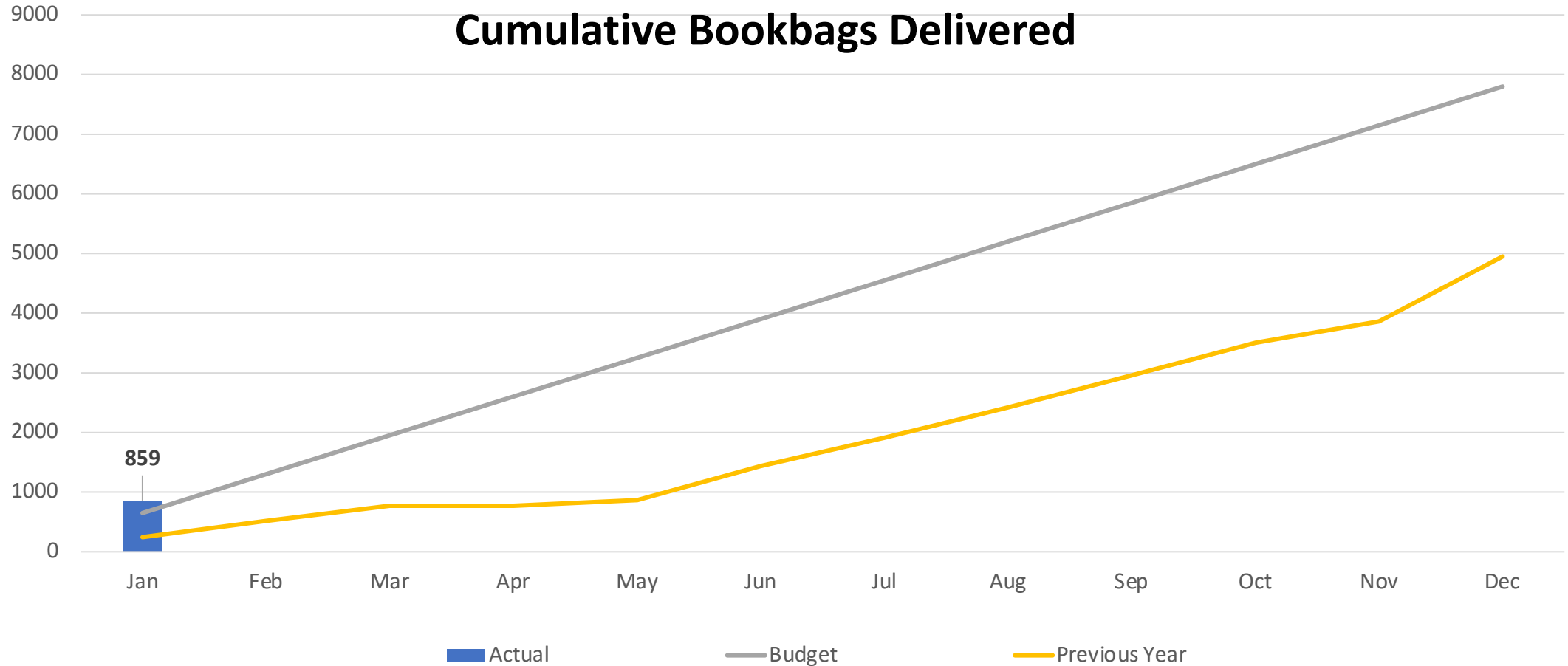


MONTHLY UPDATE

January 2021

BOOKS FOR NEWBORNS 2021 YTD Deliveries Vs. Goal

Books4Cause Delivery (236 BBBS) Masks True Underlying Run Rate (623/Month)



2021 Budget = 6,000 NB + 1,800 BBBS = 7,800 (650 Per Month)

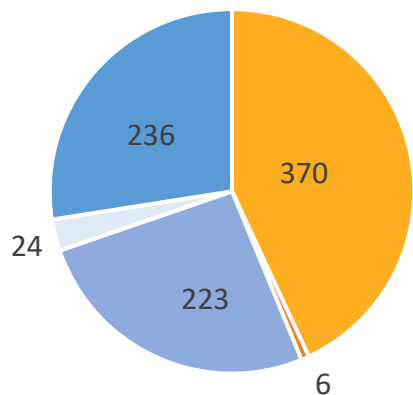
Previous Years: 2017 = 689 2018 = 2,455 2019 = 3,173 2020 = 4,950

