Books for Newborns®

MONTHLY UPDATE

February 2023

Books for Newborns

February 2023 Monthly Reports

RACIAL INCLUSION BOOKS

2023: 1,494

To Date: 18,078

LITTLE BIT FOUNDATION

This nonprofit, which serves 14,000 at risk school children in 48 area schools by providing free food, clothing, shoes and books, suffered flooding in their warehouse in the City during our most recent torrential thunderstorms, destroying more than 28,000 books in storage there. We have provided 1,000 new and like new used books (gathered through elementary school book drives back in 2021) to help them get their literacy programs back on their feet until they can settle with insurers on funds to replenish inventories.

BOOK BAG PACKING VOLUNTEERS

Victoria Preusser/Actalent 1,442 Bags on 2/24

Saint Louis Bank Team in early May

UPCOMING ELEMENTARY SCHOOL BOOK DRIVES

Having depleted our supply of gently used books by stocking up Foster Together and restocking The Little Bit Foundation, we have begun to solicit book drives at area elementary schools after 2 years off. Initial drives planned over the next several months will be at Academy of the Sacred Heart in St. Charles (2/27-3/9), Holy Child School in Arnold (3/15-4/6), Christ The King in University City (4/10-4/28) and Incarnate Word Parish School in Chesterfield (after Lent.

Incarnate Word Parish School
CHESTERFIELD, MISSOURI

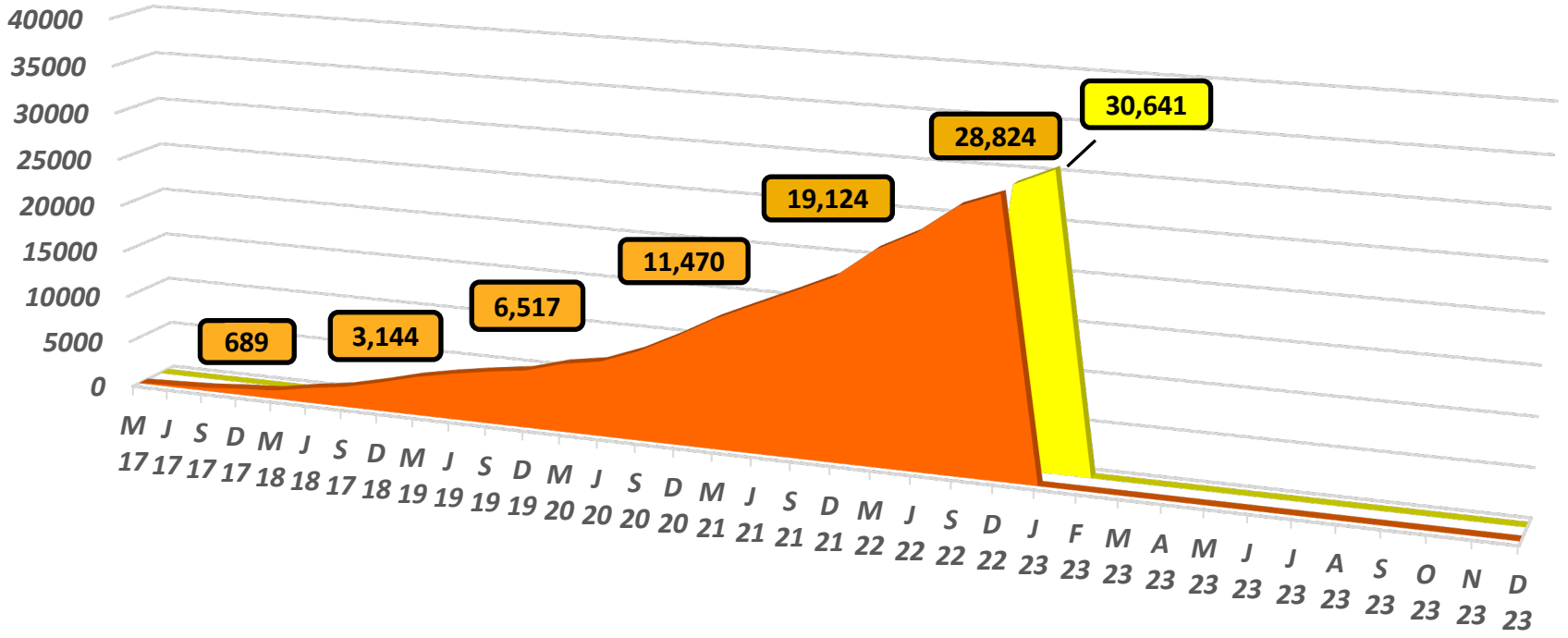
Nine PBS/LIONFORGE COMICS BOOK BAG INSERTS

As a very small part of the $1 million joint "DRAWN IN" project between David Steward II's Lionforge and 9PBS – which features actual local children who have been turned into comic book and video characters to promote Black and Brown children's ability to read about people like themselves -- 9PBS is donating 500 copies of each of DRAWN IN's first 4 issues for us to insert one into each Older Sibling book bag we distribute in the City and in East St. Louis (Value = $370).

Many thanks to Julius for bringing the idea to our attention and for making the introduction to Alex Stallings (who presented his proclamation at Oktoberfest).

