

Tree House Books is committed to growing and sustaining a community of readers, writers, and thinkers in Philadelphia. Founded in 2005, our vision is that every child has access to books and every opportunity to pursue their dreams.





About Us

We are a Giving Library and Literacy Center in North Philadelphia with a dual purpose: we provide free books to the community, and a Literacy Programming Continuum of Out of School Time (OST) instruction that promotes a lifelong love of reading and writing in children from their earliest moments, through high school, and beyond. Our Giving Library is a true community center as well as a free bookstore. In addition, we have reimagined the way OST programming can support our children and families; our programs are innovative and data-

driven, with a 2:1 student-to-instructor ratio at every level of the Continuum. Finally, understanding that books in the home is the #1 indicator of a child's potential for success, we distribute thousands of Take-Home Libraries - curated bundles of books, with whole family activity packets - to children all over Philadelphia. We enlist the entire community - children, families, students, educational institutions, businesses, and more - to join with us in a spirit of volunteerism and philanthropy, so that we can change lives and have an impact on literacy in Philadelphia.









"I love Tree House Books. I've been coming for four years and it's so fun. My favorite thing I've done at Tree House Books is everything. Everything is my favorite!"

Antwine, age 9:





Hello Friends,

2017 was QUITE a year!

While the world around us was in constant flux, Tree House Books was able to remain a consistent, safe haven for our kids and families, even while experiencing profound transformation. With your support, we were able to grow in every aspect of the organization.

Here are just a few of the highlights from the year:

- We launched *Read with Me*, an early learning initiative to start little ones on their journey with reading and writing from their earliest moments. We now serve children of all ages, from infancy through high school!
- We increased the number of books we distributed to local kids and families from 11,381 to 67,665, reaching 18,022 children throughout the city!
- We launched **Philadelphia Literacy Day**, a Tree House Books' led community-wide celebration to honor Philadelphia as a city of readers, writers, and thinkers.
- We now have a 2:1 student-to-teacher ratio in all our literacy programs personalized instruction for every child!
- We expanded our hours from 15 hours to 45+ hours per week. That's an additional 1,500 hours a year! With open doors throughout the week and a fully staffed Giving Library, we have become a true community center.

Be inspired! YOU helped make this happen!!

While there is still much to be done, we are grateful to all of you for being a part of our community. We hope that you will continue to walk with us -- as a donor, volunteer or community partner -- and help us ensure that every child has access to books and every opportunity to pursue their dreams!

Warm regards,

June M. Bretz **Executive Director**



Studies indicate that children who grow up with at least twenty books in their home stay in school, on average, three years longer than children who grow up without books!

"I like Tree House Books
because writing makes
me feel great. When I
read, I read
because there are
really funny stories
and it helps me
be calm."

In 2017, we
partnered with the
Philadelphia Parks
& Rec department
to give Take-Home
Libraries to over
7,000 kids in summer
camps at rec centers
across the city!

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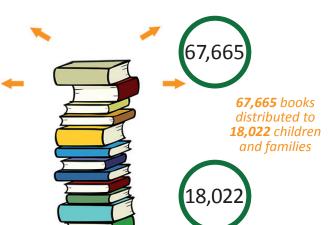
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Tree House Books By the Numbers



An average of **58** active volunteers every month - 10x the size of our paid staff!



39 home visits (via Wordson-Wheels) during summer, 2017. A great way to build relationships in the community, support families in their efforts to create a literacy-rich home, and learn how we can better meet their needs.





310 children served in our on-site literacy programs (up from 90 in 2016.)



6,122 Volunteer Hours donated to THB in 2017, with a value of \$128,562. Our amazing volunteers help us keep costs low, ensuring that our donors' investment goes directly to serving our children and families.

In 2017 we expanded our Giving Library, from under 15 hours per week, to **45** hours per week. We have welcomed **3562** visitors to the our Giving Library.

Of these visitors, 48% have returned!

