

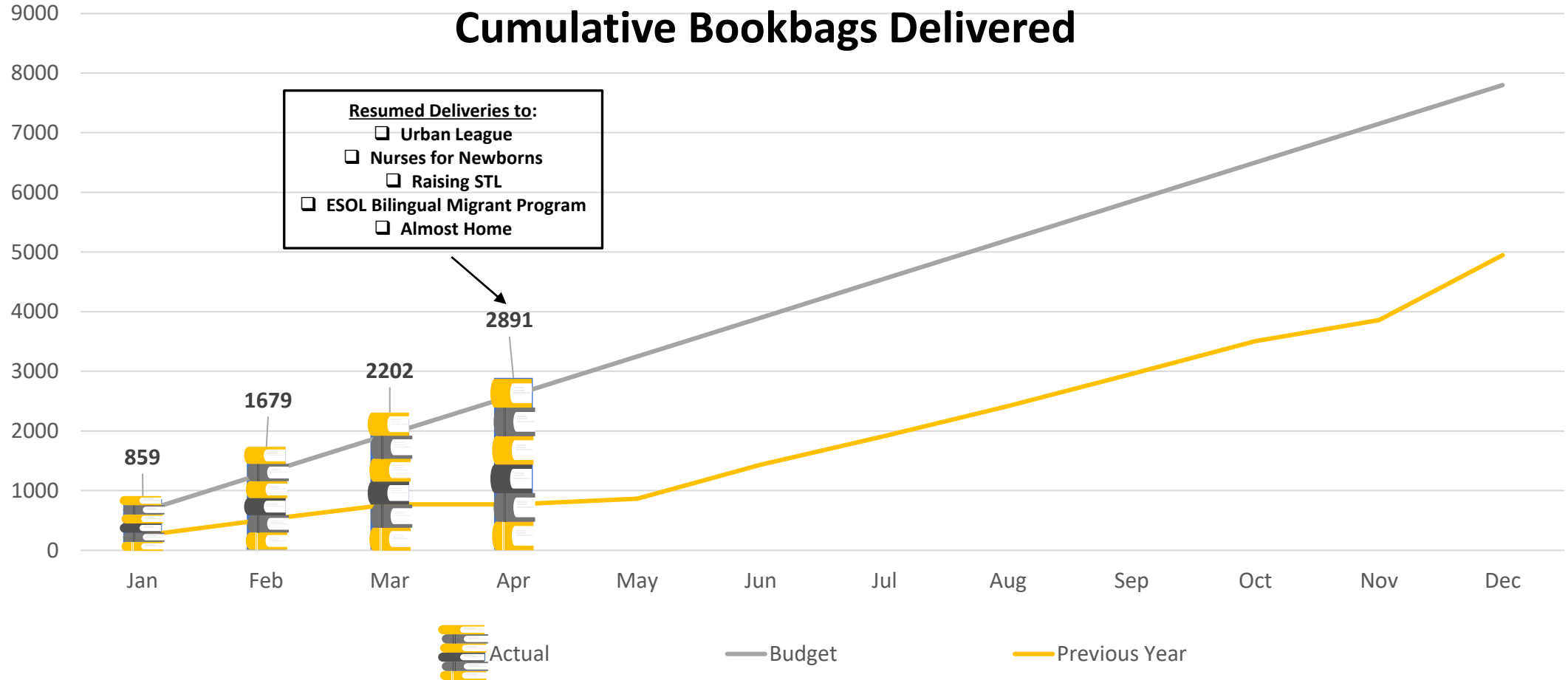
MONTHLY UPDATE

April 2021

BOOKS FOR NEWBORNS

2021 YTD Deliveries Vs. Goal

Average Month for Deliveries -- Social Service Agency Partners Are Accepting Book Bags Again



