



2020 Annual Report

Stronger Than Ever – Stronger Together

2020 Annual Report

1,342 Books
\$7,200 Value
4th Largest
Donation Ever



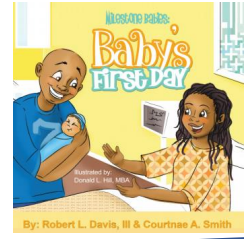
ROBINSON
FAMILY
FOUNDATION



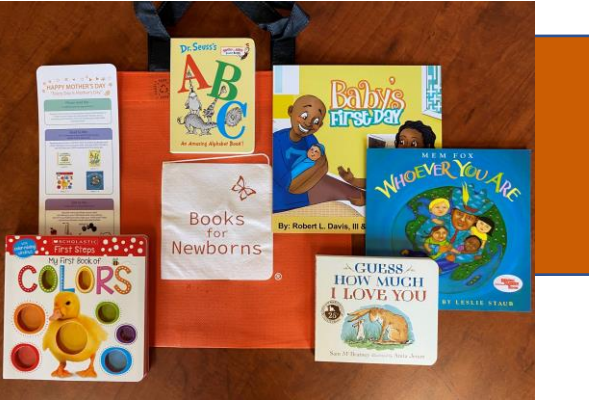
LENTS & ASSOCIATES

2,221 Books
\$13,650 Value
Largest
Donation Ever

ROBERT FAMILY FOUNDATION



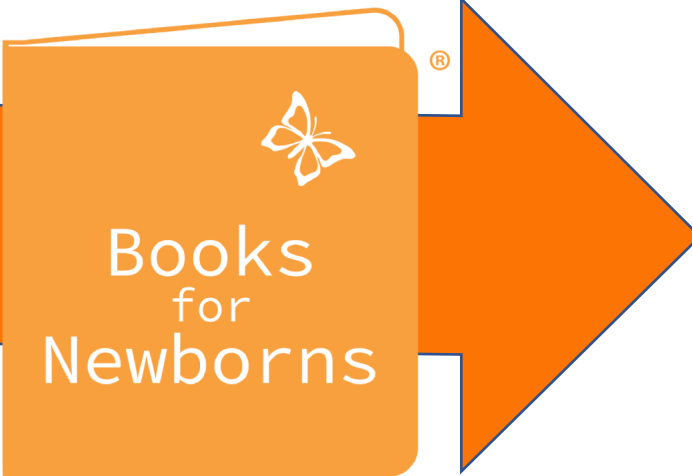
SPORTS
ENERGIZERS



Stronger Than Ever ----- Stronger Together



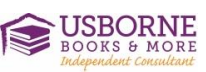
GREAT RIVERS
CONFLUENCE
FOUNDATION

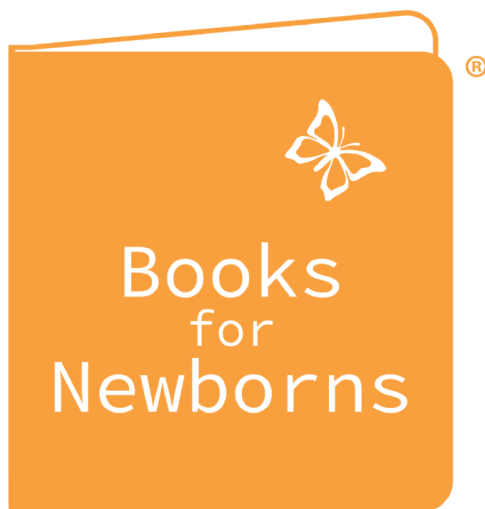


\$10,000
3rd Largest
Donation Ever



J.P.Morgan





Mission & What We Do

Create pathways to successful futures by sparking reading and bonding at birth.

We are an all-volunteer organization which provides books & reading encouragement to low-income families in St. Louis who have just delivered a baby. Every dollar goes toward books and bags, so every donation directly impacts metro area families. Bookbags with five age-appropriate books are delivered to the mother and included in the bag is a card to encourage reading and bonding. We recently expanded our programs to include delivery of older age-appropriate books to our newborns' Big Brothers Big Sisters. There isn't one cause of poor literacy among low-income children. But easy access to books is one of the biggest obstacles to equalizing children's literacy.

Goals

Encourage early reading to families who need it most.

Quantity & quality of book reading in early infancy predicts the size of a child's vocabulary & early reading skills. Quality is most important. (Katz)

Get age-appropriate books into homes of low-income families.

Two-thirds of America's children living in poverty have no books at home. Children who do not have access to books and do not read regularly are among the most vulnerable Americans. (Reading Is Fundamental)

Show moms the value of reading to and bonding with their babies.

Reading early and often teaches a baby about communication, language, colors, numbers, vocabulary and so much more. Being talked to means getting attention and this makes the baby feel special, resulting in emotional growth and forming the base for a lifelong value system. (Thulaja)

Message From Our Leadership

2020 was a year that proved we are *Stronger Together*. Year four of our all-volunteer effort to make a difference in building literacy as a foundation for children in low-income communities brought its own share of unique challenges, chief among them the Covid-19 pandemic and the ensuing cancellation of Oktoberfest (our major fundraising event). But we adapted. We figured out new ways to raise funds. We developed new safety protocols for what we do and how we work with our partners under the “new normal”. And we made effective use of two months of downtime during the C-virus lockdown to initiate new collaborations with other local literacy organizations ... with the same goals and aspirations ... to serve the same “at risk” kids that we do.

We exited our downtime stronger than when we had entered it – adding *St. Louis Black Authors of Children’s Literature*, *Ready Readers*, *Missouri Humanities* and *Alton Memorial Hospital (Member BJC Healthcare)* to our existing partners to promote racial equity, our expanding Big Brothers Big Sisters program (to reach kids from preschool to age 12) and to broaden our service area to include the East Side in Illinois. With help from the people at *Lents & Associates* our story was well told. And with more help from Darrell Smith and *Clickactive LLC* we have a completely reimaged, vastly improved and much more functional www.booksfornewborns.com web site.

Before year’s end we had expanded libraries at six *Ronald McDonald House* facilities, added *Birthright STL* (8th), *Birthright St. Charles* (9th) and *Mercy Clinic Pediatrics* (#10) as major delivery partners and strengthened our Board by adding Julius B. Anthony, one of our area’s best known and most widely respected literacy advocates. We had nearly doubled the number of book bags we had delivered over our first four years from 6,517 at year end 2019 to 11,450. We had raised \$97,178 from generous donors and collected more than 5,725 donated books valued at over \$37,460 for our Big Brothers Big Sisters program. And we had made the operational improvements in safety, logistics, controls and governance to empower us to grow as rapidly as additional insourced funding will permit. We’re excited about what 2021 may bring.

We ARE Stronger Than Ever. We ARE Stronger Together.

Mike Hogan

Richard Nix, Sr.

BOARD OF DIRECTORS

Mike Hogan -- Chairman

Richard Nix, Sr. – Vice Chairman & Founder

Don Fitzpatrick – Secretary/Treasurer

Jeff Zornes – Vice President

Julius B. Anthony

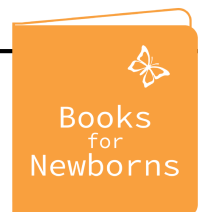
Justin Fowler

Ann Corrigan

Jim Sheets

Sha’Neco Fennoy

Renee Stout



ADVISORY BOARD

Renee Stout – Chairwoman

Eileen Dreyer

Richard Nix, Jr.