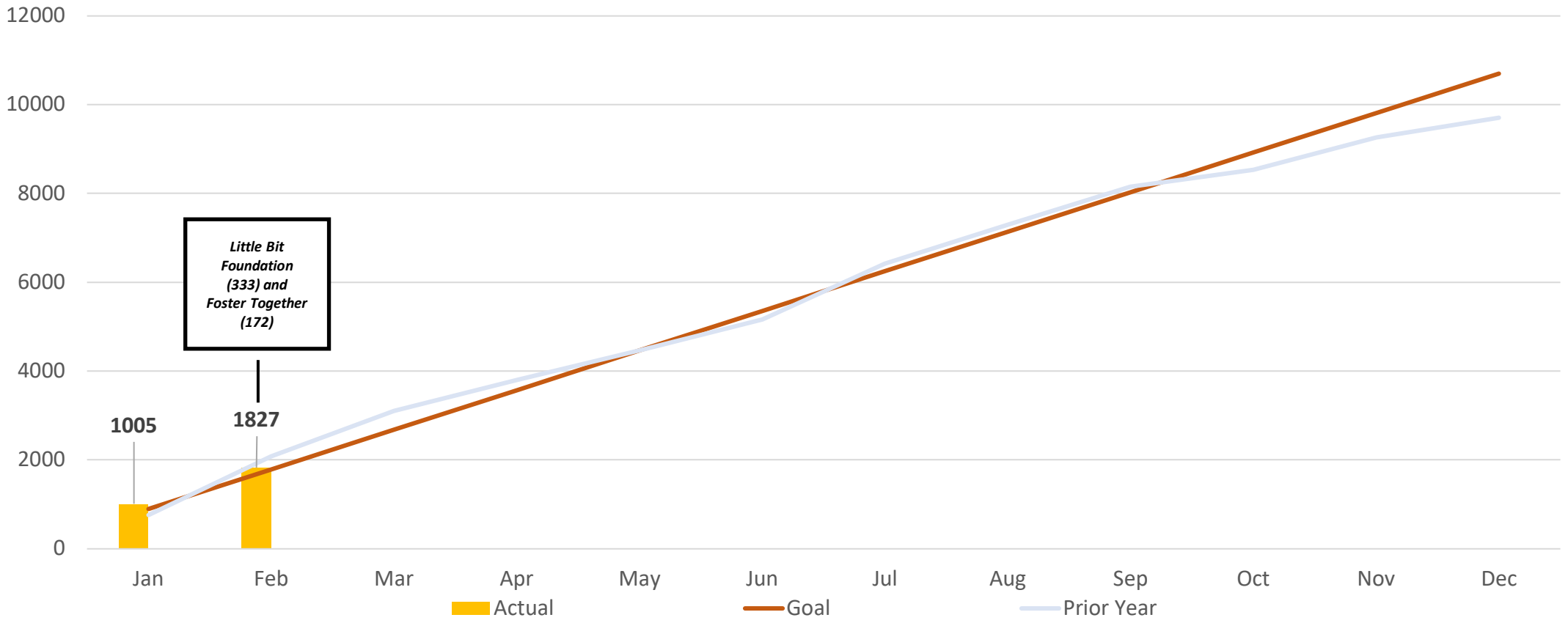
BOOKS FOR NEWBORNS

30,641 Book Bags Distributed In First 74 Months



BOOKS FOR NEWBORNS

2023 YTD Cumulative Deliveries Vs. Goal (Total)

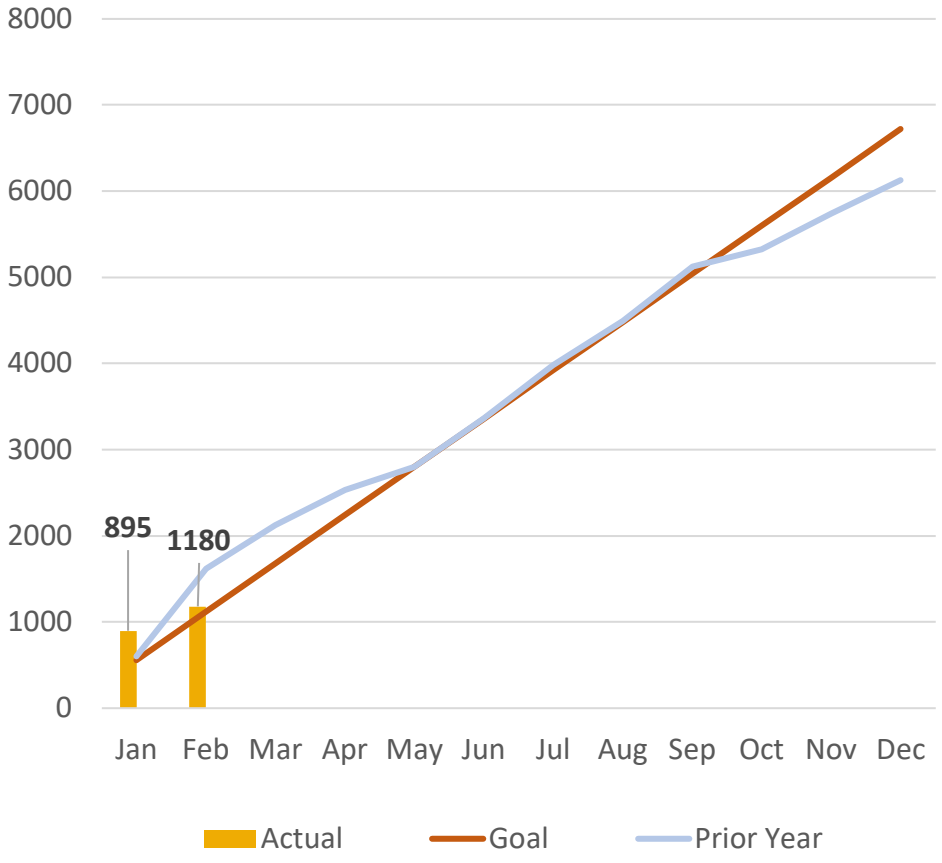


2023 Goal = 6,720 NB + 3,980 OS = 10,700 (2,676 Per Quarter) *Prior Years:* *2017 = 689* *2018 = 2,455* *2019 = 3,373* *2020 = 4,953* *2021 = 7,659* *2022 = 9,700*

