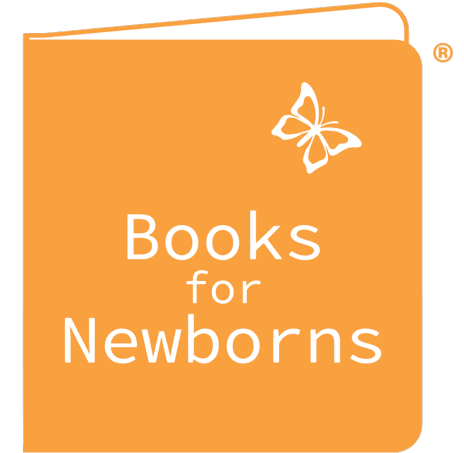
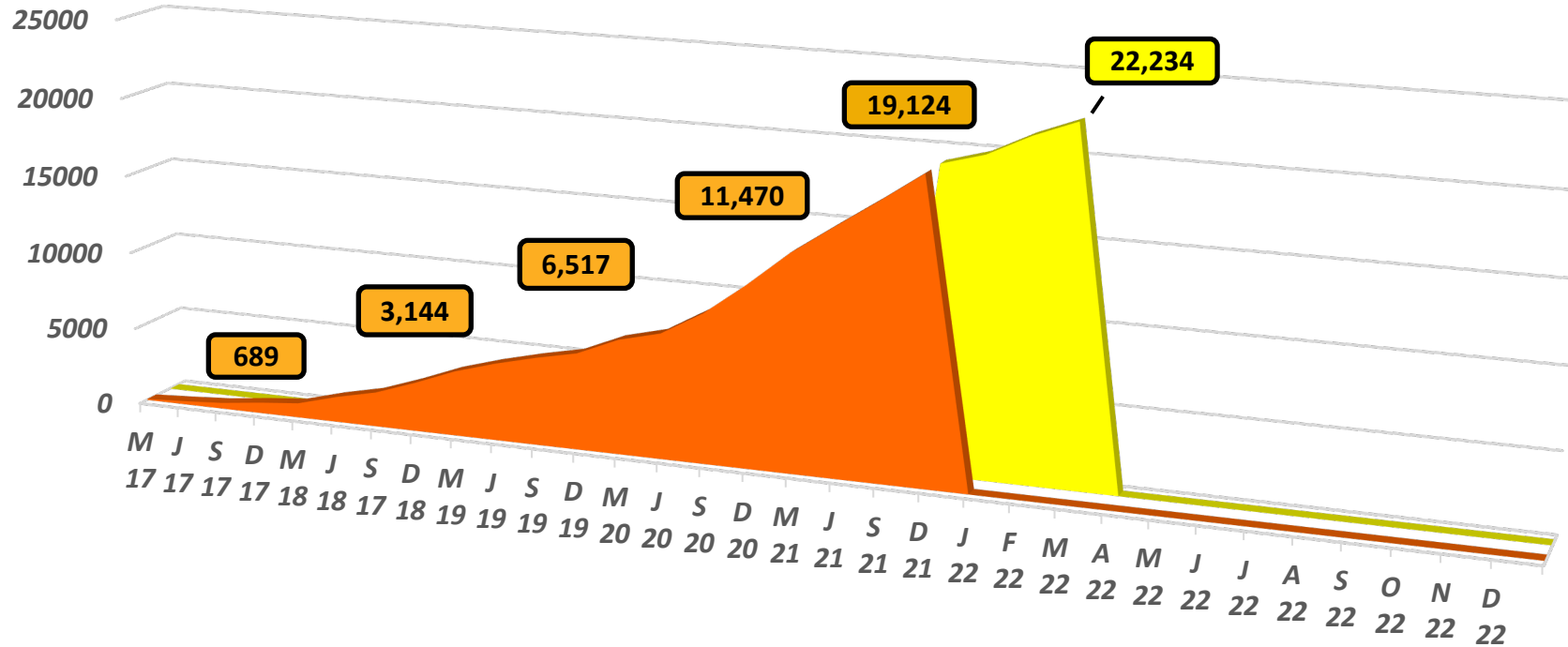