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

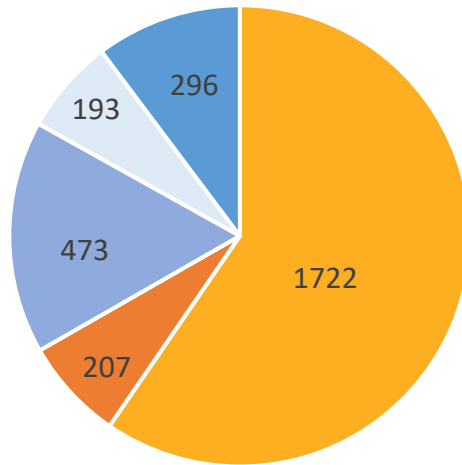
BOOKS FOR NEWBORNS

Deliveries By Program & Type of Partner to Whom Delivered

Funds Permitting, On Pace to Exceed Planned Deliveries for the Year

2021 100% = 2,891

Since Inception 100% = 14,361



Percent of 2021 Deliveries

9 Main Partners: 76%

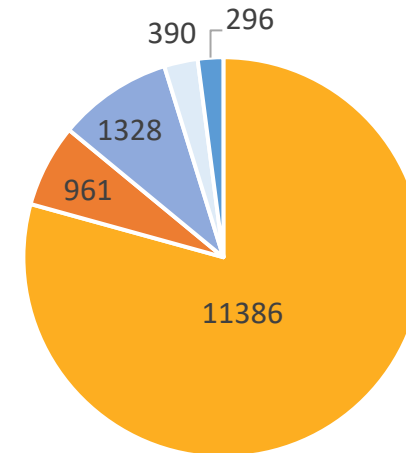
Newborns: 67%

Percent of Deliveries to Date

9 Main Partners: 89%

Newborns: 86%

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

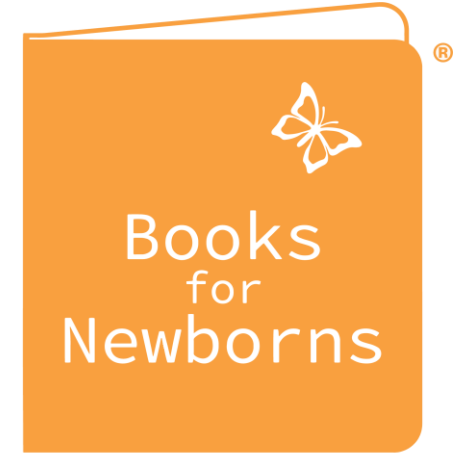
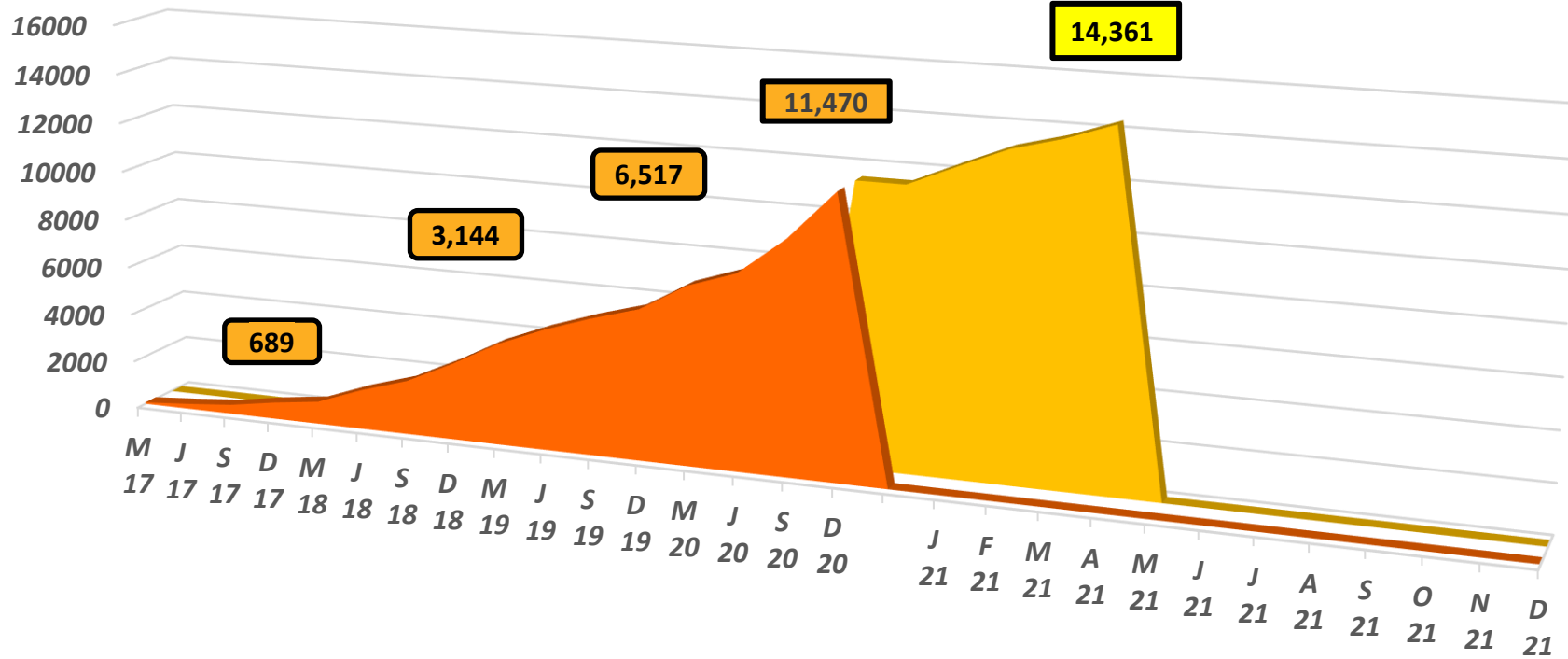