BOOKS FOR NEWBORNS

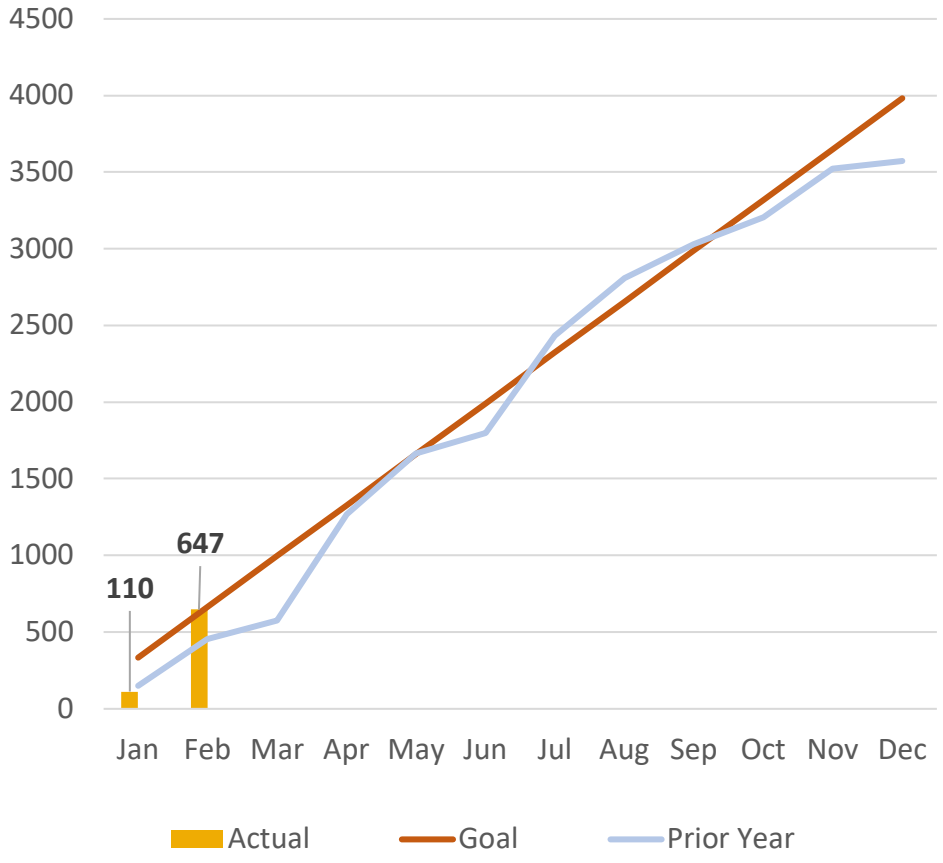
2023 YTD Cumulative Deliveries Vs. Goal (By Program)

NEWBORNS



2023 Goal = 6,720 (1,680 Per Quarter)
Prior Years: 2017 = 689 /2018 = 2,455 /2019 = 3,373 /2020 = 3,901 /2021 = 5,014 /2022 = 6,128

OLDER SIBLINGS

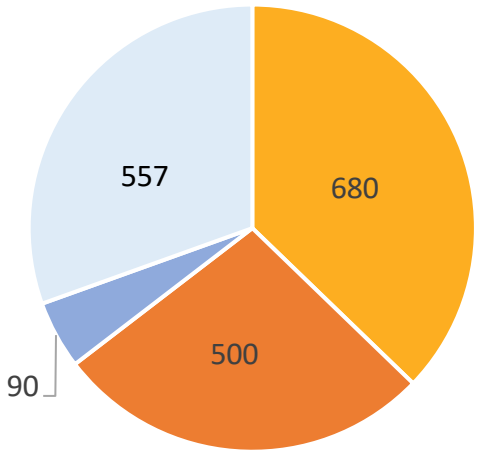


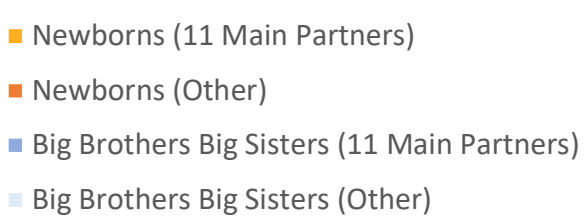
2023 Goal = 3,980 (995 Per Quarter)
Prior Years: 2020 = 1,052 / 2021 = 2,645 /2022 = 3,572