MONTHLY UPDATE

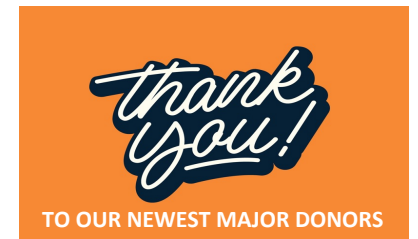
March 2022

# BOOKS FOR NEWBORNS

22,234 Book Bags Distributed Over First 63 Months



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

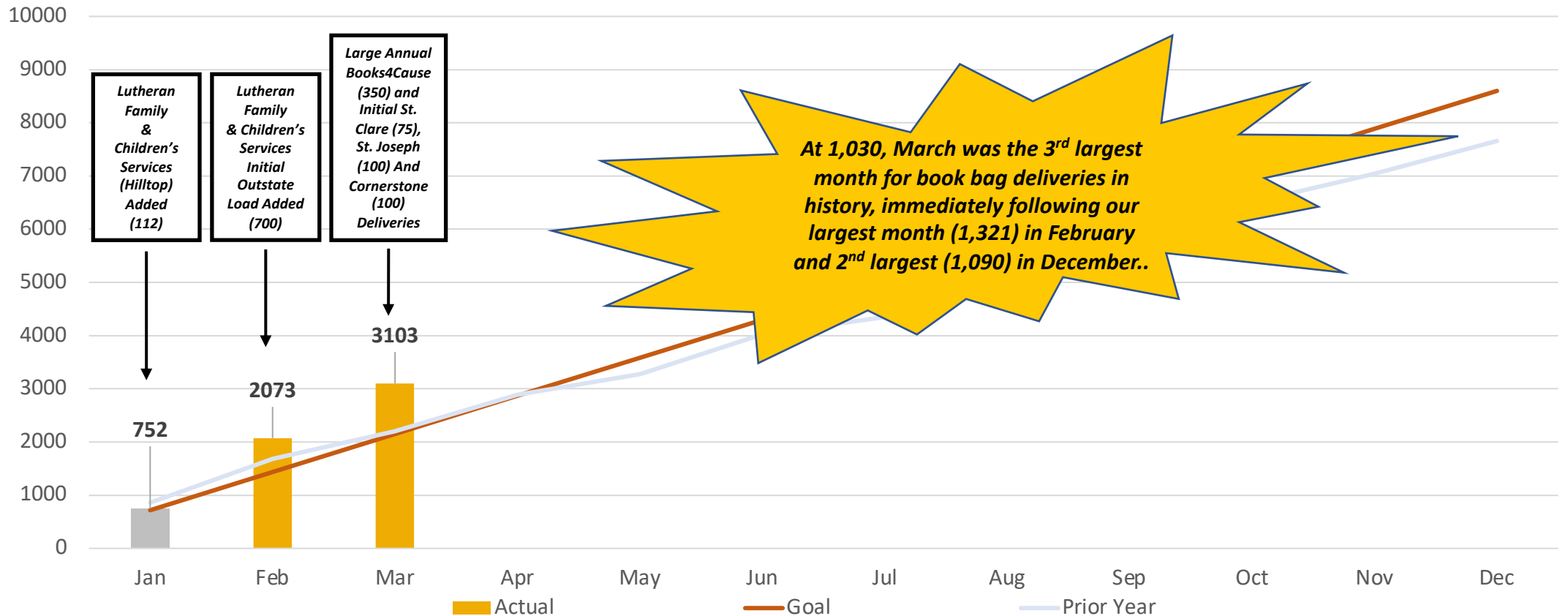


Jane & Bruce Robert  
Charitable Foundation

# BOOKS FOR NEWBORNS

## 2022 YTD Cumulative Deliveries Vs. Goal (Total)

**Initial Deliveries to 4 New Distribution Partners Have Driven Record Growth**



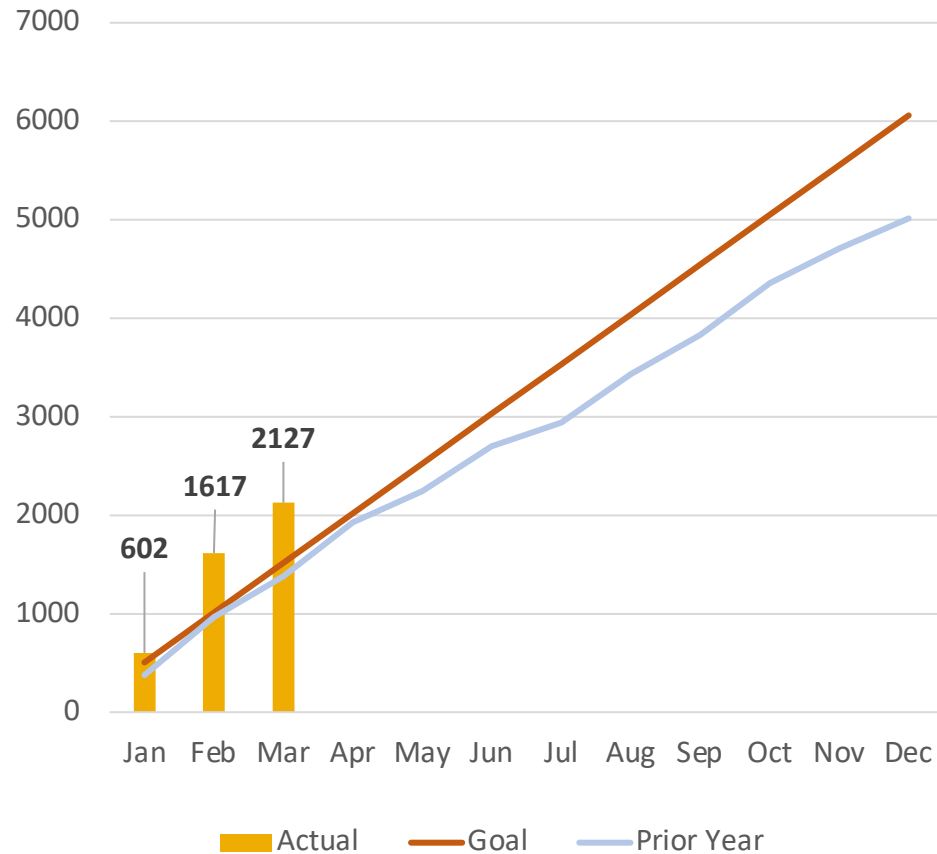
2022 Goal = 6,060 NB + 2,540 BBBS = 8,600 (2,150 Per Quarter)

