

*“For some babies, books are a given and for others, books are a gift. I am a part of Books for Newborns because all babies deserve a world where a book is just a reach away.”*

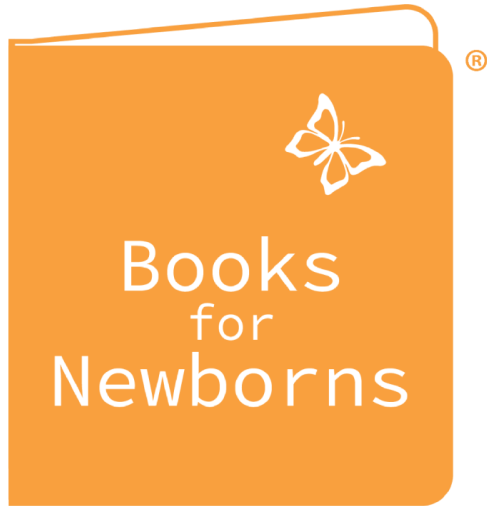
*- Patrice Shumate, Director of Development*



# 2019 Annual Report

A Magical Year In Review





# Mission & What We Do

*Create pathways to successful futures by sparking reading and bonding at birth.*

*We are an all-volunteer organization which provides books & reading encouragement to low-income families in St. Louis City who have just delivered a baby. Every dollar goes toward books and bags, so every donation directly impacts St. Louis families. Bookbags with four age-appropriate books are delivered to the mother and included in the bag is a card to encourage reading and bonding. There isn't one cause of poor literacy among low-income children. But easy access to books is one of the biggest obstacles to equalizing children's literacy.*

## Goals

***Encourage early reading to families who need it most.***

Quantity & quality of book reading in early infancy predicts the size of a child's vocabulary & early reading skills. Quality is most important. (Katz)

***Get age-appropriate books into homes of low-income families.***

Two-thirds of America's children living in poverty have no books at home. Children who do not have access to books and do not read regularly are among the most vulnerable Americans. (Reading Is Fundamental)

***Show moms the value of reading to and bonding with their babies.***

Reading early and often teaches a baby about communication, language, colors, numbers, vocabulary and so much more. Being talked to means getting attention and this makes the baby feel special, resulting in emotional growth and forming the base for a lifelong value system. (Thulaja)

# Message From Our Leadership

2019 was truly magical. In only our third year as an active all-volunteer organization, we doubled the number of families we had reached the prior year, putting books in the hands of 3,173 mothers of newborns through our twelve delivery partners. In only three short years we have created more than 6,500 newborn libraries and are currently on pace to add another 3,500 in the coming year. From our kickoff in January 2017 we have now delivered 26,000 books and are scheduled to deliver at least 14,000 more in 2020.

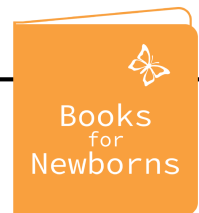
We generated our most significant annual surplus while raising >\$89,000 from 116 supportive donors. Thanks to our wonderful volunteers, who contribute 100% of the time and talents required to do what we do, the vast majority of the funds we received will get converted into books and bookbags that find their way into the hands of the people we serve.

We established important fundraising sources by building relationships with two multi-year grant-making organizations and by hosting our first incredibly successful, family friendly annual charity event – *Beers, Brats & Books* – with an Oktoberfest theme. It raised >\$40,000 and we believe it can generate a significant percentage of the funding we need for existing programs in years to come. We also began talks with two organizations who work on literacy with older children in the hopes that we can collaborate to hand “our kids” off to them as they age.

And we are nowhere close to done. Based on the interest our work has generated in organizations outside the City of St. Louis’ boundaries, with a little luck and a few more donors we are sure you’ll be reading about new and expanded programs in the months and years to come.

As we said, a truly magical year. And one that makes us grateful for how truly blessed we are,

Mike Hogan



Richard Nix, Sr.

