

INNOVATION,  
ADAPTATION,  
GROWTH



TREE HOUSE BOOKS

Annual Report 2020

1430 W. Susquehanna Ave. Philadelphia, PA 19121

info@treehousebooks.org | www.treehousebooks.org | 215-236-1760

# From the Board



What an interesting and wild year 2020 was for Tree House Books! In this last year we celebrated our 15th anniversary, pivoted our programming due to the unexpected arrival of COVID-19, and created completely new initiatives to best serve our community during these ever-changing times. It was a whirlwind of a year for sure, and as difficult as it was at some points, we are so truly grateful for the immense support of our community members, Tree House Books families, funders and partners for helping us to make this a year full of innovation, adaptation, and growth regardless of the circumstances thrown at us.



## **Board of Directors**

### **Board Chair**

Grace Manning

### **Secretary**

Kristin Kiser

### **Treasurer**

Yuliya Ostapenko

### **Board Members**

Melissa Ash

Bob Borenstein

Brett Cohen

Nicole DeJackmo

John Fleming

Kathy Hastings

Aliya Johnson-Roberts

Cassandra Poland

Nyseem Smith

### **Ex-Officio**

Michael Brix

This past year we continued to give away books at a rapid pace, setting up a safe and socially distant outdoor library in front of Tree House Books when we had to temporarily shut down our typical Giving Library operations. In addition to getting books into the hands of readers in a variety of creative ways, we also saw the need to become an Emergency Food Distribution Center and began giving out meals three times a week alongside books and workbooks. As the year went on and our Tree House kids still couldn't return to school in person, another clear need arose and we quickly got our Equity Pods up and running. This program welcomes small groups of children into the Tree House so that they can have access to high speed internet and general help from our amazing staff while they complete virtual schooling.

As a board, we also had to make some adjustments, changing the way we interact with partners and funders and figuring out the ever elusive virtual event! In our 15<sup>th</sup> year of operations we worked hard to plan a celebration of how far we've come as an organization in our annual Champions of Literacy Event. Instead of the typical large, in person event we host yearly, we used that platform to host three virtual events: local authors reading to kids, interviews with authors who set their novels in Philadelphia, and hosting an important and thought provoking forum on the importance of Black representation in literature. Being able to celebrate and connect with our community through those events was truly a highlight of the year and something we plan on continuing in the future.

2021 will no doubt still hold some challenges as we continue to maneuver through COVID-19 safely, but we know now more than ever that Tree House Books is incredibly resilient and is always ready to adapt in order to best serve our community. We're already deep in the works of planning for some exciting growth and expansion for the coming year and beyond and none of these goals would be possible without you and your support. Below are just a few examples of what's to come:

1. Getting our Traveling Tree House bookmobile out into the community
2. Continuing to adapt Literacy Programs to meet kids in this unique time
3. Contributing to the strong fabric of this neighborhood

We're so thankful for everyone who contributed to the amazing progress and evolution we saw in 2020, detailed in this report. I'm positive that with your continued support and the support of others like you, Tree House Books will continue to grow and to do this important work in larger and more impactful ways.

Thank you,

Grace Manning, Board Chair



# 2020 By The Numbers

50,873

Books given away in 2020

14,234

Meals served to our community

295

Book donors

24

Book drives

2

Equity Pods  
&

1

Safe Summer Camp

171

Kids served in literacy programs

382

Donors & Foundations that made it all possible



“ My 3rd grader put together 6 books bundles of 5 books each to donate, and is so excited for other children to enjoy his books as much as he has. He loves to read and on top of that, every book is like a friend to him. He had a tough time giving up any books but after talking with him about your organization and how other children will enjoy his books as much as he has, he was very excited to put these bundles together with all the care of putting together a gift for his best friend. ~ A family participant in Book Bundles campaign ”

# Our Year Highlights

## January

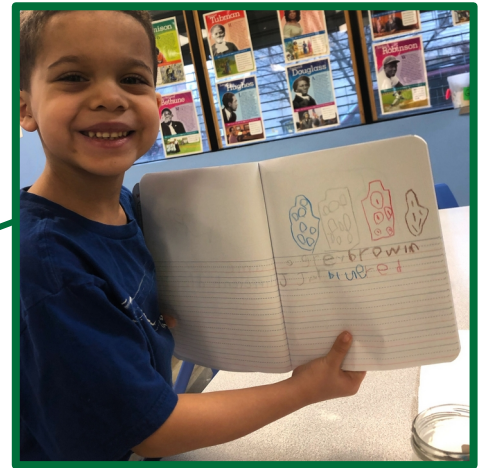
Our friends from the 1 & 2 class at The Miquon School came and dropped off books they collected and stayed to read with us too!