BOOKS FOR NEWBORNS

Deliveries By Program & Type of Partner to Whom Delivered

2023 100% = 1,827

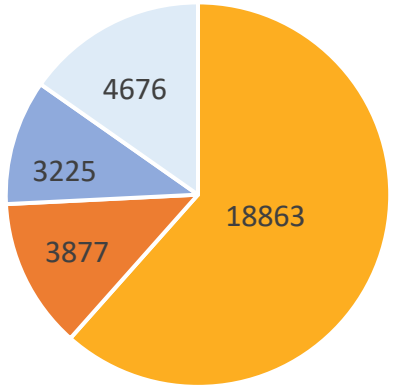


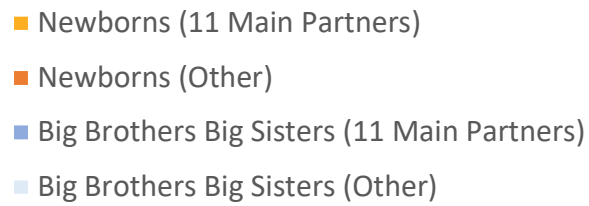


Percent of 2023 Deliveries
11 Main Partners: 25%
Newborns: 75%

Percent of Deliveries to Date
11 Main Partners: 73%
Newborns: 75%

Since Inception 100% = 30,641



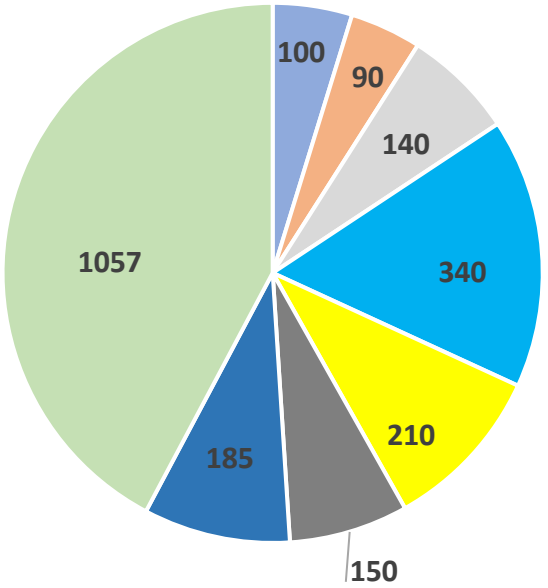


11 Main Partners (in Order by Size) Are: BJC Kingshighway, Children's, St. Mary's, SSM Health Cardinal Glennon, Sweet Babies, Alton Memorial Member BJC Healthcare, Birthright STL, Birthright St Charles, Mercy Clinic Pediatrics (Mercy Kids), SSM Health St. Joseph & SSM Health St. Clare

