



# TREE HOUSE BOOKS ANNUAL REPORT

GROWING THROUGH  
AND GOING THROUGH:  
OUR YEAR

20  
21



TREEHOUSE  
BOOKS  
ANNUAL REPORT

1430 W Susquehanna Ave, Philadelphia, PA 19121  
[info@treehousebooks.org](mailto:info@treehousebooks.org) | [www.treehousebooks.org](http://www.treehousebooks.org) | 215-326-1760

# FROM THE BOARD

What a year it has been for Tree House Books! We made huge strides this last year in a multitude of ways and, as always, we couldn't imagine doing this work without the support of you all. The title of this year's annual report really does say it all: "Growing Through and Going Through," and grow we did.

With your support, the support of our Tree House Books families, and the tireless work of our incredible staff, we were able to start 2021 with a bang despite the trials of the pandemic. This year alone, we gave away 80,000+ books, developed critical new programs, launched the Traveling Tree House, and hosted our first in-person (COVID-19 safe) Philadelphia Literacy Day event in almost two years - and that's just some of the highlights. As you'll see in this report, there were many more celebrations and mini-milestones.



Our new bookmobile, dubbed "The Traveling Tree House," had almost 250 stops and gave out over 12,000 books. We can't wait to see where it travels to in 2022. Hopefully you'll come along for the journey. We also launched our Black Girls Book Club for female-identifying teens and pre-teens to empower them to write themselves back into the world; a great step for expanding our programming to a broader age range and continuing to do the work of decolonizing literacy.

From a governing perspective, we've seen some exciting updates as well. From revitalizing our Advisory Board to gaining awesome new board members on our Governing Board, we are determined to continue to think strategically about how to grow and expand Tree House Books in the most equitable and community centered way possible - knowing that North Philadelphia will always be our roots.

This connection to the community is something I know was taken into close consideration as we hired two new full time staff members this year. As anyone who's been with us for a while knows, having five full time staff, all of whom now have full benefits, is a huge feat for a small organization like ours. I truly believe that our staff, both full time and part time, are unparalleled in their commitment to our mission and in their vision for our growth.

We're expecting another promising year of evolution and expansion in 2022 and in some ways we think this will be one of our most pivotal years yet. We so appreciate all of the support you have given us to get us to this point, and it's this continued support that will help us to scale our programming in a big way. One of our primary goals this year is to expand our physical footprint to be able to reach more young people - a goal that seemed like a pipe dream just a few years ago and now could be a reality sooner rather than later. We're proud of where we've been, but we know that there is so much more that we can do. We're looking forward to continuing to work with you to push the envelope and give as many kids as possible the opportunity to pursue their dreams.

Thank so much for your continued support,

*Grace Manning*  
Grace Manning, Board Chair



# GROWING THROUGH

2021 by the numbers


29

  
**BOOK DRIVES**

80,165

**BOOKS DISTRIBUTED**

810

  
**NEW MEMBERS IN THE  
GIVING LIBRARY**

249

  
**BOOKMOBILE STOPS**

263

  
**KIDS SERVED IN LITERACY  
PROGRAMS**



# GROWING STAFF & BOARD

## 2021 Board of Directors

Grace Manning, Board Chair  
Kristin Kiser, Board Secretary  
Yuliya Ostapenko, Board Treasurer  
Melissa Ash  
Bob Borenstein  
Brett Cohen  
Nicole De Jackmo Valentino  
Cory Dulaney  
John Fleming  
Kathy Hastings  
Aliya Johnson-Roberts  
Cassandra Bennett  
Laurice Smith  
Nyseem Smith

## Tree House Staff

**Michael Brix, Executive Director**  
**Naimah Cann, Managing Director of Operations & Outreach**  
**Tangie Wilson, Access to Books Director**  
**Sabriaya Shipley, Program Director**  
**Emma Goldstein, Giving Library/Book Donations Manager**

