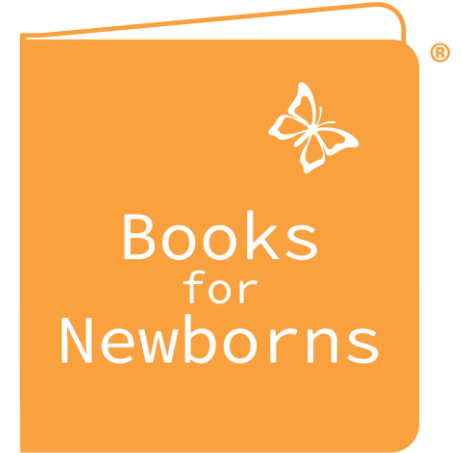
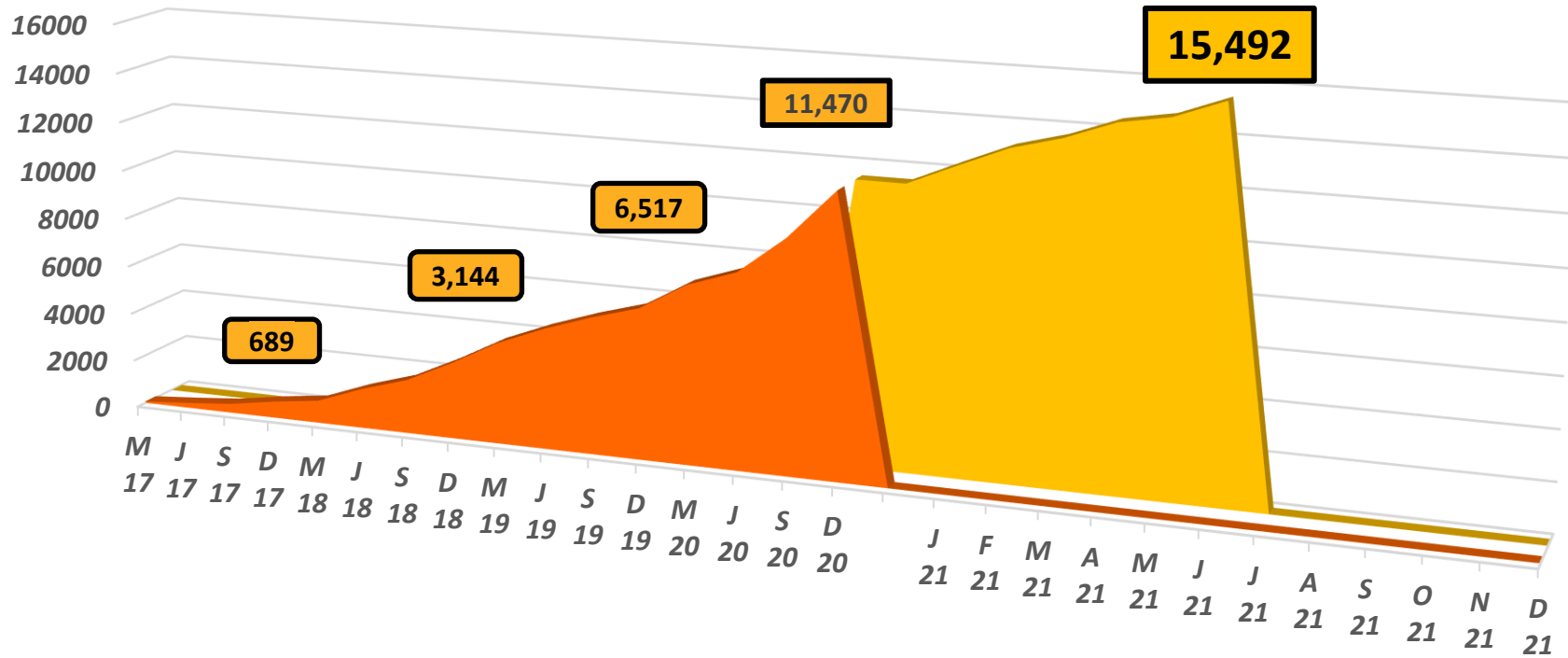