Prior Years: 2017 = 689 2018 = 2,455 2019 = 3,373 2020 = 4,953 2021 = 7,659

# ***BOOKS FOR NEWBORNS***

## ***2022 YTD Cumulative Deliveries Vs. Goal (By Program)***

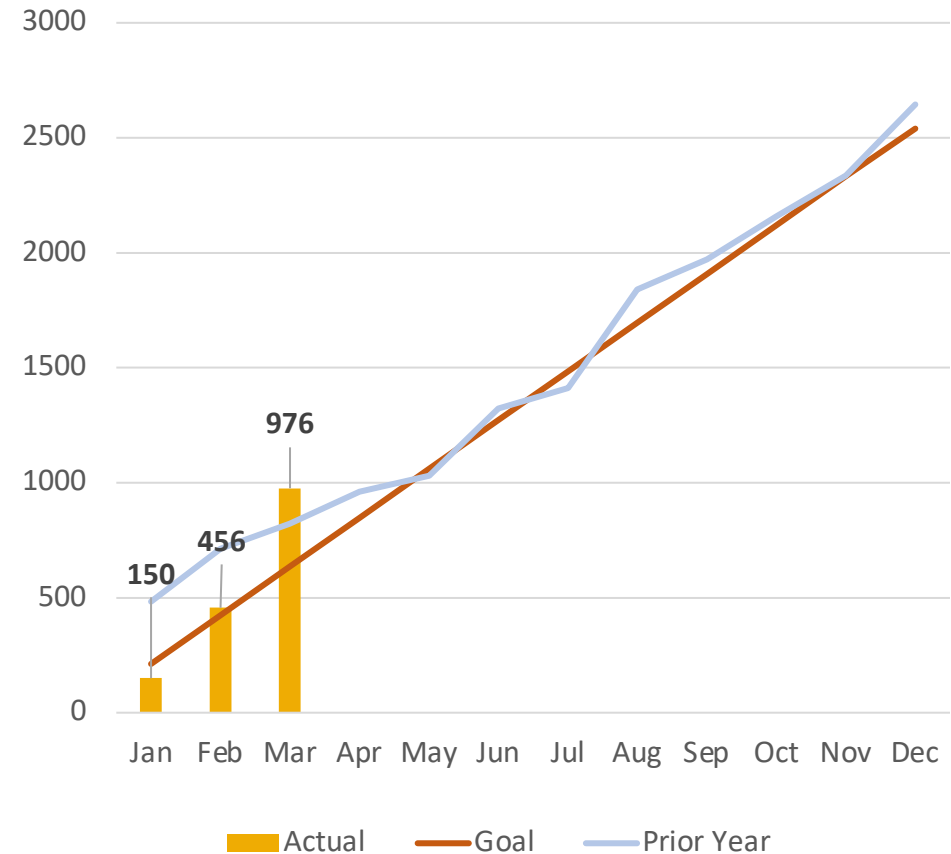
### **NEWBORNS**



2022 Goal = 6,060 (505 Per Month)

Prior Years: 2017 = 689 / 2018 = 2,455 / 2019 = 3,373 / 2020 = 3,901 / 2021 = 5,014

### **OLDER SIBLINGS**



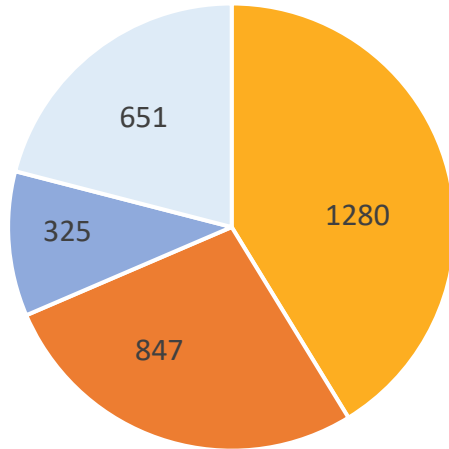
2022 Goal = 2,540 (212 Per Month)