## BOARD OF DIRECTORS

Mike Hogan -- Chairman

Richard Nix, Sr. – Vice Chairman & Founder

Don Fitzpatrick – Secretary/Treasurer

Ann Corrigan

Jim Sheets

Sha’Neco Fennoy

Renee Stout

Justin Fowler

Jeff Zornes

## ADVISORY BOARD

Renee Stout – Chairwoman

Eileen Dreyer

Richard Nix, Jr.

Jimmie Edwards

Patrick O’Donnell

Kevin Fitzpatrick

Courtney Scott

Tami Hoag

Patrice Shumate

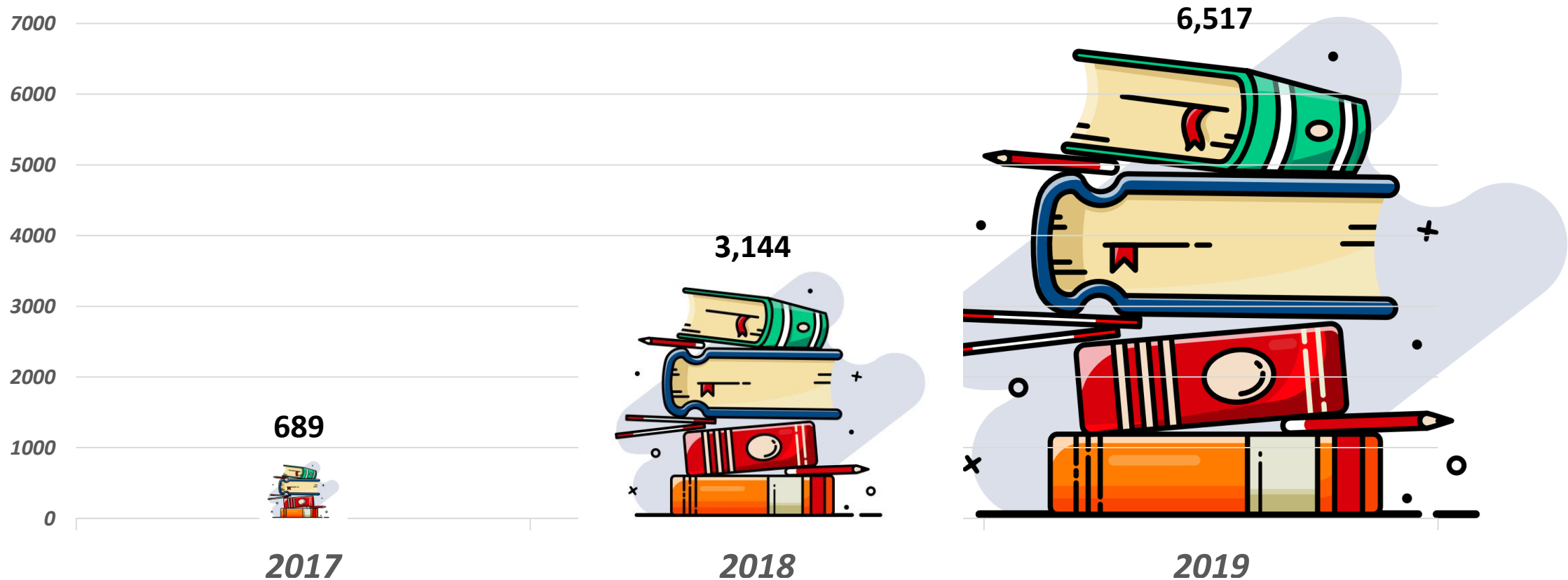
Susan McBride

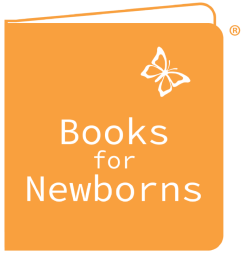
Elaine Viets



# Cumulative Bookbags Delivered 2017 - 2019

*6,517 Book Bags Distributed In First 3 Years*

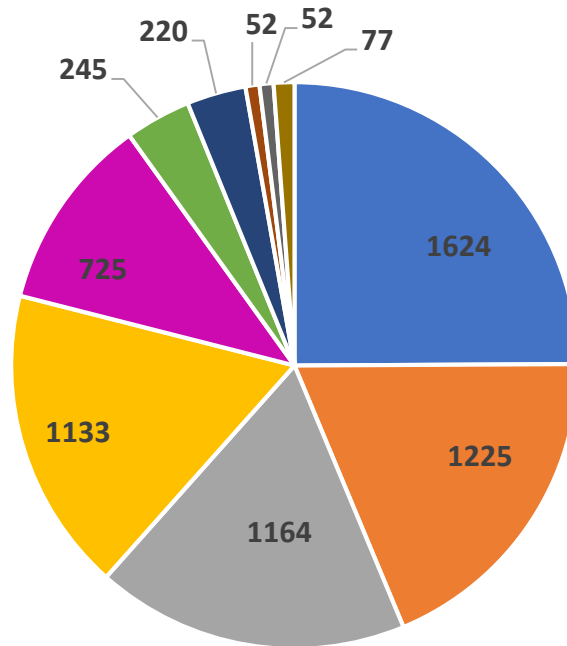




# Our Delivery Partners

100% = 6,517 Bookbags  
Delivered To Date

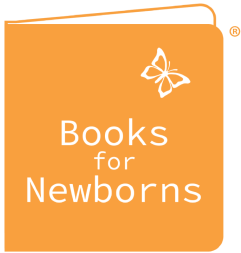
- BJC Kingshighway
- St. Mary's
- Sweet Babies
- Children's
- SSM Health Cardinal Glennon
- Nurses for Newborns
- Good Shepherd



