

The Magic of First Book



The State of First Book-Charlotte

Winter 2013

Volume 1, Issue 1

First Book-Charlotte is excited to kick off the 2013-2014 grant cycle. In this round of our granting cycle we selected 20 recipient groups totaling \$100,000 worth of "first" books for students in need. Our recipient groups are in the beginning stages of planning their book distributions and we plan to approve the next round of grants in early 2014.

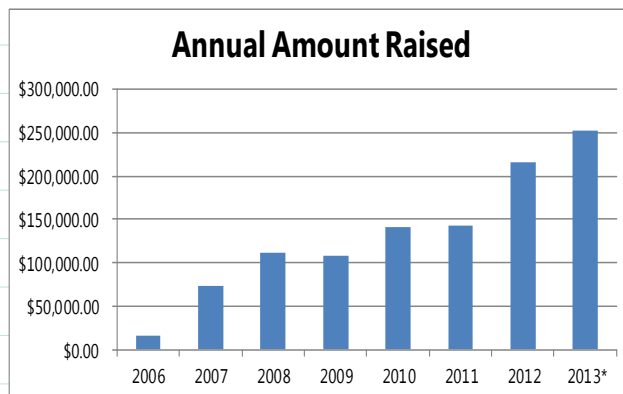
Since 2006, First Book-Charlotte have raised \$1,093,555.69 and have granted more than 335,000 books to 65 recipient groups. For the current year we are on pace to be the lead-

ing advisory board for the fourth consecutive year. Year to date we have raised \$253,535.36* and has granted 43,764 books.

From individual donors, to corporate sponsors, to grant-giving partners, we have been able to make a dramatic difference in the greater Charlotte community.

Thank you for supporting us and ultimately giving us the ability to do what we love. We are fortunate to provide new experiences to students and opportunities for literacy throughout the Charlotte area.

**Value on graph reflects amount raised through October 2013*



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2013 Advisory Board

The 2013-2014 board is excited to execute the mission of First Book and impact the lives of children in the local Charlotte community.



#1
First Book
Advisory Board
4 Consecutive
Years

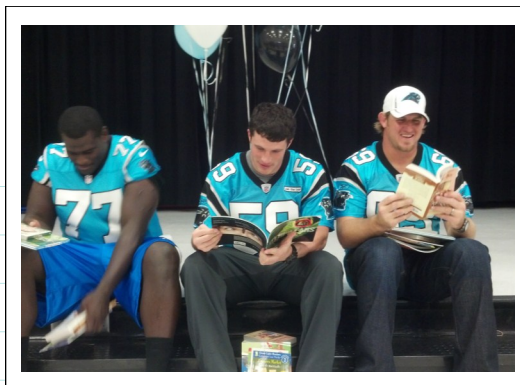
New Wave of Books: Whitewater Distribution

At Whitewater Academy, we believe that learning is possible, and possibilities are endless. We rely on community partnerships, donations, and grants to fund meaningful learning opportunities for our students, and in order to meet this vision. Most generous, First Book-Charlotte has been a grant on which we have heavily relied to move our literacy program forward. First Book ensures that our students have the opportunity to practice reading skills and strategies learned at school, at home...with popular, abundant titles!

In May 2012 Whitewater Academy's literacy facilitator, Renee Golz first applied for the grant by filling out a grant application, outlining the reason for request, how the request would impact the literacy program, and agreeing to plan a distribution of any books received. In a very reasonable amount of time, the national office contacted Golz to announce that Whitewater was being granted almost \$12,000 with which to purchase new books. From there,

she was able to use the money to purchase books for students from the First Book Marketplace. The money funded almost 5,000 books centered around a STEM theme; enhancing a new partnership with the Catawba River District and the school's new vegetable gardens.

Secretly, Golz coordinated three Carolina Panthers NFL players to visit the school along with their infamous mascot, Sir Purr. Jordan Gross, Byron Bell, and Rookie of the Year, Luke Kuechly made an appearance at a school wide pep rally where 720 students were personally handed books purchased with First Book money by these players. The players spoke on the importance of respecting public education, reading at home, and college and career readiness and high fived all students as they exited the building that day!



Carolina Panthers players Byron Bell, Luke Kuechly and Jordan Gross at Whitewater Academy

In November 2013, EOG scores from the 2012-2013 academic school year were released and Whitewater met 91.7% of their AMOs and every subgroup showed growth! The students, staff, and administration at Whitewater Academy thank First Book for their contribution to this success!

Auction Bidders Win Big: The NFL Experience



Michelle Vigil and Mika Ito with Byron Bell at the Bank of America Stadium

First Book-Charlotte Spring Gala is one of our (Michelle Vigil and I) favorite charity events and we look forward to the gala every year. There is always a huge amount of items at the Silent Auction that you can bid on but the "Live Auction" caught our eye. In the program it described a NFL Experience package that we might never have the opportunity to bid on again, so we went for it, and true to its word, it was "priceless". We found Carolina Panthers Offensive

Tackle, Byron Bell to be very accommodating and equally fascinating. In addition to a behind-the-scenes tour of the Charlotte Panther's stadium and training facilities, he took us out for a night on the town at the popular 5 Church restaurant. The Patriots vs. Panthers game was a fabulous game and we're so happy that the Panther's won! For those of you that did not bid on that package, you might want to reconsider it next year!

