



# FIRST BOOK Canada



Providing equal access to quality education  
for kids in need

ALMOST  
**40%**  
of Canadian  
youth **don't**  
**have adequate**  
**literacy or**  
**numeracy skills**

A child's "first book" is not necessarily their first reading experience – it is the first book that they love, that they can call their own, and that sets them on a lifelong path of learning.



“  
*Reading means the kids can access a world they don't even know exists- they expand their imaginations and the expectations they have of themselves.”*

-Member, Nancy H., STEPHENVILLE, NL



# EDUCATION IS A CHILD'S BEST PATH OUT OF POVERTY

Without necessary educational resources, kids start school behind and may never catch up, perpetuating the cycle of poverty. With your help, we can break this cycle in Canada. More than 9 million Canadian adults are struggling with low literacy. Many schools in economically disadvantaged communities in Canada can only afford one new library book a year for every three children. First Book Canada provides high-quality, diverse, age- and language-appropriate books to children and youth in need. For some families, these are the first new, high-quality books they have ever owned.

## WHY BOOKS MATTER

- With fewer than 10 books in the home a child can fall 12 - 18 months behind and may never catch up.
- Falling behind affects employability and other social determinants of health in poverty, such as housing and food insecurity.
- Reading helps to reduce stress levels 68% of the time, improving mental health outcomes.
- Children who get an early start in reading are more likely to read more, develop more vocabulary and acquire more information capital throughout their lives.
- Storybooks open doors to other worlds, deliver hope, present possibility, and build empathy.

## Reading is Power in 2019, a donation of:

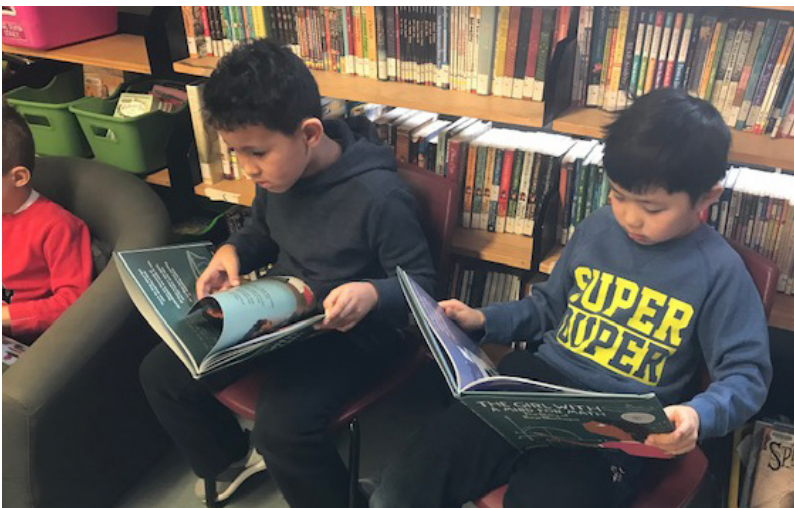
**\$1,500** provided 172 new books to children participating in programs at Secwepemc Child and Family Services Agency in Kamloops, BC.

**\$2,500** provided 395 new books to children in Toronto and Brampton, ON.

**\$4,000** provided 415 new books to students at Pierre Elliott Trudeau School in Montreal, QC.

**\$8,000** allowed educators in British Columbia, Alberta, Ontario and Quebec to select 1,833 new books for children to start or grow their own home libraries.

**\$26,500** provided 3,240 new books about Indigenous culture, language and heritage to children participating in Frontier College Indigenous Summer Literacy Camps.