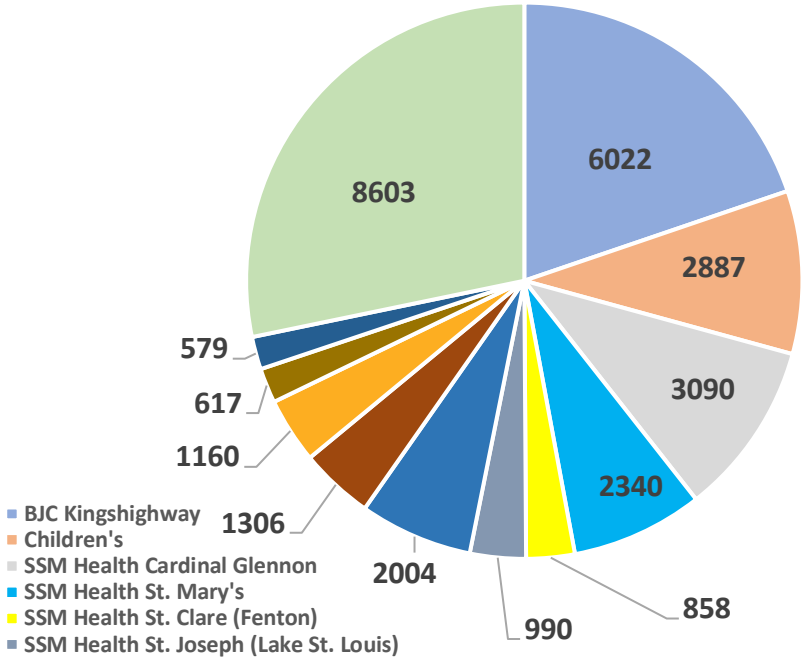
BOOKS FOR NEWBORNS

Book Bags By Delivery Partner

2023 100% = 1827



Since Inception 100% = 30,641



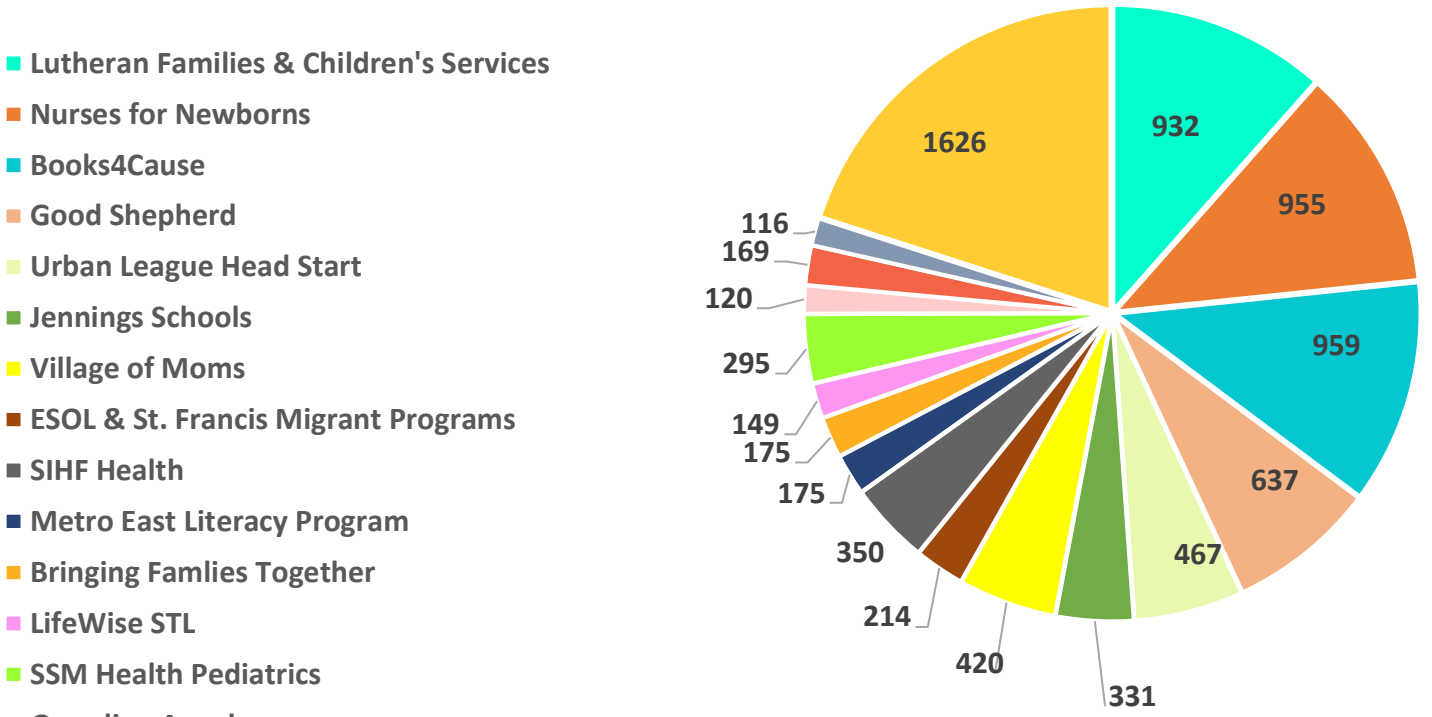
February Book Bag Deliveries	
*Little Bit Foundation**	*333*
*Foster Together**	*172*
*Good Shepherd**	*137*
BJC Kingshighway	*100*
St. Mary's	*20*
Sweet Babies	*20*
*Nurses 4 Newborns**	*25*
*CarneyVal**	*8*
*Cornerstoe**	*7*
TOTAL	*822*

** Counted in "All Others"*

Yellow = First Deliveries

BOOKS FOR NEWBORNS

Book Bags – "All Others" Delivery Partner Details

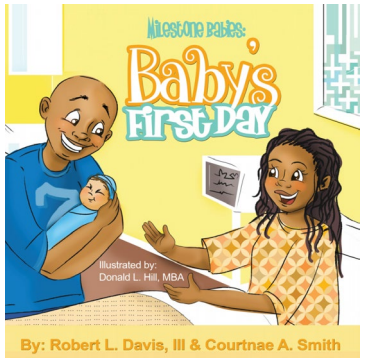


Since Inception
100% = 8,603
Roughly 27%
of Deliveries
To Date

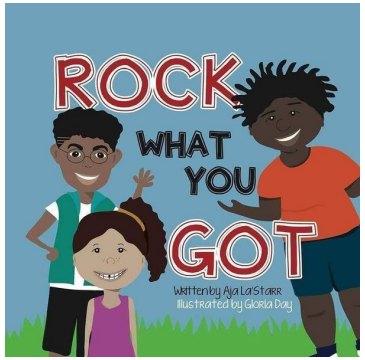
All Others [Little Bit Foundation (333)/Cornerstone (257)/Foster Together (234)/Memorial-Shiloh (160)/Raising STL (82)/Haven of Grace (80) International Institute (67)/Comprehensive Behavioral Health Center (60)/Ronald McDonald House (55)/"Believe" (53)/The WAY Center (45) Riverview Gardens Schools (40)/Almost Home (35)/A Red Circle (35)/Black Girls Do STEM (23)/Kids in the Middle (20)/YMCA (20) Mission Attempt (16)/Others (524)]

BOOKS FOR NEWBORNS

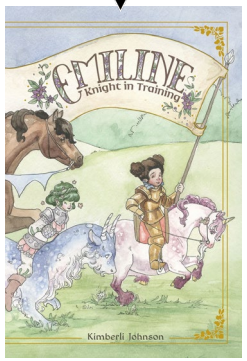
Making Racial Inclusion Central in Our Work