- Newborns (9 Main Partners)
- Newborns (Other)
- Big Brothers Big Sisters (9 Main Partners)
- Big Brothers Big Sisters (Other)
- Big Brothers Big Sisters (Books4Cause)

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 296 Equivalent Book Bags Donated to Books4Cause.

BOOKS FOR NEWBORNS

14,361 Book Bags Distributed Over First 52 Months

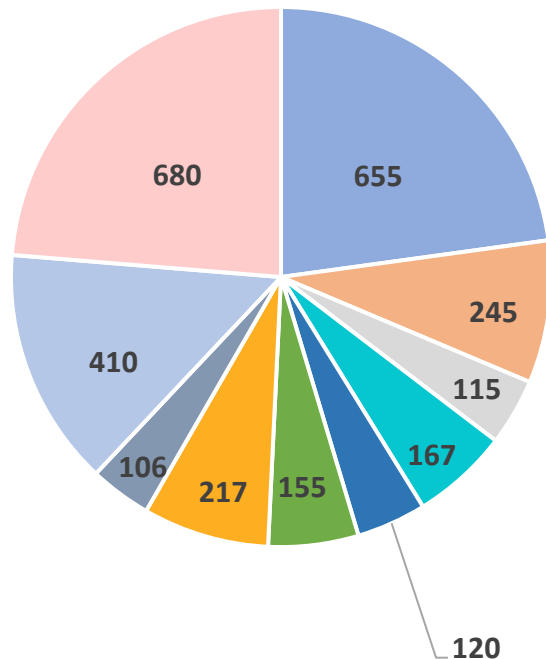


5th Anniversary
5 Years Serving Kids

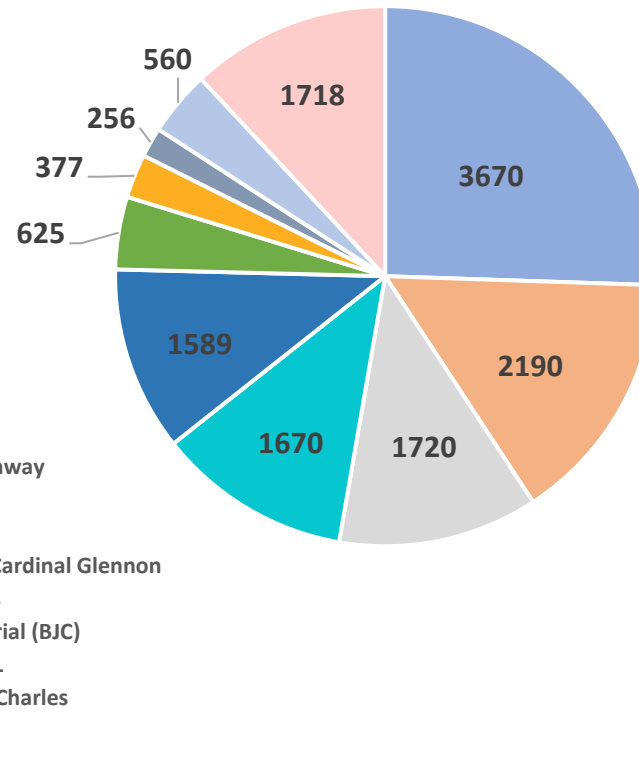
BOOKS FOR NEWBORNS

Book Bags To Date

2021 100% = 2,891



Since Inception 100% = 14,361



| | |
|---------------------------------|------------|
| <i>Urban League Head Start*</i> | <i>130</i> |
| <i>BJC Kingshighway</i> | <i>150</i> |
| <i>Children's</i> | <i>120</i> |
| <i>Birthright STL</i> | <i>65</i> |
| <i>Mercy Kids</i> | <i>50</i> |
| <i>Sweet Babies</i> | <i>45</i> |
| <i>SSM St. Mary's</i> | <i>35</i> |
| <i>Raising STL*</i> | <i>30</i> |
| <i>Nurses for Newborns*</i> | <i>30</i> |
| <i>Almost Home*</i> | <i>20</i> |
| <i>ESOL Migrant Program*</i> | <i>14</i> |
| TOTAL | 689 |