Prior Years: 2020 = 1,052 / 2021 = 2,645

# ***BOOKS FOR NEWBORNS***

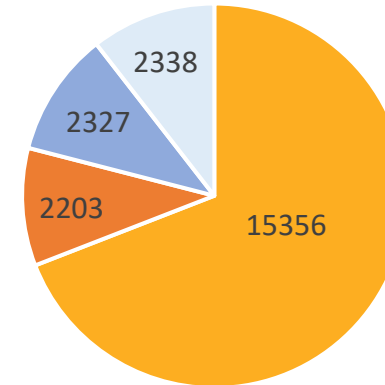
## ***Deliveries By Program & Type of Partner to Whom Delivered***

2022 100% = 3,103



- Newborns (11 Main Partners)
- Newborns (Other)
- Big Brothers Big Sisters (11 Main Partners)
- Big Brothers Big Sisters (Other)

Since Inception 100% = 22,224



- Newborns (11 Main Partners)
- Newborns (Other)
- Big Brothers Big Sisters (11 Main Partners)
- Big Brothers Big Sisters (Other)

**Percent of 2022 Deliveries**

**11 Main Partners: 52%**  
**Newborns: 69%**

**Percent of Deliveries to Date**

**11 Main Partners: 80%**  
**Newborns: 79%**

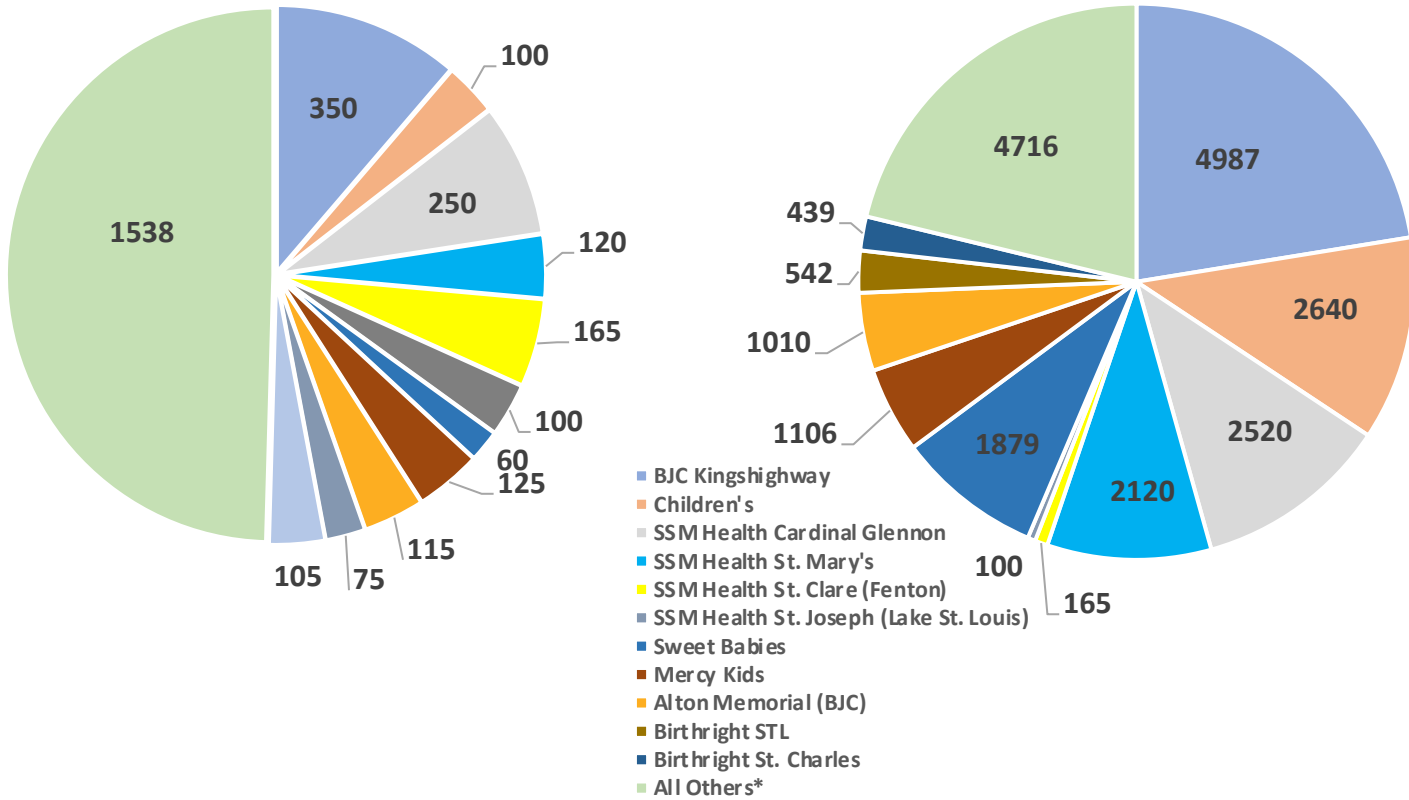
*11 Main Partners (in Order by Size) Are: BJC Kingshighway, Children's, St. Mary's, SSM Health Cardinal Glennon, Sweet Babies, Alton Memorial Member BJC Healthcare, Birthright STL, Birthright St Charles, Mercy Clinic Pediatrics (Mercy Kids), SSM Health St. Joseph & SSM Health St. Clare*