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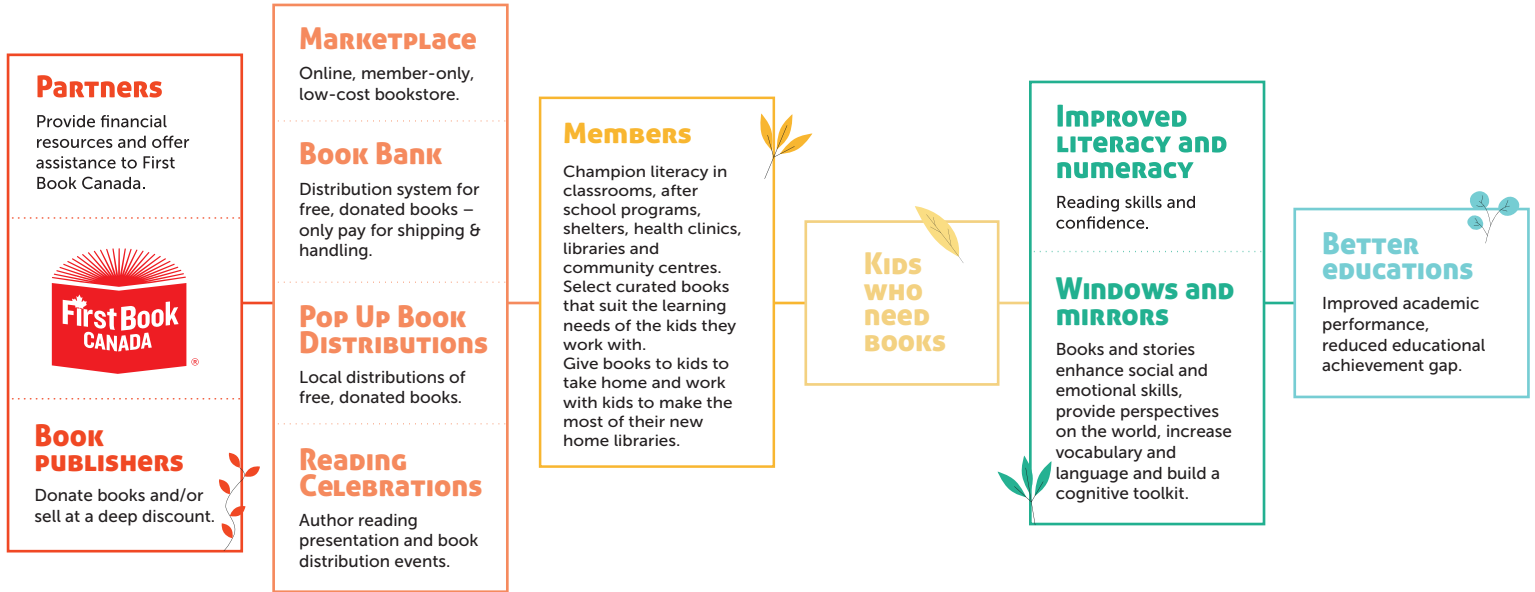
*Thank you for the gift of literacy and the chance for me to pass books onto vulnerable learners.”*

**-BIRGID L., Vancouver, B.C.**



# FIRST BOOK CANADA THEORY OF CHANGE

How we work with our network of partners, publishers, and members to change kids' lives.



Our partners are:

**COMMITTED CORPORATIONS - VISIONARY FOUNDATIONS - DEVOTED NONPROFITS - GENEROUS PUBLISHERS  
CREATIVE AUTHORS - GIFTED ILLUSTRATORS - INDIVIDUAL CHAMPIONS - HARDWORKING VOLUNTEERS**

With more than 12,000 members throughout Canada, FBC has the fastest growing network of educators serving kids in need. Our partners support this network, and our programs, in the form of grants, new books, and other essential resources.



## Employee Engagement

Seeing the joy on the faces of the students and their teachers is priceless. Community investment in First Book Canada also provides inspiring employee engagement opportunities. Through our crowd-funding platform, employees can fundraise internally to support access to quality education, mental health and poverty reduction or provide company grants to designated member schools or programs. Employees can read to children, take part in presentations conducted by celebrated authors and illustrators, and distribute books directly to the young readers in need.




**For more information on our work and partnership opportunities, please contact:**

**Tom Best, Executive Director**

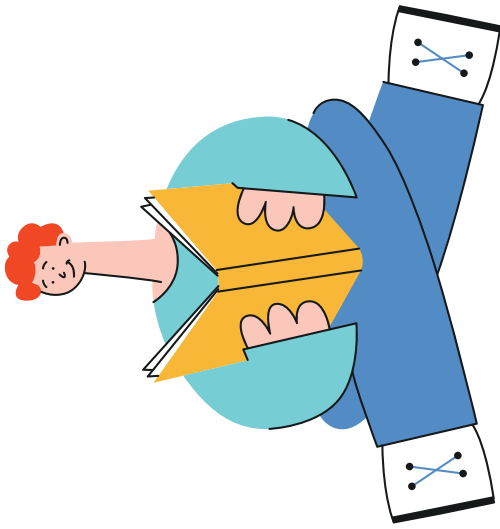
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# KIDS WHO READ BOOKS

- Link is demonstrated by academic studies
- Link is self-evident

