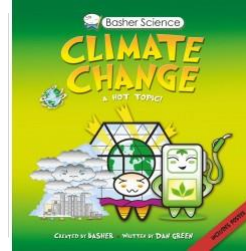
Sample content areas (more than just literacy!) :



**Diversity
Resources**



**STEM
Resources**



**Environmental
Resources**



**Financial
Literacy
Resources**



**21st Century
Skills
Resources**

Sample resource areas (more than just books!) :



**Digital
Devices**



**School
Supplies**



**Educator
Resources**



Clothing



**Hands-On
Learning**



**Basic
Needs**

AGGREGATE



LISTEN

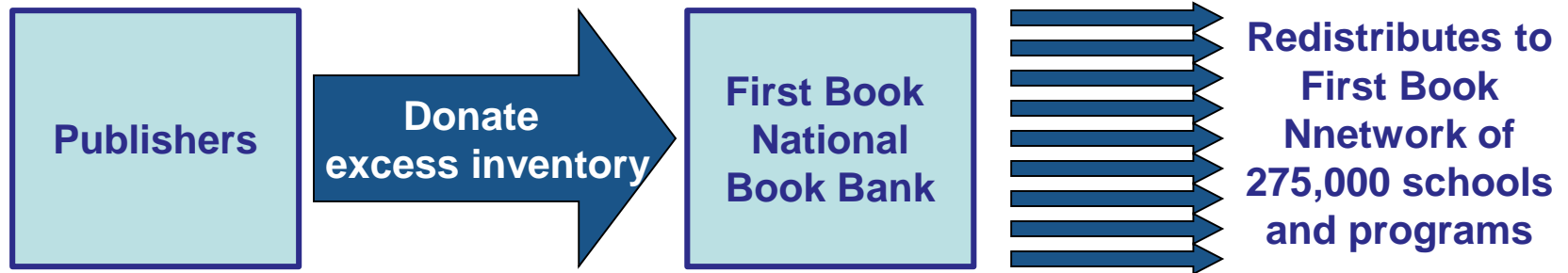


RESPOND

DISTRIBUTION MODEL TWO: FIRST BOOK NATIONAL BOOK BANK

The First Book National Book Bank is the only central clearinghouse for donations of excess inventory in North America; working with more than 90 different imprints.

- Publishers donate books to First Book.
- First Book makes these books available to the First Book Network.
- Educators choose the books most appropriate for their children.
- Books are free; educators pay only shipping and handling.

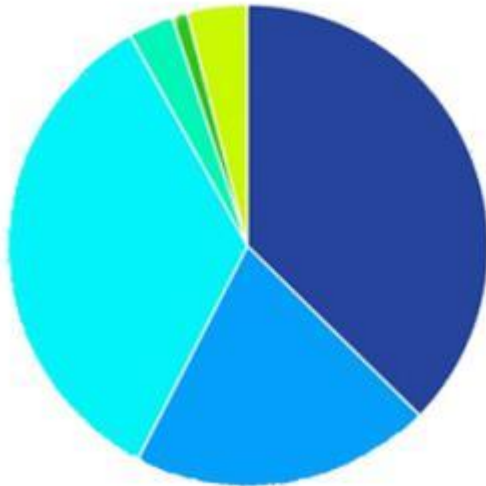


The First Book National Book Bank distributes 8 to 10 MM books each year.