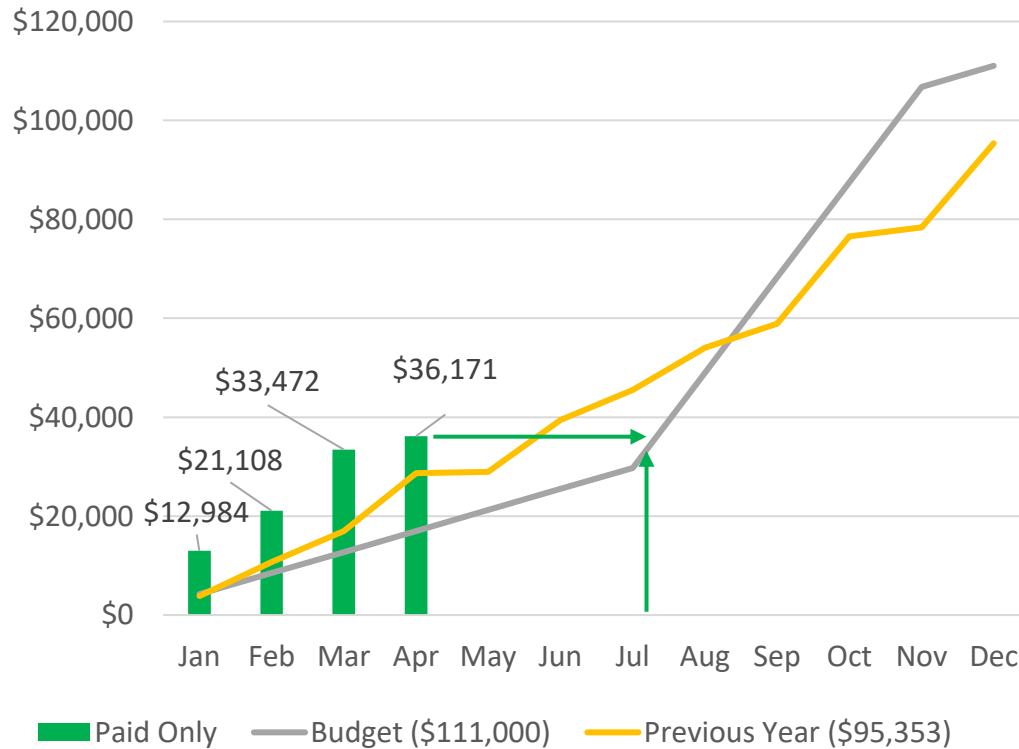
** Counted in "All Others"*

BOOKS FOR NEWBORNS

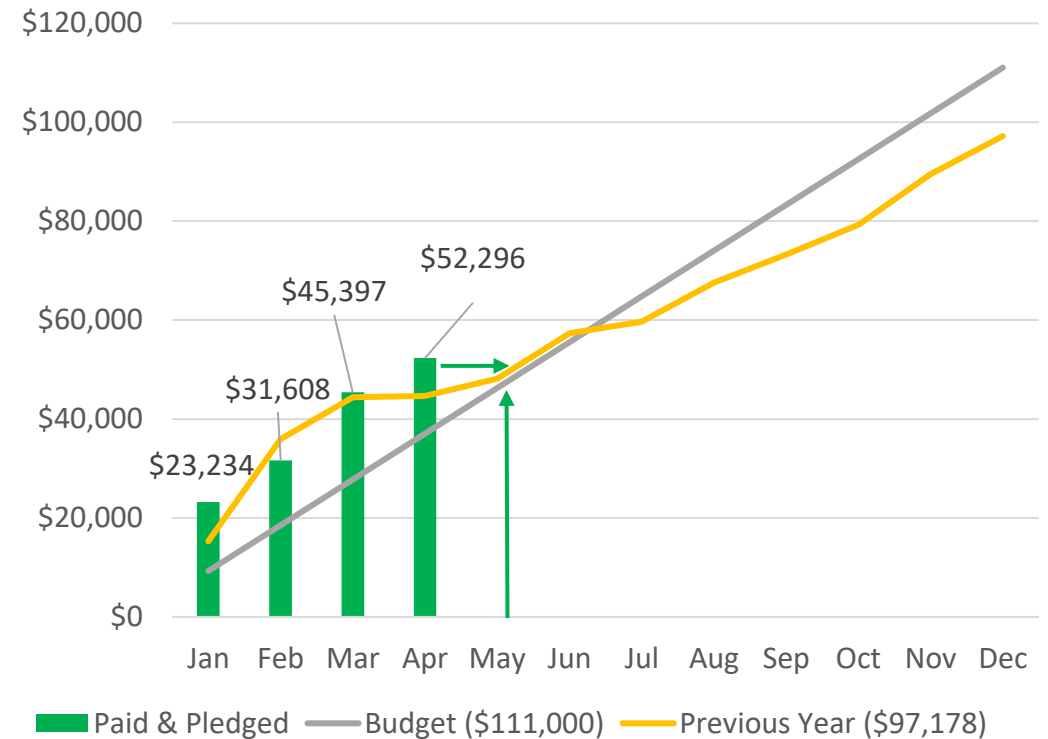
2021 YTD Vs. Budget

Remain One Month Ahead of Budget in Total Funds Raised YTD

Cumulative Paid Funds Raised (\$s)



Cumulative Total Funds Raised (\$s)



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 April Include Pledges Of: Wielansky (\$2,000), Busey Bank (\$250) & Oktoberfest III (\$13,875). Does Not Include \$1,000 Book Credit Received.