A note from the Executive Director

Last year, I shared with you BookSpring’s vision that every child will have at least 20 books at home. Research tells us it’s crucial for learning. So, together, we embarked on an amazing journey to help provide 20 books for every Central Texas home with children under 12 by the year 2020. And you listened! You shared! You donated books! You donated bucks!

Thank you.

This year was full of wonderful gifts. We got a new van to help with our local book deliveries. We made lots of strides with our new Summer Success program. And we engaged over 110,000 children by giving them books of their own and motivational reading experiences.

I will make sure that we use your gift of time, talents, books and dollars efficiently to give children the books they need to succeed as adults. Thank you so much for being part of BookSpring and helping ensure kids have the books that will shape their lives.

Sincerely,

Emily Ball Cicchini
Executive Director

We recently revisited our mission and vision statement to make sure they were reflecting our current strategy, programs, and operations. Adopted by the Board of Directors in mid-2017, we are pleased to share them with you now:

Mission:
BookSpring builds early literacy in children and families through healthcare, education, and the community.

Our Vision:
A world of families reading and succeeding together.

Values:
As a nonsectarian, nonpartisan, inclusive organization, we value:
- Excellence
- Integrity
- Innovation
- Diversity and Community
- Collaboration
- Education
In 2017, we launched our three new program areas, Rx, Ed, and Go. We continued to develop both the ReadWell and the Pediatric Literacy Kit programs with over 25 healthcare partners; the Books for Me and Summer Success programs with over 30 educational partners; and the BookSpring Days and Read-A-Thon with over 75 community partners. One new metric we collected was the number of hours spent with our key activities, which are book distribution, motivational activities, and adults reading aloud together with children. In total, 57,483 hours were spent with children and families during that period engaging in these research-based interventions to increase the motivation to read. Moreover, this work builds empathy.
We inspired reading in over 162,669 people this year!

Where Our Money Came From

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>30%</td>
</tr>
<tr>
<td>Foundations</td>
<td>30%</td>
</tr>
<tr>
<td>In-Kind Donations</td>
<td>23%</td>
</tr>
<tr>
<td>Corporations</td>
<td>9%</td>
</tr>
<tr>
<td>Earned Income</td>
<td>8%</td>
</tr>
</tbody>
</table>

Where Our Money Went

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>79%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>11%</td>
</tr>
<tr>
<td>Administration</td>
<td>10%</td>
</tr>
</tbody>
</table>

Whom We Served

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children 5-12</td>
<td>36%</td>
</tr>
<tr>
<td>Children 3-4</td>
<td>26%</td>
</tr>
<tr>
<td>Children 0-3</td>
<td>22%</td>
</tr>
<tr>
<td>Parents</td>
<td>16%</td>
</tr>
</tbody>
</table>

Where We Served Them

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care Clinics</td>
<td>38%</td>
</tr>
<tr>
<td>Outreach Partners</td>
<td>30%</td>
</tr>
<tr>
<td>Schools</td>
<td>26%</td>
</tr>
<tr>
<td>Homes, Childcare, and Pre-K</td>
<td>6%</td>
</tr>
</tbody>
</table>

Central Texas Reading Survey

BookSpring’s first annual regional survey of book reading attitudes, behaviors, and ownership for families with children under 12 was conducted in June 2017 and revealed some surprising results. While more than half of respondents said that their children read books on digital devices regularly, almost a quarter say they have fewer than 20 print books at home. Longitudinal statistics show that less than 20 books in the home means three fewer years of education completed in later life. Simply put, more books at home predicts more formal education. Across all our programs, our aim is to increase the number of families with at least 20 books in the home. Ideally, all families in Central Texas should have an abundance of high quality children’s books at home to ensure future academic, social, and emotional success. Learn more at: www.bookspring.org/survey

**BookSpring Financial Highlights**

**Fiscal Year 2017**

**FY2017 Audited Financials**

**Total Revenue**

$1,033,665

**Total Expenses**

$1,051,220

**Fundraising Expenses**

$116,409

**Administrative Expenses**

$103,792

**Ending Net Assets**

$527,289

*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.*
Thank you to our Top Supporters

BookSpring gratefully acknowledges the following corporations, foundations, and individuals for their cumulative and ongoing support of childhood literacy.

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- Anonymous
- 3M
- Applied Materials
- Arnold Foundation
- Austin Community Foundation
- Austin Independent School District
- Margene and Pat Beckham
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- Fidelity Charitable Gift Fund
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- XOXO
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- Word of Mouth Catering

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- Kasli and Dan Rourke
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- Chick-fil-A
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- CDO
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- Ann Moody
- Ann Morales, MD
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- Sywwong Ngin
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- Westwood Interact Club
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- Word of Mouth Catering
- Sue Worden
- Phyllis York

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- Michelle and Keith Gallas
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- Heart Sing Foundation
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- Jan and Larry Stone
- Phyllis and Bob Tate
- The University of Texas at Austin
- Linda Welsh, PhD
- Holly Whitten

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- Luke Arney
- Austin Allies
- Austin Zoo
- Kristina and Evan Baehr
- Andy Bitter
- Robin and Bruce Blakely
- Vickie and Guy Blumhagen
- Lyle and Gerre Boardman
- Book People
- George and Linda Bourianoff
- Janice Boyd
- Sterling and Mary Braunegel-Brown
- Kay Braziel
- Phil Brown
- Lili Cantu

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