### Staff also pictured:

Cheryl Bryant (Literacy Specialist), Deirdre Hyman (Words on Wheels Coordinator),  
Kai Burton (Community Book Distributor), Byshera Williams (Black Girls Book Club), Krystal Rosa (Equity Pods)

## Advisory Board

Jon Weiss, Chair  
State Rep, Donna Bullock  
Council President, Darrell Clarke  
Brett Cohen  
Jennifer Egmont  
Michel Gilbert  
Eli Goldblatt  
Charles Ireland  
David La Fontaine  
Jennifer Liharik  
Kathryn Lyons  
Kate Morrow,  
Yasmina Richardson  
Ellen Lissy Rosenberg  
Andy Starfield  
Senator Sharif Street  
Andrea Swan  
Anna Welsh



Thank you also to all of our volunteers, without whom none of our work would be possible! We are grateful to those who donate their time to help our organization and the children and families in our community.

# TRAVELING TREE HOUSE



On March 27, 2021 we literally started "going" as we launched the Traveling Tree House with a large ceremony outside on Susquehanna Ave. Our Tree House kiddos were the first to jump on board and check it out before we went to Smith Playhouse for their season opening event. We gave away over 500 books in that one day alone!

The Traveling Tree House was our response to Covid-19 closings. If people could not come to us - we would go to them - block by block!

We could not have done this without our partners at the Rotary Club of the Lower Main Line. Thanks to them, our other sponsors, donors, & Parker from Moonshot Campers for the amazing transformation!



## TRAVELING TREE HOUSE PRESENTING SPONSORS :

**PHILADELPHIA  
FOUNDATION**  
S. ALBERT FUND  
FOUNDATION SPONSOR

**READ  
BY 4<sup>TH</sup>** **Free**  
LIBRARY OF  
PHILADELPHIA  
ORGANIZATION PARTNERS

**Rotary**  
Club of the  
Lower Main Line



PAPERBACK SPONSORS



MEDIA SPONSORS



NEW BOOK SPONSORS



HARDCOVER SPONSOR



STREET SPONSORS

# GOING THROUGH (PROGRAM HIGHLIGHTS)

## Words on Wheels

**Words on Wheels was back at it again in summer 2021 - delivering a total of 2,715 books to 163 kids in 65 families. We even got the Traveling Tree House to deliver some books! Once again our grant partners at William Penn provided reading intervention services for 53 kids in K through 3rd grade. These families participated in one-on-one sessions and workshops like: "Having Fun with Sounds" and "Reading Comprehension Matters." We're so proud to say 46% of students showed reading growth and 54% of students remained the same. No students regressed - which is the whole point of Words on Wheels!**



## Traveling Tree House

**When we launched the Traveling Tree House in March to great fanfare (check out the report on page 4) we knew we had something special on our hands! Since then, the Traveling Tree House gave away 12,204 books. We've been so thankful to have Kai, our Community Book Distributor, leading this program as it made 249 different stops this year - from our regular partners at Smith Playhouse and Urban Creator's Life Do Grow Farm - to all the schools, community groups, and festivals!**

## Giving Library

**After closing for much of 2020, we were excited to reopen the Giving Library 2 days a week in May and 5 days a week by July. We implemented a strict cleaning regimen and made sure everyone was masked to enter. Even with this shortened season, we added 810 new members, bringing our grand total to 7,215 total members. We love that this resource was available to our community once again!**

## Branches and Partners

**Our Tree house branches are a wonderful asset to local recreation centers and community spaces. Having small libraries in spaces like this promotes literacy during leisure time and through our partners. Currently we have 14 such branches around North Philadelphia, many of them in community partner sites. Our partners also support our neighborhood! Last summer, Urban Creators brought fresh produce and hot meals and set up once a week at Tree House Books.**



WoW family participating in a "text" challenge



Getting a hand to jump out of the Traveling Tree House

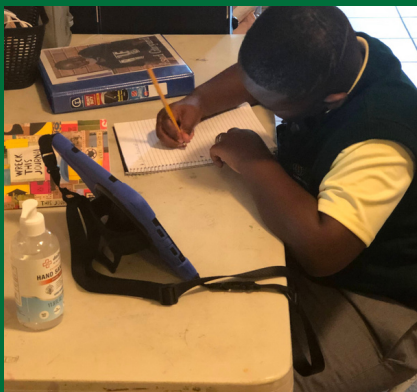


Volunteer Liza sorting through donations

# GOING THROUGH (PROGRAM HIGHLIGHTS)



Summer Staff wizardry



Striving for excellence



Field trips are the most fun -  
even in masks!

