



Good afternoon!

My name is Tessa Eisenberg and I am the National Engagement Coordinator for the national, nonprofit organization, First Book Canada (www.firstbookcanada.org). Our organization provides children in need across Canada with brand new books and educational resources on an ongoing basis. We are the international affiliate of the hugely successful U.S. First Book Organization with whom we work very closely on a weekly basis. We also connect local, celebrated authors with high-needs schools and community groups (always for free) to introduce deserving communities to artists with whom they would normally never have the opportunity to interact with. Our initiative is to provide equal access to quality education for all Canadians and we are able to do so through massive, free book donations by every major publisher within Canada and a great relationship with our growing list of notable authors from Yann Martel & Alice Kuipers to Anthony Lacavera to Neil Pasricha to Veronica Roth and Victoria Aveyard. The list goes on and on and we would love to connect with you and your staff to see how we could provide free and significantly discounted, culturally relevant books to the children and youth that you are serving through your initiative.

I am reaching out to you today to encourage you and your colleagues, firstly, to register with First Book Canada. As a registered member, you will immediately begin to receive email notifications about our upcoming FREE book distribution events in your area where you can collect hundreds - thousands of new books for the children and youth that you serve. You will also gain immediate access to our online storefront and social enterprise website, the First Book Canada Marketplace (www.fbmpcanada.org) where you can purchase brand new books, educational resources, laptops, winter coats, etc. for 50-90% off traditional retail prices to use for your programming! The registration process takes ten minutes to complete, it is entirely free, and it comes with no additional obligation. There is also no cap on how many people can register with us from one school or organization and it serves as a huge advantage to you to have as many staff members register as possible. Principals can register, teachers can register (for any grade level, ages 0-18), literacy coordinators can register, etc.

Please follow this link to register today: www.fbmpcanada.org/register

****Note:** To register successfully, when asked about the percentage of low-income families that you serve, **you must enter in 70% or higher**. Please do not worry if you do not know or identify with this figure off-hand as it is not an exact science. This number is based off of your own evaluation from what you have observed. For example, we have some schools register with us that are located in particularly affluent areas but that also feature breakfast programs or after school programs catering towards children from lower income households and they are still qualified to receive our resources. For-profit centres (such as daycare centres) will

need to send in documentation to prove their eligibility (and will be prompted to during the registration process).

Here is the link to our brand new website: www.firstbookcanada.org

Here is the link to our First Book Canada Marketplace (our social enterprise site) :
www.fbmpcanada.org

Here is an overview of First Book Canada:

To date, First Book Canada has distributed more than 6.5 million books and educational resources to programs and schools serving children from low-income families throughout Canada. Our organization is transforming the lives of children in need and elevating the quality of education by making new, high-quality books available on an ongoing basis.

First Book Canada works with educators, community program administrators, early childhood educational centres, faith-based organizations and the like across Canada who serve children ages 0-18 (and parents) where at least 70% of that population of children come from low-income families. We distribute free, brand new, and award-winning books through our National Book Bank and pop-up distribution centres (member only pays for shipping for book bank events!) for children to bring home to start their very own home libraries! We also sell significantly discounted (50-90%) educational resources, books, laptops, winter coats, etc. on our First Book Canada Marketplace for educators and community program administrators to use in the classroom to enhance their educational programs and provide equal opportunities to children of all backgrounds!

The main programs that we offer to our registered members fall under two categories. The first program is our National Book Bank Book Distributions / Pop Up Book Distributions. For these events, the books are donated to us (brand new) by our publishing partners with the idea that the books will be distributed to children in need for them to take home in order to start their own home libraries. We hold these events all across Canada whenever we have a donated space available. **National Book Bank Distributions** allow us to deliver carton-quantity, brand new books for free to our members who apply to participate. These books can either be picked up in the city where we are holding the event, for free, or shipped to the member anywhere within Canada for a low cost of \$0.80 per book for shipping. But the books themselves are always free! **Pop Up Book Distributions** operate in a similar way however the books are given away as loose books instead of carton quantities and must be picked up in person (no shipping option available). These events are also held across Canada and the books are also given away for free.

Our other main resource available to our members is our **First Book Canada Marketplace** (www.fbmpcanada.org). As soon as a member registers with First Book Canada, they have immediate access to our online storefront called the First Book Canada Marketplace

where they can shop at any time for brand new, award-winning books, educational resources, laptops, and even winter coats for 50-90% off retail prices. These resources CAN be used by educators / early childhood program administrators directly in the classroom / library / community space since they are being purchased, unlike our free resources which are meant to go home with the children served.

<https://firstbookcanada.org/blog/2018/11/21/how-are-you-making-an-impact/>

Tessa Eisenberg

NATIONAL ENGAGEMENT COORDINATOR

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How are you making an
impact? | First Book Canada

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Remember the first book that you felt was speaking directly to you? The first book that made you feel seen? Or the first book that helped you through a difficult experience? Maybe you got all that...

<https://firstbookcanada.org/blog/2018/11/08/first-book-canada-and-xpand-laces-provide-books-to-toronto-public-school/>



First Book Canada and Xpand Laces provide books to Toronto public school | First Book Canada

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TORONTO, Ontario (November 8, 2018) – On Thursday, November 1, First Book Canada brought 6Dad and former city councilor Norm Kelly and Canadian children's author Paul Covello to Lynngate Junior Public...

<http://firstbookcanada.org/blog/2018/06/20/celebrating-reading-with-indigo/>
<http://firstbookcanada.org/blog/2018/06/21/preventing-summer-slide-with-canadian-youth/>



Preventing "Summer Slide" With Canadian Youth | First Book Canada

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First Book Canada, HarperCollins Canada and CompuCom partner to get eBooks into hands of young Canadians TORONTO, Ontario (June 21, 2018) – In May, First Book Canada, HarperCollins Canada and...

<http://firstbookcanada.org/blog/2018/06/15/first-book-canada-partners-with-the-indigo-love-of-reading-foundation-to-donate-45000-new-books/>



First Book Canada Partners with the Indigo Love of Reading Foundation To Donate 45,000 New Books | First Book Canada

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TORONTO, Ontario (June 15, 2018) – For the 6th year in a row, First Book Canada is partnering with the Indigo Love of Reading Foundation to donate a total of 45,000 new books to 30 high-needs schools...

You can always email me with any questions, but I will also provide the contact information for our help team: help@firstbook.org (866.732.3669) who would also be more than happy to help any member struggling to register, etc.

I am always available to answer any questions that you may have along the way. We would be honoured to have you as a First Book Canada member and please let us know in the mean time how we can best help you and your program!

Have fun exploring our beautiful, new website, and happy reading to all!

Cheers,

- Tessa Eisenberg

Tessa Eisenberg

NATIONAL ENGAGEMENT COORDINATOR

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