Jimmie Edwards

Courtney Scott (Promotion)

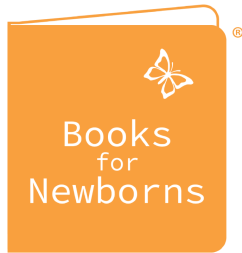
Kevin Fitzpatrick

Patrice Shumate (Development)

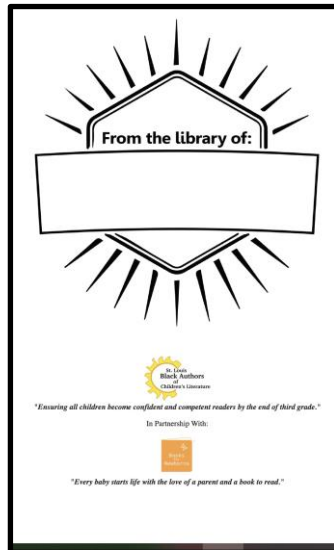
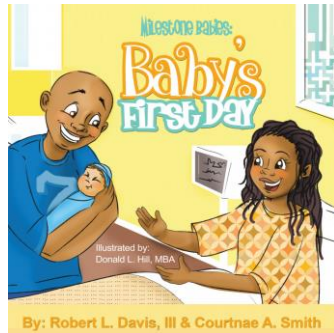
Tami Hoag

Susan McBride

Elaine Viets



New Collaborations



We entered our first significant collaboration -- with *St. Louis Black Authors of Children's Literature* -- in early March, but its launch was delayed to mid-June due to Covid-19 non-emergency supplies lockdowns at delivery partner hospitals. By ordering a year's supply of "*Baby's First Day*" (left) up front to enable a cost effective 3,500 copy production run and having our new *St. Louis Black Authors* partners provide them at cost, we were able to add a 5th bonus book that promotes racial equity without replacing any of our carefully-selected initial four.

The addition of these special co-branded books (intro page at left) received major media attention, including a widely-viewed spot by Steve Harris on KMOV-TV 4 News, when Courtnae's book was first stuffed into bags (right) for delivery to reopened hospitals on June 9th.

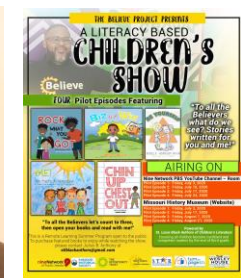
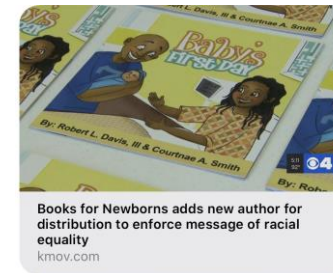
Julius B. Anthony (right), *St. Louis Black Authors of Children's Literature's* President, joined our Board in March. He has balanced being an effective ambassador for his organization and its *Believe* program with making a significant contribution to our success ever since. We have renewed our arrangement for 2021 and look forward to years of effective partnership on literacy with Julius and the authors in his organization.

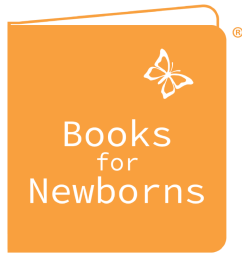
THE MISSION

We put children first. St. Louis Black Authors of Children's Literature is committed to fostering awareness about the importance of early literacy by creating innovative opportunities for all kids to have access to Black children's literature.

THE VISION

Ensuring all children become confident and competent readers by the end of third grade.



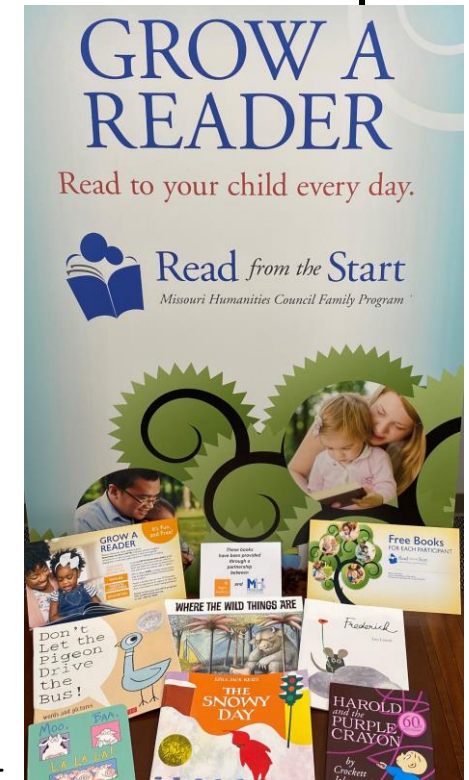


New Collaborations



Our second significant collaboration was with *Missouri Humanities*, whose *Read from the Start* program trains the trainers by teaching adults how to most effectively read to children. *Missouri Humanities* extended its efforts on literacy initially by donating 629 books (51 in Spanish) with a retail value of \$6,000 to us. They were so well received that they added 1,592 more (worth \$7,650) later in the year.

That's 2,221 books valued at \$13,650 in all – our largest inbound gift ever! And, more importantly, 740 more book bags to distribute to preschool to age 12 older siblings of the newborns we serve and to other older children who receive outpatient therapy or are hospitalized due to accidents or injuries of their own as part of our rapidly expanding Big Brothers Big Sisters initiative. It's good to have humane people by our side.





New Collaborations



Big Brothers Big Sisters got another huge boost from our third significant collaboration with *Ready Readers*. This preschool classroom-based literacy organization, which donated more than 90,000 books to 10,000 low-income preschool children last year, entered into a two-year partnership through which *Ready Readers* is providing 500 books & “Tips for Growing a Reader” cards each year for distribution to the older siblings of the newborns that we serve.



#KidsWhoReadSucceed



More Tips: www.readyreaders.org

Tips for Growing a Reader

- Talk, talk & talk with your baby! Babies love the sound of your voice & learn how language works from you.
- Make reading a part of your daily routine! Read right after naptime or before bedtime.
- Keep books easy to reach! Place board books with your child's toys & in your diaper bag so they are easy to choose.
- Look for words everywhere you go! Point out & read words that you see on signs, posters & cereal boxes.
- Use books to introduce new words! Books have exciting words for children to hear, learn & understand.
- Turn it off to tune in! Turn off distractions such as the cell phone, television & radio when you are reading together.
- Follow your child's lead! Read for as long as it is fun & enjoyable for both of you.
- Visit the library! The library is filled with board & picture books for your family to explore.

Read at Every Age & Stage

Infants & Toddlers

Cuddle with your baby and a book as you read, sing, and talk. Select books with simple, bold photos.

Engage your child in the book as you read together. Help your child touch an image as you identify it.

Encourage your child's speech. Repeat their words and expand on their ideas: "Yes! That is a doggie! That is a big, brown doggie! What does the doggie say? Woof!"

Preschoolers



Picture books with fun sounds, silly rhymes, and repetition are favorites.

Read, READ and RE-READ favorite books! Soon, your child will be reading the pictures and the story to you.

Get your child involved in the story. Ask questions as you read, "Can you find....," "What color is....," or "How many..." Point to and name the characters and talk about their feelings.