BOOKS FOR NEWBORNS

Deliveries By Program & Type of Partner to Whom Delivered

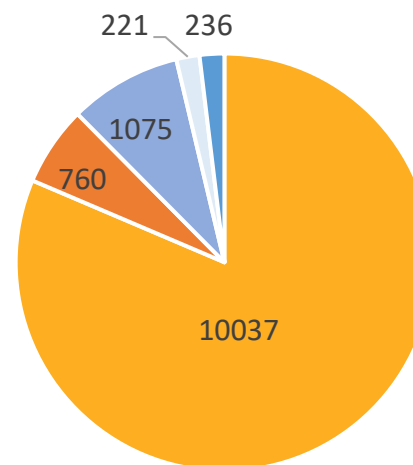
Large Books4Cause BBBS Donation in January Distorts YTD Mix – Will Balance Out By Year End

2021 100% = 859



- Newborns (9 Main Partners)
- Newborns (Other)
- Big Brothers Big Sisters (9 Main Partners)
- Big Brothers Big Sisters (Other)
- Big Brothers Big Sisters (Books4Cause)

Since Inception 100% = 12,329

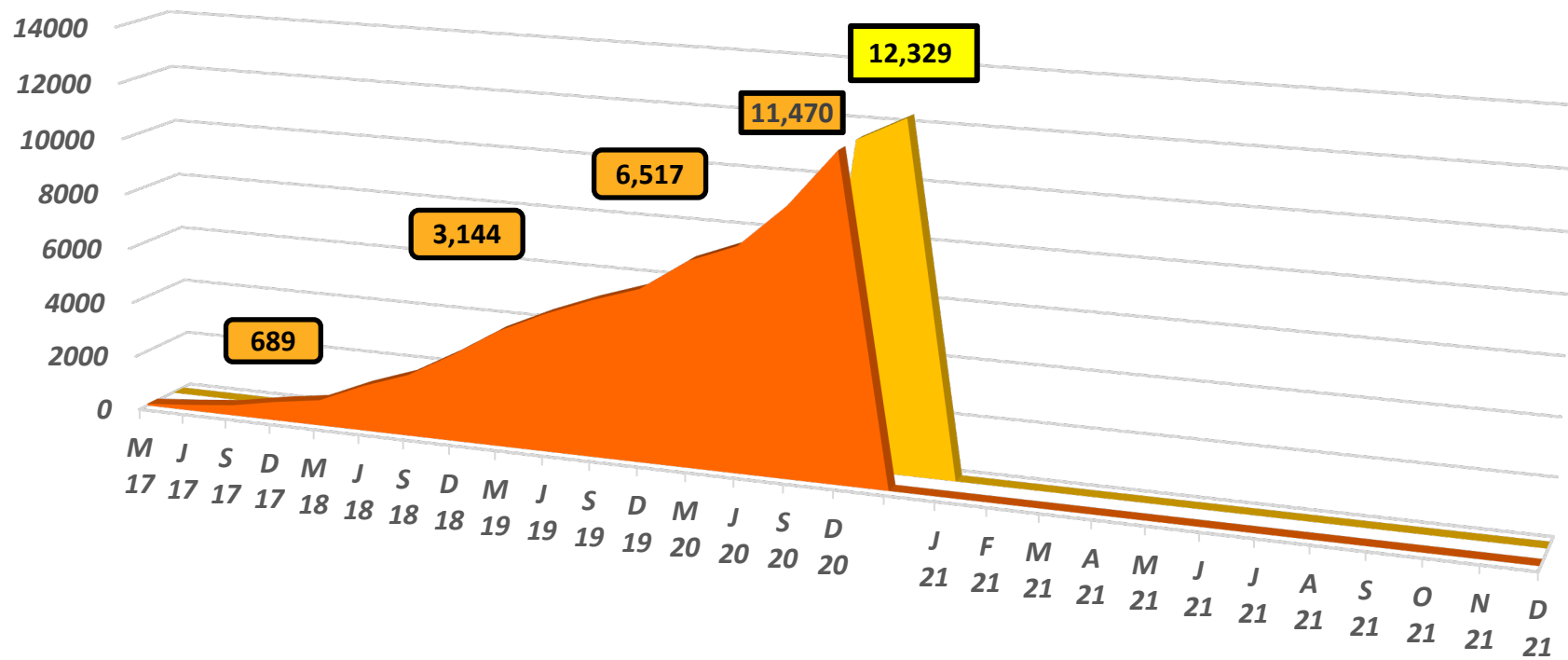
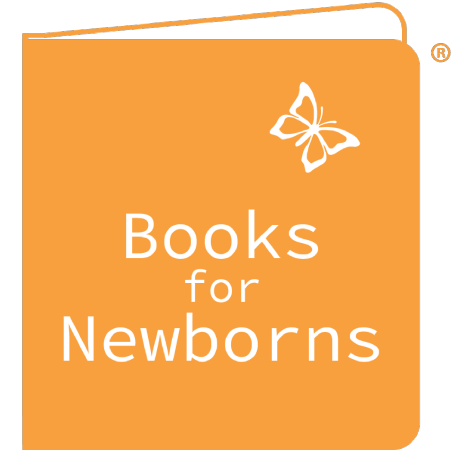