Our Programs

One of the aspects of Tree House Books that makes us special is that we are a true community center founded, and focused, on literacy and a love of reading and writing. Everything we do is holistic in nature: we work to engage whole families, with a range of programs that address the whole developmental lifespan, and work with the whole child - their life experience, interests, and unique strengths and struggles. We are able to devote this kind of individualized attention because of the 2:1 student-to-instructor ratio we have cultivated at every level of our programming continuum. Our ultimate vision is to connect with new parents and foster relationships that last a lifetime, providing their babies' first Take-Home Libraries, and walk beside them as they grow, giving them books and supportive programs every step of the way.

Thanks to your investment, we have reimagined our program model so that we can achieve this vision! Read on to discover how our programming has evolved in 2017...

ACCESS TO BOOKS

We launched our *Books in Every Home* campaign in 2017 in answer to the unacceptable statistic that *there is just one age-appropriate book in 300 homes in the city's most underserved neighborhoods*. Our goal was simple: to collect and distribute 50,000 books to homes in need throughout the entire city of Philadelphia.

Our total book distribution in 2016 was just over 11,381, so we knew that this goal would be challenging - but the Tree House community rose to the challenge! By working together with local businesses, community organizations, schools, faith-based organizations, and more, we are happy to report that in 2017, we collected and distributed 67,665 books to 18,022 children and their families!



Other ways we distribute books to the Community:

- The Giving Library offers free, or "by donation", books to the entire community. In 2017, we implemented incentive programs to encourage repeat visits; we also expanded hours so that we're now open and fully staffed 10-6 Monday through Friday, and 10-3 on Saturday, with drop-in Homework Help and Tutoring Time every weekday afternoon. These new hours increased our "open door" capacity from 12-15 hours per week to over 45, enabling more families to visit together!
- Words-on-Wheels is one of our most beloved programs. Every summer, volunteers jump on bikes to deliver books directly to the homes of families who sign up. Each family member gets five age-appropriate, relevant books. Through a grant in 2017, we could provide brand new books! This program is particularly special because it deepens our ties to the community and allows us to learn more about the children and families we serve.
- Tree House Visits are whole-class field trips that come to us from all over the city for a taste of Tree House Magic; every child receives a Take-Home Library. By collaborating with the Philadelphia School District and other area schools, we can now provide programs for kids and introduce their families to all we have to offer, regardless of zip code!
- Tree House Branches (mini giving libraries) have been set up in the Gathers, Amos, M.L.King, East Poplar, Shuler, Mann, Dendy, Towey, and Penrose Recreation Centers. More kids with more books! Thank you SO much to The Goldenberg Group, Penn Book Center, Read by 4th, our awesome friends at the Philadelphia Parks & Rec department, and the many volunteers and donors who helped make it happen!



LITERACY PROGRAMS

Our Literacy Programs are specially designed to reach children from their very first moments. We aim to give every child the opportunity to thrive in their growth as a reader, writer, and thinker; early literacy enrichment is crucial to later academic success!

Read with Me (ages 0-3) is focused on getting books to babies! We provide Take-Home Libraries to new caregivers and begin to build relationships that will enable them to grow along with our programs. This program is expected to blossom in 2018 - stay tuned!

Tree House Sprouts (ages 4-6) is a cohort-based group curriculum that offers targeted, Common Core aligned instruction to children entering preschool and kindergarten. Our goal is to ensure that all participants in our Sprouts programming will read on grade level before they exit the program. We will support each child in their endeavors, building competence and confidence within a life of books. Focusing in on this crucial developmental stage, our goal is that every child starts with every opportunity for success from the very beginning!

The Literacy Studio (ages 7-12) complements the experiences kids have in their traditional classrooms, while offering personalized enrichment opportunities. Students **self-select** their activities, working with volunteer coaches who support and model an invested life with books. **We have created an environment where each child can define what literacy personally means to them.**

Junior Librarians (ages 12-18) are the people who have grown up through our programs. We provide one-to-one mentoring that encompasses academic, professional, and personal development, offering tools for them to determine their own path to success. At the same time, they volunteer in our Giving Library, where they engage with customers, work with younger children, and participate in a variety of projects that foster a sense of community giving.

Family Engagement is the foundation of every one of our programs. Attendance at our monthly events has skyrocketed, and our families come regularly to the Giving Library to pick out books. In 2018, we will host several family workshops, with topics such as "Raising Readers and Writers" and "Combating Summer Slide" to support families working to bring more reading and writing into their homes.