Let your child see you reading for fun. Model the habits and behaviors you want to encourage.

#KidsWhoReadSucceed



The initiative originally focused on children at *SSM Health Cardinal Glennon* in the City of St. Louis, but expanded to reach more kids through other area hospitals. We both serve the same broad population of kids and distributing books to our families expands *Ready Readers*' reach to kids not lucky enough to attend one of the preschools that they serve, provides a solid base on which to build and introduces families to programs they might access once their children reach preschool age.



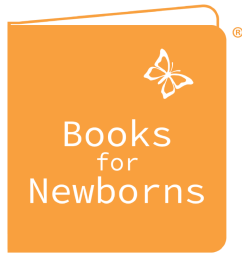
(L to R): Kim Eighmey, Mgr Child Life Services, SSM Health Cardinal Glennon; Mike Hogan; Angela Sears-Spittal, Executive Director, Ready Readers



What We Do

When children are young, their eyes, ears and brains work together at an astonishing pace to begin making sense of the world. Reading to children during this time is key to building vocabulary and establishing the foundation for literacy and lifelong learning.

At Ready Readers, we send trained volunteers into classrooms in low-income communities to read aloud to preschoolers, sparking imaginations and building early literacy skills in preparation for kindergarten. We stock classroom shelves with gift books and provide books for each child to keep and enjoy at home. Together with our community partners, we provide literacy-related experiences to extend kids' love of reading beyond the classroom walls.



New Collaborations



Thanks to a \$5,000 venture grant from *Ameren Illinois* we were able to establish our first delivery collaboration that broadened our service area to St. Louis communities on the east side in Illinois. *Ameren Illinois* chose *Alton Memorial Hospital*, a member of the BJC Healthcare network, for our first venture across the river.

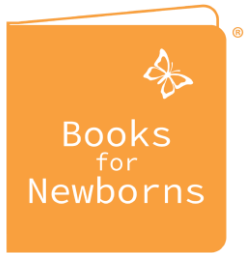


Elaine Kane, the new Assistant Superintendent of Educational Services for the *Alton School District* first learned of *Books for Newborns* when

she watched our founder, Richard Nix, Sr., being interviewed while receiving a check from *Christmas in St. Louis* on TV at the 2017 Thanksgiving Day Parade. Once *Ameren Illinois* funded the program we were able to make our first delivery of 100 newborns and 20 Big Brothers Big Sisters book bags to nurses at the Women's Health and Childbirth Center on June 22nd. The *Alton School District* took over most delivery duties for 200 more newborns book bags, as well as for 140 more Big Brothers Big Sisters bags starting midyear for older siblings and in late October for children receiving outpatient therapy services at the hospital.

Kristie Baumgartner, the new Superintendent of Schools for the *Alton School District* (left); Rusty Ingram, Director of Business Development & Physician Services for the hospital (center); and Mike Hogan, *Books for Newborns* Chairman (right) celebrated what Elaine and Richard succeeded in creating.





New Collaborations

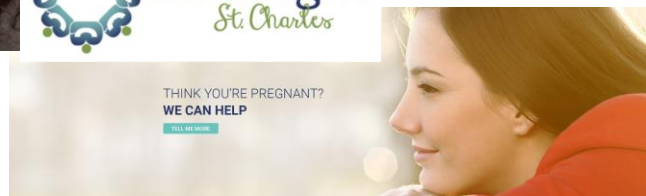
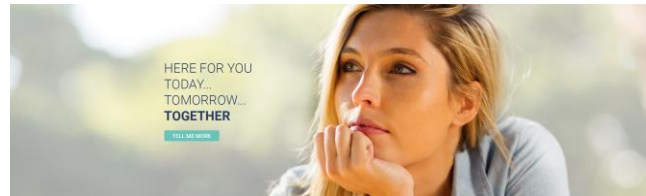


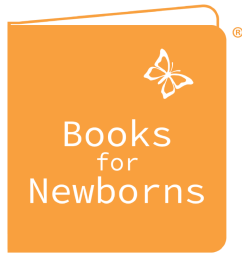
In December, we expanded our reach further to serve expectant new mothers who are receiving confidential counseling and support from Birthright STL and Birthright St. Charles. The Birthright STL organization (www.birthrightstl.org) has four offices in Brentwood, Hazelwood, the Central West End and Mehlville who serve up to 1,000 expectant new mothers each year. Birthright St. Charles (www.birthrightstcharles.org) serves another 500 in St. Charles, O'Fallon and surrounding communities from their office in St. Charles.

The vast majority (80 to 90%) of these women live at or below the poverty line. And as many as half of them also have older infants and preschoolers who can benefit from our companion reading program for older siblings. Combined, they reach as many new mothers as all but our very largest hospital partner.



Many thanks to Ona Doyen, who had worked at the St. Charles site, for getting us all connected.





New Collaborations

Ronald McDonald House Charities



Dan Harbaugh
President

Stronger Than Ever & Stronger Together includes new ways of working collaboratively with all sorts of organizations who exist solely to help kids and their families. And what better time to encourage reading than when kids have too much time on their hands and parents are looking for ways to distract and entertain their healthy children who have tagged along when a sibling is hospitalized?

Working together, we established mini reading libraries in three of Ronald McDonald House Charities St. Louis' residential houses that serve families at BJC Kingshighway, Children's and SSM Health Cardinal Glennon and in three hospital-based "family rooms" at Children's (two rooms, including one dedicated to the NICU) and Mercy. This program expands what we do through the first three hospitals (which serve tens of thousands of kids each year). The family room at Mercy creates a chance to support other literacy programs already in place there. In October, we built a Spanish/English library for the South & Central American families they serve through the World Pediatric organization. With luck, these libraries will be the base for other programs in years to come.



RONALD MCDONALD
HOUSE CHARITIES®
St. Louis



Mercy Clinic Pediatrics

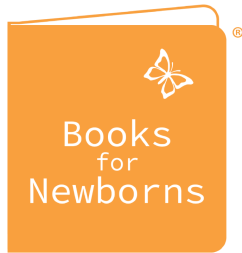
Our final delivery partner addition for the year was the three Mercy Clinic Pediatrics locations that care for children on the city's south side and in our southern and southwestern suburbs. 8 MDs and 30 support staff in three offices see over 1,000 newborns each year and care for several thousand more preschool & elementary school kids who stay with their pediatricians through childhood. The vast majority, though not all, are self pay or on Medicaid, many from immigrant families. Harrison Uhrhan, shown here with mom Allycia and dad Daniel, was the first child to receive a bookbag through our program.



turn the page STL

The best way to ensure that our work complements – rather than competes with – others focused on literacy in St. Louis is to know what each of us are doing and explore ways to work together towards the goals we share. Participating in the *turn the page STL* collaborative fosters both. They, too, get that we are much *Stronger Together*.





Other Connections

Foster & Adoptive Care Coalition



Melanie Scheetz
Executive Director

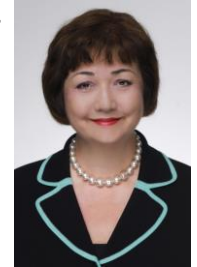
Special thanks to Melanie Scheetz, Executive Director of *Foster & Adoptive Care Coalition*, another local kid-focused organization that celebrated its 30th year of helping to find families for kids in the foster care system in 2019. When the pandemic put an extended temporary halt to their ability to deal directly with kids and families, Melanie introduced us to people with whom they work who were willing to shift focus to work with *Books for Newborns* for a while.