\* - Urban League (22); Healthy Kids Express (10); Almost Home (15); Others (30)

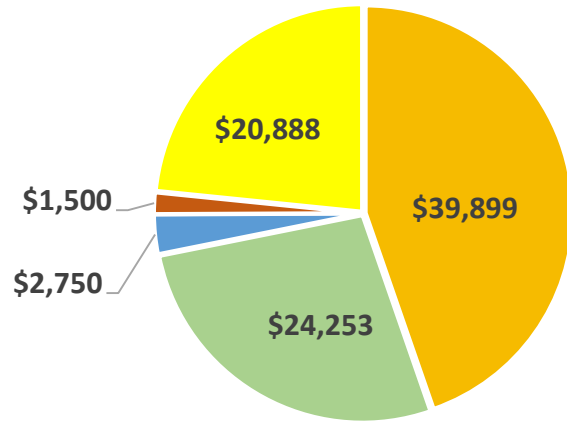
## DELIVERY PARTNERS SINCE

| Year | Delivery Partner                 | Month    |
|------|----------------------------------|----------|
| 2017 | Sweet Babies                     | January  |
|      | The Haven of Grace               | February |
|      | St. Mary's NICU                  | June     |
|      | Raising St. Louis                | June     |
|      | Urban League HS                  | July     |
|      | Almost Home                      | November |
|      | Healthy Kids Express             | November |
|      | BJC Kingshighway                 | November |
|      | Children's NICU                  | November |
| 2018 | SSM Health Cardinal Glennon NICU | May      |
|      | Nurses for Newborns              | July     |
|      | Good Shepherd                    | December |



