



## 2017 IMPACT REPORT

BREAKING DOWN EDUCATIONAL BARRIERS

## Table of Contents

<b>Letter from the Executive Director</b>	<b>3</b>
<b>The Need: Access to Quality Education is Not Equal</b>	<b>4</b>
<b>The First Book Canada Network: Serving Educators &amp; Kids</b>	<b>5</b>
<b>The First Book Canada Network: Providing the Solution</b>	<b>7</b>
<b>Our Impact: Breaking Down Educational Barriers</b>	<b>8</b>
<b>2017 Highlights</b>	<b>18</b>
<b>Financials</b>	<b>20</b>
<b>First Book Canada Leadership</b>	<b>22</b>

## “Children need to have access to books to fulfill their potential.” - Mélanie Watt, author of the bestselling Scaredy Squirrel series

Education is a child’s best path out of poverty, yet almost 25% of Canadian households do not have a single book. Since 2009, First Book Canada has distributed more than 7 million new books and educational resources to programs and schools serving children in need. Providing children and youth with books to read, particularly at home, has proven to help to improve literacy, education outcomes, and social and emotional skills.

This year, we have seen extraordinary growth in our distributions of books throughout Canada and a significant growth in our membership network of educators and program leaders serving kids in need. Word of mouth is spreading and the membership network has almost doubled since 2015. From Port Alberni, to Halifax, to Rankin Inlet, and so many communities in-between, we distributed approximately 1.5 million new books to children and youth in need in 2017. There is a growing selection of books, school supplies, and laptops available on the First Book Canada Marketplace. For the first time, we’ve had winter coats available for our members! Our team has also grown to meet the demand.

We continue to build on our work through themed programming. A successful pilot program called RBC Speak Up! was a lecture series that paired grade 12 students at secondary schools in high-needs communities with remarkable authors with a message. The program was aimed at helping young people to better prepare for the future of work and life beyond high school. Another highlight was the BMO Raptors 905 Reading Challenge with the Peel District School Board. We expanded the program to reach over 350 students at 12 schools, recommended by the school board, across the Peel Region. As well, members and corporate partners are starting to use our new crowd-fundraising platform as an easy way to engage employees and raise funds for the children in their communities.

First Book Canada was very proud to be the recipient of “The Applause Award” by the York Region District School Board for our significant contribution to public education and the 2017 Partners in Education Award by the Fort McMurray Public Schools for our commitment to student excellence and assistance given to the community after the devastating fires the previous year.

Research confirms that a child’s lack of access to high-quality books of their own is a central barrier to literacy and numeracy. It also confirms that having books in the home is statistically more influential on a child’s education attainment than their parent’s education level. With 1.2 million Canadian children living in poverty, representing about 17 per cent of all Canadian children<sup>1</sup>, we clearly still have much work to do to provide equal access to quality education for kids in need.

We can’t do it without you. Together we can bring the power of reading to millions of Canadian children. Thank you for your support.

Cheers,



Tom Best  
Executive Director  
First Book Canada



**LETTER FROM TOM BEST,**  
EXECUTIVE DIRECTOR

<sup>1</sup> Source: Statistics Canada, 2015 Canadian Census

## THE NEED: Access to Quality Education is Not Equal

### Why does having new, high-quality books *at home* matter?

Providing children and youth with books to read, especially at home, has proven to help to improve literacy, education outcomes and social and emotional competencies. Equal access to quality education is a child's best route out of poverty. Books in the home are more important than a parent's education level in determining a child's education attainment. With fewer than 10 books in the home, a child can fall 12- 18 months behind in school and may never catch up. Furthermore, children's literature is an accepted vehicle with which to support social and emotional learning and is found to be more effective than behaviour-based interventions.



First Book Canada believes that education is a child's best path out of poverty, but access to quality education is far from equal.



**1.2 million** Canadian children live in poverty, representing about **17%** of all Canadian children.



Almost **25%** of Canadian households **don't** own a single book.



Among [Canadian] individuals in the lowest category of literacy proficiency in 2012, **29%** were in a low-income household.



High-quality, age-appropriate books and the stories within provide windows to possibility and mirrors to reflect the legitimacy and power of lived experience.