Thanks to Melanie, we connected with Justine Megee at *Usborne Books & More* for a significant donation of new books (at right) and to Arleen Meadows at the *Carolyn Close Stuart* chapter of the *DAR* in Lake St. Louis for a new joint program that delivers their service committee's Books & Bears packets to children at our City hospitals (page13). Melanie also made us aware of (and vouched for us with reviewers at) potential grant opportunities at *The Saigh Foundation*, *Home State Health* and *Carney's Kids*. We applied to all three, have been awarded \$3,000 by *Carney's Kids* and are hopeful for more good news from the other two in January.



International Institute Saint Louis

After 40 years serving inbound migrants and refugees, Anna Crosslin knew exactly who to connect us with when Missouri Humanities gave us more Spanish and Spanish/English books than we could possibly use. Two e-mails later we were donating 72 books to the ESOL Bilingual Migrant Program (St. Louis Public Schools), 48 more to St. Francis Community Services (a Catholic Charities agency) & 180 to launch a new program for ESL children at International Institute itself.

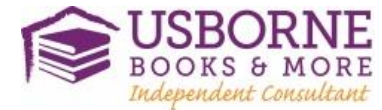


Anna Crosslin
President & CEO



USBORNE Books & More

Justine Megee, who works at a local Montessori school and as a consultant for Usborne Books & More, found us indirectly through Foster & Adoptive Care Coalition. She used the commissions she had earned from a charity book sale she hosted to purchase and donate 117 new books (that's 39 bookbags) to us for use in our rapidly expanding Big Brothers Big Sisters program.





Major “In Kind” Supporters

SPORTS ENERGIZERS

Books for Newborns received significant help from one of its generous vendors. Thanks to a random conversation while picking up some work done by *Sports Energizers* -- a locally owned screen printing and embroidery shop in Breckenridge Hills -- and a family connection between the owners and *Scholastic Publishing*, *Sports Energizers* donated >300 high value *Scholastic* children’s books with a retail value over \$3,000 to help us serve the older siblings of our newborns and preschool and older children staying at area hospitals. Enough to fill another 100 Big Brothers Big Sisters bookbags.



Help sometimes comes from unexpected sources. And this help is more proof that we can make a real difference in improving literacy -- be much stronger -- by working together.

LENTS & ASSOCIATES

As we exited the Covid-19 lockdown mid-June *Books for Newborns* had a great message to share about all the ways we had used our time during the lockdown to work together with others toward our common goals. But we had no special skills or unique points of access through which to share it. In stepped Peggy Lents and *Lents & Associates*. They helped shape how we talked about ourselves, created and executed an effective media strategy and provided

valuable advice about how to best present our work to the public at large. They got us exposure beyond our wildest hopes. All out of the kindness of their hearts. We are fortunate to have such talented & generous friends.





Other Acts of “In Kind(ness)”

The Art of Entertaining

Since Day 1, Books for Newborns has relied on generous business owners like Ann Marie Lemcke of *The Art of Entertaining* for donated goods and services that keep our costs as low as possible to put most of the money we raise into books for the kids we serve. In four years they have donated more than 2,000 of the bags we use for delivery. 2,000! That’s a lot of “atta girls” Ann! Thanks!



Butler’s Pantry & The Nix Family

No Nix family? No Books for Newborns. Whether they know it or not, thousands of local kids should be thankful, as we

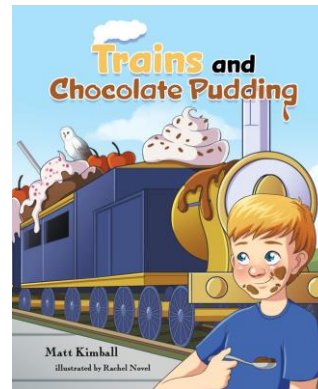


are, for Richard Senior’s vision and all that the Butler’s Pantry organization has provided to support us since Day 1. Storage and book packing space. Donated staff. And -- of course -- amazing donated food at events.



Matt Kimball

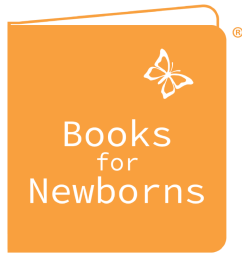
A friend steered local children’s author Matt Kimball to our Facebook page and he liked what he saw so much that he donated 70 signed hardcover copies of his first book for our Big Brothers Big Sisters program. Matt wrote the 38-page illustrated rhyming book for his nephew, who liked – you guessed it – trains and chocolate pudding.



Paula Brazill Wallrich

Moved by having followed our work on Facebook from her home in suburban Chicago, Paula applied her skills with a needle to donate a dozen hand-crocheted octopi for use in the NICUs at SSM Health’s St. Mary’s and Cardinal Glennon Children’s hospitals. It’s great to have such talented friends.





More Acts of “In Kind(ness)”



1,342
Books!



At the end of every school year, Reed School librarian Julie Stone combines books the library will no longer be using with others donated by parents and recycles them to children who would not otherwise have books to read over the Summer. With help from Advisory Board member and Reed School mom Susan McBride, Books for Newborns was chosen as this year’s recipient of a mix of 1,342 new, “like new” and used books valued at \$7,200 -- the 4th largest inbound gift in our history.

More than 500 of these books in new or “like new” condition will produce 165 Big Brothers Big Sisters bookbags. The remainder -- which are oversized, have library markings or are more suitable for use as a selection of reference books on science, arts and crafts, American and World history, culture and other subjects -- will be repurposed for use in under-resourced children’s center and school libraries across our region. You rock, Reed!



DAR
Daughters of the American Revolution

Ladies with Books & Bears

We are always on the lookout for personal touches we can provide nurses at area hospitals to brighten the day of a child (or a mother) in need of some special TLC. So we were delighted by the Books & Bears Committee of the Caroline Close

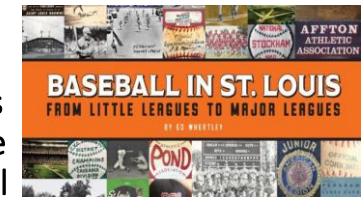


Stuart DAR Chapter’s offer to give us their book & stuffed animal sets to do just that. We have been sprinkling 20 of them a month into deliveries since October. And we look forward to using their kits to put smiles on the faces of many more kids in the years to come. Sometimes it’s just fun being *Stronger Together*.

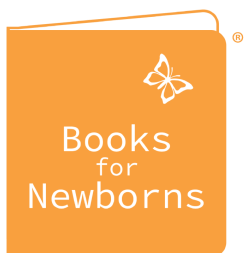


Ed Wheatley

This generous local sports historian & founder of the St. Louis Browns Historical



Society & Fan Club, who has written several books and produced Emmy-winning documentaries about baseball in St. Louis – gave us 10 signed copies of his beautifully illustrated *Incredible Cardinals* kids book & introduced us to Josh Stevens at Reedy Press (see page 14).



Even More Acts of “In Kind(ness)”

Young Moms & Other Book Drives

Two volunteers with young kids who have outgrown some of their books ran “like new” used book drives among young mom friends to gather nearly 600 books for us. Their success led Advisory Board member Eileen Dreyer to call fellow Advisory Board member and author Susan McBride, which quickly resulted in a huge influx of books for our older kids from Reed School in Ladue (see page 13). As the year progressed, others added drives of their own. All in, these drives provided 686 books for our programs.