MONTHLY UPDATE  
**June 2021**

# BOOKS FOR NEWBORNS

**15,492 Book Bags Distributed Over First 4 ½ Years**



**5<sup>th</sup> Anniversary**  
5 Years Serving Kids

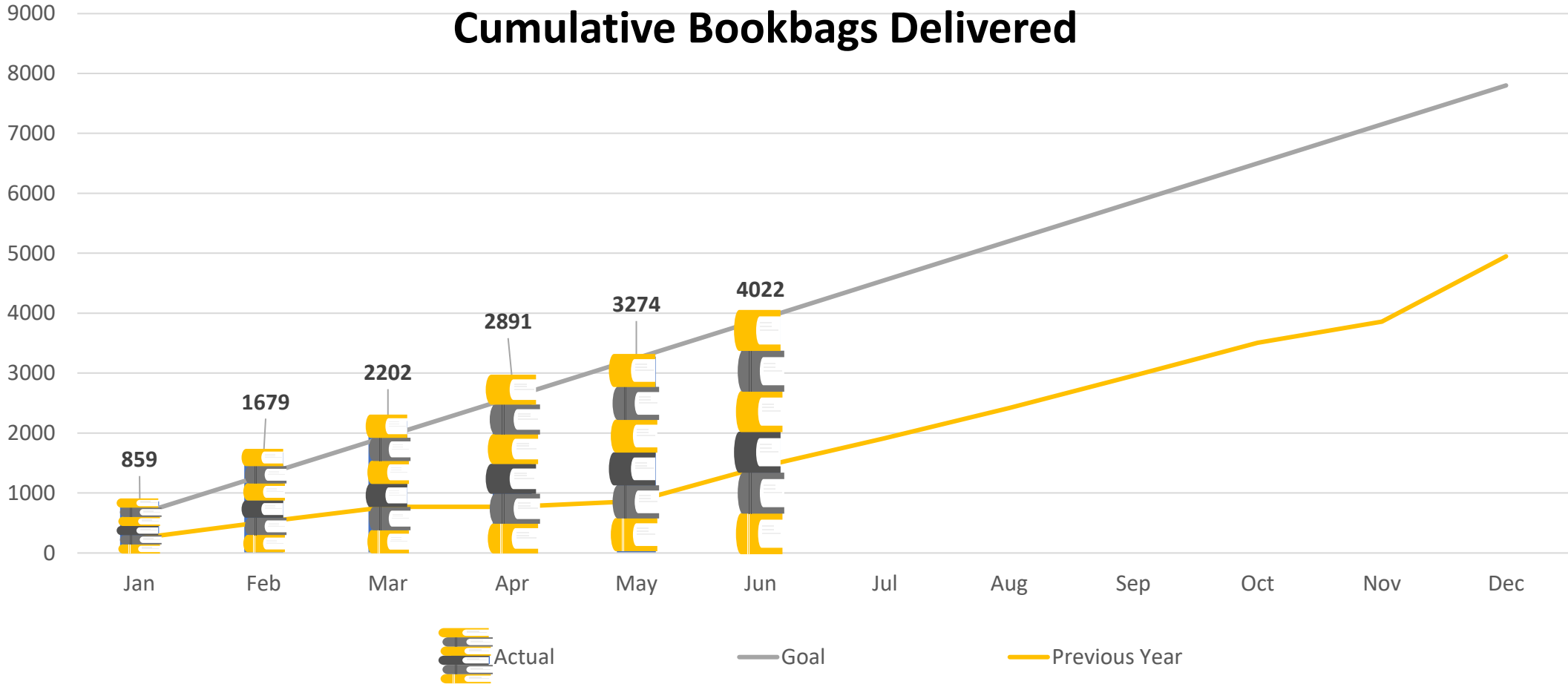


to Our Newest Partners  
in Promoting Literacy  
**bring me a book**



# ***BOOKS FOR NEWBORNS***

## ***2021 YTD Deliveries Vs. Goal***



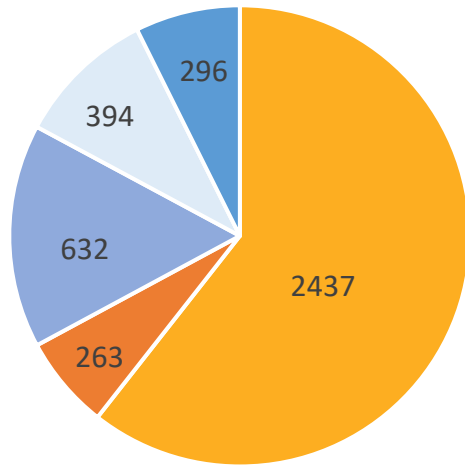
2021 Goal = 6,000 NB + 1,800 BBBS = 7,800 (650 Per Month)

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***