The children and youth served by our member network throughout Canada face a number of barriers to alleviating poverty, including:

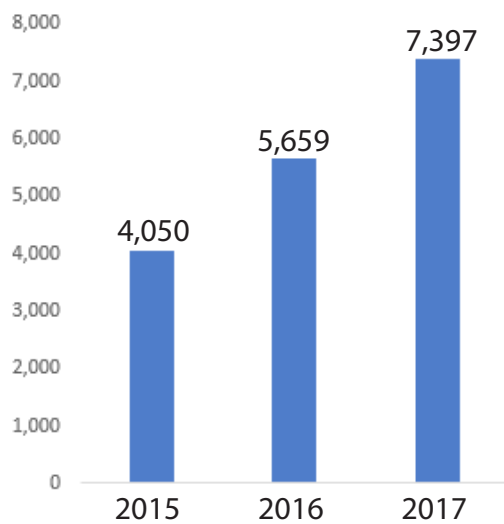
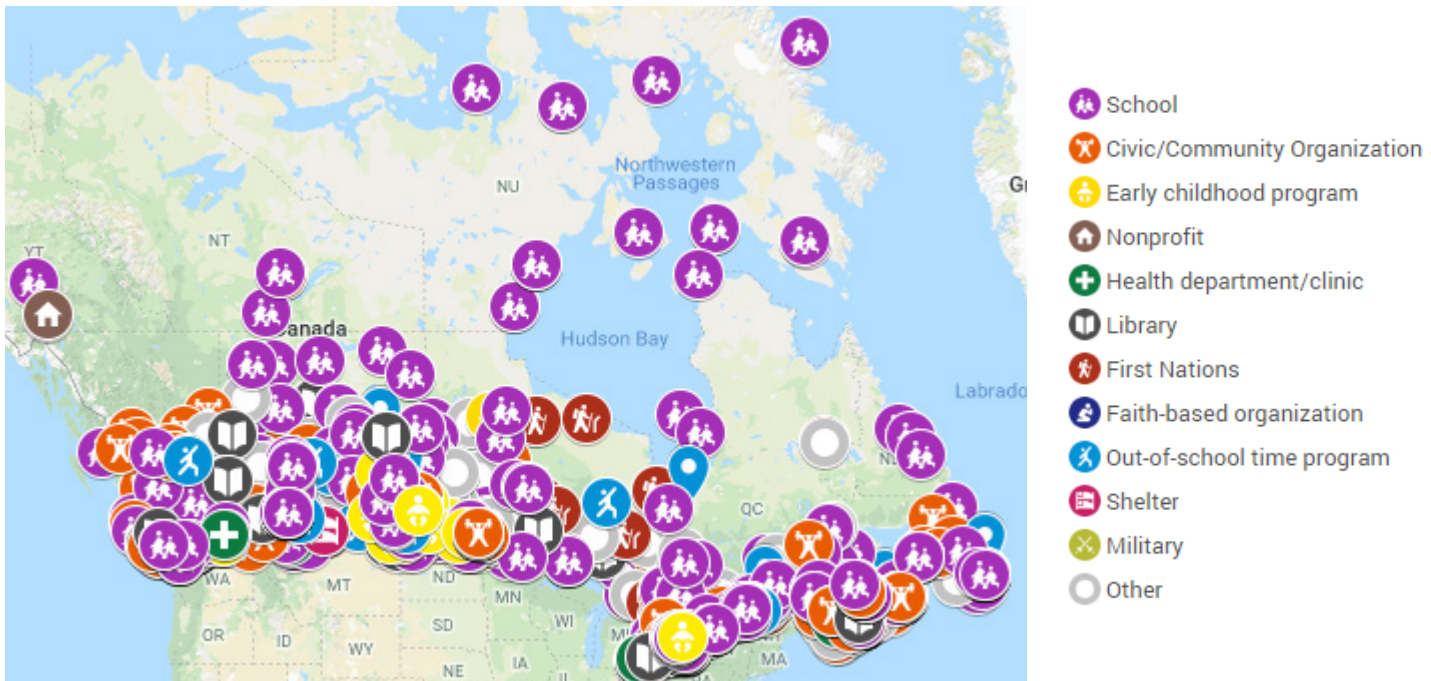
- ▶ housing and food insecurity
- ▶ natural disasters
- ▶ refugee and immigrant transition
- ▶ mental health challenges



Nearly all immigrant and refugee families come to Canada without books.