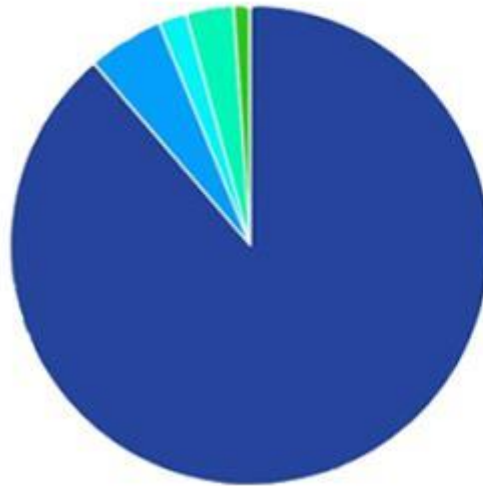


DIVERSE CONTENT AND CHARACTERS: STORIES FOR ALL PROJECT™

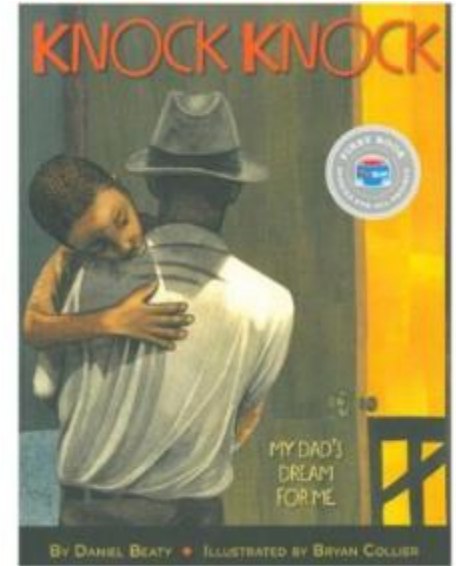
ETHNICITY OF CHILDREN
FROM LOW-INCOME FAMILIES



ETHNICITY OF CHARACTERS
DEPICTED IN CHILDREN'S BOOKS



● WHITE
● BLACK
● LATINO
● ASIAN-AMERICAN
● NATIVE AMERICAN
● OTHER



Sources: National Center for Children in Poverty, Basic Facts about Low-Income Children: Children under 18 Years, 2013- January 2015.
Cooperative Children's Book Center, Children's Books by and about People of Color Published in the United States, February 2015.

- Launching **never-before-published** authors and illustrators of color
- Launching **diverse award-winning titles** in paperback for the first time
- Offering more than **2,000 diverse titles**
- **Curating special collections of** focused on African-American families, Hispanic/Latino history and cultures, LGBTQ issues, children with special needs, and other topics

AGGREGATE



LISTEN



RESPOND

DiVeRSiTy in CHILDREN'S BOOKS 2012



OUT OF 3,600 CHILDREN'S BOOKS REVIEWED BY THE CCBC IN 2012.
SOURCE: FIRST BOOK
INFOGRAPHIC: TINA KUGLER

3% WERE ABOUT AFRICAN-AMERICANS

1.5% WERE ABOUT LATINOS

LESS THAN **1%** WERE ABOUT NATIVE AMERICANS

2% WERE ABOUT ASIAN PACIFIC AMERICANS

WHICH LEAVES **93%** CAUCASIAN!