Our Sprouts program kicked off the year at Miracle Moments Day Care

Annual Volunteer Appreciation party featured fun and games and food

Black History Month activity led by our After School kids

Our Words On Wheels book delivery program received new investment from William Penn Foundation



## February

## March

## April

## May

## June

## July



Raised the numbers of our food distribution due to demand

Virtual After School Program began as staff helped parents navigate online school & provided homework help

Apr 16 – Book Bundles campaign started – we came and picked up book donations from your house!

May 7 – Tree House hosted Northwest Philadelphia Community Forum online

Urban Creators “Mobile Market” started coming to food distributions on Wednesdays

On site Summer Camp “Block Buddies” started with partners One Day At A Time

Wall Street Journal article highlighted our food distribution efforts

July 15 - Virtual poetry night, featuring partner Karen Smith

Words On Wheels Book Deliveries and one-on-one support with our Literacy Specialist Cheryl began

## Covid-19

### Our immediate response

Mar 11 – THB Board meeting - Rumors of school shutting down for 2 weeks started.

Mar 12 – Learned that schools were shutting down. We contacted Archdiocese to inquire about requirements to become a food distribution center if needed.

Mar 13 – THB made decision to close programming for 2 weeks, along with the SDP closing. Staff quickly worked on a plan to engage with kids virtually. Staff planned to work offsite.

Mar 16 – Program staff started connecting online with kids - called “Program Kids Connect”

Mar 18 – We were approved as an Emergency Food Distribution center and made plans for 3 days a week distribution, prioritizing safety for staff and neighbors. We also set up a table for books and workbooks to be distributed.

Mar 23 – Food and book distribution took place for the 1st time.

Mar 24 – THB Executive Committee met online to make contingency plans for all programming and events.



# Our Year Continued

In August, we held 3 Fireside Chats online to connect with our community of Alumni, Supporters, and Families.

Words on Wheels hosted an online reading training for parents.

In September, we halted the meal distribution due to declining demand.

Our Equity Pods started in partnership with Black Education Matters– a safe place for distance learning for school district kids

Held a 2020 Reading promise festival with Read by 4<sup>th</sup> included virtual poetry night, story-time with Cousin John, and the opening of our Little Tree House (Little Free Library)

Champions of Literacy was a 3 day event with virtual experiences for everyone!

Started a partnership with Barbershop Books to get books to our neighborhood barbers

Began working on a Bookmobile idea to bring books to the neighborhood

Tree House Kids created a Virtual Kwanzaa video and story – check our YouTube!

August

September

October

November

December

CHAMPIONS OF LITERACY 2020

15 YEAR VIRTUAL CELEBRATION

**OCT. 6TH "WHY BLACK BOOKS MATTER"**

Moderated by Dr. Wanda Brooks Featuring: MK Asante, Jeannine Cook and Sabriaya Shipley.

**OCT. 7TH "KIDS STORYTIME"**

With Auntie Jo Jo the Storyteller, Pat McLean-Smith & Tanisha Chambers

**OCT. 8TH BOOK READING AND DISCUSSION "LITERARY PHILADELPHIA,"**

Asali Solomon, acclaimed author of *Disgruntled*  
Liz Moore, New York Times best-selling author of *Long Bright River*

# Tree House Books Staff

Zoom Meeting

Speaker View

Michael Brix, Executive Director

Sabriaya Shipley, Program Director

Leonard Chester, Outreach Manager

Emma Goldstein, Access to Books Director

Mute Stop Video Participants Chat Share Screen Record Reactions Leave

## Program Staff

Cheryl Bryant – Literacy Specialist

Angier Caldwell – After School Staff

Symphony Cottman – After School Staff

Deirdre Hyman – Teaching Artist

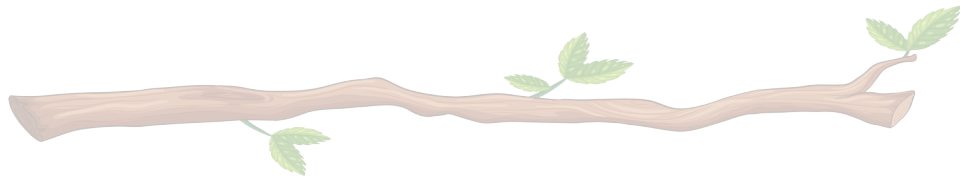
Kalkidian Getachew – Equity Pods & Storytellers Staff