## THE FIRST BOOK CANADA NETWORK: Serving Kids In Need



**Members**

Our network of over 8,000 educators, program leaders, health service providers, and professionals serve kids in need and their families where:

**94%** are single parent families

**92%** have difficulty meeting basic needs

**82%** include families with children with behavioural challenges

**75%** include families with children with learning disabilities

**71%** face housing insecurity

## THE FIRST BOOK CANADA NETWORK: Serving Kids In Need

The First Book Canada Network is our registered national community of educators and program leaders exclusively serving children and youth in need. Our network of members access books, educational materials, and basic resources from our programs. First Book Canada members work in classrooms, early childhood, after school and summer programs, shelters, health clinics, and organizations serving communities from coast to coast to coast.



### THE FIRST BOOK CANADA NATIONAL BOOK BANK

A centralized distribution system which offers large quantities of publisher-donated inventory for only the cost of shipping.

### POP UP BOOK DISTRIBUTIONS

In-community distribution events that allow local educators and program leaders to select from thousands of age- and theme-appropriate books for their kids.



### THE FIRST BOOK CANADA MARKETPLACE

A member-only, online store offering thousands of curated, high-quality, award-winning children's books and educational materials at 50-90% off retail prices - allowing educators to stretch their budgets as much as possible.

### FIRST BOOK CANADA READING CELEBRATIONS

An event for students across the country to have a visit and inspiring presentation by a children's author or illustrator. Students receive a brand-new signed copy of the author of illustrator's book to take home.



WITH OUR PARTNERS, we work to overcome a significant barrier to improving literacy, educational outcomes and social and emotional skills of socio-economically disadvantaged children who have few or no books at home due to cost, and/or low adult-literacy levels.

We are grateful to our generous funding partners and committed volunteers. We couldn't do any of this without you.

**Bank of Montreal | BlackRock Gives | Compugen Green4Good  
Domtar | HRSDC | Indigo Love of Reading Foundation  
Love Child Organics | McDonald's Canada  
Penguin Random House Canada | Pizza Hut Canada  
Poverty Reduction Strategy Office | PwC Canada Foundation  
RBC Capital Markets | Royal St. George's College | Scotiabank  
Sleep Country Canada | Tata Consulting | TD Bank Group  
The Winnipeg Foundation | Wipro**

**“Regardless of who you are, where you come from, what you wear or what you earn, the confines of your reality are no match for the boundless possibilities that emerge from the pages of a good children's book.**

Alec Morley, Senior Vice President,  
Digital Channels, TD Bank Group

## **VOLUNTEER LETTER:** Sharon Crowley, Literacy Matters Abbotsford, BC

The first time I volunteered for First Book Canada I was SHOCKED at the sheer volume of books that were being donated to local organizations. I was unaware of how the process would work and it was interesting for me to learn of the process of sorting, matching, and cross referencing the books slated for pick up.

It was heart-warming to know that many children would have access to brand new books – not to look at and leave behind, but to take home to enjoy. This opened my eyes on another way of getting books into the hands of young readers. As research has strongly shown, a literacy rich environment, one with books in the home, is an indicator for a high level of reading skills. Canada is a rich country, but one with a comparatively high level of poverty, especially when looking at young children. Having an organization such as First Book Canada can provide books in home where families' priorities are focused on the daily necessities of food, clothing, and shelter.

Volunteering with First Book Canada is a way to increase the access to new books for children. This experience is fun and it is worthwhile. I cannot think of many things more important than ensuring literacy of this upcoming generation.

I decided to volunteer with First Book Canada after I learned of this organization from a colleague. When the call for volunteers came out, I felt that if I was receiving all these free books I could at least do my part to contribute to the process.

I learned how First Book Canada gets their supply of books – through various publishers as over printed stock and discontinued titles. I learned that the more organizations that place orders through First Book Canada, the more the program grows and the more books that could become available.

On my volunteer day, I picked orders for organizations that were having their books delivered to them.

I try to spread the word on the good work of First Book Canada at every opportunity. I have found the organizers to be friendly, helpful and willing to explain things very clearly. I look forward to our local book distribution each year.

Warmly,  
Sharon Crowley







## OUR IMPACT

Breaking down educational barriers

“The school [Sutton District High School] does an amazing job serving families with the highest needs in our community. They had served up 600 meals by the time I had left. The books were such an important part of the evening. As you know, all ages of folk light up with a book in their hand. Tonight was no exception. Young and old poured over the books and thoughtfully selected those ones that spoke to them. It’s so special to see!