# Financials – Income Statements

2019 Revenue Sources  
100% = \$89,290

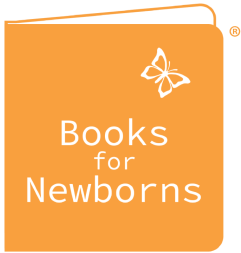


- Beers, Brats & Books
- Foundations
- Corporations
- Other Events
- Individuals

## Income Statements 2017-19

|                                  | 2019            | 2018              | 2017            |
|----------------------------------|-----------------|-------------------|-----------------|
| <b>REVENUES</b>                  | <b>\$89,290</b> | <b>\$23,230</b>   | <b>\$26,570</b> |
| <b>EXPENSES</b>                  |                 |                   |                 |
| <i>Books/Bags</i>                | \$55,943        | \$31,483          | \$12,637        |
| <i>Fundraising</i>               | \$5,248         | \$0               | \$0             |
| <i>3<sup>rd</sup> Party Fees</i> | \$4,141         | \$614             | \$663           |
| <i>Printing</i>                  | \$1,296         | \$1,542           | \$421           |
| <i>Supplies/Other</i>            | \$1,057         | \$950             | \$268           |
| <b>Total Expenses</b>            | <b>\$67,685</b> | <b>\$34,590</b>   | <b>\$13,989</b> |
| <b>SURPLUS OR DEFICIT</b>        | <b>\$21,605</b> | <b>(\$11,360)</b> | <b>\$12,581</b> |

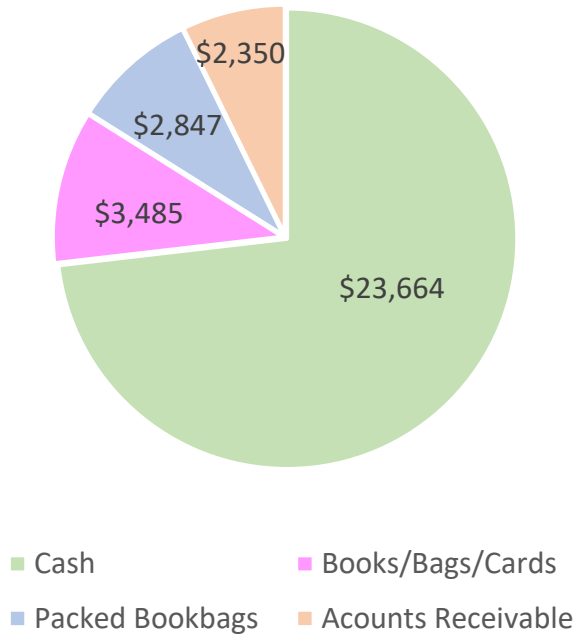




# Financials – Balance Sheets

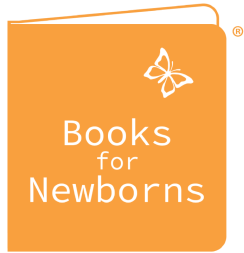
## 12/31/2019 Assets

100% = \$32,346



## Year End Balance Sheets 2017-19

|                            | 2019            | 2018             | 2017            |
|----------------------------|-----------------|------------------|-----------------|
| Cash                       | \$23,664        | \$3,889          | \$10,690        |
| <i>Books/Bags/Cards</i>    | \$3,485         | \$7,252          | \$2,812         |
| <i>Packed Bookbags</i>     | \$2,847         | \$0              | \$2,958         |
| <i>Accounts Receivable</i> | \$2,350         | \$0              | \$0             |
| <b>TOTAL ASSETS</b>        | <b>\$32,346</b> | <b>\$11,141</b>  | <b>\$16,460</b> |
| <b>ACCOUNTS PAYABLE</b>    | <b>\$0</b>      | <b>(\$6,840)</b> | <b>\$0</b>      |
| <b>AVAILABLE SURPLUS</b>   | <b>\$32,346</b> | <b>\$4,301</b>   | <b>\$16,460</b> |



# Beers, Brats & Books **OKTOBERFEST**



## FUN FIRST TIME EVENT FACTS

300 Attendees (Including Newborns)



Richard Nix, Sr. Day Proclaimed  
By Mayor Krewson

-----  
Proclamation Presented By  
Director of Public Safety  
& Advisory Board Member  
Jimmie Edwards

The Kids Loved the Horse Drawn Carriage Rides

An Oom Pah Pah Band AND a DJ

Raised \$40,000 --- Exceeded Event Goal By 40%

Butler's Pantry Made Sure No One Went Home Hungry

## MAJOR SPONSORS

### BUCH BURGERMEISTER



**BUTLER'S PANTRY**

CATERING · DINING · ENTERTAINING

### BAVARIAN LIBRARIANS



Great Rivers Confluence  
Foundation  
The Hackett Family

### BREMEN BOOKSELLERS

Rebecca & Steve Brown  
Ann & Bill Corrigan  
Carol & Mike Corry  
Jeanne & Tim Drone  
Edward Jones