Mia Rocchio – Teaching Artist

Byshera Williams – Equity Pods & Storytellers Staff

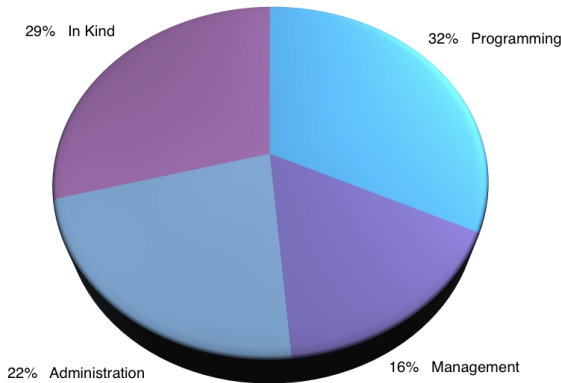
Tangie Wilson – Equity Pods Staff

# Financial Overview



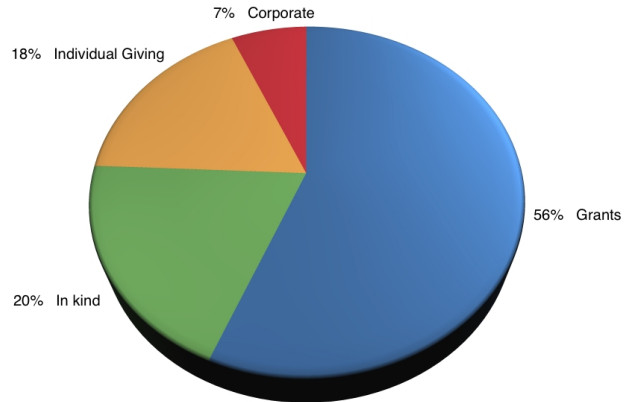
## Expenses \$404,746

● Programming - \$130,178 ● Management - \$66,656 ● Admin - \$90,755 ● In Kind - \$117,157



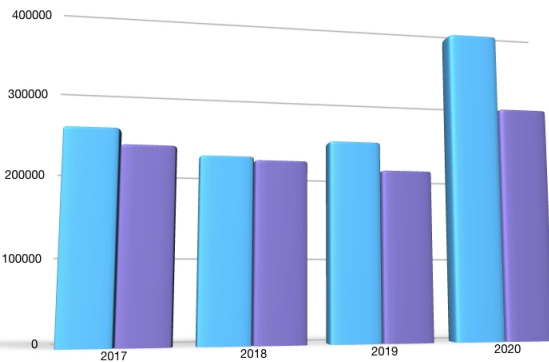
## Income \$598,318

● Grants - \$336,818 ● Individual Giving - \$105,100 ● In Kind Donations - \$117,157 ● Corporate Giving & Events - \$39,242



## Annual Budget Growth

■ Income ■ Expenses



56% - More in grant funding

81% - Increase in individual giving

34% - Growth in corporate giving

Thank you

## Corporate Partners & Event Sponsors

### 2020 Champions of Literacy



little bags.  
BIG IMPACT

#### Diamond Sponsors



Dana & Melissa  
Ash

#### Platinum Sponsors



The Schell Group

Marc & Kristin  
Attenberg

#### Gold Sponsors



www.temple.edu/community



#### Silver Sponsors



Linda & Peter  
Zeltner



# Donors & Supporters continued

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

Victor Abreu  
Jamie Albert  
Kristine Alvarez  
Allen Ampel  
Audrey Ang  
Steve Attenberg  
Jami Attenberg  
Diane & Robert Babb  
Marcia Bailey  
Melissa Baird  
Christy Barilotti  
Kenya Bates  
Jim Bauer  
Mitchell & Bonnie Benson  
James Berkey  
Esther Bernard  
Priscilla Bodnar  
Jennifer Bradley  
Carol & Jim Brix  
Linda Brooks  
David Brown  
Renee Brown  
Molly Brozell  
Nate Buchter  
Janet Stanton Burt  
Tess Burt  
David Butterworth  
Leigh Buzzard  
Erin Campbell  
John Campbell  
Wallingford Elementary PTO  
Charmaine Chan  
Leonard Chester  
Julia & Colin Chrestay  
Katie Clay  
Phyllis Cobb  
Patrick Cobbs  
Sue Compton  
Tori Conicello-Emery  
Kevin Connell  
Brian Cook  
Caralee Crary  
Mary Kate (MK) Daley

William DeHoff  
Cyrilla Dillon  
Johanna DiMedio  
Laura Dlugacz  
Nadine Doolittle  
Kevin Duffy  
Diana Duffy  
Mariana Eckardt  
Scott Edelman  
Jennifer Egmont  
Eddie Evans  
James Fargason  
Johannah Fine  
Margaret Fisher  
John Fleming  
Karen Flynn  
Kate Forest  
Caryl Frank  
Beth Gallagher  
Grace Marie & Steve Gerber  
Jody Gerstman  
Lynne Gery  
MassMutual Advisors  
Association/Adam Goetz  
Steve Goldberg  
Eli Goldblatt  
Anne Goldblatt  
James Goldfinger  
Patricia Griffin  
Dennis Grousosky  
Elisabeth Fulbright-Hadden  
Thomas and Christine Harper  
Anika Hart  
Brianna Hart  
Courtenay Homan  
Frances Hoover  
Rut Hormann  
Katherine Hovde  
Mikael Hovhannisyan  
Debora Huffman  
Carrie & Rob Hunter  
Tajnia Hussain