Pauline Costello, York Region District School Board



## BOOKS FOR A BETTER LIFE

Lord Dufferin Public School, Toronto, ON

Elizabeth Baltazar is a teacher at Lord Dufferin, and said that many of her students are living with stressors that adults would have difficulty managing. The majority of students are living in subsidized housing, and the average income for families is around \$15,000. They are dealing with many issues that are associated with living in poverty, and often require support to meet the basic needs of their families. When the students receive books, they share with their siblings and peers.

### THE SITUATION

Located in the Regent Park community of Downtown Toronto, many students are newcomers to Canada. There are families that are refugees and who are also involved with the correctional system. Some students are homeless or living in shelters, and have to rely on local food banks and community services to survive.

### THE RESPONSE

Lord Dufferin is surrounded by more than 20 different agencies that specialize in support for domestic abuse victims, drug addiction, anti-gang violence, etc. Active community programs give students an opportunity to participate in extracurricular activities and leadership programs. Lord Dufferin offers Adult ESL and Parenting classes for parents and guardians who are not fluent in English.

### PROGRESS AND RESULTS

Teachers have noticed that reading levels have increased since students received books from First Book Canada. Students who have received new books often share their books with siblings, or practice reading to them. Students have been inspired to read more, and can often be found discussing their books with fellow classmates around the school.

### FUTURE STEPS

First Book Canada works with Lord Dufferin to ensure that students have the opportunity to use education as a way to obtain a different and better life through books. The ongoing support of staff, community members, and involved parents has given students the opportunity to imagine a different life, free of poverty and suffering.

*“If families require support to feed their families breakfast... buying new books is not a priority. I am grateful that our relationship with First Book Canada is only growing and I know my school community appreciates more opportunities to read and build their literacy skills... plus that there is another organization that cares about them.”*  
Elizabeth Baltazar

## REACHING RURAL COMMUNITIES

### Northern Ontario

The principal at this rural Northwestern Ontario public school previously taught Kindergarten and then Grade 7 and 8 before she moved into her role as the school principal. A lot of her students have never travelled away from their communities. On a recent trip with a group of students to Toronto, she learned that many had never been on an escalator before, or even used a vending machine. She wants to inspire hope in her students to show life beyond their rural community.

#### THE SITUATION

Situated between 2 First Nations communities, this rural public school in Northwestern Ontario has a student population of only 68 students. More than 90% of the students self-identify as Indigenous peoples, and have to travel around 30 kilometers by bus to school every day. There are only 4 classroom teachers, and classes are mixed by grade: early years, Gr. 1-2, Gr. 3-4-5, and Gr. 6-7-8. Many of the students are related to each other, and to teachers and staff members. In one of the classrooms, 9 of 17 students have at least 1 sibling in their class. 34% of the overall student population identify as having special needs, which serves as an additional challenge for teachers who are teaching classes of already varied ages and learning abilities. In the 6-7-8 class, there are some kids reading at grade level, but some have fallen behind and remain at grade 2 or 3 levels, making it very difficult to catch up. The older they get, the bigger some of the gaps are, making it very challenging for teachers to cater to the individual needs of every student. And for those who can't read, it proves even more problematic in other subject areas when they are unable to read a text book and discuss the ideas presented.

#### THE RESPONSE

Students are frequently moved in and out of the child welfare system, and some have left, or been moved from one living situation to another over and over, which causes a great disruption in their learning. Many students have faced multiple traumas, ranging from witnessing domestic or community violence to addictions, incarcerated family members and suicide. These traumas often cause great anxiety starting at a very young age. Teachers and staff members teach techniques like mindfulness and meditation as coping mechanisms, but there are limited resources outside of the school for students to access regular, sustained counselling services.

**“We find that a lot of our kids have a lack of connection to their own identity as young Indigenous students.**

School Principal

### PROGRESS AND RESULTS

With a predominantly Indigenous population, there is no cultural diversity within the school. Because of this, children are sometimes unaware of the realities of life outside of a small rural community. Books can allow kids to escape the struggles that they face at home, and imagine a life without the traumas they are regularly exposed to. There is a minimal selection of books with Indigenous faces available, and the ones that are in the school library are mostly focused on Indigenous culture and traditional activities, like ricing, fishing, and camping. The school principal speaks to the idea that having Indigenous characters play roles in stories that are not only about Indigenous culture and history could also be beneficial to inspire hope in young students to envision themselves to be all they want to be in the future. For example, they may have goals and hopes but do not express them. Recently, one grade 7 student shared her goal of becoming a doctor with the school principal. When asked how she knew so much about science topics, the student replied, “I read a lot of non-fiction books.”