Becky Chrum 401 Books
Stephanie Dobson 185 Books
Amy Truitt (20 Minutes to Fitness in Clayton) 100 Books

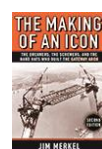
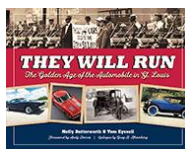
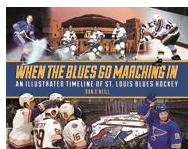
The McClellans & BraceforImpact46



Former World Series Champion pitcher Kyle McClellan and his wife Bridget, who serves as Executive Director of their *BraceforImpact46* foundation, saw our Facebook posts about the great things going on at *Books for Newborns* & donated 150 children’s books for our growing Big Brothers Big Sisters program. Their own foundation is making a big impact for orphan kids in Haiti & North St. Louis families in need.

Josh Stevens

Upon seeing what client Ed Wheatley was doing to support us, local publisher Josh Stevens donated an assortment of coffee table books from his other authors for the confident older readers we serve.

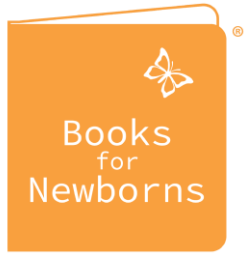


What A Way to End the Year!

Just as we were preparing to turn the page on a very challenging – but successful – year, Cheryl Nanney and colleagues at Midwest Library Service showed up with a wonderful New Year’s Eve surprise. 380 new “excess inventory” books, aimed primarily at older children, worth more than \$4,000, making them the newest member of our “Books for a Month Club”. 125 more older siblings with new bags full of books!

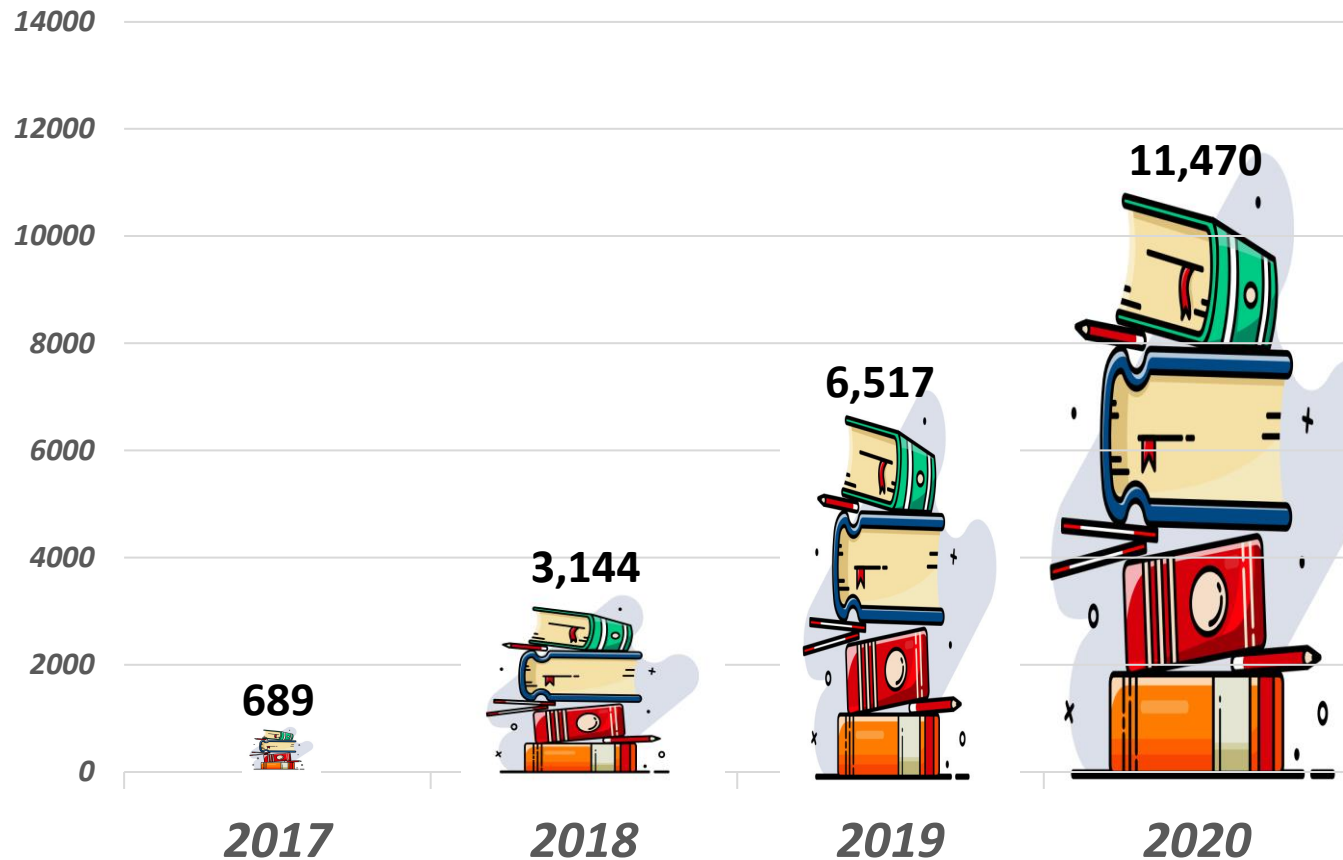


Midwest
Library
Service



Cumulative Bookbags Delivered 2017 - 2020

11,470 Book Bags Distributed Our First 4 Years



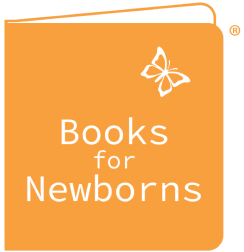
Books for Newborns distributes 10,000th
book bag at Alton Memorial Hospital
Oct 30, 2020



Joellen Corona, a speech therapist at Alton Memorial Hospital, helps 11-year-old Ella Curry of Alton read some of the books from the 10,000th book bag donated by Books for Newborns, which was delivered this week to AMH. Books for Newborns got its start donating books to new mothers, but is also now donating books for older children undergoing therapy.