Our Team

Board of Directors

Brett Cohen, Board Chair - President, Quirk Books

Cass Bailey, Vice Chair, Board Chair Emeritus - Principal, Slice Communications

Jennifer Egmont, Secretary - Director of Initiatives and Knowledge Management, Economy League of Greater Philadelphia Andrew Starfield, Treasurer - Financial Planner, First Financial Group

Melissa Ash, Chair, Fund Development Committee - Executive Council of Team First Book, Philadelphia Holly Auer* - Corporate Director of Communications, Penn Medicine

John Fleming** - Managing Member, K12.IT

Kathryn Hastings, Ed.d. - Assistant Professor and Director of Reading Programs, Loeb School of Education Eastern University Charles Ireland, Chair, Programming Committee - Principal (Retired), Philadelphia School District

Kristin Kiser, Chair, Philadelphia Literacy Day - VP/Publisher, Running Press Publishers and Black Dog & Levanthal

Grace Manning** - Manager of Social Impact and Administration, Saxby's Coffee

Yuliya Ostapenko** - CPA, CliftonLarsonAllen (CLA)

June M. Bretz - ex-officio

Advisory Board

Jon Weiss, Chair - Equinox Management & Construction, LLC

Representative Donna Bullock - 195th Legislative District, PA House of Representatives

Council President Darrell Clarke - District 5, Philadelphia City Council

Michel Gilbert - The Schell Group/Merrill Lynch Pierce Fenner & Smith

Eli Goldblatt - Temple University

Daniel Levitt, Rabbi - Hillel at Temple University: The Edward H. Rosen Center for Jewish Life

Star Bocasan Little - Equinox Management & Construction, LLC

Kathryn Lyons - The Ballinger Company

Christopher McGill - DNB First N.A

Pastor Lewis Nash - M A P Holistic CDC

Brian Phillips - ISA - Interface Studio Architects LLC

Fllen Lissy Rosenberg - The Goldenberg Group

Nyseem Smith - Philadelphia Urhan Creator

Senator Sharif Street - District 3. PA State Senat

ndrea Swan - Temple University Office of Community Relations

Ted Swenson - Swenson Nonprofit Consulting

Bonnie Young - The Do-Gooder

Staff

June M. Bretz - Executive Director
Chris Hils - Program Director
Emma Goldstein - Manager, Access to Books
Karen Maloy - Director of Outreach & Development
Austen Torres Davis - Volunteer & Outreach Coordinator



Volunteer Staff

May Dougherty - Social Media and Marketing Patrick Eells - Literacy Studio and Database Eva Frendak - Web Development and Marketing

Yulius Haryanto - Database

Anna Lockhart - Literacy Studio and Oral History Project Emily Morrow - Giving Library and Books in Every Home

Campaign

Sharon Turner - Giving Library

Melissa Walker - Giving Library

Dan Ward - Grant Research

*Board term ended in 2017 **Joined board in 2018

Our Volunteers

Volunteerism is at the heart of Tree House Books! We have seen first-hand the **transformational effect volunteering has on both the volunteers and the children we serve.** Kids receive the kind of nurturing, focused attention that enables them to grow into who they are meant to be; our volunteers enjoy spending time with our families and receive eye-opening, defining experiences that can be life changing.

Tree House Books overhauled its Volunteer Management program in 2017. By professionalizing the program to operate like an HR department, increasing efficiency and blurring the lines between paid and unpaid staff, we are better able to leverage the talents and expertise of over 700 volunteers per year. Volunteers are now 90% of our growing workforce, which allows us to cut costs and ensures that your donated dollars are well spent.

In addition, our volunteers receive a wide range of training in education, business practices, and customer service, as well as crucial trauma-informed training. Most importantly, they learn ways they can truly become agents of change!



Volunteers from Temple University have long been fundamental to our programs.

Temple students bring a spirit of giving and community to Tree House. Many of our volunteers have gone on to become educators, social workers, philanthropists and community leaders because of their time working at Tree House Books.



