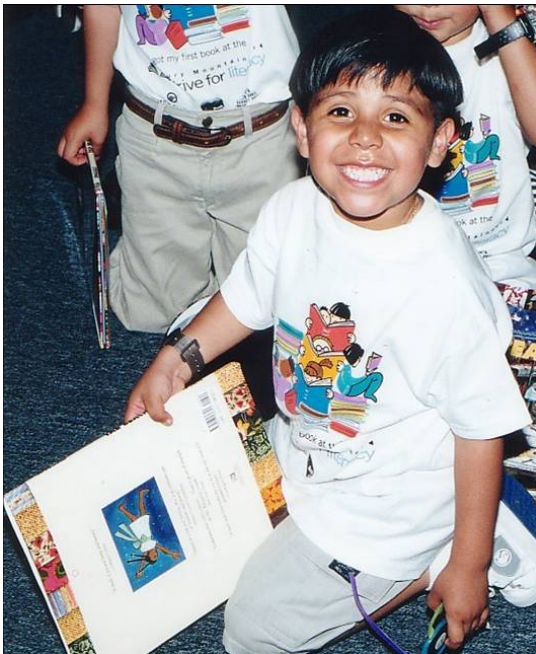




United Way and First Book: Providing new books to children in communities nationwide

First Book (www.firstbook.org) is an award-winning nonprofit organization with a simple mission: to provide children from low-income families the opportunity to read and own their first new books. Since its founding in 1992, First Book has distributed more than 55 million new books. First Book and United Ways in communities nationwide are already working hand-in-hand to provide books to the children needing them most.

Here are five easy way to bring new books to children in your community:



- 1. Connect programs to First Book.** Online registration is free and takes just five minutes at www.firstbook.org/register. *First Book is working with the **United Way of Wabash Valley** to provide new books to more than 40 day care agencies serving children from low-income families.*
- 2. Host a Virtual Book Drive.** Every \$2.00 raised generates a new book for a child in your community. *The **United Way of Tampa Bay** raised more than \$20,000 to buy books for kids in their area. Visit www.firstbook.org/unitedwayoftampabay to learn more.*
- 3. Take advantage of all three of First Book's distribution channels.** United Ways are eligible to receive books via First Book's three distribution channels: the First Book Marketplace (which sells deeply discounted books), the First Book National Book Bank (which gives new books donated by publishers), and First Book Advisory Boards (which offer book grants for programs serving children in need in their area. *The **United Way of Henry County & Martinsville** has received free books from the First Book National Book Bank and purchased deeply discounted books from the First Book Marketplace.*
- 4. Host a First Book National Book Bank distribution.** Do you have access to warehouse space for 4-6 weeks? First Book could bring hundreds of thousands of books to your community! *Inland Empire United Way hosted a 270,000-book distribution from their warehouse, helping First Book provide books to children statewide and beyond.*
- 5. Join or start a First Book local Advisory Board.** This community connection can be a great complement to your ongoing outreach efforts. The First Book-Atlantic County, NJ Board is a project of the ***Atlantic County United Way.***

Questions? Contact Zanna Gilbert at zgilbert@firstbook.org or 202-393-1222.