2021 100% = 4,022



***Percent of 2021 Deliveries***

***9 Main Partners: 76%***

***Newborns: 67%***

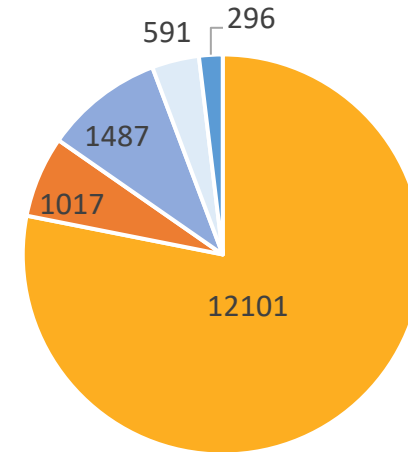
***Percent of Deliveries to Date***

***9 Main Partners: 88%***

***Newborns: 85%***

- 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% = 15,492



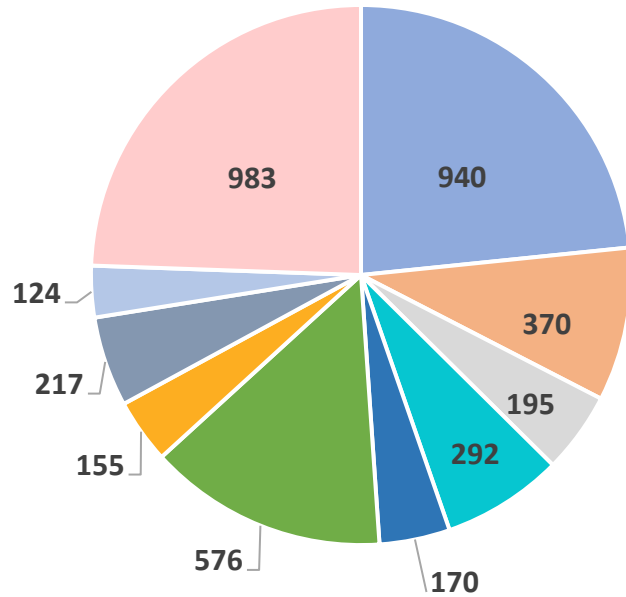
- Newborns (9 Main Partners)
- Newborns (Other)
- Big Brothers Big Sisters (9 Main Partners)
- Big Brothers Big Sisters (Other)
- Big Brothers Big Sisters (Books4Cause)