ADDRESSING LACK OF DIVERSITY

First Book Overview

Our Impact Model

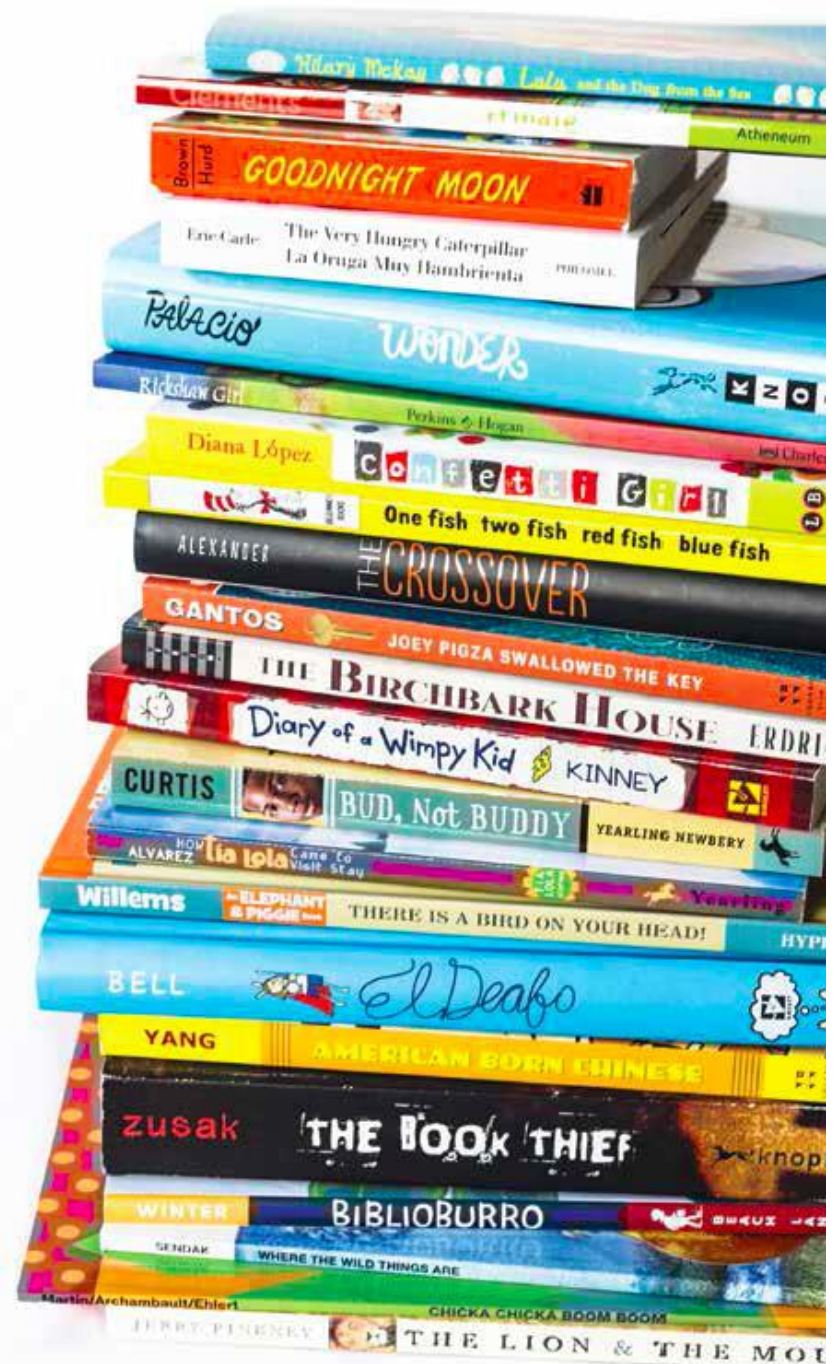
Aggregate

Listen

Respond

Our Record Of Success

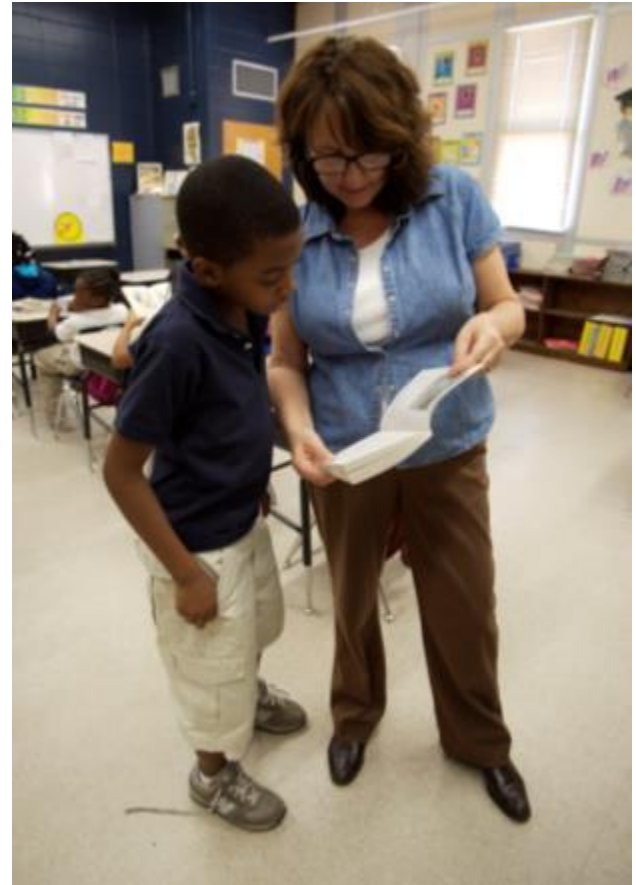
Partnering With First Book



THE FIRST BOOK MODEL WORKS

Members report that First Book*

- **Provides resources where there were none before.** 82% report that without First Book their children would have very few or no new books.
- **Increases interest in reading.** 87% report seeing children's interest in reading after receiving books from First Book.
- **Helps close the achievement gap.** 88% report resources from First Book helps close the achievement gap for the kids they serve.
- **Improves teacher impact.** 79% say First Book helps them be the best educator they can be.



* First Book data, 2015.

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HOUSING PROGRAMS AND BOOKS


Public Housing Communities have used books from First Book in the following ways:



• Alexandria Housing Authority used books as gifts for children living in their community. For a year, at all of the event where children would have traditionally received other gifts (toys, candy, etc.) they gave each child a book. For example, during Halloween instead of candy, Alexandria Housing Authority gave each child a book.



• Dallas Housing Authority received books earlier this year and used the books to support their afterschool programs in several locations throughout the city.



• Chicago Housing Authority and Operation Warm distributed over 12,000 books to CHA residents at their annual coat giveaway event. Each child was able to select books to take home to begin building their home library.

-This year First Book will be distributing 20,000 books at the Operation Warm Event!

INCORPORATING BOOKS INTO YOUR PROGRAMS

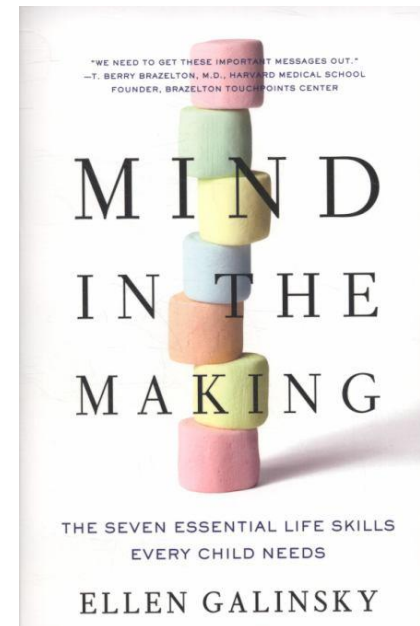
- Host family reading nights or reading parties
- Use books as incentives for families to come to events
- Set up a family reading corner
- Establish family reading challenges or family book clubs
- Hold reading workshops for parents
- Incorporate books into your professional development activities
- Build home libraries



MIND IN THE MAKING: THE SEVEN ESSENTIAL LIFE SKILLS EVERY CHILD NEEDS.