### FUTURE STEPS

There is a Book Bag program in place, but the school staff often struggle to ensure that the books are returned. The school principal has received comments from parents that they feel pressured when they have to fill out a form and be held responsible for bringing the books back. For those who are already overwhelmed by their daily lives, it is just another task on a long list of things for them to do. First Book Canada recently donated new books to the school library, and the kids have been thrilled to have access to new, high-quality titles. Some of the books will also be given to the students to take home.

“*We’re trying to open up the world to our kids, and it’s hard when you’re in an isolated community to see what’s out there.*”  
School Principal

“*What we really just want them to do is read.*”  
School Principal



## THE FAMILY ROOM: BRINGING FAMILIES TOGETHER

Winnipeg, MB

Parent Resource Coordinators work with the Family Rooms, school budget funded gathering places in community schools, within the inner city and core. These rooms serve as a resource for parents in the communities, supplying access to necessities such as food and telephone lines, and access to books. Parent Resource Coordinators recruit parents of preschoolers to join the events at the Family Room. In the literacy program within the Family Room, there are 50 people (parents with children) at any given time. Parents are encouraged to read in their own language based off a story's pictures if English-language skills are still developing. First Book Canada helps to provide books for kids visiting the Family Room, many of whom may not otherwise have access to new books.

### THE SITUATION

The inner city and core of Winnipeg is a diverse community, with many newcomers to Canada who have experienced war-trauma and are navigating language barriers. In addition to dealing with poor housing, health issues, and food instability, newcomer families must also confront the stressor of gangs, who often recruit children right out of the airport. Many Indigenous children have been placed in foster care, and are dealing with the stress and trauma of being pulled from their families.

### THE RESPONSE

The Family Room, alongside a network of community programs, is a space for families to access basic needs and spend the quality time that they need to strengthen their family. Parent Resource Coordinators work as a bridge to the community for these families who are new to Canada or are struggling with barriers as a result of low-income.

### PROGRESS AND RESULTS

The children and students who receive books from First Book Canada begin to talk about what they can do, careers they didn't realize were possible, and places they want to visit. The books they receive become an open door to what is possible. Staff have seen kids who visited the Family Room as preschoolers with their parents return to their library pop-ups as elementary school students.

### FUTURE STEPS

The continued support of parents in the community, and from the corporate volunteers who come in and read with the students, has been immensely valuable. The Parent Resource Coordinator would like to acknowledge all that First Book Canada has done for kids who visit the Family Rooms. The opportunity that First Book Canada has given to rural areas across Canada is crucial in strengthening families in need.

*“If it weren't for  
First Book  
Canada, we  
wouldn't have a  
literacy program.”*  
Parent Resource  
Coordinator

## RECESS: A TIME FOR PLAYING GAMES AND ... READING

Toronto, ON

### THE SITUATION

Located in the heart of the Toronto community, this inner-city school is home to students from Kindergarten to Grade 8. Many students face challenges both inside and outside of the classroom every day, ranging from community or gang violence, to bullying. The stressors that these children face can lead to difficulties regulating their emotions and behaviours in a classroom setting.

### THE RESPONSE

In many classrooms, 25% of the students require additional academic support and 10% are new to Canada. This can bring about a wide scope of challenges in the classroom every day. There are programs at the school to help students tackle these challenges, such as breakfast, lunch and snack programs, as well as many opportunities for sports teams and clubs. A Gr.1 teacher and librarian at this inner-city public school, and a First Book Canada champion, has worked with us to give books to students and host author visits. The impact has been extraordinary in encouraging reading and literacy initiatives for young students. As a teacher, she encourages her students to dream big. Author visits and support from community volunteers have inspired her students to read more, at school and at home.

### PROGRESS AND RESULTS

First Book Canada has brought in authors to the school for students to meet, and has provided access to brand new books through different initiatives. Teachers have noticed that students are reading the books in class, and often take them outside during their lunch breaks.