*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.*

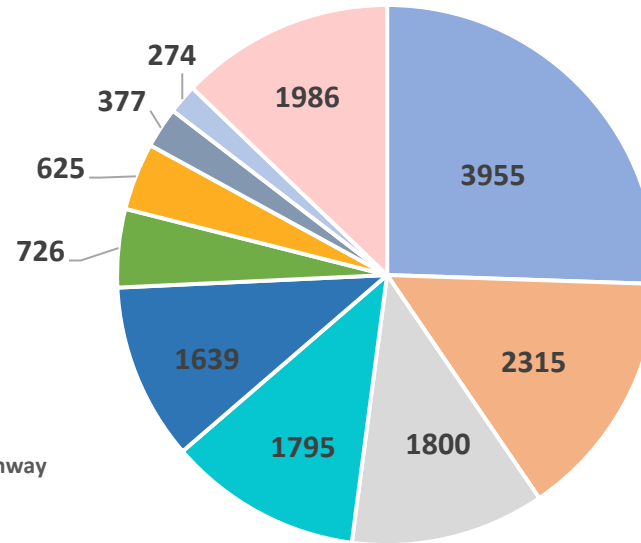
# ***BOOKS FOR NEWBORNS***

## ***Book Bags By Delivery Partner***

2021 100% = 4,022



Since Inception 100% = 15,492



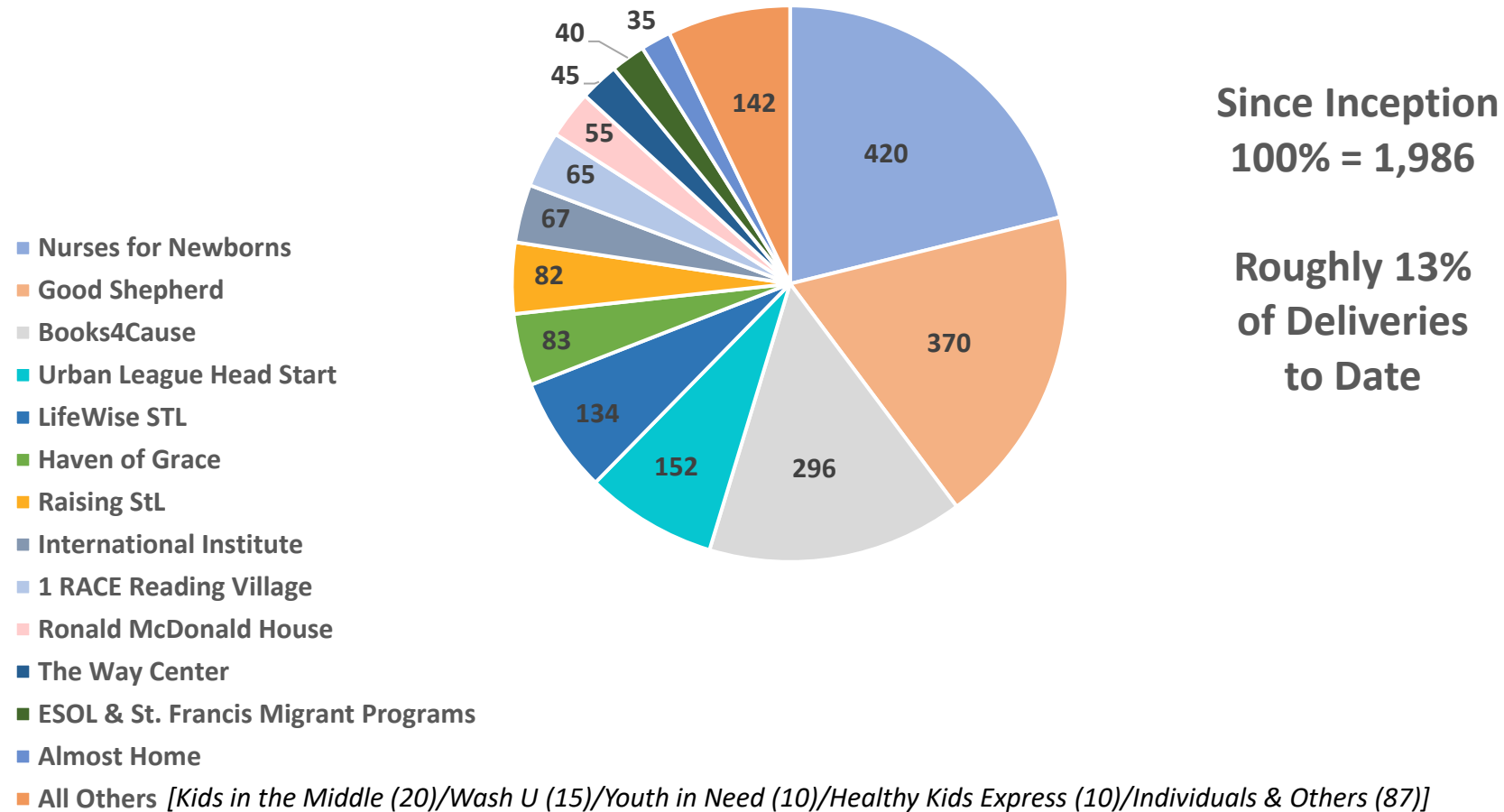
- BJC Kingshighway
- Children's
- St. Mary's
- SSM Health Cardinal Glennon
- Sweet Babies
- Mercy Kids
- Alton Memorial (BJC)
- Birthright STL
- Birthright St. Charles
- All Others\*