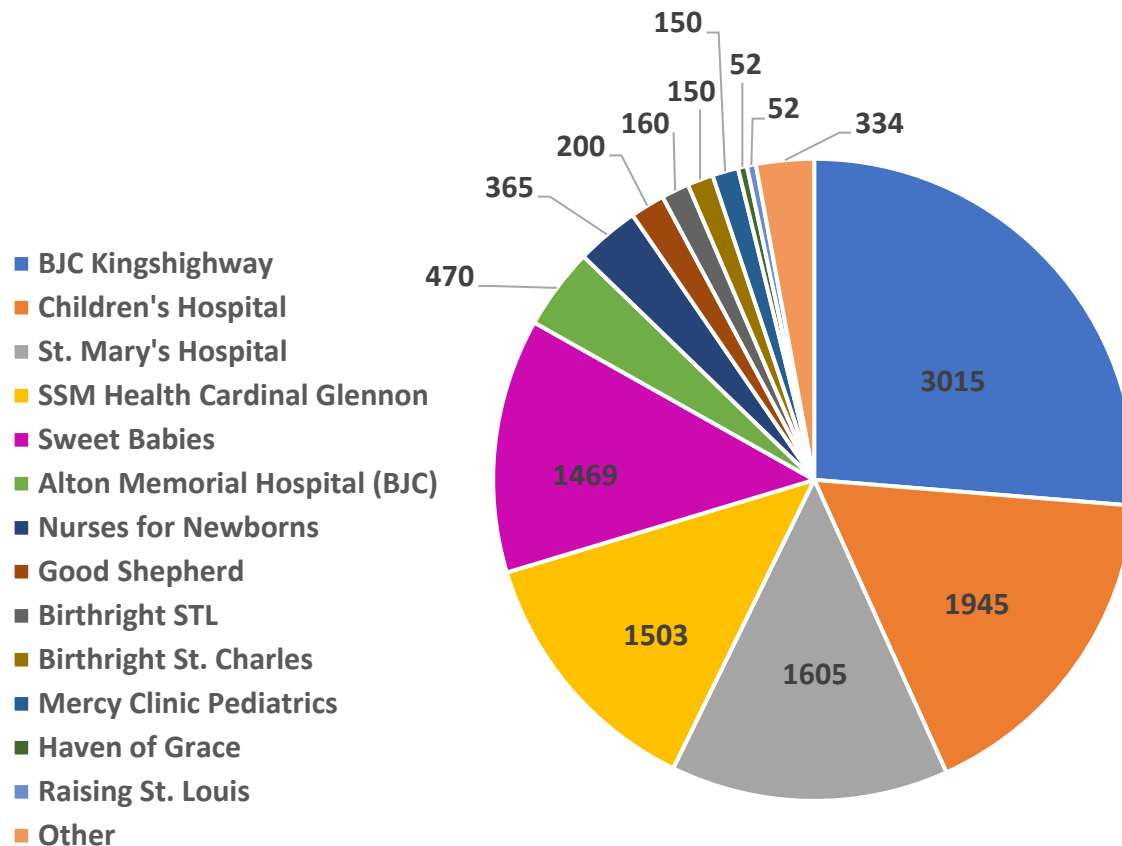
Books for Newborns, a local all-volunteer nonprofit organization founded in 2017 that provides book bags to low-income new mothers and children at no cost, just delivered its 10,000th book bag. In its first three years and nine months, the charity has delivered more than 41,000 books valued at more than \$390,000 to economically challenged children across the St. Louis area.

Ella Curry, an 11-year-old receiving outpatient therapy at Alton Memorial Hospital (member BJC Healthcare), was the lucky girl who received the 10,000th book bag on Oct. 29. To mark the occasion, Ella also received an autographed copy of local author Ed Wheatley's beautifully illustrated "Incredible Cardinals" children's book and an Usborne Books & More mini-reading library.



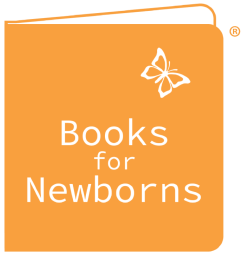
Our Delivery Partners

**100% = 11,470 Bookbags
Delivered To Date**



DELIVERY PARTNERS SINCE

2017	Sweet Babies	January
	The Haven of Grace	February
	SSM Health St. Mary's NICU	June
	Raising St. Louis	June
	Urban League HS	July
	Almost Home	November
	Healthy Kids Express	November
	BJC Kingshighway	November
	Children's Hospital NICU	November
2018	SSM Health Cardinal Glennon	May
	Nurses for Newborns	July
	Good Shepherd	December
2020	Alton Memorial Hospital, Member BJC Healthcare	June
	Ronald McDonald Houses	July
	Birthright STL	December
	Birthright St. Charles	December
	Mercy Clinic Pediatrics (Mercy Kids)	December



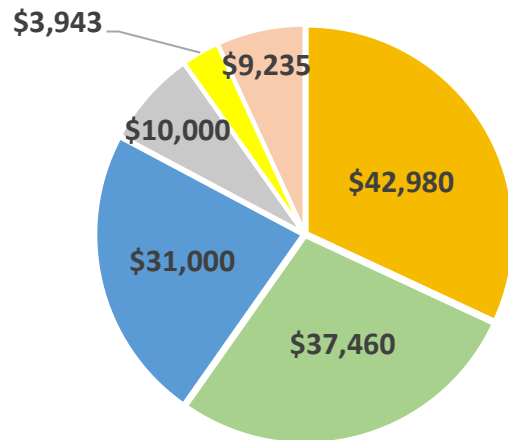
Financials – Cash Flow Statements

Cash Flow Statements 2018-20

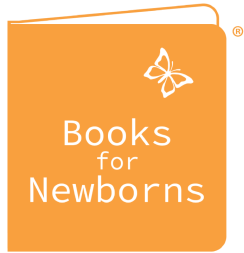
	2020	2019	2018
Revenues (Cash)	\$95,333	\$87,582	\$23,230
Firm Pledges	\$1,825	\$2,350	
Donor Books Received	\$37,460		
TOTAL INCOME	\$134,618	\$89,932	\$23,230
<i>Books/Bags/Cards</i>	<i>\$80,740</i>	<i>\$55,943</i>	<i>\$31,483</i>
<i>Donor Books Used</i>	<i>\$21,383</i>		
<i>Fundraising</i>	<i>\$2,530</i>	<i>\$5,248</i>	<i>\$0</i>
<i>3rd Party Fees</i>	<i>\$2,235</i>	<i>\$4,141</i>	<i>\$614</i>
<i>Printing</i>	<i>\$1,928</i>	<i>\$1,296</i>	<i>\$1,542</i>
<i>Supplies/Other</i>	<i>\$668</i>	<i>\$1,057</i>	<i>\$950</i>
TOTAL EXPENSES	\$109,484	\$67,685	\$34,590
SURPLUS OR	\$25,134	\$22,247	
DEFICIT			(\$11,360)

2020 Income Sources

100% = \$134,618



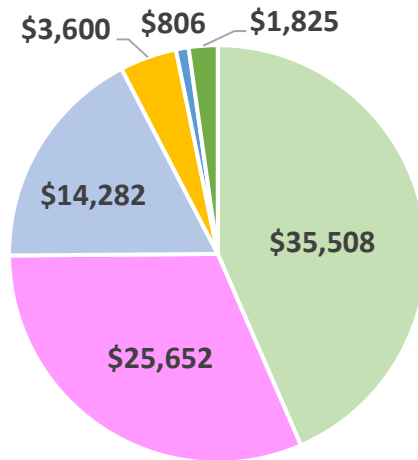
- OkCOVIDfest Fundraiser
- Foundations
- Other Events
- Donor Books (Value)
- Corporations
- Individuals



Financials – Balance Sheets

12/31/2020 Assets

100% = \$81,673



- Cash
- BB/BS Books/Bags*
- Prepaid Assets
- Newborns Books/Bags
- Bulk Books
- Employer Match Pledges

Year End Balance Sheets 2018-20

	2020	2019	2018
Free Cash	\$24,008	\$23,664	\$3,889
Restricted Cash	\$11,500		
Newborns Books/Bags	\$25,652	\$6,332	\$7,252
BB/BS Books/Bags*	\$14,282		
Bulk Books	\$3,600		
Prepaid Assets	\$806		
Employer Match Pledges	\$1,825	\$2,350	
TOTAL ASSETS	\$81,673	\$32,346	\$11,141
ACCOUNTS PAYABLE			(\$6,840)
TOTAL NET ASSETS	\$81,673	\$32,346	\$4,301

* BB/BS = Big Brothers Big Sisters Program



DANKE! THANK YOU!