### FUTURE STEPS

Students are encouraged to read at home, and First Book Canada has given them the opportunity to do so. Visits from authors and volunteers have helped to inspire students to read more, and the impact that First Book Canada has had both inside and outside of the classroom is extraordinary.

“Our school has been so fortunate to work with First Book over the last few years. We have truly benefited from this special partnership, as all of our students have been given access to more books, as well as the opportunity for author visits. The excitement and pure joy that comes from these experiences has been priceless! Thank you First Book, we are so grateful for your support!

Teacher-Librarian

## **A GROWING LOVE FOR LITERACY**

Literacy Alberni, Port Alberni, B.C.

### **THE SITUATION**

Port Alberni is a remote and isolated community of about 17,000 people on the West Coast of Vancouver Island. The Alberni Indian Residential School was open until the mid-1970s, and many residents still suffer from the trauma that they experienced. Men in the community commonly worked at the mill nearby, and would often drop out of school in the 7th or 8th grade. They were paid well, and felt that they did not need to complete their education or go on to further studies. These men are now retirees. Because of a number of different socioeconomic factors, 41% of residents in the valley lack adequate literacy skills, and children who grow up in the community are falling behind as a result. In the Alberni Valley, there are a higher percentage of children below standards in reading and writing than the province of B.C.

### **THE RESPONSE**

Many members of the community live off of about \$1,000 a month, but rent can often range from \$800-\$1,000 a month; so many parents struggle to provide food and basic necessities for their family. Because of this, buying books to have at home is not a priority. There is no bookstore in the community. There are 26 Little Libraries in the area that allow kids to take a book and leave a book – but this is often their only place to find reading materials. Indigenous literature is now required in classrooms by the province, and there is a demand for additional First Nations resources. The school district does not have proper funding to provide resources, and the Indigenous books distributed by First Book Canada are the only ones that they currently have access to.

### **PROGRESS AND RESULTS**

Since receiving new books from First Book Canada, Hughes said that he has received numerous comments from parents who have said that their children have not taken their noses out of their books. Kids are ecstatic to receive new books, and Hughes is happy to see that they have been able to successfully promote a love of reading.



### FUTURE STEPS

Hughes is excited to continue a partnership with First Book Canada. He said that the partnership with First Book Canada feels like someone is finally investing in the community. Otherwise, the books would not be available because no one in the community could provide the support structure. Kids in Port Alberni have already been asking about more new books to read.



*“First Book Canada gives us the opportunity to make a measurable impact in the community that’s immediate. When we’re investing in children, these kids are seeing something special happening in their school, they’re seeing people care about them in that way.”*

Graham Hughes, Executive Director, Literacy Alberni

## **COMMUNITIES COME TOGETHER THROUGH A LOVE OF BOOKS**

### Niagara Region

#### **THE SITUATION**

Niagara Region Children's Services recognizes that providing a new book to a child supports early literacy and parent engagement with their child. Language development in the first 5 years of a child's life is crucial, with parents as their children's first teacher playing a critical role in supporting their child's early literacy. Language and communication provide the tools necessary for learning, engaging in social relationships and the ability to self-regulate emotions.

#### **THE RESPONSE**

Niagara Region Children's Services is responsible for the planning and management of the local licensed child care and early years system on behalf of the provincial government. In its service system manager role, Niagara Region Children's Services is also the access point for financial assistance for child care fees. On average, Niagara Region Children's Services staff see 135 new families each month who are applying for financial assistance for their child care costs. Recognizing the need to increase the number of access points in Niagara for families to receive books to create a home library for their children, First Book Canada collaborated with Niagara Region Children's Services to increase membership across Niagara community-based programs and distribute an increasing number of books to children and families.

#### **PROGRESS & RESULTS**

Since the first Niagara Book Distribution event in 2016, there has been over 350,000 books provided to local agencies and educators to be given to children in need across Niagara, through an ever increasing network of community based organizations, schools and Niagara Region departments. The addition of new books has had a huge impact on the literacy levels of children and their families and the opportunity to build a home library has been an overwhelming success!

#### **FUTURE STEPS**

There are many initiatives currently in place across all twelve municipalities of Niagara region that encourage literacy and thanks to First Book Canada and the Niagara Book Distributions these initiatives such as the Pajama Program, Project Share Backpack Program and Employment Help Centre Niagara West Outreach are able to provide books to families.





## 2017 HIGHLIGHTS

### JANUARY

01

With support from Wipro, our first National Book Bank of the year distributed 100,000 books.