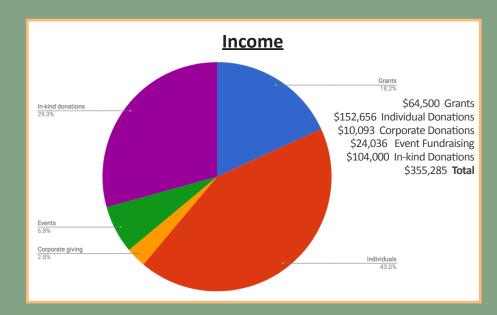


"I like Tree House Books because I love having access to wonderful books to build my classroom library.

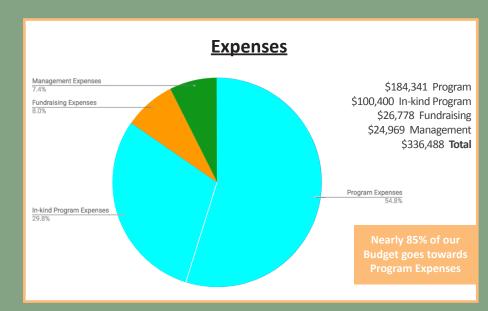
So many kids in this city wouldn't have anywhere else to get books if not for Tree House."

Miss Pepper (Long term volunteer)

Financial Overview



Anna Welsh, social entrepreneur and CEO of Little bags, BIG IMPACT is a true partner of THB! Her growing company donates 15% of proceeds to our programs. Thank you, Anna!



The above graphs represent the unaudited Tree House Books financials for 2017.

Thank you to our donors and partners!

We are truly thankful to the Wieseneck Family for their generosity, unwavering support, and investment in our vision. It is through their faith in us, their spirit of volunteerism, and, ultimately, their profound commitment to the children and families of Philadelphia, that enables Tree House Books to continue to do what we've been doing for the past 13

We would also like to especially thank Jon Weiss for the continued donation of our space and generous support. Thanks to you, we have been able to consistently provide a warm, safe haven for the kids and families in our community!

Forest Partners (gifts of \$5,000 or more)

The Allen Hilles Fund The Backe Foundation The Carp Family

The Connelly Foundation

The Lawrence Saunders Foundation

Paul & Cathy Maloy Quirk Productions

The Scholler Foundation The Tioga Foundation

Vert Charitable Trust/Bonnie Greenberg

The William M. King Foundation

Root Partners (gifts of \$1,000 - \$4,999)

1010 Printing Group Agnes Irwin School for Girls The Alston-Beech Foundation

Melissa & Dana Ash

The Dolfinger-McMahon Foundation

Rav Boose

Brett & Randi Cohen Megan DiPasquale The Do-Gooders

Elfant Wissahickon/Claudia McGill

Jennifer & Drew Egmont

Equinox Management & Construction/Jon

Weiss

Cameron French Michel Gilbert

Goldenberg Group/Ellen Lissy Rosenberg

Kathy Hastings Kristin Kiser

Little Bags.Big Impact/Anna Welsh

Mass Mutual Merrill Lynch

NRG Energy/David Schrader

Running Press

The Schell Group/Chris Schell

Slice Communications/Cass Bailey

Andrew Starfield Andrea Swan **Temple University**

United Way of Greater Philadelphia and

Southern New Jersey

Branch Partners (gifts of \$100 - \$999)

Dana Band

Bank of America

Kenya Bates Free Library of Philadelphia and Read by

Fourth

Jennifer Bogoni Colwin Bocasan Jennifer Bradley June M. Bretz Molly Brozell

David Bushnell LuAnn Cahn **Andrew Catauro**

John Charles Josephine Charles Connect Me Voice/Scott Seltzer

Rachel Dougherty Ballinger/Todd Drake Tom & Scarlet Dunne

Edelman Wealth Management

CD Edelstein Bari Epstein Johannah Fine Anne Goldblatt Eli Goldblatt Elisabeth Hadden