- Newborns (9 Main Partners)
- Newborns (Other)
- Big Brothers Big Sisters (9 Main Partners)
- Big Brothers Big Sisters (Other)
- Big Brothers Big Sisters (Books4Cause)

9 Main Partners (in Order by Size) Are: BJC Kingshighway, Children's, St. Mary's, SSM Health Cardinal Glennon, Sweet Babies, Alton Memorial Member BJC Healthcare, Birthright STL, Birthright St Charles & Mercy Clinic Pediatrics (Mercy Kids)
Big Brothers Big Sisters (Other) Category Includes 236 Equivalent Book Bags Donated to Books4Cause.

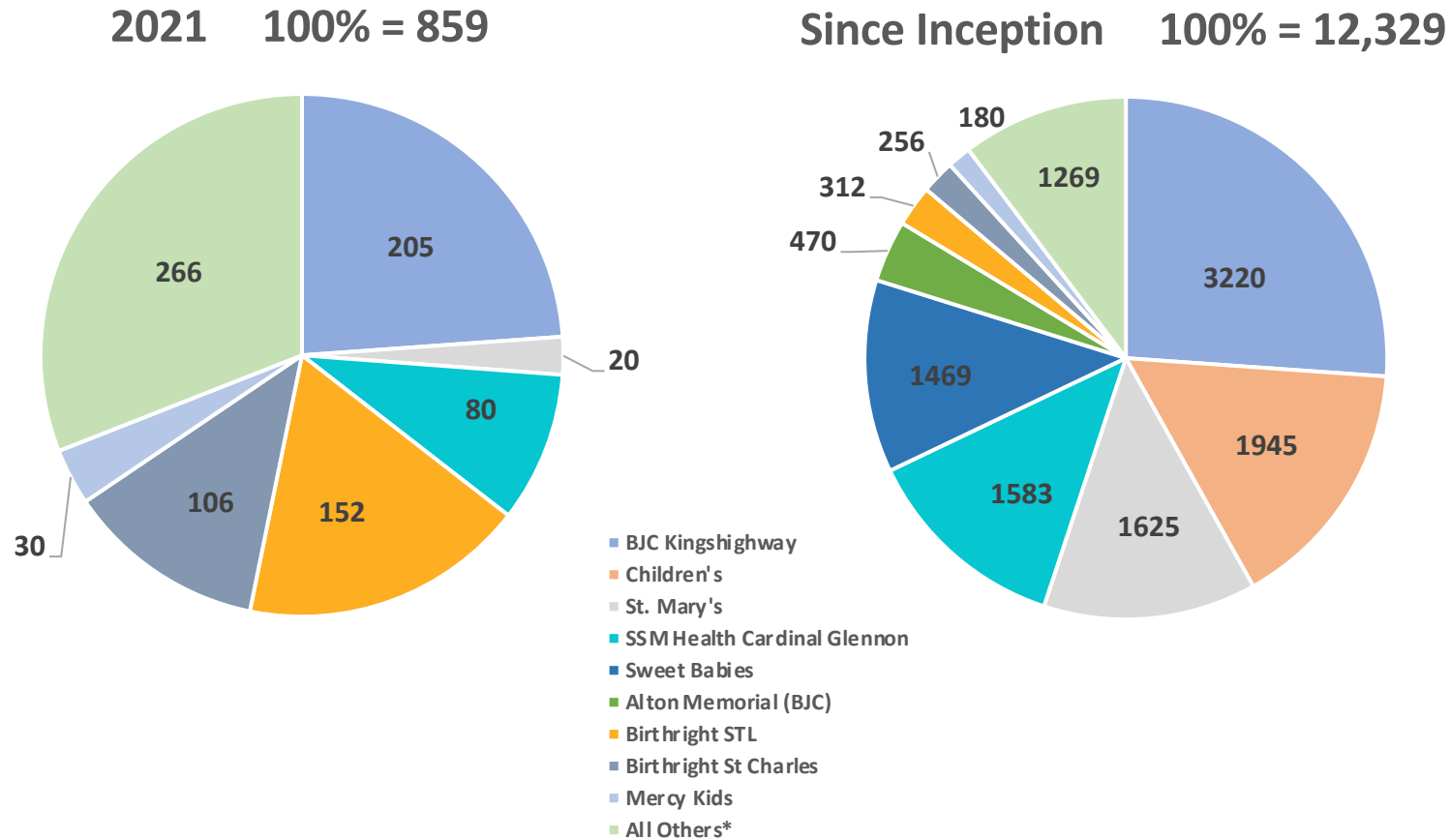
BOOKS FOR NEWBORNS

12,329 Book Bags Distributed Over First 49 Months



BOOKS FOR NEWBORNS