Martha & Mike Hogan  
JP Morgan  
Sharon & Rich McClure  
McKelvey Homes

Jane & Richard Nix, Sr.  
Elizabeth & Richard Nix, Jr.  
Schmersahl & Treloar  
Steph & Jeff Zornes  
Switch

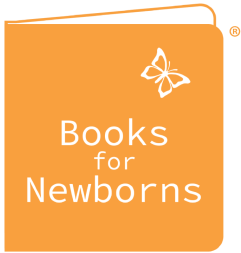
### OTHER FOOD & BEVERAGE DONORS



**Heartland**  
COCA-COLA BOTTLING COMPANY












# Thanks To Our Major Supporters

## *Individuals & Organizations Who Donated More Than \$500 to Books For Newborns In 2019*

### >\$5,000


*Butler's Pantry (In Kind)*   
*Christmas In St. Louis*   
*Great Rivers Confluence Foundation*   
*Martha & Mike Hogan*   
*MAC Charitable* 

### \$2,500 to \$4,999

*Downtown Rotary*   
*St. Louis Cares Day (40 Individual Donors)*  
*UMB*

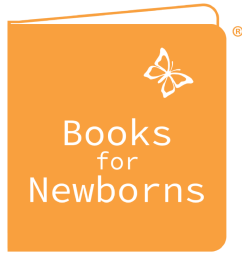
 Denotes "Books For A Month Club" Members

### \$1,000 to \$2,499

|                                      |  |
|--------------------------------------|--|
| <i>Rebecca &amp; Steve Brown</i>     | <i>KPMG</i>  |
| <i>Ann &amp; Bill Corrigan</i>       | <i>Sharon &amp; Rich McClure</i>   |
| <i>Carol &amp; Mike Corry</i>        | <i>McKelvey Homes</i>  |
| <i>Jeanne &amp; Tim Drone</i>        | <i>Jane &amp; Richard Nix, Sr.</i>  |
| <i>EdwardJones</i>                   | <i>Elizabeth &amp; Richard Nix, Jr.</i>  |
| <i>ELCO Chevrolet &amp; Cadillac</i> | <i>Old Newsboys</i>  |
| <i>The Hackett Family</i>            | <i>Schmersahl &amp; Treloar</i>  |
| <i>Skippy &amp; Sean Hoene</i>       | <i>Smith Moore</i>   |
| <i>Chris &amp; Trevor Holland</i>    | <i>Switch</i>  |
| <i>JP Morgan</i>                     | <i>Steph &amp; Jeff Zornes</i>   |

### \$500 to \$999

|                                     |   |                                  |
|-------------------------------------|---|----------------------------------|
| <i>Commerce Bank</i>                | <i>Tony Naughton</i>                        | <i>Suzie &amp; Dave Spence</i>   |
| <i>Marti &amp; John Finkeneller</i> | <i>Laura Puzniak &amp; George Krininger</i> |                                  |
| <i>Pam &amp; Jim Krekeler</i>       | <i>The Robert Family</i>                    | <i>Barbara &amp; John Wilmes</i> |



# Thanks To Our Major Supporters

## *Individuals & Organizations Who Donated \$100 to \$499 to Books For Newborns In 2019*

### \$250 to \$499

Jan & Jerry Amsler  
Paula & Thomas Andrew  
Joe Bergfeld  
*Busey Bank*  
Sue & Matt Conger

Lisa Curran  
Ona & John Doyen  
Eileen Dreyer  
Valerie & Don Fitzpatrick  
John Kennedy

Mark Reed  
Doug Rendelman  
Maureen & Kirk Richter  
Laura & Paul Shaughnessy  
Victoria & Rick Siebert