# BOOKS FOR NEWBORNS

## Book Bags By Delivery Partner

2022 100% = 3,103

Since Inception 100% = 22,224

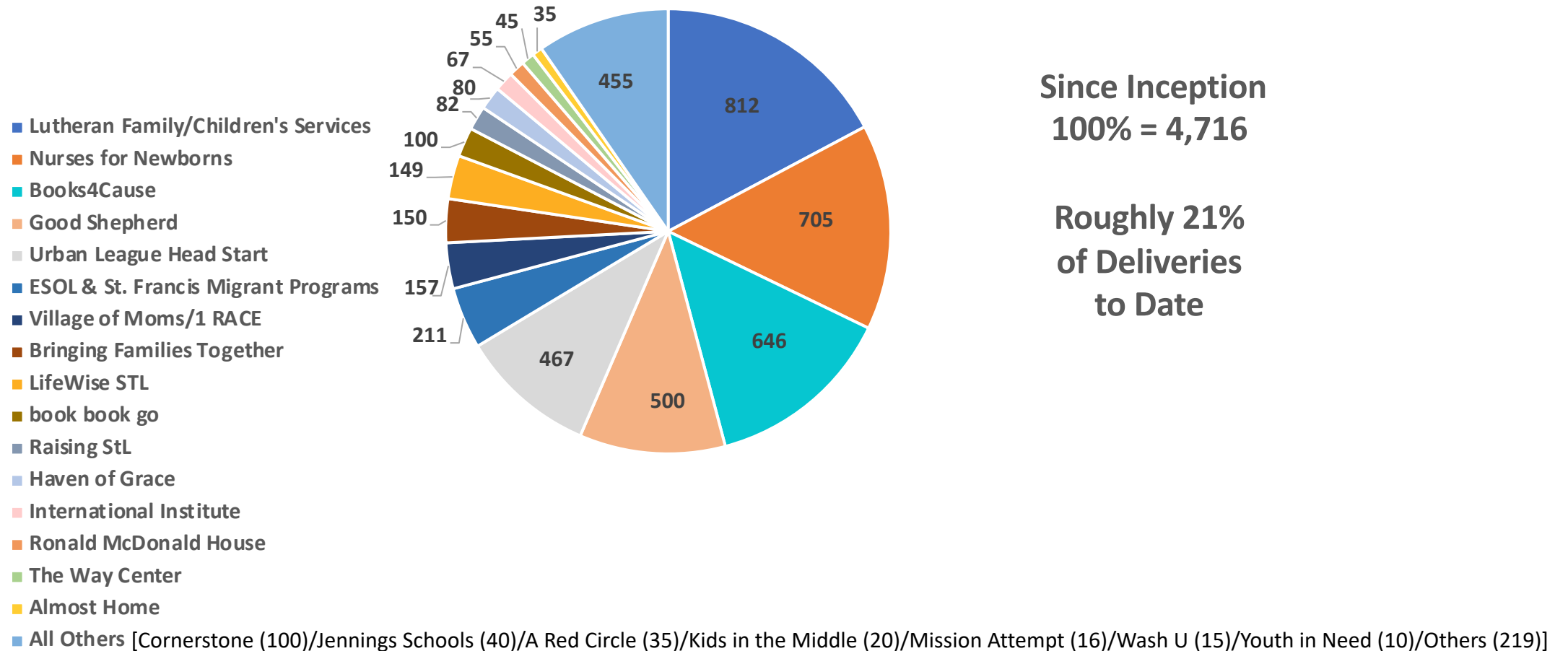


Books4Cause*	350
SSM Health St. Joseph (LSL)	100
BJC Kingshighway	100
SSM Health St. Clare (Fenton) (2)	165
Cornerstone*	100
Birtheright St. Charles	55
Children's	50
Nurses for Newborns*	50
SSM Health St. Mary's	40
Sweet Babies	20
<b>TOTAL</b>	<b>1,030</b>