- Mika Ito

8th Annual Spring Gala - May 16, 2014

We are already gearing up for the Eighth Annual, 2014 Spring Gala, which will be held on Friday, May 16th, and are looking for Sponsors, Table Captains, and donations for our Silent & Live Auction. Please SAVE THE DATE and look for more information on our website in early 2014.



Corporate Spotlight: Newell Rubbermaid

"They SCREAM and cheer!" says Michelle Murchison about the moment when the kids open the books. Murchison, a First Book Charlotte board member, recruited her company, Newell Rubbermaid, to team up with an area school for a book distribution and says actually watching the kids unwrap the books is a moment like no other. One of Michelle's co-workers commented, "When I was their age, if I had received a book as a 'big surprise,' I would have been disappointed because our house was full of new books for me to read - I took them for granted. It is amazing to watch these kids cheer and scream and hug you because you gave them their own books to take home."

Last April, dozens of employees from Newell Rubbermaid partnered with nearby Newell Elementary School to help deliver

thousands of books, and a whole lot of memories. The school literacy coordinator ordered the books, but they were shipped to the company's Huntersville offices where volunteers wrapped the books, then delivered them to the school. That's when the real fun began!

The group pulled together a school-wide rally with guest host Rufus from the Charlotte Bobcats. The company donated gifts to the staff and volunteers read to the students, passed out the presents and helped them put their name labels in the books.

The folks at Newell Rubbermaid were stunned when they received thank you cards from every single student in the school and have since hosted two more book distributions at Newell Elementary. Michelle says, "Anyone that has gone to a distribution at Newell Elementary has come

away being "hooked" on the experience - they can't wait until the next time we do it again!"



Newell Rubbermaid volunteer reading to students at Newell Elementary

Upcoming Events

Now Accepting Grant Applications

Applications are now being accepted for our spring book distribution. All materials must be received by the end of January. See the website for guidelines.

Inaugural First Book 5K - Spring 2014

Calling all runners, joggers and walkers! First Book is excited to host a 5K and family fun run in the spring. Look to the website as more details are available.

Book Distributions

Book will be distributed at various schools on going through the 2013-2014 school year. Dates and times to be determined by recipient schools.

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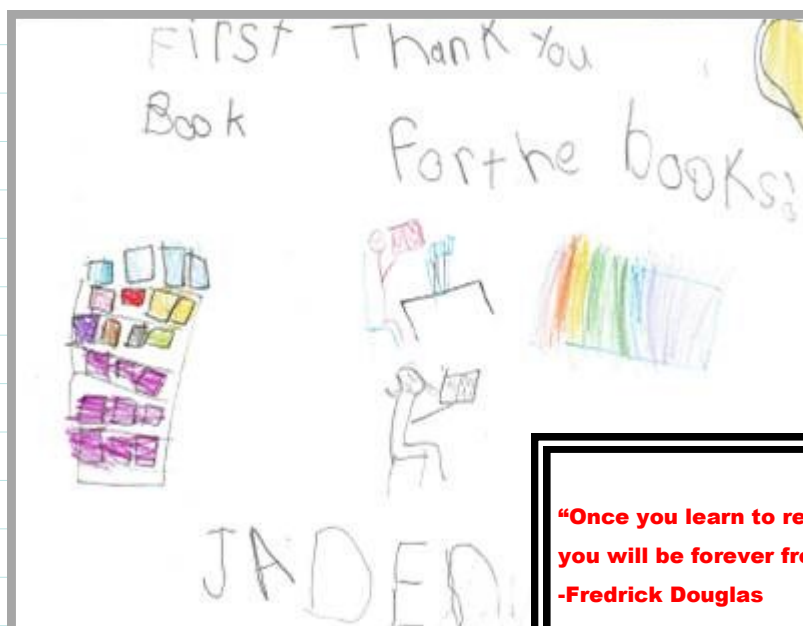
Become a Corporate Partner!

Become a corporate partner with First Book-Charlotte and join other businesses that are enabling underserved children in our community to receive new books of their very own.

Corporations support First Book through annual sponsorships, sponsorship of First Book events, such as our annual gala and 5K run, and through ongoing partnerships with specific recipient groups, including schools, A Child's Place, and YMCA's Y Readers.

We also welcome employees of our corporate partners to participate in First Book Charlotte fundraising events and book distributions. These are rewarding experiences for all involved.

If you would like more information on how to become a corporate partner, please visit our website at www.firstbookcharlotte.org or contact our Director of Partnerships, Linda Boone, at lboone@carolina.rr.com or 704-516-7197.



**"Once you learn to read,
you will be forever free."
-Fredrick Douglas**