Angela Sears-Spittal  
Renee Stout  
Amber & Todd Tobiasz  
Jay P. Van Luven

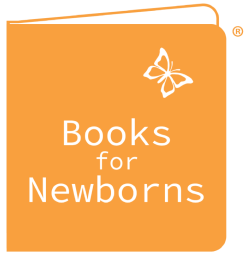
### \$100 to \$249

Dawn & Chad Abel  
Bola & Ben Akande  
Manuela & Fred Bartelsmeyer  
Pamela & John Brown  
*C&A Printing & Graphics*  
Becky & Michael Chrum

*Conway Construction*  
Anna & Wayne Crosslin  
Carolyn & Rick Dames  
Jimmie Edwards  
Barbara Fisher

Page & Allan Ivey  
Travis Liebig  
Scott Martin  
Tim Metzger  
Jenn & Mike Murphy

Sherri & Steve Newstead  
Dana Plonka  
John Reed  
Julie & Doug Stanley  
Judith & Jim Tulis  
Ann & Ty Van Buren



# Special Thanks To Our Volunteers

***Volunteers Are the Life Blood of Books for Newborns. In Addition to Our Board & Advisory Board, The Enthusiastic Effort of These Generous Volunteers Helps Drive Our Mission Everyday!***

*"You make a living by what you get.  
You make a life by what you give."*

Winston Churchill

*"Volunteers do not necessarily have the time; they have the heart."*

Elizabeth Andrew

*"Everybody can be great ... because anybody can serve.*

*You don't have to have a college degree to serve.*

*You don't have to make your subject and verb agree to serve.*

*You only need a heart full of grace. A soul generated by love."*

Martin Luther King, Jr.

*"The smallest act of kindness  
is worth more than the grandest intention."*

Oscar Wilde

## Operations Team & Support Functions

|                   |     |                                   |
|-------------------|-----|-----------------------------------|
| Julie Herrmann    | --- | Information Manager               |
| Sara Ketterer     | --- | Creative Manager                  |
| Laura Marlow      |     |                                   |
| Ann Meechal       | --- | Book Packer                       |
| Tim Metzger       | --- | Distribution Manager              |
| Lindsay Mullenger | --- | Marketing Assistant               |
| Jeffrey Parker    | --- | Auditor                           |
| Claudia Perreault | --- | Production &<br>Warehouse Manager |

## Delivery Drivers

Mary Baquette  
Jason Walters

## Junior Board

|               |                |
|---------------|----------------|
| Taylor Baxter | Paton Nix      |
| Ricky Nix III | Everett Zornes |



Books  
for  
Newborns

Find us on Facebook  
Donations may be made  
via PayPal at  
[Paypal.me/booksfornewbornsSTL](https://www.paypal.me/booksfornewbornsSTL)  
or by check to:  
Books for Newborns  
932 Glenmoor Avenue  
St. Louis, MO 63122  
(314) 520-7207

For further information, contact:

Mike Hogan Chairman [mikerhogan@aol.com](mailto:mikerhogan@aol.com) (314) 496-0227  
Richard Nix, Sr. Vice Chairman & Founder [rnix\\_dmcllc@att.net](mailto:rnix_dmcllc@att.net) (314) 520-7207  
Courtney Scott Promotion & Marketing Manager [courtneygscott@gmail.com](mailto:courtneygscott@gmail.com)  
Patrice Shumate Development Director [pmh2m2@gmail.com](mailto:pmh2m2@gmail.com)

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We are a 501(c)(3) tax exempt organization. Our tax ID number is 81-3977018.

*"Every child deserves a fair shot at a bright future. Reading --  
and all that accompanies it – enhances their chances."*

-- Mike Hogan (Chairman)

## Save The Date!



### **BEERS, BRATS & BOOKS -- OKTOBERFEST ZWEI**

Sunday, October 18, 2020

Noon to 4 PM

Piper Palm House  
Tower Grove Park

*Valet Parking – Family Friendly*

*Bring The Kids – Carriage Rides -- Great Food, Drink, Music & Fun*