\* Counted in "All Others"  
 Yellow = First Deliveries

# ***BOOKS FOR NEWBORNS***

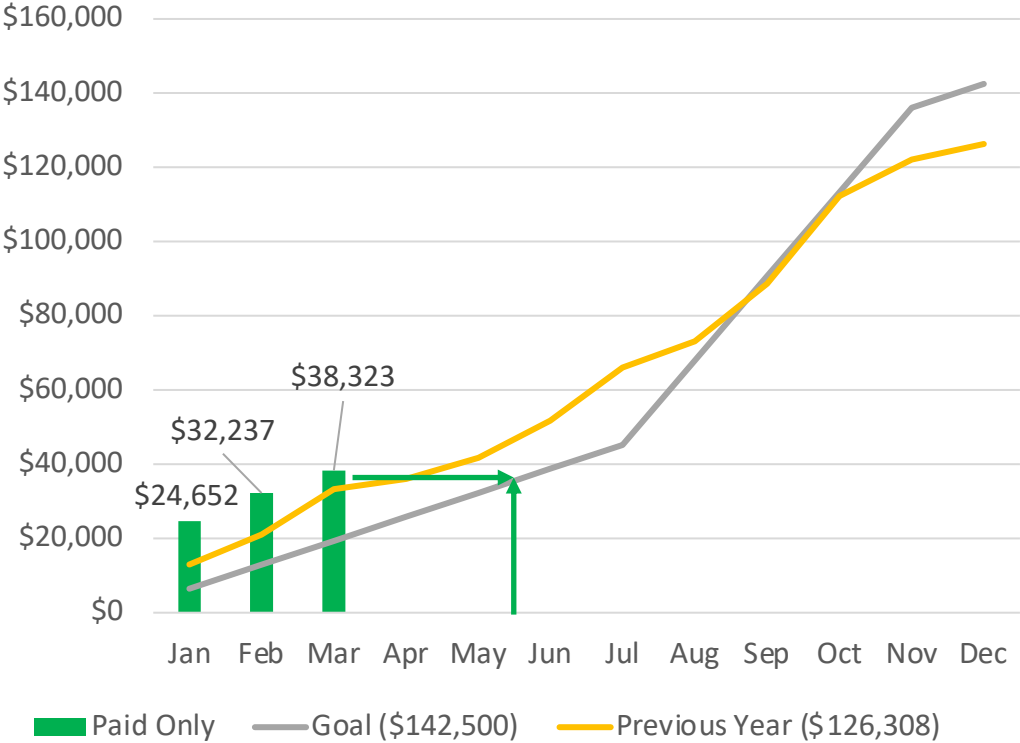
## ***Book Bags – “All Others” Delivery Partner Details***



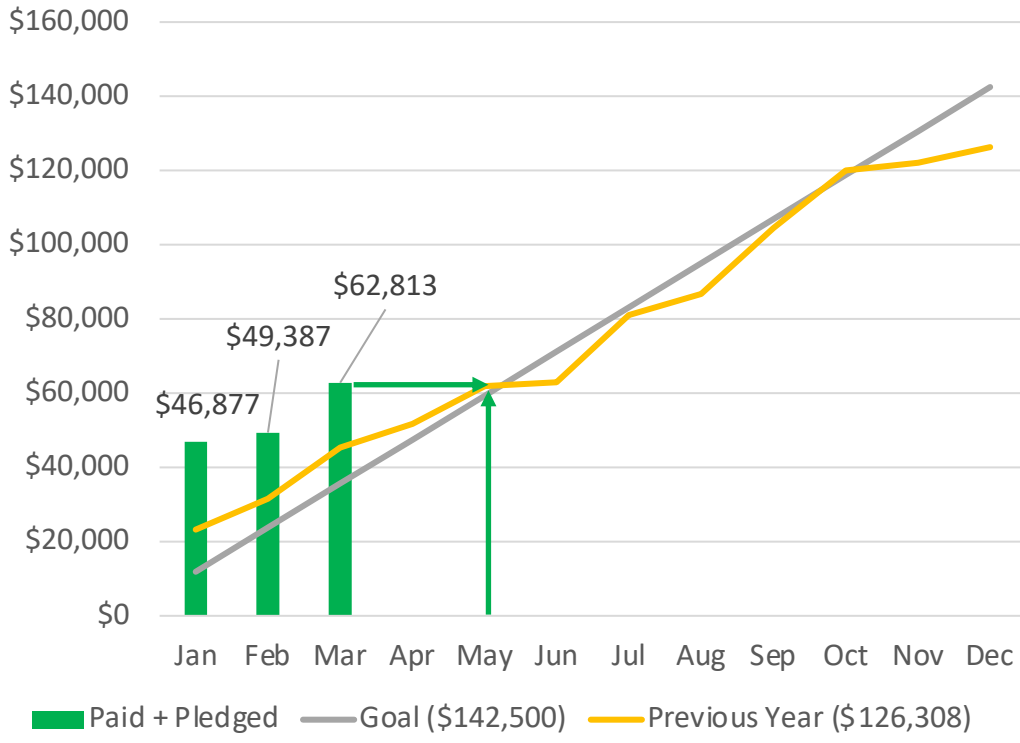
# BOOKS FOR NEWBORNS

## 2022 YTD Vs. Goal

### Cumulative Paid Funds Raised (\$s)



### Cumulative Total Funds Raised (\$s)



Totals = \$126,308 (2021); \$97,178 (2020); \$87,582 (2019); \$23,230 (2018); \$26,570 (2017); \$2,300 (2016)

GOAL: All But Oktoberfest (\$65,000 Spread \$16,250 Per Month From Aug to Nov) Spread Evenly Throughout The Year    TOTAL GOAL: \$142,500 Spread Evenly Throughout Year

Total Funds Raised Through March Include Pledges Of: Oktoberfest IV (\$19,990); Oktoberfest III Matches (\$500); Cardinals CARE (\$3,000) and Wielansky (\$1,000).  
Does **Not** Include Pledged \$10,000 Butler's Pantry Event Discount or Other In-Kind Donations.

