



2018: OUR YEAR

GROWING AND CHANGING



ANNUAL REPORT 2018
TREE HOUSE BOOKS

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FROM THE BOARD

When I was introduced to Tree House Books in 2012, I was immediately impressed and excited about the mission and work being done. In 2014, I jumped at the chance to join the board—and, in June 2017, I was voted in as Board Chair. I'm also the President and Publisher of Quirk Books, a trade publisher located in Philadelphia. Naturally, I have a passion for literacy and understand the importance it has on shaping young minds.



Tree House Books has always viewed literacy as the foundation for creating the change you want to see in yourself, in your community and in your world. And, I'm tremendously proud of our ability to instill those values into the children that participate in our programs. Last year, we took an introspective look and made some important changes to our organization. Most notably, we hired Michael Brix to serve as our new Executive Director. He'll share more of his background later, but, together, we've identified four key areas for organization growth.

- **Program & Partnership Growth:** The dual-nature of our program (Access to Books & Literacy Programs) creates a unique opportunity for Tree House Books to distribute books to families in need while also having a focused impact on their literacy education. Regional partnerships can advance our mission by helping us reach more children and families.
- **Invest in our immediate community:** Tree House Books is part of a vibrant local community that includes the people, schools and businesses that live and operate in the North Central Philadelphia area. The community members are active participants in our events and programs. Moving forward, we will place an even greater emphasis on serving the immediate neighborhoods surrounding our facility.
- **Diversify our Income Streams:** I am tremendously grateful for all of Tree House Books' supporters. In 2018, we were able to broaden our donor base to include individuals, corporations and grants. You can see a list of our donors, sponsors, and foundations on page 4 of this report. As we continue to build relationships and report on our successes, we will open new revenue streams.
- **Board Growth:** Our Board of Directors and Advisory Board are active groups that regularly chip in with fundraising initiatives, program consultation, and more. We have a few open seats that create opportunities for more involvement and leadership.

I am thankful for everyone who contributed to the amazing 2018 successes detailed in this report. There's still a lot of work to be done. And, I'm confident that with your continued support and the support of others like you, Tree House Books will continue to do the important work it's doing to impact literacy and grow the next generation of readers, writers, and thinkers.

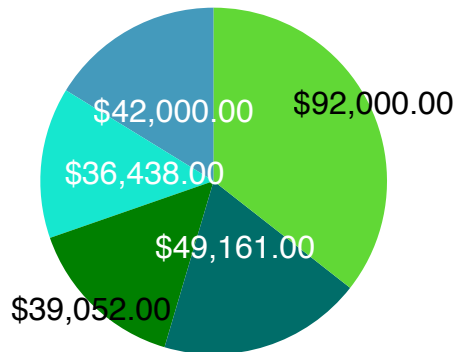
Thank you,
Brett Cohen
Board Chair, Tree House Books

FINANCIAL POSITION



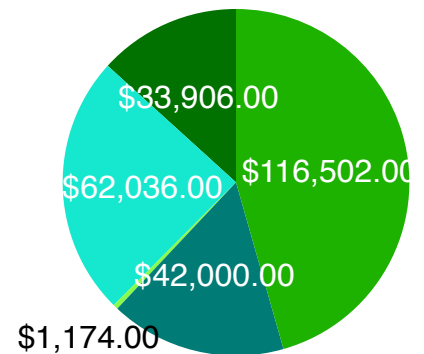
Income

- Grants
- Corporate Gifts
- In-kind
- Individual Donations
- Events



Expenses

- Programs
- Fundraising
- Support
- In Kind Program
- Management



STATS

81,543

Books given away



2,646

New members added



6,367

Visits to the library



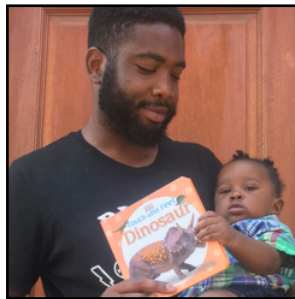
267

Kids in literacy programs



HIGHLIGHTS!

Through Words On Wheels, more than 250 people were able to start their home libraries with books delivered to their front door! Thanks to our partners at First Book Philadelphia and all our dedicated volunteers!



Mayor Kenney came and read to kids as part of our Philadelphia Literacy Day celebrations. What an amazing event - celebrating all the great literacy work happening across Philly. We also celebrated our work at our signature event: Champions of Literacy.

Our humble Tree House grew branches! Started with help from the Goldenberg Group and with our partners at Read by 4th and Philadelphia Parks & Rec, these mini-giving libraries ensured kids could grab a book and take it home whenever they wanted!



Once again - we could not accomplish our goals without a great team of volunteers, partners, and friends. Whether they are helping in our library, or with our young people, or coming to events, our community is strong because of you!



NEW FACES!

In 2019, we welcomed a few new staff members to the Tree House Books family.



Michael Brix has been tasked to be the new Executive Director for Tree House Books. Michael brings a passion for social change and experience in building non profits. He lives in Germantown with his family.



Leonard Chester, a Philadelphia native and Temple graduate has come on staff as the Tree House Books Outreach Manager. Leonard is an active community-builder and also runs his own foundation: The Overcame Foundation.



Sabriaya Shipley is our new Program Coordinator. A Temple graduate and poet/playwright/actor/artist, Sabriaya brings a fresh outlook to our youth and literacy programs. When not at the Tree House, Sabriaya can be seen on area stages.

DONORS AND PARTNERS

Forrest Partners (Gifts of \$5,000 or more)

Wieseneck Family
Kim Flail
Robyn Carp
Theresa King
Brett & Randi Cohen
Bonnie Greenberg
William Keffer
Paul & Cathy Maloy
Daphne Rowe
Lawrence Saunders Fund
Douty Foundation
The William King Foundation
The Hilles Fund

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

Melissa & Dana Ash
Mary O'Neill
Steve Collins
SAP Communications
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Christine Brown
Running Press
Chris Major
Yuliya Ostapenko
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Kathy Hastings
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Sheldo Loder & David Bonovitz
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Emily McQueen
Philadelphia Fund Alliance
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Jennifer Weiner
Anna Welsh -
Littlebags.BIGIMPACT
Bonnie Young

Drew & Jennifer Egmont
The Wurts Foundation

Branch Partners (Gifts of \$100 to \$999)

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David Bushnell
Jenny Bogoni
Todd Drake
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John Fleming
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Leslie Stone
Deena Weissman
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Christine Beck
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James Senderling
Suzanne Simons
Joy Bernstein
Robert Borenstein
LuAnn Cahn
Independence Beer Garden
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Grace Manning
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Kenya Bates
Lysa Puma
William Wedo
Charles Ireland
Mary Judge
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Blake Rubin
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Nicholas Schell
Zerona Sharp
Pamela Starfield
Ariel Vegotsky
Jodi Walker
Patricia Welborn
Donna White

*Space does not allow us to acknowledge gifts under \$100, but they are no less appreciated. A full list can be found on our website.

Any omissions or errors are completely unintentional and we ask for you to contact us so we can correct them.

WITH YOUR HELP we can help create and sustain a community of readers, writers, & thinkers - to join the people listed above and make a difference, please contact us at info@treehousebooks.org

