Dear Friends,

This report provides a summary of BookSpring’s overall activities and accomplishments between July 1, 2015 and June 30, 2016, our “FY 2016.” We provide this report in print to our top stakeholders and digitally on our website on an annual basis. It has been presented in this basic format since 2008, and we hope you enjoy receiving it.

There is something comforting about a document that maintains it structure over so many years. As someone who joined the organization only two years ago, I have frequently returned to these reports to make sense of how the organization is and is not changing over time. For instance, we have been remarkably consistent in the number of children and parents we serve each year in schools, childcare centers and clinics. On the other hand, our gently used book distribution program to community partners exploded from about 12,000 books in 2011 to nearly 74,000 books in 2016.

Probably the biggest transformation you will notice is that we are no longer calling our flagship programs Reading is Fundamental and Reach Out and Read. The reasons for this are organizational, and not a departure from the proven methods and goals of these exemplary approaches. In practice, BookSpring has already innovated many aspects of the national models. We will continue to partner with them as opportunities arise.

What we do is an expression of a unique vision that has been thriving in Austin for over 43 years. We should be proud of who we have become, and embrace the identity of BookSpring and our important and vital role in building early literacy in Central Texas, together.

On behalf of the children and families we serve, thank you for being a part of BookSpring.

Sincerely,

Emily Ball Cicchini
Executive Director

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Our Mission

BookSpring provides reading experiences, tools and books to children and their families so they can develop a desire to read and succeed in school and in life.

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Our Vision

BookSpring’s vision is a community where all children have the opportunity to become literate.
Raw Impact of Your Support

**Total Book Distributions:** 139,354

65,503 high quality, new, developmentally appropriate children’s books and 73,851 gently used books—hand sorted for condition and level and boxed by age group—were distributed through 150 program partners in education, healthcare, and community.

**Total Children Served:** 37,774

17,432 unduplicated children in early childcare centers and elementary schools received books and motivational activities, and 20,342 were given prescriptions to read through healthcare providers at regular childhood well-check exams.

**Total Parents Served:** 20,473

20,342 parents were served at their child’s well-check exams with encouragement to read aloud with their children, and 131 parents received 6-week Book Club sessions.

**Total Volunteers Engaged:** 843

7,424 hours of service were provided by BookSpring volunteers, including 5,005 hours promoting reading with partners.

**Communication Metrics:**

79,212 visitors made page views on website during the year, and on June 30, 2016 we had 1,113 Twitter followers and 1,340 likes on our Facebook page. Our e-newsletter list grew from about 2,300 to more than 7,000 names, mainly through consolidating lists with opt-ins.

**ReadWell**

With support from the Moody Foundation, the Notley Foundation/Philanthropitch, and Mission Captial, BookSpring expanded our pediatric literacy program to new populations in 2016. Bosltered by statements from the American Academy of Pediatrics that all doctors should be including literacy promotion as part of primary care, BookSpring visited with dozens of doctors and medical professionals to determine what they felt they needed most to make pediatric literacy work in their practice. The main barriers to participation they mentioned were time and knowledge of children’s books. As such, BookSpring is developing simple pediatric literacy kits that can be used right out of the box by any doctor to promote early literacy in healthcare settings. While we will still offer face-to-face training and gently used books to our local partners, these kits with targeted messages for parents are aimed at making it easy for doctors to incorporate this effective intervention into their daily routines.

**BOARD OF DIRECTORS**

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President  
Bury/Stantec  
Board Member since July 2011

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Southwest Housing Compliance Corporation

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Secretary  
Literacy Advocate

Jillian Bergman  
Treasurer  
Holtzman Partners LLP

Michelle Bourianoff  
AT&T

Kristen Bridgeman  
Consero Global

Mary Darby  
Community Volunteer

Sandra Fox, Ph.D.  
Retired Professor

Michelle C. Gallas, D.O.  
Dell Children’s Medical Center

Mindy Gomillion  
Community Volunteer

Tara Greendyk, M.D.  
Seton/Dell Children’s Medical Center

Beth Hallmark  
Hangar

Cathy McHorse  
Community Volunteer

Jerry Negrete  
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Suresh Pahwa  
Community Volunteer

Drew Scherz  
Community Volunteer

Brad Seals  
Attorney

Eldred White  
IBM

Brian Zimmerman  
St. Jude Medical

Jan Stone  
Seton Healthcare Network

Emily Ball Cicchini  
Executive Director
We inspired reading in over 57,000 people this year!