Book Bags To Date



| <u>January Book Bag Deliveries</u> | |
|------------------------------------|------------|
| <i>Books4Cause</i> | 236 |
| <i>BJC Kingshighway</i> | 205 |
| <i>Birthright STL</i> | 152 |
| <i>Birthright St. Charles</i> | 106 |
| <i>SSM Cardinal Glennon</i> | 80 |
| <i>Mercy Kids</i> | 30 |
| <i>St. Mary's</i> | 20 |
| <i>Haven of Grace</i> | 18 |
| <i>ESOL Migrant Children</i> | 10 |
| <i>Intl Institute STL/Other</i> | 2 |
| Total | 859 |

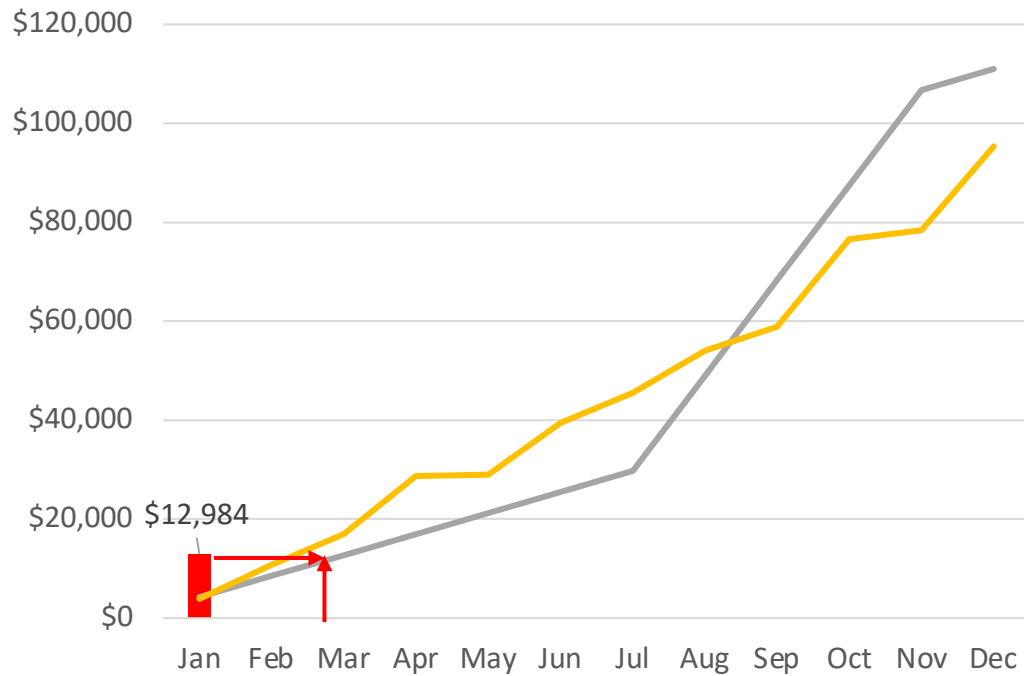
* - "All Others" includes Nurses for Newborns (365), Books4Cause (236), Good Shepherd (220), Ronald McDonald Houses (100) & 13 Others (330).