Stephen Johnson  
Mary Ann Judge  
Patricia Karasik  
Jon & Meg Kauffman  
Katherine Kennedy  
Maureen Kennedy  
Kimberle Kennedy  
Chrissy Kind  
Ken & Carol Kiser  
Leo Korein  
Satia Koroma  
Laura Koval  
Anne Krawitz  
Colleen Kropp  
Halloween Hero Network  
David Lamontagne  
Lois Levin  
Elaine Lewis  
Jennifer Liharik  
Jacklyn Luber  
David MacDonald  
Karen Maloy  
Grace Manning  
Bernardo Margulis  
Tia Mathison  
Julie Matzke  
Merck Foundation  
Ellen Milgrim  
Susan Mudambi  
Kristin Mullaney  
Sharon Murphy  
Jonathan Nadu  
Micael Lopez  
Thomas O'Brien  
Ruth Ost  
Priscilla Page  
Rena Counsellor and David  
Phillips  
Barbara Pomerantz  
Nathaniel Popkin  
Lauren Popp  
Laura Price

Matthew Rader  
Paul Read  
Stacey Roessler  
Brianna Rooney  
Blake Rubin  
Hollace Rutkowski  
Linda Sall  
Christopher Schell  
Melissa Schorr  
Michelle Scolnick  
Samantha Scott  
Brandi Seltzer  
Pamela Serra  
Sherry Shaeffer  
Kate Shelton  
Paula Singer  
Rachel Slamon  
Frances and Gerald Smith  
Erica Smith  
Karen Smith  
Jude & Lee Smithey  
Dan Sneberger  
Leslie Stone  
Kathy Sullivan  
Alan Symonette  
Ellen Tedaldi  
Adrienne Terico  
Laura Tucker  
Jonathan Van Schoick  
James Watson  
Claire Weaver  
Margie Weil  
Jonathan Weinstein  
Chris and Laura White  
Jacqueline Wiggins  
Elizabeth & Darren Wilson  
David Wisniewski  
Katherine Young  
Jason Zappolo  
Linda & Peter Zeltner  
Rowhouse Grocery

*We regret any errors or omissions, please contact [info@treehousebooks.org](mailto:info@treehousebooks.org) to fix as soon as possible.*

*Unfortunately space does not allow us to print the many donations up to \$99 and book donors, but they can be found on our website.*



# Donors & Supporters



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

The William Penn Foundation  
Caroline Buck Foundation  
The Vert Charitable Trust  
The S. Albert Fund of the Philadelphia Foundation  
William M King Foundation  
Patricia Kind Foundation  
The Barra Foundation  
The Alfred and Mary Douty Foundation  
Templetown Realty/Equinox Management & Construction/Jonathan Weiss  
Anonymous Foundation  
The Connelly Foundation

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

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

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

Allen Hilles Foundation  
Kathy and Ed Hastings

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

Kristin & Marc Attenberg  
Hallee Adelman  
Alston Beech Foundation  
Melissa & Dana Ash  
Kathlene Babalola  
Ray Boose  
Robert Borenstein  
Michael & Michelle Brix  
Brett & Randi Cohen  
Dolfinger-McMahon Foundation  
joeyfivecents/Susan Forker (In memory of Ian Fay)  
BE 5/Carrie Hunter  
Aliya Johnson-Roberts  
Lori Katz & Michael Goldstein  
Biddy Kehoe  
Jessica Kitain  
Victoria Le Vine  
Brian Lewis  
Yuliya Ostapenko  
Cassandra Poland

Quirk Books  
Andrew Starfield  
Meghan Talarowski  
Sharon Turner  
Nicole Valentino  
Drexel University  
Suzanne Weintraub  
Anna Welsh/littlebags.BIGIMPACT  
Suzanne & Robert Wieseneck  
Jewish Federation of Greater Philadelphia  
Fidelity Charitable  
The Free Library of Philadelphia  
Reading Holiday Project/Barbershop Books  
Schwab Charitable  
Friedman Realty Group, Inc  
Hachette Book Group/Running Press  
Henrietta Tower Wurts Memorial  
Temple University  
Wilmington Trust



*(Branch partners inside!)*