## Tree House Storytellers

This early literacy program not only helps prepare students for Kindergarten but also creates young readers that thoughtfully engage with books, writing, and storytelling that showcases Black and Brown characters that reflect themselves and those who they are in community with wherever they encounter it! This year we've worked with storytellers Sydney Pope and Thembi Palmer to bring this virtual program to more than 15 daycares and over 1,000 views on social media and YouTube.

## Summer Literacy Studio

At the Summer Literacy Studio, we focus on language acquisition, recreational reading, critical thinking, and creative writing. This summer we went on 10 field trips. Some of our summer themes included: Harry Potter, the Olympics, water, and science. This year, we had 23 students a week for 6 weeks!

## Equity Pod

In 2021 we continued our partnership with Black Education Matters for our Equity Pod. In the spring, we saw our numbers peak at 25 students. In the fall, as schools reopened, we continued to offer this safe, inclusive, and accessible learning space. Tree House Books educators support and advocate for our students facing adversity in their institutions.

## After School Literacy Studio

In the afternoon, Tree House Books transforms into a haven for creative and cultural expression. 26 students attended and "chose their own adventure" as they developed crucial literacy skills in a safe, welcoming, and empowering community of readers, writers, and thinkers.

## Writing Ourselves Back into the World: A Black Girl's Book Club

In the last quarter of 2021, we were excited to launch The Writing Ourselves Back into the World Book Club! It's a weekly Black Girl (and female-identifying) book group exploring the idea, "Who are you?" We were compelled to start this club to serve our emerging teen and pre-teens participants. So far, 18 youth are participating in this new program!

# PHILADELPHIA LITERACY DAY

**This year our annual Philadelphia Literacy Day featured beautifully decorated literacy tables, families smiling for photos capturing the moment, children laughing, and vendors lining the street. The aroma of grilled hot dogs and soft pretzels greeted families as they moved from table to table reading books, meeting authors, and listening to stories near the Traveling Tree House.**

**The day featured book swaps and basket giveaways to entice members of the community who passed by. Offerings for the community featured everything from free recycling bins to free beds, along with other meaningful community information. Running Press and Quirk Books provided beautiful baskets to enhance the event.**

**A mobile basketball court with the motto "shoot in, not up" promoted putting an end to gun violence - sponsored by Senator Street's office - was a slam dunk. We were also delighted to have PURA (Philadelphia Urban Riding Academy), and Buttercup the Therapy Horse come out to give community members and their children a nice treat. It was a lovely sight to see Buttercup trotting down the street with her owner, Erin, all smiles. She was in her glory, and the kids were overjoyed.**