Maggie Hancock Susan Holland Home Source Mortgage Company

Independence Beer Garden Charles Ireland

Laura Johnson Mary Judge Jennifer Kates

Keller Williams Blue Bell

Lamatek, Inc. June Leavy Rebecca Ledbetter Llama Tooth/Joseph Galster

Jenn Lucano Kate Lyons Andrew Magnus

Richard Maimon & Susan Segal Thomas McCaully

Merck

Ellen Milgrim Michael Moore Susan Mudambi Kristin Mullaney Mum Mum Cards

Lewis Nash Micael Navarro Lopez

NP Consulting/Matt Hugg Thomas & Fanella O'Brien

Ruth Ost Yuliya Ostapenko

Kelly Palkovics Penn Medicine Mark Pliner Paul Read

Nicholas Rohrbaugh

Blake Rubin Linda Sall

Len Rieser

Erin Santamoor & Daniel O'Donnell

Zerona Sharpe Nicholas Schell

Nina Tinari-Schulson & Michael

Schulson

Michelle & Daniel Scolnick

Samantha Scott James Senderling Zerona Sharp Suzanne Simons Starfield & Smith Carol & James Smolen

Leslie Stone Streets And Squares/Jeremy Traff

Toshiba Jodi Walker Wells Fargo Deena Weissman Window Nation Cares WSFS Bank/Bryan Forcino Linda Zeltner

Acorn Partners (gifts of \$0 - \$99)

Holly Auer Tylor Augustine **Donald Avallone** Melvina Banti Suzanne Binswanger **Beverly Borton** Patricia Byrne Denise Cohen Mary Kate Daley Peter Damico Julia DeChristoforo **Robert Definis** Nicole Demuro Dan Donovan Sean Dougherty Abraham El Chana Garcia Donna Gephart Bruce & Lisa Ginsburg

Aaron Goldblatt & Laura Foster

Luke Harsel Anika Hart Peggy Hartzell Leah Hetzell Moneka Hewlett Robert Jakubowski Sarah Byker James Sidney Johnson Jill Jokelson Kristina Kim Justin Lewis Carol Lidz John McGurk Michael Moriarty Elishia Peterson **Brian Phillips** Jonathan Poet Lysa Puma Orlando Rendon Coletta & Joseph Robinson Eve Prensky Roe Christine Roess **Deborah Rooney**

Adam Rosenzweig

Hollace Rutkowski Jack & Diane Saarela

Robert Schwartz

Sherry Shaeffer

Nancy Shaw

Megan Sinz

Lvnn Strauss

Craig Swanson Ellen Tedaldi Sharon Turner Jessica Wagner Leslie Walker Maria Walker William Wedo







Books in Every Home

In 2017, together we launched our Books in Every Home campaign. Our vision was simple: More books in homes. More kids and families reading together.

Partners

1010 Printing

Amerihealth Caritas Community

Investment

BBYO Berenstain Bears Inc.

Book Sharing

Books Through Bars

Bridget Boyle

Bucks County Montessori Charter School

Chesterbrook Academy

Children's Book World

Circle Thrift

Cottman Transmission and Total Auto

Care

Duckery School

East Passyunk Recreation Center

Edelman Wealth Management

Engineering & Carver High School

Epiphany Church

F.A. Davis Publishing

Feasterville Library and Rotary

Haverford College

Hilton Philadelphia at Penn's

Landing

Independence Blue Cross

Jidan Cleaning

Joseph Fox Bookshop Lamatek, Inc.

Lieberman Research Worldwide

Lilypad Philly

Little Bags.Big Impact

Mass Mutual

Morgan Hall N. Temple

Penguin Random House

Penn Book Center

Philadelphia Public Relations Association

Phillie Phanatic

Quirk Books

Read by 4th Rodeph Shalom

Running Press

Schell Group c/o Merrill Lynch



Slice Communications

Telrose Corporation

Temple School of Social Work

The Philadelphia Foundation

Welsh Valley Middle School

United Way of Greater Philadelphia and

Seguoia Hall Soho Press

Temple Reslife

The Do-Gooders

The Village Library

Southern New Jersey

St Joe's

SEI Investment Company

We deeply appreciate all the people who have given books this past year! In fact, there are so many we do not have room to list them all here. For complete list of individual and small group book donations, please go to our website (www.treehousebooks.org)



Thanks to the many caring individuals and groups in our community that helped us exceed our goals!



Champions of Literacy

...an evening of inspiration and celebration!





The Phillie Phanatic celebrates kids and reading, while Ronda and Ijshanaya Butler inspire guests with stories of their experiences at Tree House Books.