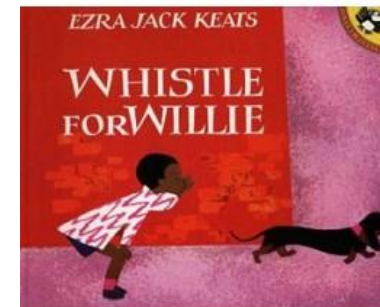
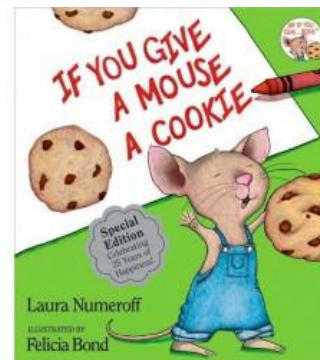
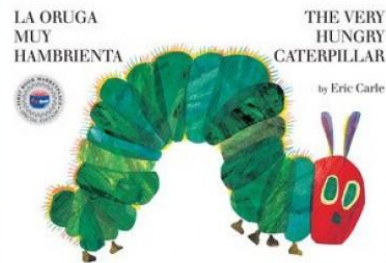
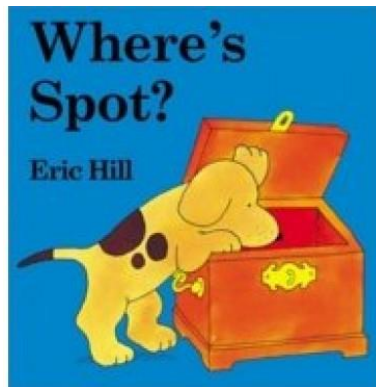
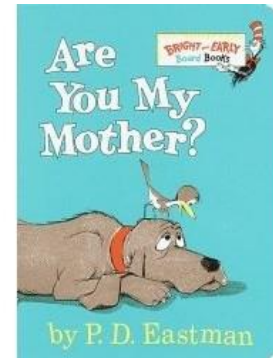
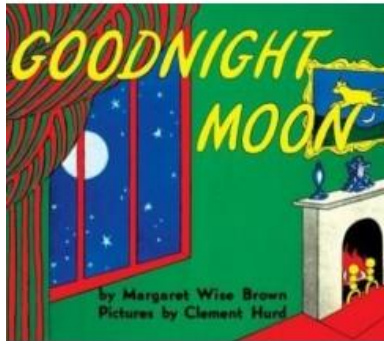
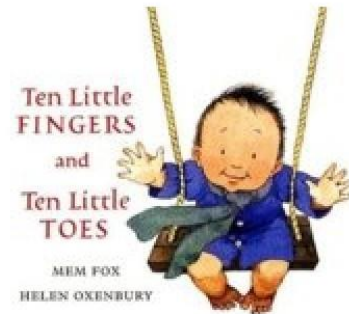
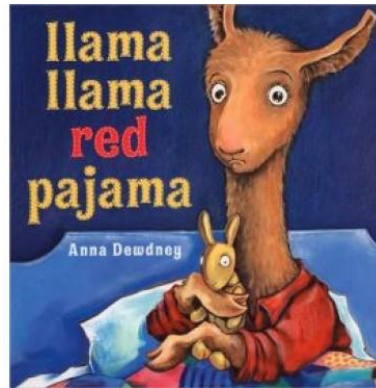
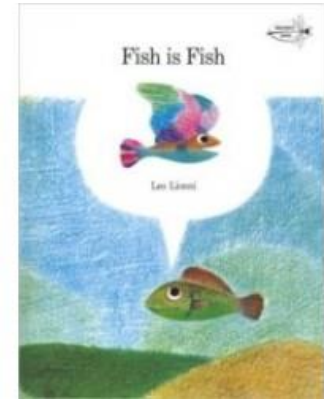
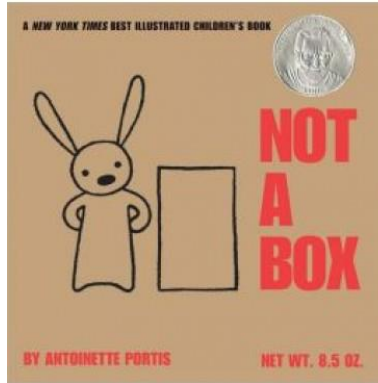
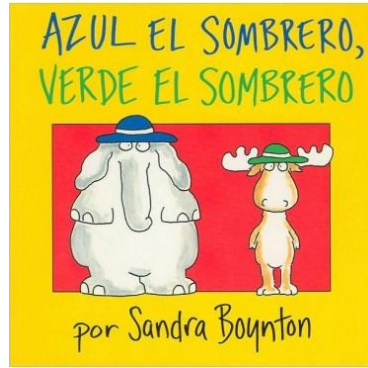
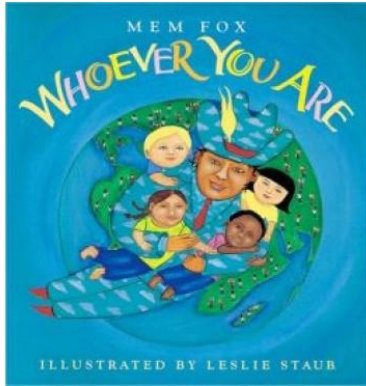
In Ellen Galinsky's best-selling, research-based book, she identifies the seven essential Executive Function skills children should develop for success in life. The seven skills are:

- Focus And Self Control
- Perspective Taking
- Communicating
- Making Connections
- Critical Thinking
- Taking On Challenges
- Self-directed, Engaged Learning



Through our work with The Families and Work Institute, First Book received funding from Popplestone Foundation to share with programs in our network for access to Mind in the Making books and tip sheets.