**Thanks to the amazing staff, authors and vendors, the community had everything they needed to enjoy the day.**

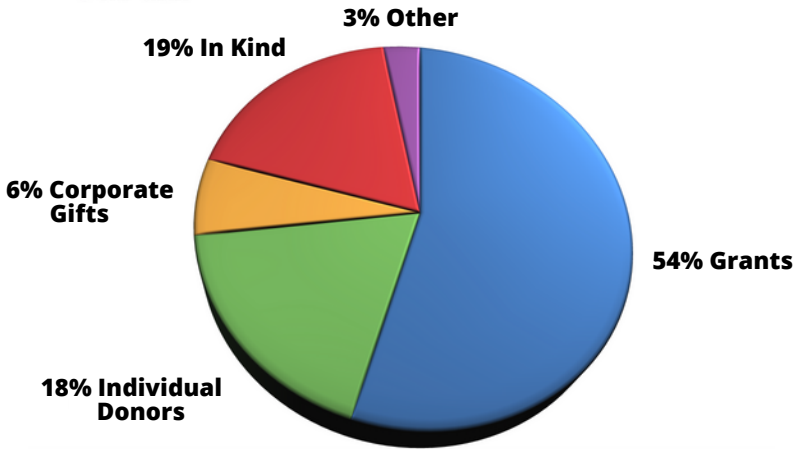




# FINANCE REPORT: GROWING TOGETHER

## INCOME

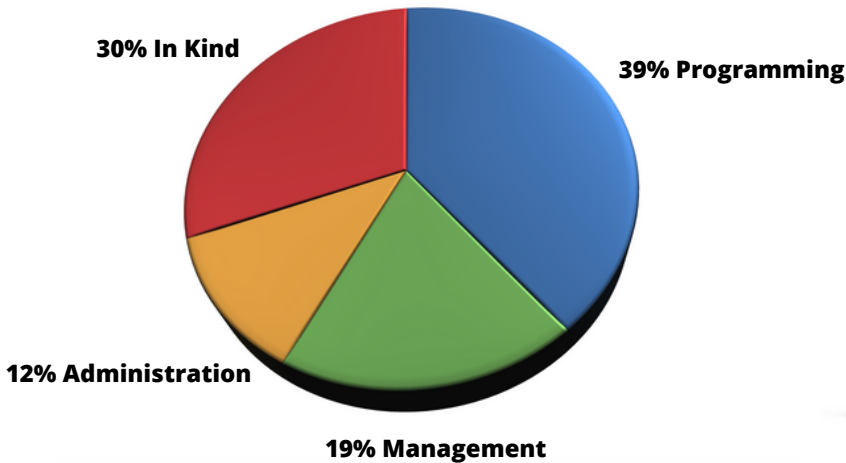
Grants - \$572,780 Individual Donors - \$185,097 Corporate Gifts - \$66,817 In Kind - \$194,584 Other - \$32,323



Seeing our kids' smiles makes everything worth it!

## EXPENSES

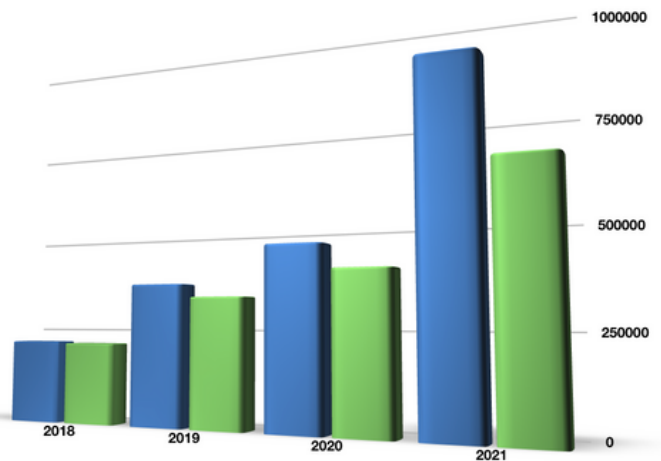
Programming - \$255,959 Management - \$122,460 Admin - \$79,280 In Kind - \$194,584



## ANNUAL BUDGET GROWTH

Income

Expenses



## NUMBERS THAT TELL THE STORY

**\$66,000**

In corporate gifts this year - most in support of the Traveling Tree House

**+ 275%**

We increased our grant funding by more than 275 percent in 2021

**397 | 822**

397 donors gave a total of 822 gifts in 2021 - this is your impact!