Heartfelt thanks to all who helped make this year's "No Need to Attend" OkCOVIDfest event erfolgreich (successful). We beat 2019! And results from "The Event That Could Not Be" would not have been possible without our many generous sponsors and supporters:

PRESENTING SPONSORS

Jeanie & Tim Drone Martha & Mike Hogan



BAVARIAN LIBRARIANS

Laura Puzniak & George Krinninger



BREMEN BOOKSELLERS

Carol & Mike Corry Stephanie & Jon Dobson Marti & John Finkenkeller Christine Hoene Debbie & Jack Lay
Christy & John Nickel Elizabeth & Richard Nix, Jr. Jane & Richard Nix, Sr. Laurie & Lee Wielansky



BAYREUTH BOOKBINDERS

Commerce Bancshares Foundation Ann & Bill Corrigan Pam & Jim Krekeler Sharon & Rich McClure
Tony Naughton Maureen & Kirk Richter RubinBrown Vicki & Rick Siebert



OTHER SUPPORTERS

Dawn & Chad Abel Jan & Jerry Amsler Manuela & Fred Bartelsmeyer Becky & Michael Chrum Russ Clever Sue & Matt Conger Anna & Wayne Crosslin Steve Disch Edward Jones Eileen Dreyer
Judge Jimmie Edwards Sha'Neco Fennoy Valerie & Don Fitzpatrick Meredith Friedman Jen & Jack Gillis Green Guys LLC Hackett Family Mary Kate Hogan Sarah Holahan Elaine & John Kennedy Ann Lemcke
Travis Liebig Kris & Scott Martin Page Melton Nicole Nix Lina & Russ Odegard Dawn & Peter Ouchi Ina & Russ Owen John Reed Doug Rendelman Marti & Bob Richter Theresa & Ted Ruzicka
St. Louis Bank Kathy & James Salter Schlafly Linda Shadwick Jim Sheets Angela Sears-Spittal Amber & Todd Tobiasz Judith & Jim Tulis Paula Brazill Wallrich & Michael Wallrich David Weber Betty Jo Zornes

“Books for a Month Club”

*Individuals & Organizations Whose Cumulative Contributions Have Purchased
or Provided at Least One Month’s Supply of Books for Our Programs*



Great Rivers Confluence
Foundation



Midwest Library Service



Martha and
Mike Hogan

Jane and
Richard Nix, Sr.



In Kind



Charitable



In Kind



Jeanne and
Tim Drone



In Kind

*“Reading should not be presented
to children as a chore, a duty. It
should be offered as a gift.”*

Kate DiCamillo

*“Books were my pass
to personal freedom.”*

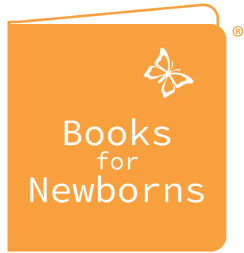
Oprah Winfrey

*“The more that you read,
the more things you will know.
The more that you learn,
the more places you’ll go!”*

Dr. Seuss

*“Not all readers are leaders,
but all leaders are readers.”*

President Harry Truman



Thanks To Our Major Supporters

Individuals & Organizations Who Donated More Than \$500 to Books For Newborns In 2020

\$5,000 to \$9,999

*Ameren Illinois
Jeanne & Tim Drone
Great Rivers Confluence Fdtn
Martha & Mike Hogan
Ready Readers (IK)
Reed School (IK)*

\$2,500 to \$4,999

*Carney's Kids
Midwest Library Services (IK)
Nora Roberts Fdtn
Old Newsboys
Robinson Family Fdtn
SSM Health
Simmons Bank
Sisters of St. Joseph
Sports Energizers (IK)
UMB*

\$10,000 Or More



Missouri Humanities (IK)

The Foundation for Barnes Jewish Hospital

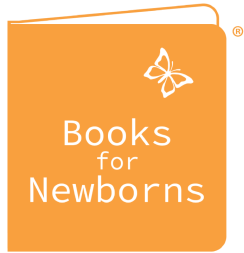


\$1,000 to \$2,499

<i>Carol & Mike Corry</i>	<i>Stephanie & Jon Dobson</i>	<i>Marti & John Finkenkeller</i>
<i>Christine Hoene</i>	<i>Christine & Trevor Holland</i>	<i>KPMG Debbie & Jack Lay</i>
<i>Laura & John Marlo</i>	<i>McKelvey Homes</i>	<i>Elizabeth & Richard Nix, Jr.</i>
<i>Jane & Richard Nix, Sr.</i>	<i>Laura Puzniak & George Krinninger</i>	<i>Robert Family Foundation</i>
<i>Ronald McDonald House Charities – St. Louis</i>	<i>Schmersahl & Treloar</i>	
<i>Maria & Jay Shields</i>	<i>Smith Moore</i>	<i>Switch Laurie & Lee Wielansky</i>

\$500 to \$999

<i>Commerce Bankshares Foundation</i>	<i>Ann & Bill Corrigan</i>	<i>Frank J. Guyol III</i>	<i>Mary Kate Hogan</i>
<i>Pam & Jim Krekeler</i>	<i>Bridget & Kyle McClellan (IK)</i>	<i>Sharon & Rich McClure</i>	<i>Tony Naughton</i>
<i>Maureen & Kirk Richter</i>	<i>Rubin Brown</i>	<i>Victoria & Rick Siebert</i>	<i>Judith & Jim Tulis</i>
<i>20 Minutes to Fitness/Clayton (Amy Truitt)(IK)</i>	<i>Steph & Jeff Zornes</i>		



Thanks To Our Major Supporters

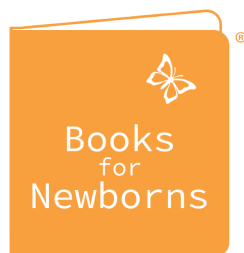
Individuals & Organizations Who Donated \$50 to \$499 to Books For Newborns In 2020

\$250 to \$499

Dawn & Chad Abel Janice & Jerry Amsler Paula & Thomas Andrew Anna & Wayne Crosslin
Eileen Dreyer *Edward Jones* *Blake Emerson* Valerie & Don Fitzpatrick Paul Fornier
Molly & Brian Hackett Travis Liebig Kris & Scott Martin Justine Megee
Ina & Russ Owen *petite keep* (Lindsay Mullenger) Doug Rendelman Angela Sears-Spittal Renee Stout
Amber & Todd Tobiasz Paula Brazill & Michael Wallrich

\$50 to \$249

Julius Anthony Margaret Auer Manuela & Fred Bartelsmeyer Melissa Baum David Burkhart C & A Printing
Kathryn Carlson Becky & Michael Chrum Eileen Clarke & William Dodd Sue & Matt Conger Dan Conway
Steve Disch Judge Jimmie Edwards Sha'Neco Fennoy Jen & Jack Gillis Kathleen Gorman Karyn Witmer-Gow
Green Guys LLC Julie & Brian Herrmann Sarah Holahan Elaine & John Kennedy Ann Lemcke Brian Lorenz
Page Melton Tim Metzger Nicole Nix Lina & Russ Odegard Dawn & Peter Ouchi Aja La'Starr Owen (IK)
Patti & Jeff Plonsker John Reed Theresa & Ted Ruzicka Kathy & James Salter Melissa Sauer *Schlaflly (IK)*
Kimberly Scott Pam & Harry Scott Jim Sheets Patrice Shumate David Weber