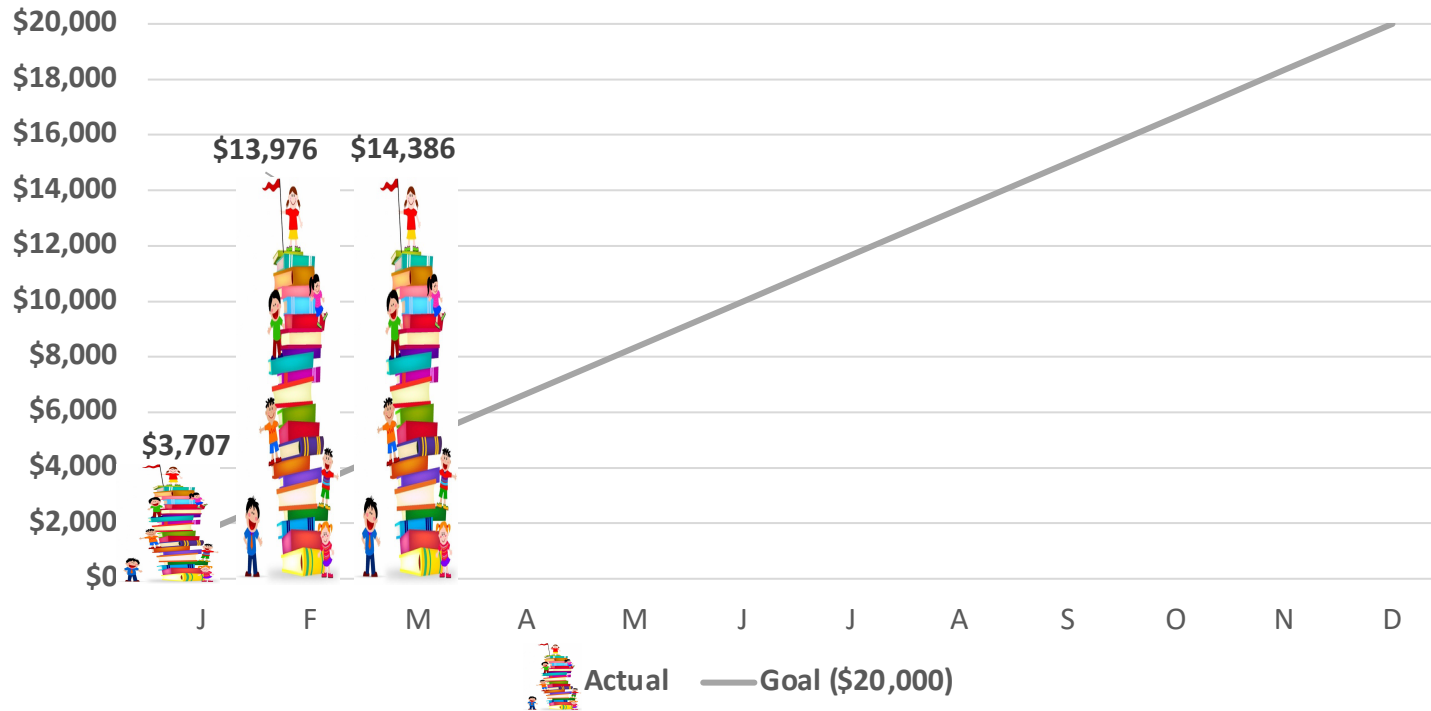


# ***BOOKS FOR NEWBORNS***

## ***Cumulative Book Donations From Others In 2022***

**72% of Annual Goal Donated to Books for Newborns During First 3 Months**

**\$ Cumulative “In Kind” Value of Donated Books Received**



### **Books Donated By**

Gwen Hoffman	37 New Books	\$ 267
Merilee Litchfield	412 New Books	\$3,330
<i>(Usborne Books)</i>		
DAR (January)	10 New Books	\$ 110
-----		
Reed School	770 Used Books	\$2,337
DAR (February)	10 New Books	\$ 110
book book go	125 New Books	\$1,182
Ready Readers	640 New Books	\$6,640
-----		
<b>McBride</b>	<b>129 Used Books</b>	<b>\$ 300</b>
<b>DAR (March)</b>	<b>10 New Books</b>	<b>\$ 110</b>
<b>YEAR TO DATE</b>	<b>2,143 Books</b>	<b>\$14,386</b>