SELECT TITLES IN THE MIND IN THE MAKING COLLECTION



MIND IN THE MAKING– OPPORTUNITY FOR FREE BOOKS!!

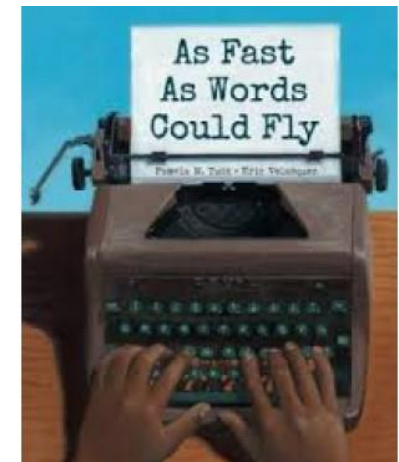
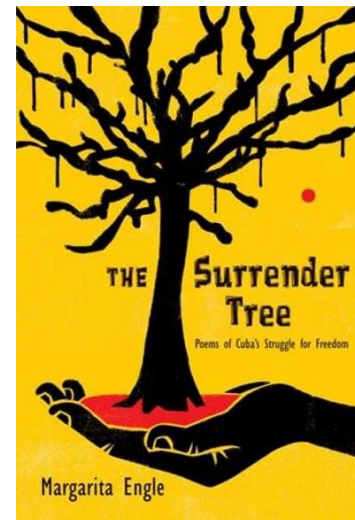
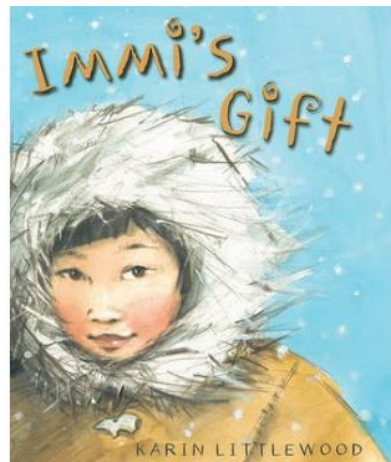
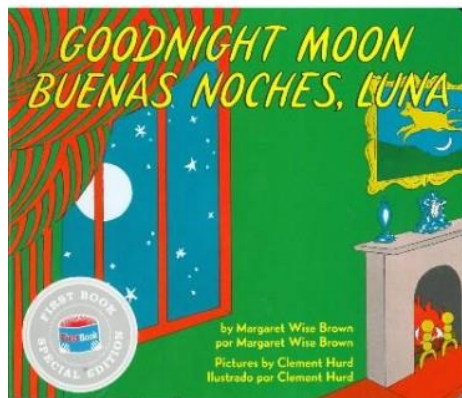
To receive \$250 worth of FREE books from the Mind In The Making collection, you will need to take the following steps:

1. Opt-in to the opportunity at the end of this webinar.
2. Register with First Book (www.firstbook.org/HUD)
3. On or about September 16, you will receive an email with instructions about how to use your promotion code.
4. The opportunity will be limited to the first 50 Public Housing Authorities (PHAs) who register AND complete their order



DISCUSSION & SHARING IDEAS

- What could you do with greater access to free/low-cost high-quality books?
- What are you already doing that more/different books could complement?
- What are some current challenges? What resources do you need?





Today, we reach over 275,000 programs
and educators serving kids in need.
Over a million more need our help.

**Together, we have the power to reach
all children living in low-income
communities.**

Join us and give every child the chance to
read, learn and succeed.

www.firstbook.org/HUD

JOIN US



“The more you read, the more things you will know. The more you learn, the more places you will go.” - *Dr. Seuss*

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