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<th>Where Our Money Came From</th>
<th>Where Our Money Went</th>
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<tbody>
<tr>
<td>Individuals</td>
<td>Programs</td>
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<tr>
<td>In-Kind Donations</td>
<td>Fundraising</td>
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<td>Corporations</td>
<td>Administration</td>
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<tr>
<td>Foundations</td>
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<td>Earned Income</td>
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<table>
<thead>
<tr>
<th>Where We Served</th>
<th>Where We Served Them</th>
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<tr>
<td>Children ages 0-5</td>
<td>Outreach Partners</td>
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<tr>
<td>Parents</td>
<td>Schools</td>
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<tr>
<td>Children ages 6-12</td>
<td>Homes, Childcare,</td>
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<td></td>
<td>and Pre-K</td>
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<td></td>
<td>Health Care Clinics</td>
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* The complete audited financial statements for BookSpring can be obtained by visiting www.bookspring.org or by requesting a copy at 512-472-1791 x 108.

**BookSpring Financial Highlights**

<table>
<thead>
<tr>
<th>Fiscal Year 2015 - 2016* FY2016 Audited Financials</th>
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<tbody>
<tr>
<td>Total Revenue</td>
</tr>
<tr>
<td>$992,997</td>
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<tr>
<td>Total Expenses</td>
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<tr>
<td>$958,300</td>
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<tr>
<td>Fundraising Expenses</td>
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<tr>
<td>$115,226</td>
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<tr>
<td>Administrative Expenses</td>
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<tr>
<td>$89,379</td>
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<tr>
<td>Ending Net Assets</td>
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<td>$544,844</td>
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**Tim Green Steps Up to The Plate for Storybook Heroes**

The 2016 Storybook Heroes Luncheon honored Mindy Gomillon, the first executive director of BookSpring, and Keller Williams Realty International, which provides hundreds of employee volunteers on RED Day to distribute books, renew libraries, and put on theatrical performances to motivate a love of reading for BookSpring’s partner schools. The guest keynote, NYT bestselling author and former NFL player Tim Green, moved the audience to tears with his passion about the importance of books and reading in his life, and in the lives of children who are different and need confidence and support to become their very best. Emcee Taylor Ellison from KEYE’s We Are Austin pulled it all together, and the event raised $37,923 towards our programs and services.

**Stopping the Summer Reading Slide**

BookSpring was thrilled to host a pilot replication of Reading Is Fundamental’s Read For Success program in Central Texas. The program is designed to reduce the summer slide, a phenomenon where children’s academic skills, including reading, decline during the summer break. Through this intervention, classroom teachers receive training, books, and supporting materials to scaffold advanced STEAM (science, technology, engineering, arts, and mathematics) vocabulary and content through read alouds and motivational activities in the classroom from March through May. Then, their students are allowed to independently select 8 STEAM-themed books, clearly color-coded to ensure a good match to their reading level, to take home over the summer. We piloted this program in two elementary schools in Spring 2016, preliminary results showed that 71% of participants increased their reading skills over the summer as a result of this program.
BookSpring Celebrates Our Top Supporters

BookSpring gratefully acknowledges the following corporations, foundations, and individuals who generously contributed in support of childhood literacy. For more information visit www.bookspring.org.