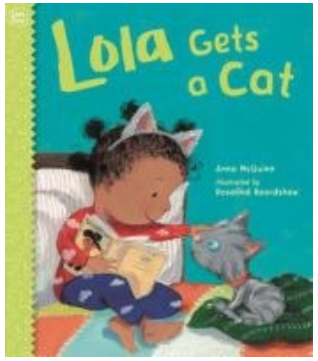
12,559 Copies
Since June 2020



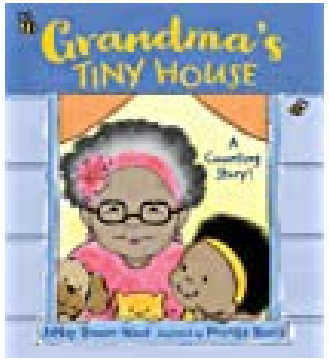
2,223 Copies
Since Jan 2021



1,867
Copies
Since
Sept 2021

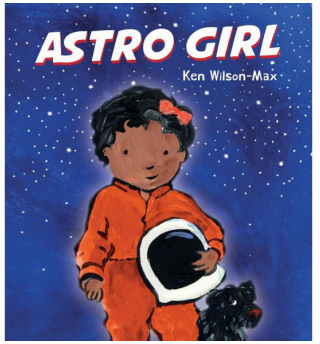


64 Copies
Since Mar 2022



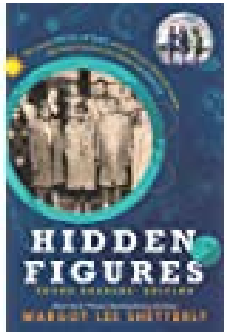
256 Copies
Since Mar 2022

146 Copies
Since Jul 2022



36 Copies
Since Jul 2022

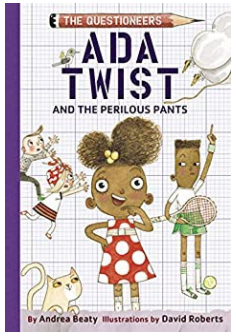
368
STEM
Copies
Since
May 2022



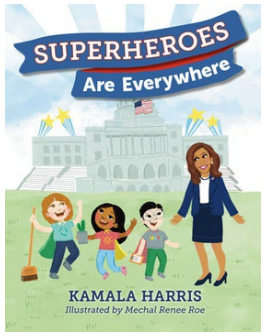
Other Books: 94 Copies Since March 2022

18,078 Copies To Date

"Hidden Figures" & "Ada Twist And The Perilous Pants"
Donated By Millipore Sigma



399
STEM
Copies
Since
May 2022

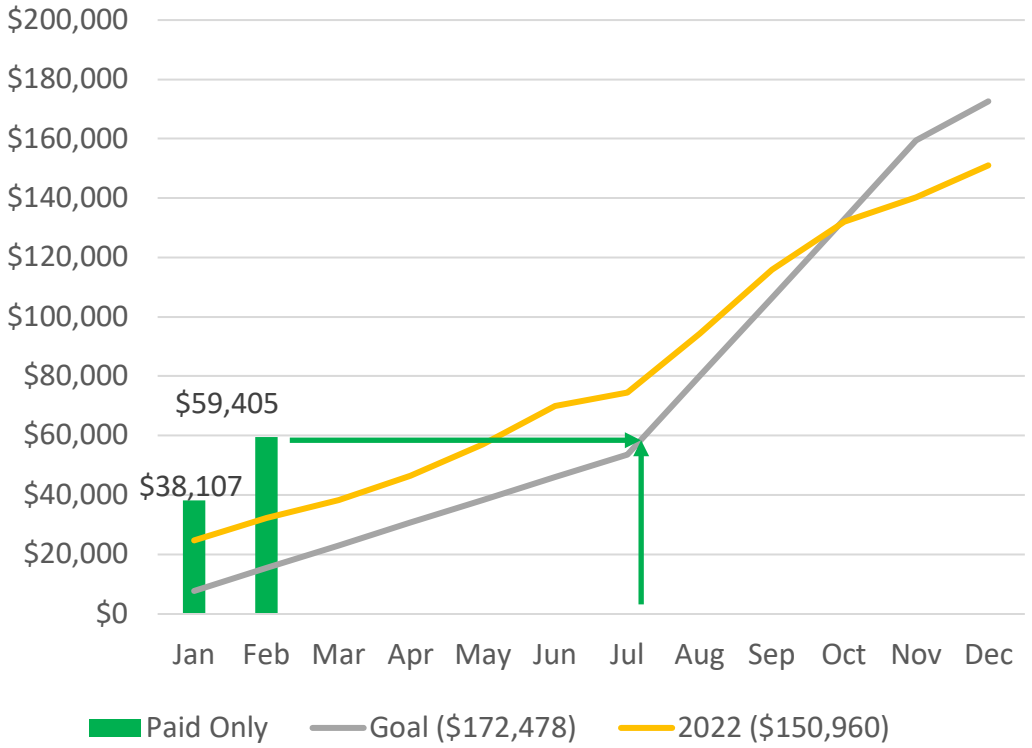


66
Copies
Since
August
2022

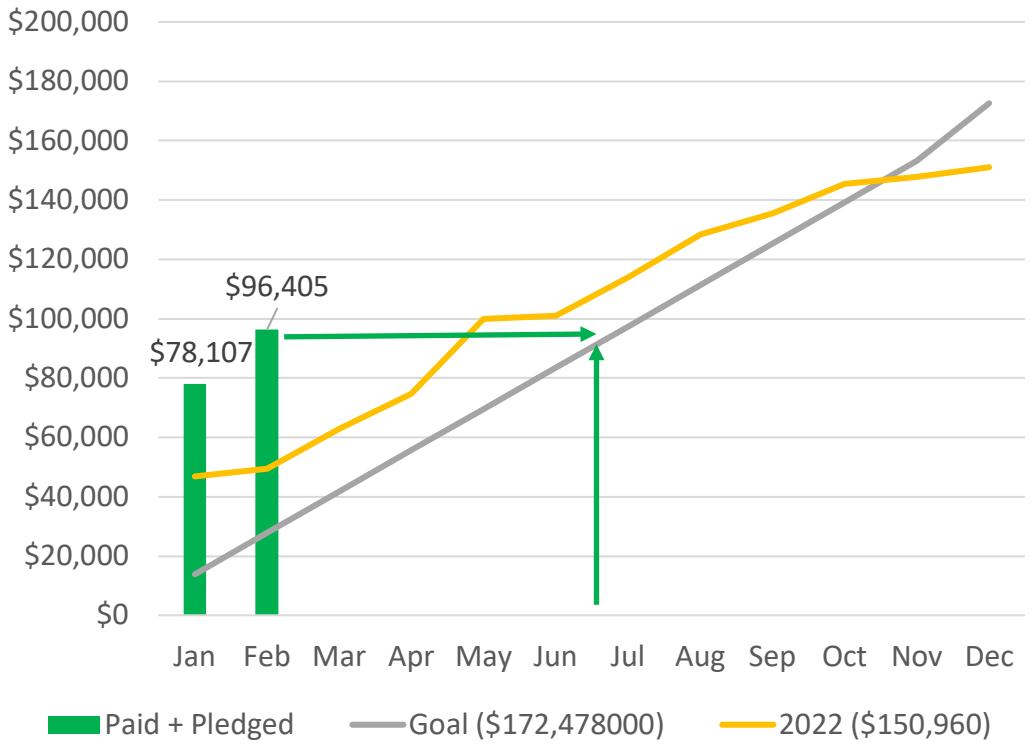
BOOKS FOR NEWBORNS

2023 YTD Vs. Goal