<i>June Book Bag Deliveries</i>	
<i>Mercy Kids</i>	<i>166</i>
<i>BJC Kingshighway</i>	<i>135</i>
<i>LifeWise STL*</i>	<i>134</i>
<i>Children's</i>	<i>125</i>
<i>1 RACE Reading Village*</i>	<i>65</i>
<i>The WAY Center*</i>	<i>45</i>
<i>St. Mary's</i>	<i>40</i>
<i>Nurses for Newborns</i>	<i>25</i>
<i>Our Little Haven*</i>	<i>13</i>
<b>TOTAL</b>	<b>748</b>

*\* Counted in "All Others"*

# ***BOOKS FOR NEWBORNS***

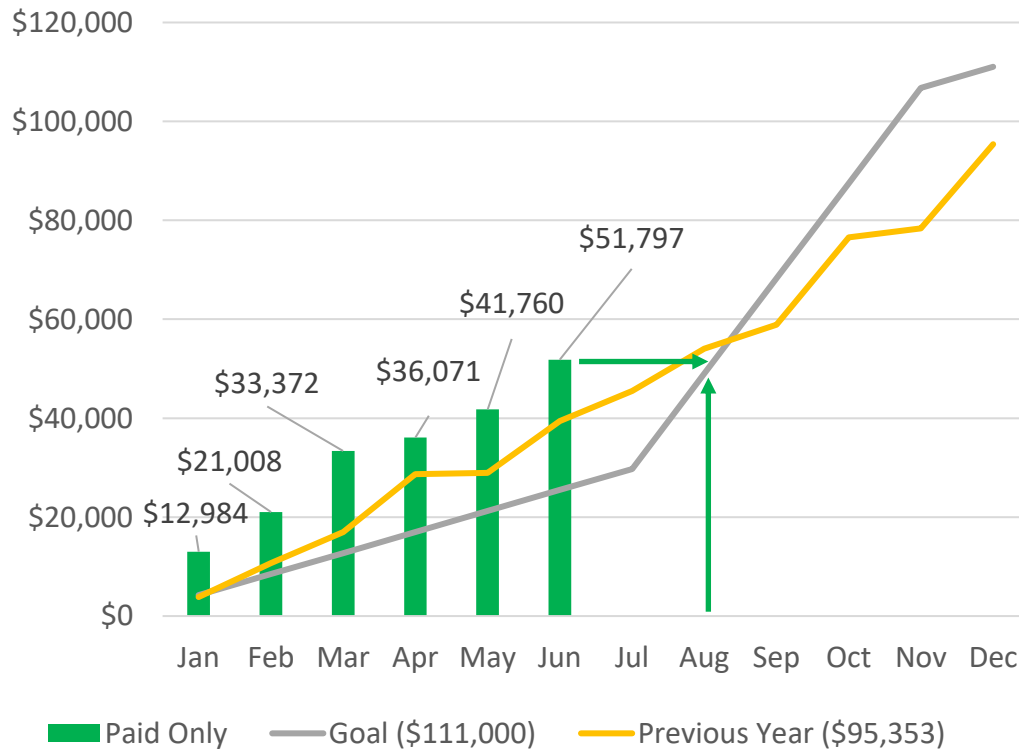
## ***Book Bags – “All Others” Delivery Partner Details***