BOOKS FOR NEWBORNS

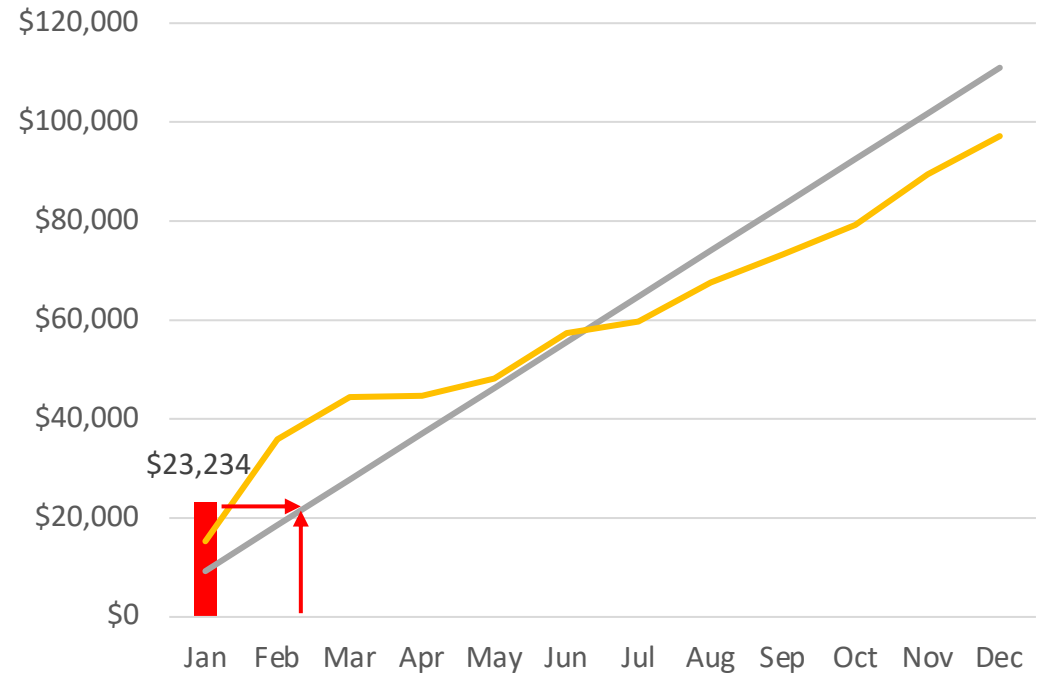
2021 YTD Vs. Budget

Off to a Strong Start to Begin the Year

Cumulative Paid Funds Raised (\$s)



Cumulative Total Funds Raised (\$s)



█ Paid Only
 — Budget (\$111,000)
 — Previous Year (\$95,353)

█ Paid + Pledged
 — Budget (\$111,000)
 — Previous Year (\$97,178)

Totals = \$97,178 (2020); \$87,582 (2019); \$23,230 (2018); \$26,570 (2017); \$2,300 (2016)

BUDGET: All But Oktoberfest (\$60,000 Spread \$15,000 Per Month From Aug to Nov) Spread Evenly Throughout The Year TOTAL BUDGET: Full \$111,000 Spread Evenly Throughout Year

Total Funds Raised Through January Include Pledges Of: Wielansky (\$2,000) & Oktoberfest III (\$8,250)