# 2021 DONORS AND SUPPORTERS (CONTINUED)

**Donors are listed alphabetically within each category**

**^ Denotes a Foundation or Grant Gift**

**\* Denotes a monthly donor**

## Root partners (Gifts of \$1,000 to \$4,999)

**Hallee Adelman**

**Alston Beech Foundation ^**

**The Armstrong Foundation**

**Kristin & Marc Attenberg**

**Christine & Leif Beck**

**Ray Boose \***

**Michael & Michelle Brix \***

**Wallingford Elementary PTO**

**Brett & Randi Cohen**

**Brian Cook**

**Nicole De Jackmo Valentino & Michael**

**Valentino**

**Joe & Johanna DiMedio**

**Do Gooders**

**Dolfinger-McMahon Foundation ^**

**Enterprise Holdings Foundation**

**Foresite Capital Management**

**Kathy & Ed Hastings**

**Aliya Johnson-Roberts**

**Lori Katz & Michael Goldstein**

**Jon & Meg Kauffman \***

**Chrissy Kind**

**Laura Koval \***

**Laura & Marc McKenna**

**Kate Morrow**

**The Coleman Foundation**

**Yuliya Ostapenko**

**Philadelphia Smart Set Club**

**Robert Rosenfeld & Lauren Rosenfeld**

**Running Press Books**

**The Lewis C. & Sandra P. Schneider Giving Fund**

**Rick Schontz**

**Michelle & Daniel Scolnick**

**Sheller Family Foundation ^**

**Rachel Slamon \***

**Jude & Lee Smithey \***

**St. Thomas' Church Whitemarsh**

**Andrew & Amit Starfield**

**Temple University Office of Community Relations**

**Sharon Turner**

**Denise Webb**

**Margie Weil**

**Suzanne Weintraub**

**Jonathan Weiss**

**Anthony & Staci Wiemelt**

**Elizabeth & Darren Wilson \***



Unfortunately space considerations don't allow us to print gifts up to \$99 - but we are no less grateful! They can be found on our website.

[www.treehousebooks.org](http://www.treehousebooks.org)

# 2021 DONORS AND SUPPORTERS (CONTINUED)

Donors are listed alphabetically within each category

**^ Denotes a Foundation or Grant Gift**

**\* Denotes a monthly donor**

## Branch partners (Gifts of \$100 to \$999)

**Giving Library Donations**  
Steve & Joan Attenberg

Jami Attenberg

Kathlene Babalola

Robert Babb

Judy Bardes

Kenya Bates \*

Jim Bauer

Sarah Biemiller

Karl Biermann

Jennifer Biggs

Emmeline Blanchard \*

Maksim Bolton

Robert Borenstein

Bellie Bowker

Jennifer Bradley \*

Carol & Jim Brix \*

Renee Brown

Tyler Brown

Irma Brown

Molly Brozell \*

GEN3 Electric & HVAC

Jaclyn Bucknum

Abby Bunting \*

Carleen Burth

David Bushnell &

Kimberly Pelkey

Erin & Leon Campbell

Phyllis Cobb

Comcast Employer Match

Community Marketing

Concepts Inc

Susan Compton

Kevin Connell

The Neubauer Family

Foundation

Ian Coulter

Alicia Curtis

Dana Dabek

MK Daley \*

Megan DiPasquale

Cory Dulaney

Edelman Wealth

Management Group, Inc.

Jacob Eden

Jennifer Egmont

Eddie Evans

Lesley Ewing

Phil Fargason

David Feldman

Johannah Fine \*

First Baptist Church of

Pottstown

Margaret Fisher

Karen Flynn & Michael W.