Cumulative Paid Funds Raised ($s)



Cumulative Total Funds Raised ($s)



Totals = $150,960 (2022); $126,308 (2021); $97,178 (2020); $87,582 (2019); $23,230 (2018); $26,570 (2017); $2,300 (2016)

GOAL: All But Booktoberfest ($75,000, Spread $18,750 Per Month From Aug to Nov) Spread Evenly Throughout The Year

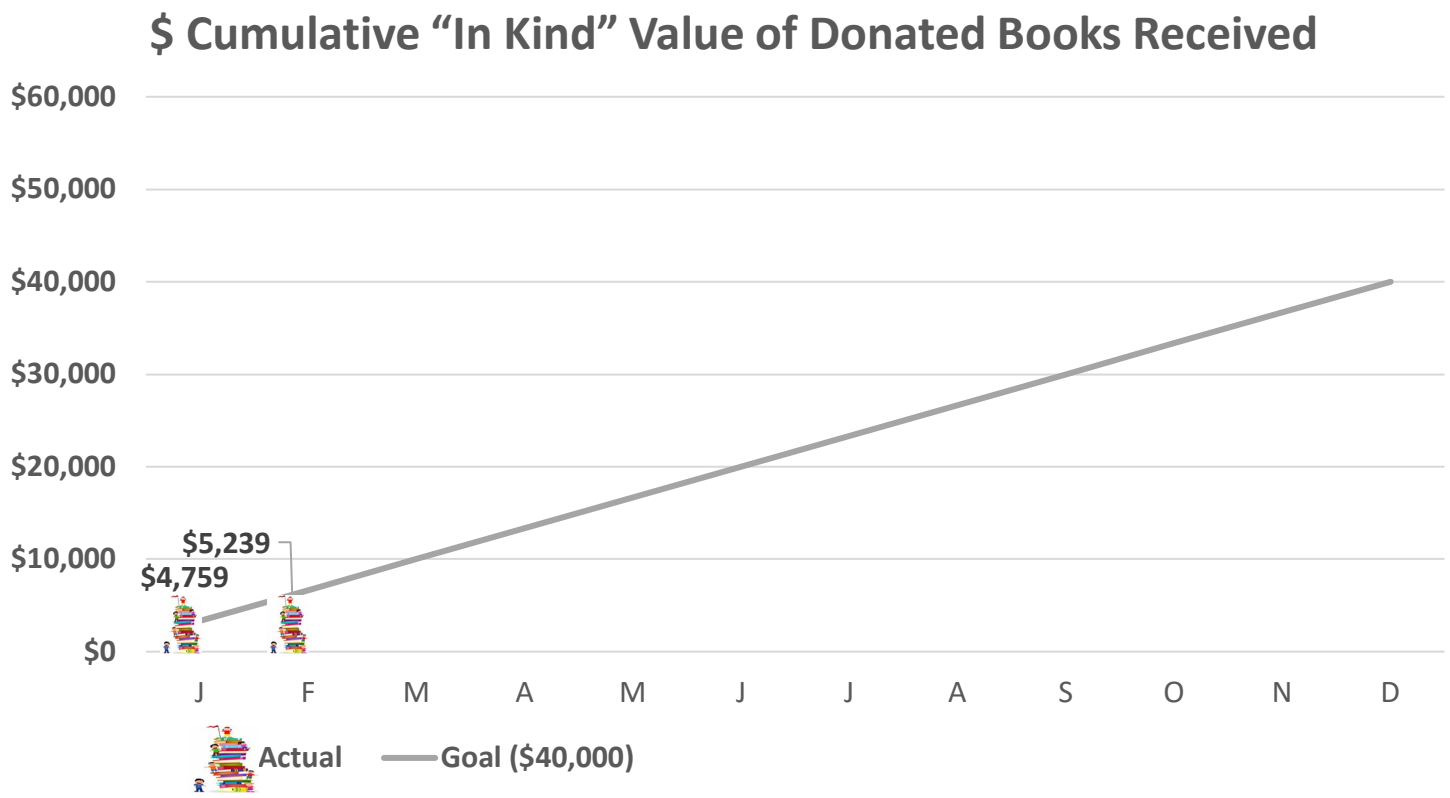
TOTAL GOAL: $172,478 Spread Almost Evenly Throughout Year

NOTE: Listed $ values are GROSS RECEIPTS (before fees)

*Total Funds Raised Through February Include Pledges Of: Booktoberfest ($36,000) and General ($1,000). Does **Not** Include Pledged $10,000 Butler's Pantry Event Discount or IK Donations.*

BOOKS FOR NEWBORNS

Cumulative Book Donations From Others In 2023



Books Donated By

DAR	20 / $220
Ready Readers	520 / $4,200
Craig	69 / $499
Nine PBS "Drawn In" Comics	3,000 / $370