Founding Board Member and Legacy Award Winner, Eli Goldblatt, speaks about community; Partner of the Year Anna Welsh (left) celebrates with Tree House Board President, Brett Cohen (far right) and Board President. Emeritus, Cass Bailey (center).

In addition to being our Annual Fundraiser, Champions of Literacy is an event that galvanizes the community. We bring educators, community leaders, and philanthropists together with people who have experienced the impact Tree House Books has had on their own lives, to share inspiration and create momentum for change in Philadelphia's literacy rates.

Thank you to our 2017 Sponsors!

Diamond Sponsor

The Carp Family

Platinum Sponsors





Beer Sponsor Yards Brewing Company

Gold Sponsors

Edelman Wealth Management Elfant Wissahickon Realtors **Equinox Management and** Construction

The Goldenberg Group **Running Press**

The Schell Group

Temple University Toshiba Business Solutions

> **Signage Sponsor** Lamatek, Inc.

Silver Sponsors

Ballinger Keller Williams Blue Bell Starfield & Smith **WSFS Bank**

Space Sponsor/Host Slice Communications

Save the date for our next Champions of Literacy event Thursday, Nov. 1, 2018!



Philadelphia **Literacy Day**

...it's all about FAMILY!



In 2017, Tree House Books launched this event to bring our community together from all corners of the city to celebrate Philadelphia as a city of readers, writers, and thinkers at Smith Memorial Playground and The Kimmel Center.

Thank you to our

2017 Sponsors!

BITHE BACKE FOUNDATION



In 2018, Philadelphia Literacy Day is being presented in partnership with Read by 4th and the United Way of Greater Philadelphia and Southern New Jersey. In addition to raising awareness of all the work being done throughout the city to increase literacy, this special day will offer a host of fun activities - storytimes and book readings, poetry walls, caricature artists, face painting, live music, games, tasty treats and much more - in a carnival-like atmosphere. We'll also be hosting a large-scale *free* book market and hearing from local authors. Be sure to save the date and bring your family!



2018 At a Glance

January

15th- MLK Day of Service

Groups arrived at THB from local businesses, universities and community organizations to curate Take-Home Libraries, stock our book shelves, and help us prepare our for our After-School programs!

23rd - Amazon book delivery - Over 20,000 new books were donated!

February

26th - Tree House Branches Program began!

27th - March Madness Family Event

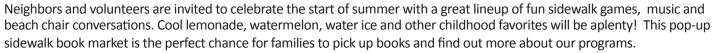
10th - Literacy Sensitivity Training in partnership with the Mayor's office

24th - Celebrating Seuss Family Event

12th - Philadelphia Literacy Day

<u>June</u>

2nd - Summer Beach Party!



7th - Spring Studio End of Year Family & Volunteer Party

July - Words-on-Wheels begins!

August

21st - Parent Workshop: Choosing the Right Book

September

8th - Back to School Party!

Neighbors, volunteers and staff are invited to share cider and other fall treats, pick up free school supplies, and peruse our pop-up sidewalk book market. Families will also be invited to come inside and "test out" our after school programs, check out our Giving Library, and even climb up our tree house!

18th- Parent Workshop: Reading to your Young Children

October

23rd - Haunted Library Family Event

November

1st - Champions of Literacy Event

14th - Friendsgiving Family Event

December - Winter Wonderland Holiday Shoppe - ALL MONTH LONG! For this month long event, we transform the Giving Library into a festive

Wonderland. Surrounded twinkling lights, treats, and music, children will be able to pick out

books to give to family and friends, gift-wrapped by volunteer elves in honor of the season!

13th - Winter Wonderland Holiday Family Event



"I like Tree House Books because I get to do my homework and I get to read and then I get to do writing centers too. That's why I like Tree House."

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Get Involved



With your help, we can have an impact on the children and families in Philadelphia!

- Become a volunteer: be a volunteer literacy coach, librarian, event planner, administrator, and more!
- Host a book drive through your office, school, or faith-based organization, and match the books collected with a monetary contribution.
- Become a sponsor.
- Make a donation. Contribute directly or designate us as your United Way Donor Choice recipient #53586.
- Leverage your corporate matching program.
- Tell a friend about us!

For more information about how you can join us, email Karen@treehousebooks.org!