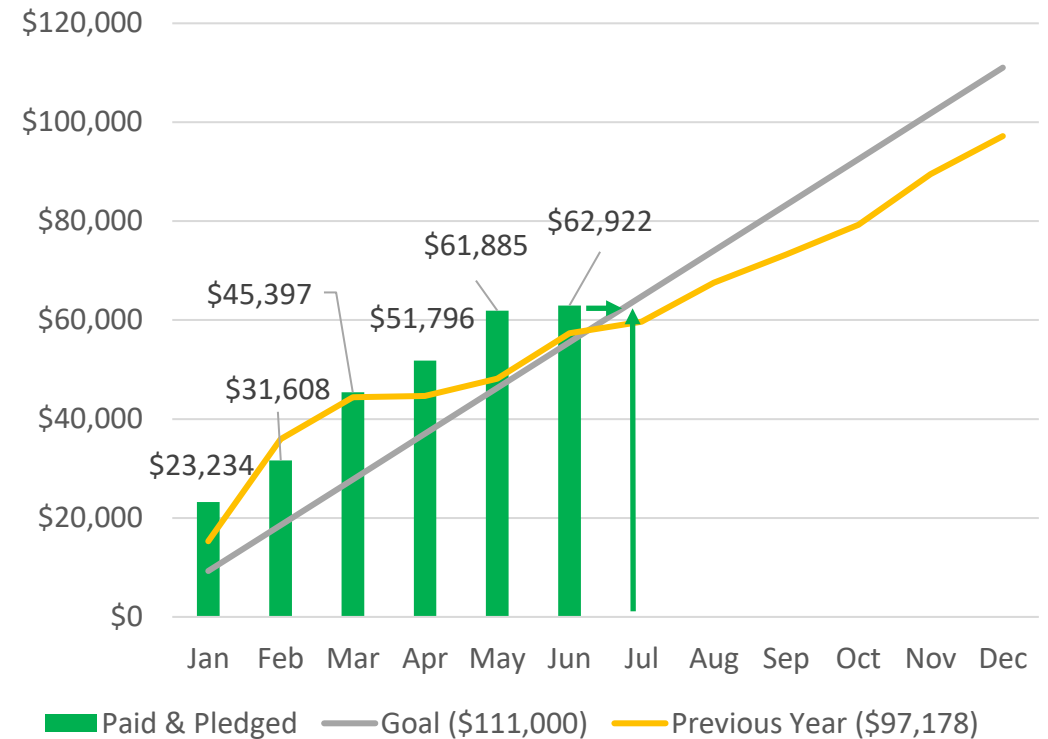
# ***BOOKS FOR NEWBORNS***

## ***2021 YTD Vs. Goal***

### 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)

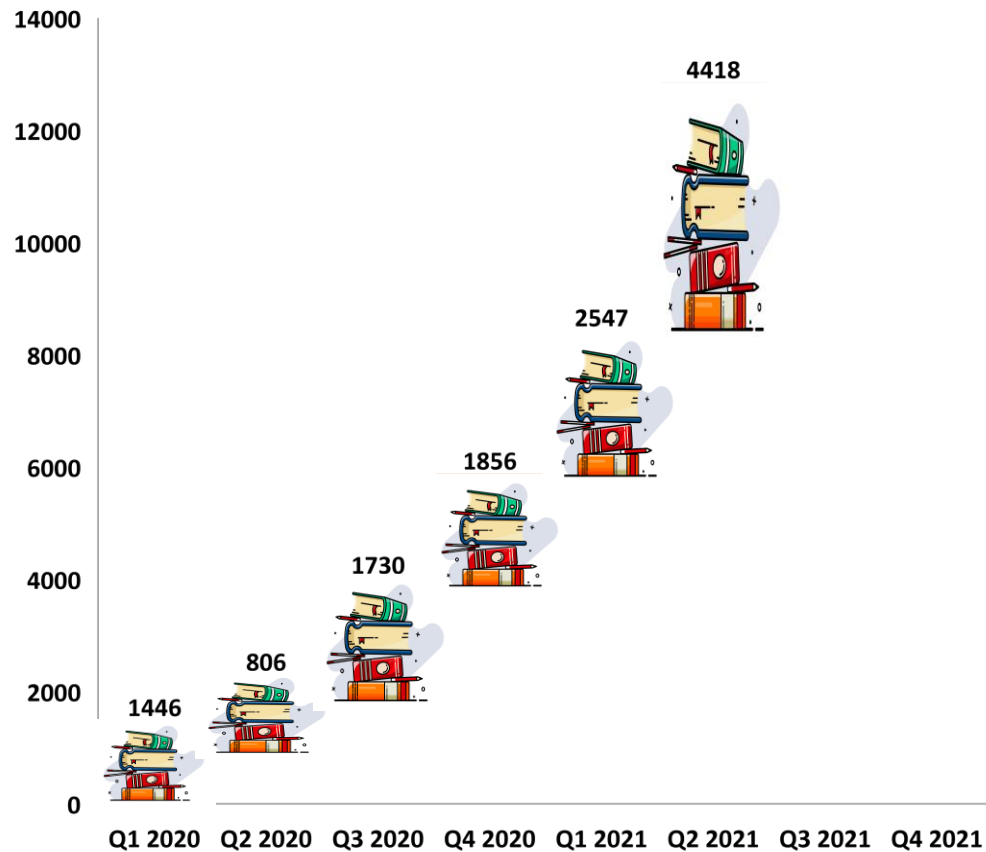
GOAL: All But Oktoberfest (\$60,000 Spread \$15,000 Per Month From Aug to Nov) Spread Evenly Throughout The Year    TOTAL GOAL: Full \$111,000 Spread Evenly Throughout Year

Total Funds Raised Through June Include Pledges Of: Oktoberfest III (\$11,125). Does **Not** Include \$1,000 Book Credit Received from Bulk Bookstore.

# BOOKS FOR NEWBORNS

## Book Donations From Others 2020-2021

12,803 Books (>\$73,000 in "In Kind" Value) Donated to Books for Newborns Over the Past 18 Months



### DONORS

2020	629	Missouri Humanities	2021	164	Sports Energizers
	501	Ready Readers		620	Ready Readers
	316	Sports Energizers		910	Reed School (1 <sup>st</sup> Grade)
	150	Kyle & Bridget McClellan		588	Incarnate Word School
	70	Matt Kimball		60	Daughters of the American Revolution
	401	Becky Chrumb		87	Reed School (Virtual)
	185	Stephanie Dobson		114	Midwest Library Service
	1,592	Missouri Humanities		44	Matt Kimball
	10	Ed Wheatley		1,559	Academy of the Sacred Heart (St. Charles)
	117	Justine Megee		117	Midwest Library Service
	1,342	Reed School		507	St. Justin Martyr
	30	Daughters of the American Revolution		245	Holy Child & Immaculate Conception PSR
	11	Reedy Press		630	Christ the King
	5	Aja La'Starr Owens		744	MICDS (Lower School)
	100	20 Minutes to Fitness (Clayton)		616	bring me a book
	379	Midwest Library Service		7,005	TOTAL 2021 YTD
	5,838	TOTAL 2020			