2020: 5,838 Books      2021: 13,685 Books

>\$150,000 in “In Kind” Value in 2020 and 2021

# ***BOOKS FOR NEWBORNS***

## ***March 2022 YTD Income Statement***

	Newborns	Big Brothers Big Sisters	COMBINED
Revenues (Cash)	\$38,109		\$38,109
Donor Books Received	\$ 330	\$ 14,228	\$ 14,558
<b>TOTAL INFLOWS</b>	<b>\$38,439</b>	<b>\$14,228</b>	<b>\$52,667</b>
Books/Bags/Cards/Printing	\$39,882	\$ 578	\$40,460*
Donor Books Used	\$ 330	\$10,486	\$10,596*
Fundraising			
Accounting/Legal/PR/Web/Other Fees	\$ 237		\$ 237
UPS Box Rental			
Miscellaneous/Supplies/Other			
<b>TOTAL OUTFLOWS *</b>	<b>\$40,439</b>	<b>\$11,064</b>	<b>\$51,293</b>
<b>CHANGE IN NET ASSETS</b>	<b>(\$ 1,790)</b>	<b>\$3,164</b>	<b>\$ 1,374</b>

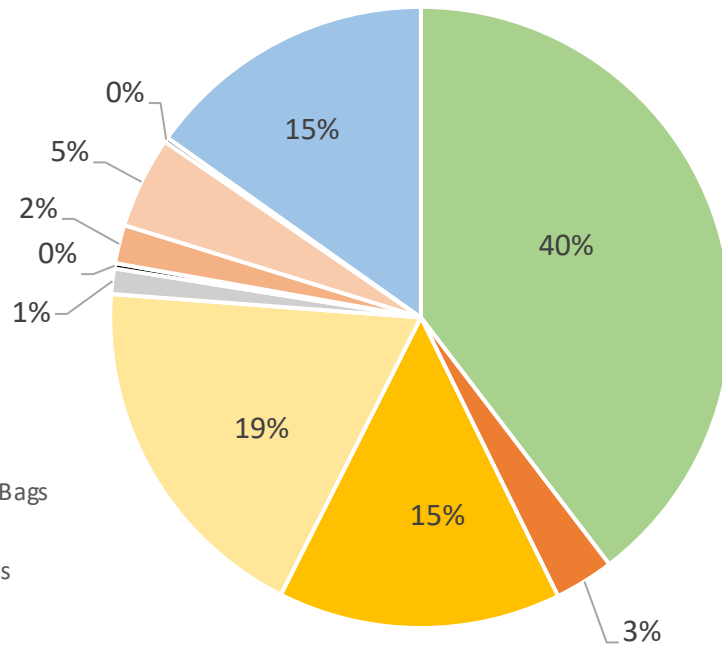
\* - Includes impact of reduction for a \$2,777 change in inventory values based on results of full physical inventory audit.

# BOOKS FOR NEWBORNS

## March 2022 Balance Sheet

3/31/22 Assets  
100% = \$161,357

- Free Cash
- Restricted Cash
- Newborns Books
- Big Brother/Big Sisters Books
- Book Bags (All Types)
- Mother's Day/Insert Cards
- Packed Newborns Bags
- Packed Big Brothers/Big Sisters Bags
- Don or Appreciation Books/Items
- 2022 Pledges Receivable



### March 2022 Balance Sheet

	Newborns	BBBS	Total
<i>Free Cash (UMB)</i>	\$ 60,418		\$60,418
<i>Free Cash (Fidelity Investments)</i>	\$ 3,515		\$ 3,515
<i>Restricted Cash (Ameren IL/Alton Memorial)</i>	\$ 5,000		\$ 5,000
<b>Subtotal Cash:</b>	<b>\$ 68,933</b>		<b>\$68,933</b>
<b>Newborns Books</b>	<b>\$ 23,757</b>		<b>\$23,757</b>
<b>Big Brothers/Big Sisters Books</b>		\$30,271	\$30,271
<b>Book Bags (All Types)</b>	\$ 1,387	\$ 744	\$ 2,131
<b>Mother's Day/Insert Cards</b>	\$ 380	\$ 66	\$ 446
<b>Packed Newborns Bags</b>	\$ 3,232		\$ 3,232
<b>Packed Big Brothers Big Sisters Bags</b>		\$ 7,701	\$ 7,701
<b>Donor Appreciation Books/Items</b>	\$ 396		\$ 396
<b>Subtotal Inventory:</b>	<b>\$ 29,152</b>	<b>\$38,782</b>	<b>\$67,934</b>
<b>TOTAL ASSETS ON HAND (EXCLUDING PLEDGES)</b>	<b>\$ 98,085</b>	<b>\$38,782</b>	<b>\$136,867</b>
<b>2022 Pledges Receivable (Including Oktoberfest)</b>	<b>\$ 24,490</b>		<b>\$24,490</b>
<b>TOTAL ASSETS</b>	<b>\$122,575</b>	<b>\$38,782</b>	<b>\$161,357</b>
<b>ACCOUNTS PAYABLE</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>
<b>AVAILABLE NET ASSETS</b>	<b>\$122,575</b>	<b>\$ 38,782</b>	<b>\$ 161,357</b>