Smith

Caryl & Barry Frank

Miriam Fuchs

Jennifer Furniss

Sidney & Debra Geller

Germantown Friends

School

Lynne Gery

Derek Glunz

Gabrielle Goings

Eli Goldblatt & Wendy

Osterweil

Marc Goldstein

Kathy Gosliner

Howard Green

Patricia Griffin

Barbara Griggs

Doug Griggs

Emily Guthman

John Fleming

Elisabeth Fulbright-

Hadden \*

Nicole Hanley

Thomas & Christine

Harper

The Head and the Hand

Gordon Hill

Emily Hirscher &

Nathanael Hirscher

Ben & Brooke Hoffman

Chamor Hollinger

Frances Hoover

Ruth Hormann

Terry & Ann Marie Horner

Katherine Hovde

Jenny Huang

Hynes Guller Giving Fund

IBM Employee Fund

Charles Ireland

Mary Ann & John Judge

Jason Kapusta

Biddy Kehoe

Kim Kennedy \*

Ken & Carol Kiser

Jessica Kitain

Beatrice Kitzinger

Leo Korein

Colleen Kropp

Halloween Hero

Network/Woodsphere

Development LLC

Tara Lamont

Olivia Larson \*

Brian & Charlotte Lewis

Betty. P Lindley

David MacDonald \*

Karen Maloy

Grace Manning

Mass Mutual

Julie Matzke \*

Alyson McBride

Marcus McCarthy

Luke McLoughlin

John Molin \*

Chris Moore

Ron & Betsy Morgan

Lynette Morgane

Susan Mudambi \*

Kristin Mullaney

Normadene Murphy

Jonathan Nadu \*

Thomas & Carol O'Brien

Ruth Ost

Noah Parslow

Bonnie Paul

Keith Pension

Barbara Pomerantz

Amy Boright Porchetta

Nathaniel Popkin

Lauren Popp \*

Laura Price

Matthew Rader

Paul Read \*

Stephanie Rohrbaugh

Alice Rose

Allison Rossignol

Rotary Club of Haverford

Township

Linda Sall

Mariano Sana

Megan Sandel

Richard Sayette

Lynn Schwartz

Samantha Scott \*

Jennifer Shacklett

Robin Shane & Johnathan

Shandell \*

Shir Ami

Jennifer Simon

Suzanne Simons

Fran & Jerry Smith

Karen Smith

Howard Spodek Gift Fund

James Stokes

Leslie Stone

Leslie Sullivan

Ellen Tedaldi

Abigail Thaker

Roland Thomas

Gary Thomas

Ava Thompson

Laura Tucker

Jonathan Van Schoick

Jonathan Waddingham

Eileen Walker \*

Kate White \*

Janet Weitz

Jacqueline Wiggins

David Wisniewski

Wooden Shoe Books

Jo Ann Wurzak

Linda & Peter Zeltner

Literacy Community of

Practice

# 2021 DONORS AND SUPPORTERS

**We are so grateful to all our donors and partners in this work. We could not "grow" or "go" without you. Donors are listed in alphabetical order within the categories.**

**^ Denotes a Foundation or Grant Gift**

**\* Denotes a monthly donor**

## **Evergreen partners (Gifts of \$10,000 and above)**

**Anonymous Family Foundation ^**

**Caroline Buck Foundation ^**

**Comcast NBCUniversal ^**

**Equinox Management & Construction, LLC**

**Hamilton Family Foundation ^**

**Leibowitz Family Charitable Fund (Susie and Matt Kendis)**

**Patricia Kind Foundation ^**

**Rotary Club of Lower Main Line**

**S. Albert Fund of The Philadelphia Foundation ^**

**Seybert Foundation ^**

**Sue Wieseneck / Temple University**

**The Barra Foundation ^**

**The Sparkjoy Foundation ^**

**The Transition Network (Giving Circle) ^**

**The Vert Charitable Trust ^**

**The William Penn Foundation ^**

**William M King Foundation ^**

## **Forest partners (Gifts of \$5,000 to \$9,999)**

**Allen Hilles Foundation ^**

**Barbershop Books**

**CVS Pharmacy, Inc.**

**Dana & Melissa Ash**

**Littlebags by Anna**

**Quirk Books**

**The Free Library of Philadelphia/Read by 4th**

**The Lawrence Saunders Fund ^**

**The Scholler Foundation ^**

With your help, we can create and sustain a community of readers, writers, and thinkers!

To join the people listed here, please contact us at [info@treehousebooks.org](mailto:info@treehousebooks.org)



We make every effort to be accurate, and apologize for any errors. Please contact us at [info@treehousebooks.org](mailto:info@treehousebooks.org) to correct and update our records for names, amounts, and any other reason.

*(Root & Branch partners inside!)*