Thanks To Our Volunteers



***Volunteers Are the Life Blood of Books for Newborns. We Are A 100% Volunteer Organization With No Paid Staff.
The Enthusiastic Efforts of These Generous Volunteers Are What Drive Our Mission Every Day!***

SPECIAL THANKS

*for your years of service as great teammates
and a big part of our success since Day 1.*

Patrick O'Donnell – Board of Directors
Claudia Perrault – Warehouse Manager

*"I wish to do something great and wonderful,
but I must start by doing the little things like
they were great and wonderful."*

Albert Einstein

*"Service to others is the rent we pay
for our room here on Earth."*

Muhammed Ali

The Rest Of Our Operations Team & Support Functions

Julie Herrmann -- Information Manager Jacqueline Ilg – Receiving/Logistics
Andrew Barnes – Social Media Jeffrey Parker -- Auditor Don Gunn, Jr. -- Legal

Book Bag Deliveries: Mary Baquette Jason Walters Meredith Friedman

Donor Appreciation: Ann Corrigan

Book Bag Packers

Julius Anthony Abby & Andrew Barnes Stephanie, Angelina & Katrina Dobson
Eileen Dreyer Sha'Neco Fennoy Christina Gambero Mary Kate Hogan
Claudia Perrault Dean, Beth, Parshall & Charlotte Pollnow Courtnae Smith

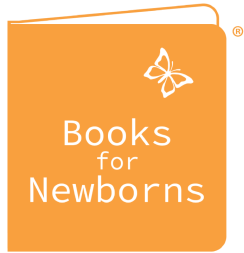
New & "Like New" Book Drives

Becky Chrum Stephanie Dobson Justine Megee Susan McBride
Amy Truitt -- 20 Minutes to Fitness (Clayton)

Inbound Book Donations Evaluation: Eileen Dreyer

Junior Board

Taylor Baxter Paton Nix Ricky Nix III Reilly Nix Everett Zornes



Our Re-imagined **CLICK**ACTIVE Website

With a huge thank you to Darrell Smith, who owns and runs *Clickactive LLC*, we start our 5th year with a completely redesigned, fully-functional website capable of doing all that's needed to keep interested parties informed and enable us to receive feedback, inquiries and donations via the Web. Darrell gave us far more of his time than he charged for to re-imagine and reconstruct the site from scratch on Wordpress. And *Clickactive LLC* will host, update the content of and maintain the site from here on out.

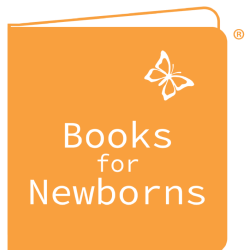
Among other things, the site will allow visitors to learn more about our:

- ✓ History, vision, mission, goals, plans & programs
- ✓ Collaborative partnerships with like-minded organizations and our results against the ambitious targets we have set for ourselves
- ✓ Our Board, Advisory Board, volunteers, delivery & literacy collaboration partners and major donors
- ✓ Upcoming events and opportunities to volunteer to help Books for Newborns have an even bigger impact on the children and families we serve.

For the first time we will be able to provide easy access to the latest news about our activities -- including links to press coverage, video, and audio archives -- as well as annual and monthly progress reports. And our posts on Facebook and other social media will feed directly to the News & Social Posts section of the site.

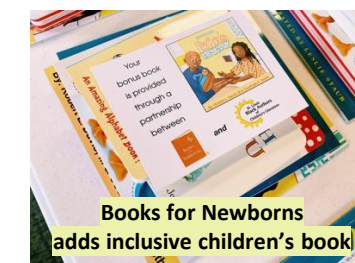
Visitors have already begun making one-time and ongoing donations through easy-to-use and safe links to Pay Pal and other third-party processors, signing up to participate in volunteer activities and contacting us about questions or things they have on their minds.

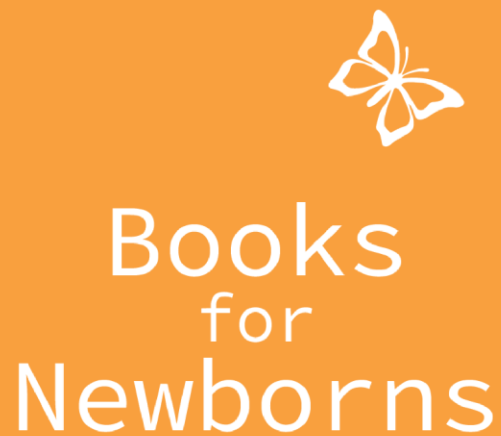




Media Coverage

St. Louis Magazine (stlmag.com) – November 2017
Ameren Thanksgiving Day Parades (2017 & 2019)
KMOV TV – Imagine A Better STL (Multiple times 2017-2019)
ST. LOUIS REVIEW – August 2018
KTRS-550 The McGraw Show – April 2019
KTRS-550 The Art & Jennifer Show – May 2019 & June 2020
KSDK-TV Five On Your Side – Free Books Delivered
 to Parents of NICU Babies -- October 2019
KMOV-TV – Books for Newborns Adds New Author
 to Enforce Message of Racial Equality -- June 2020
FOX 2 & KPLR 11 TV – “Pulse of St. Louis” – June 2020
The Alton Telegraph (Racial Equity) – June 2020
VIDZU Leadership Factor (Racial Equity) – June 2020
Alton Memorial Hospital House Calls – Summer 2020
ST. LOUIS POST-DISPATCH/STLToday.com (Racial Equity) – October 2020
The Alton Telegraph (10,000th Bookbag) -- October 2020
Advantagenews.com (10,000th Bookbag) – October 2020
WBGZ-1570/94.3 Mark Ellebracht Show – Alton Expansion
 to Outpatient Therapy Visitors – November 2020
Glennon Fall/Winter 2020 Quarterly Magazine





Find us on Facebook
or at
www.booksfornewborns.com

Donations may be made
via PayPal at
[Paypal.me/booksfornewbornsSTL](https://www.paypal.me/booksfornewbornsSTL)
or by check to:
Books for Newborns
9051 Watson Road #329
St. Louis, MO 63126

For further information, contact:

Mike Hogan	Chairman	mikerhogan@aol.com	(314) 496-0227
Courtney Scott	Promotion & Marketing Manager	courtneygscott@gmail.com	
Patrice Shumate	Development Director	pmh2m2@gmail.com	
Richard Nix, Sr.	Vice Chairman & Founder	rnix_dmcllc@att.net	

BOOKS FOR NEWBORNS and Design is a registered trademark of Books for Newborns, Inc.

We are a 501(c)(3) tax exempt organization. Our tax ID number is 81-3977018.

"Everybody can be great ... because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love."
-- Dr. Martin Luther King, Jr.

Save The Date!



BEERS, BRATS & BOOKS OKTOBERFEST DREI (3)

Sunday, October 17, 2021
Noon to 4 PM

*Valet Parking – Family Friendly -- Bring The Kids
Carriage Rides – Oom Pah Pah Band -- Great Food, Drink & Fun*