YEAR TO DATE	609 Books	$ 4,869
	3,000 Comics	$ 370

2020: 5,838 Books *2021: 13,685 Books* *2022: 6,706 Books* *>$200,000 in ""In Kind" Value from 2020 to 2022*

BOOKS FOR NEWBORNS

February 2023 YTD Income Statement

Revenues (Cash)	$59,405
Donor Books Received	$5,239
Pledges Receivable	$37,000
TOTAL INFLOWS	$101,644

Books/Bags/Cards/Printing	$39873
Fundraising	$1,281
Accounting/Legal/PR/Web/Other Fees	$158
UPS Box Rental	$420
Miscellaneous/Supplies/Other	$0
TOTAL OUTFLOWS	$41,732

CHANGE IN NET ASSETS	$59,912

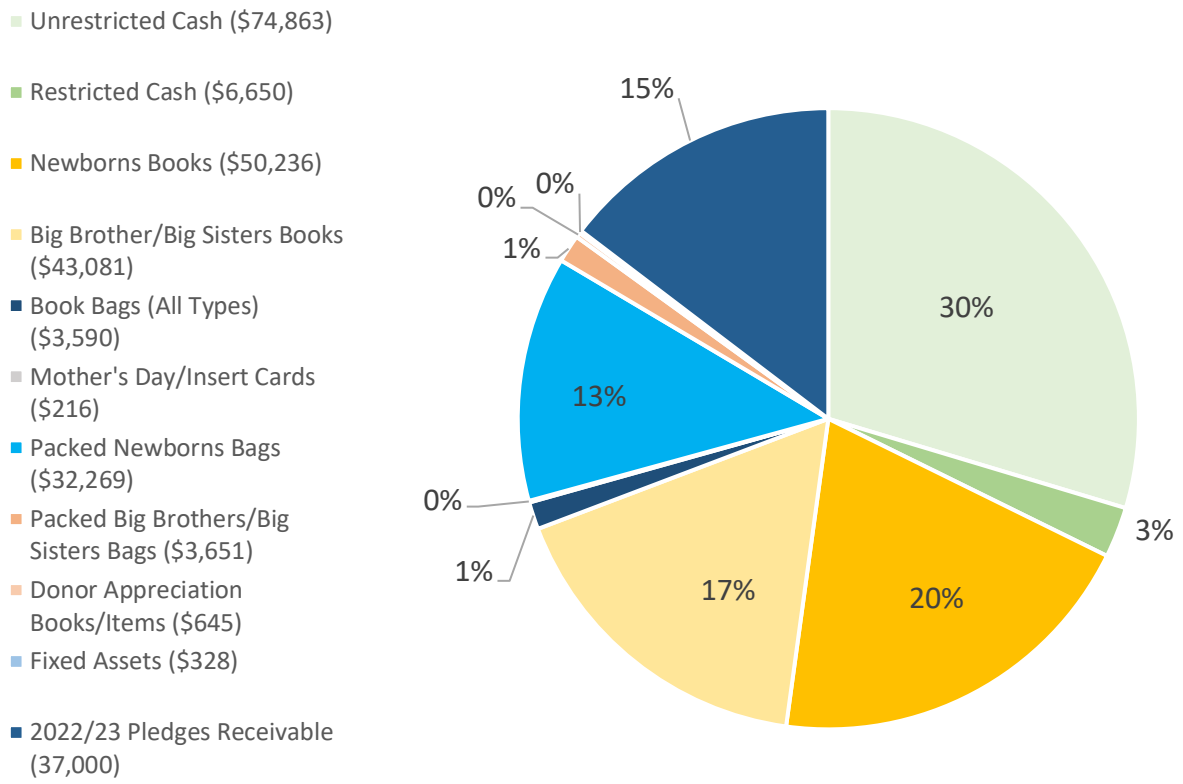
Comments / Highlights

BOOKS FOR NEWBORNS

February 2023 Balance Sheet

2/28/23 Assets

100% = $252,529



February 2023 Balance Sheet

	Newborns	Siblings	TOTAL
Unrestricted Cash (UMB)	$68,714		$68,714
Unrestricted Cash (Fidelity)	$6,149		$6,149
Restricted Cash (Rotary/Racial Inclusion)		$3,150	$3,150
Restricted Cash (Ameren IL/Alton Memorial)	$3,500		$3,500
SUBTOTAL CASH	$78,363	$3,150	$81,513
Newborns Books	$50,236		$50,236
Older Siblings Books		$43,081	$43,081
Book Bags (All Types)	$3,089	$501	$3,590
Mother's Day/Insert Cards	$162	$54	$216
Packed Newborns Bags	$32,269		$32,269
Packed Older Siblings Bags		$3,651	$3,651
Donor Appreciation Items	$645		$645
Fixed Assets	$328		$328
SUBTOTAL INVENTORY/FIXED ASSETS	$86,729	$47,287	$134,016
TOTAL ASSETS ON HAND (EXCLUDING PLEDGES)	$165,092	$50,437	$215,529
2022 & 2023 Pledges Receivable (Including Booktoberfest)	$37,000		$37,000
TOTAL ASSETS	$202,092	$50,437	$252,529
ACCOUNTS PAYABLE	$5,832		$5,832
AVAILABLE NET ASSETS	$196,260	$50,437	$246,697

Accounts Payable: MUNY $3,850; Wendl Trio ($700); Reggie ($400); STL Photo Party ($616); First Book (266)