### FEBRUARY

02

Veronica Roth hosts a Reading Celebration with three Toronto high schools for the release of her new YA novel, *Carve the Mark*. This event was supported by Kobo.



### MARCH

03

With support from the Graham C. Lount Foundation, we distribute 30,000 books through a Pop Up Book Distribution in Winnipeg.



### APRIL

04

Lilly Saini Singh, also known as IISuperwomanII, hosts a Reading Celebration at Lester B. Pearson Collegiate Institute in Scarborough.



### MAY

05

The winners of the 6th annual RBC Capital Markets Pongapalooza 2017, representing TD Bank's Ugo team, celebrate with author captain Tanis Rideout.



### JUNE

06

In collaboration with the Indigo Love of Reading Foundation, we distribute a pallet of books to each of the 30 runner-up schools for the LOR grant.



## JULY

07

Canadian author-illustrator Julie Kralis hosts a Reading Celebration at the Toronto Boys and Girls Kiwanis Club. This event was supported by PwC.



## AUGUST

08

First Book Canada receives The Applause Award from the York Region District School for a "signification contribution to public education in the York Region."

## SEPTEMBER

09

RBC Foundation supports pilot program "RBC Speak Up!": a lecture series of remarkable authors with grade 12 students at high-need secondary schools.



## OCTOBER

10

We return to Halifax with a National Book Bank, distributing over 50,000 books to the local community and nation-wide.



## NOVEMBER

11

With support from Scotiabank, we help communities affected by the B.C. wildfires in the summer through the BC Fires Book Lift program.



## DECEMBER

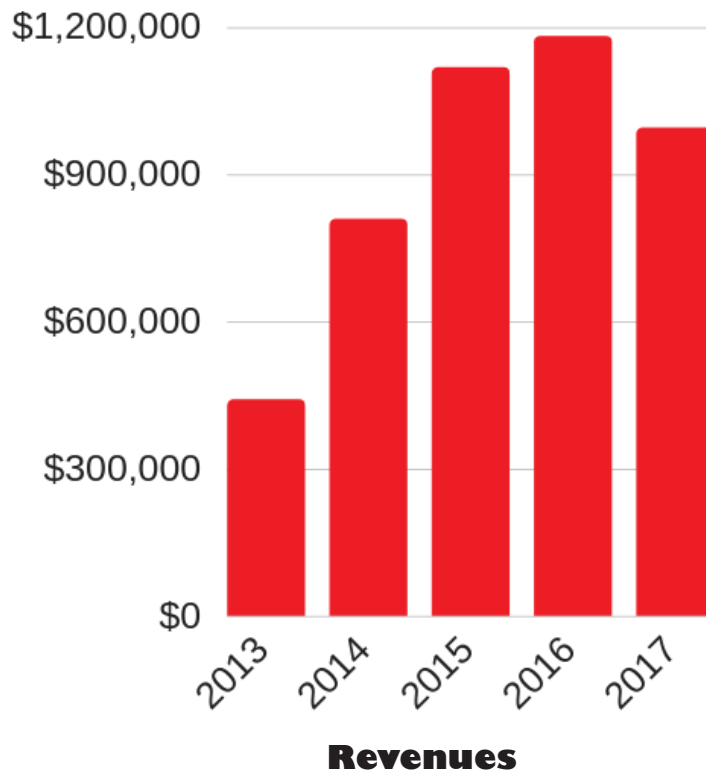
12

The PwC Holiday Book Lift brought over 200 volunteers from PwC to select and pack titles for 20 schools in the Toronto, Peel, and York District School Boards.