Legends of Literacy ($20,000 and up)
Anonymous
Applied Materials
Austin Community Foundation
Half Price Books
Mindy and Marc Gomillion
The Junior League of Austin
Carolyn and Jack Long Moody Foundation
Randy Reed- REEDESIGN
Claire and Carl Stuart
Readathon Individual Donors
United Way For Greater Austin

Celebrity Contributors ($10,000-$19,999)
Lola Wright Foundation
3M
Arnold Foundation
Pat & Margene Beckman
Ann and Jim Downing
Patricia and Lawrence Hebner
Luci Baines Johnson and Ian Turpin
David Newberger
Kaye and Randy Patterson
Joanne Ravel
Sailpoint Technologies, Inc
Tucker Foundation
Ardyce Walser
Whataburger

Famous Benefactors ($5,000-$9,999)
American Endowment Foundation
Austin Rotary Club Foundation
Beneficiency Community Impact Fund
Fidelity Charitable Gift Fund
Sandra and Larry Fox
Fred Hansen
Karen and Warren Hayward
HEB Tournament of Champions
Keller Williams Realty International
Koonce Family Foundation
Mark and Marjorie McClain
Maggi and Dan Miller
Susan Patterson
Susan and Jim Rankin
Retail Me Not
Alyce and Terry Richardson
Nancy Roser
Alice Scarbrough
Brad Seals
Dirk Van Allen
Joan and Mark Wabschall

Well-Known Givers ($2,500-$4,999)
3M Employees
All About Books
Applied Materials Employees
Austin Community Foundation
Austin University Area Rotary Club
Kristen and Peter Bridgeman
Capital Cruises
Mary and Byron Darby
Oralia Garza de Cortes
Danna and John Crutchfield
Ann and David Gass
Beth and Gary Hallmark
Hill Country Middle School Housing
Authority Corporation of Austin

Prominent Philanthropists ($1,000-$2,499)
Anonymous
Ascension Health Ministry
John Ball
Bruce and Robin Blakely
Marilyn and John Blewett
Vickie and Guy Blumhagen
BMC Software
BookPeople
Linda and George Bourianoff
Sterling and Mary Braunagel-Brown
Debbie Canby
Chick-fil-a
Barbara and Joseph Cohen
Marianne and Bill Dorman
Donna and Mark Emery
Susan and Robert Epstein
Foundation For Dreamers
Katherine and Kenneth Fox
Margaret Furse
Michelle and Keith Gallas
Shanti Garrett
Tara and Jesse Greendyke
Haggerty Family Foundation
Karen Haslund
Jack Henneman
Ken Heroy
Sharon Horowitz
Jewish Community Foundation
David Knutson
Alice and Mike Kuhn
Doris Lamb
Becky Larrinaga
Little Book of Words
Sheryl and Brian Mackey
Margie and Curtis McClurg
Emily Moreland
MyITPros
National Instruments Employees
Holly Priestner
Caroline & Nelson Puett
Patti O’Meara
Brigitte and Suresh Pahwa
Judith and Ed Parker
Victoria and David Parsons
Michael Portman
Carol Ann and Bill Powell
Puett Family Foundation

Distinguished Donors ($500-$999)
Barbara Anderson
Apple Employees
Austin Bar Foundation
Austin Oaks Church
Kristina Baehr
Jane and Kenneth Barna
Gerre and Lyle Boardman
Books4School
Michelle Bourianoff
Kay Braziel
Brownie Troop 930
Tamea Byrd
Lili Cantu
Al and Dona Clay
Joseph Cohen
Todd Coleman
Dale and Marilyn Davis
Allison Dwyer
Debra Day
Martha DeGrasse
Marilyn Doyle
DPR Construction
Tera Ferguson
Shelly Fruin
Gone for Good Fund
Kelly Hanssen
Sean and Jeanine Hudson
Meredith Kawaguchi
Rita and Bill Keenan
Lyssa Kraft
Steve and Carolyn Leatherwood
Albert Lin
Dell Employees
Jerry Negrete
Betty Owen
Pan American Round Table of Austin
Eve and Joel Parker
Jay Parsons
Lea Perkins
Robert Pierce
PriceWaterhouseCoopers Employees
Lynda Johnson Robb
James Selcraig
Linda Shearn
Bob Tate
Maya and Shaka Smart
Putnam Education Foundation
Sharon and Albert White
Sherry and Paul Workman
Brian Zimmerman

Anonymous
Puett Family Foundation
Carol Ann and Bill Powell
Puett Family Foundation

Authority Corporation of Austin
Hill Country Middle School Housing