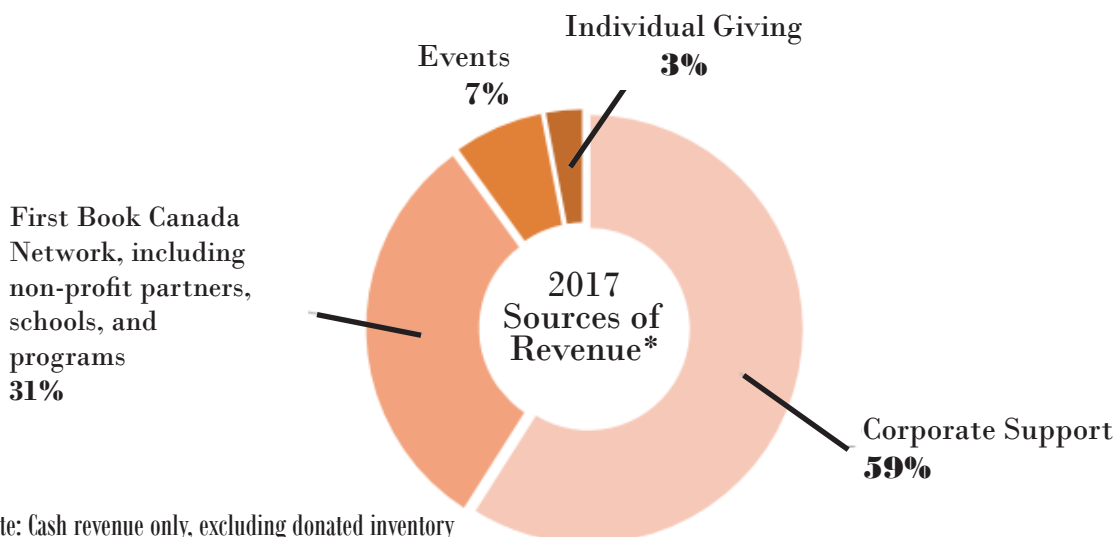
## FINANCIALS

“In 2017, First Book Canada distributed over 1.5 million new books and resources to children and youth across the country.



**28%**

Average Annual Growth Over the Past 4 Years



Note: Cash revenue only, excluding donated inventory

\*Source: First Book Canada Data



## FINANCIALS

Financial Position	2017 Actuals
Cash and Equivalents	437,746
Accounts Receivable	101,210
Prepaid, Other Expenses	10,542
Inventories	50,354
Capital Assets	1,961
<b>Total Assets</b>	<b>601,813</b>
Accounts Payable & Accrued Liabilities	60,331
Deferred Revenue	20,000
Fund balance - unrestricted	411,993
Fund balance - restricted	109,489
<b>Total Liabilities</b>	<b>601,813</b>

Statement of Change in Fund Balances	2017 Actuals
Program Income	452,805
Fundraising and Donations	542,884
Contributions, donated goods and services	3,700,329
<b>Total Support and Revenue</b>	<b>14,696,018</b>
Program Distribution and Services	14,586,331
Management and General	215,976
<b>Total Expenses</b>	<b>14,802,307</b>
Change in Fund Balances	(106,289)
<b>Fund Balances, Beginning</b>	<b>627,771</b>
<b>Fund Balances, End</b>	<b>521,482</b>

*Information based on 2017 audited financials*

## First Book Canada Leadership

AS OF JULY 2018

### **TOM BEST**

*Executive Director*

### **GURDEEP DHALIWAL**

*Strategic Alliances Manager*

### **HEATHER FARQUHARSON**

*Deputy Executive Director*

### **REBECA DELGADO**

*Programs Coordinator*

### **HANY MEHARI**

*Finance / IT Coordinator*

### **TESSA EISENBERG**

*National Engagement Coordinator*

### **CALYSSA ERB**

*Communications Coordinator*

## Board of Directors

AS OF JULY 2018

### **TIM PINNINGTON**

*Chairman*

### **LISA APPEGATH**

*Investment Advisor, CIBC Wood Gundy*

### **TORI NEWALL**

### **PETER GOLD**

*Co-founder, First Book USA  
President, The Gold Group, Chtd.*

### **HEATHER PARTRIDGE**

*President, Newbairn Inc.*

### **SUZANNE LOUNT**

*Director, Graham C. Lount Family Foundation*

### **ANGUS RIGBY**

*Managing Director, RBC*

### **CLAUDETTE MCGOWAN**

*Vice President, Technology Service Engagement; BMO*

### **JANE ROBINSON**

*CFO, First Book USA*

### **ALEC MORLEY**

*CEO, UGO  
Senior Vice President, TD Canada Trust*

### **KYLE ZIMMER**

*President & CEO, First Book USA*



***“First Book Canada does such important work in Canada.***

*Books are expensive, and it is not possible for many working class and low-income families to purchase books for their children, and we know that having access to books is an important indicator of literacy. We are so happy to be able to give families free books that they can keep and own, so that they can encourage literacy in their families, and we see the benefits of this in our community and in our schools.*

Educator, Langley, B.C.





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