FIRST BOOK
Eliminating Barriers. Inspiring Young Minds.

MEDIA KIT 2025

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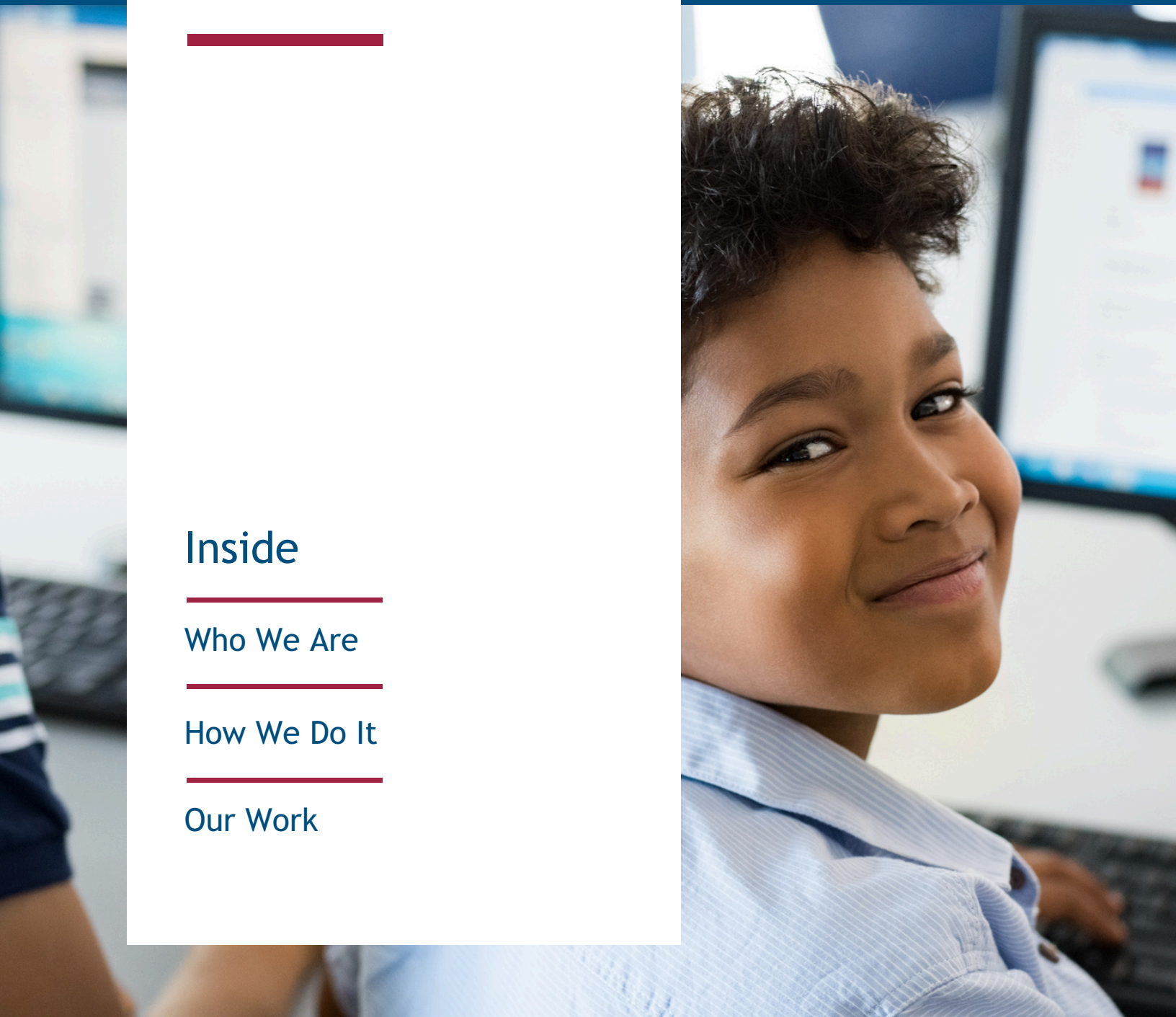

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WHO WE ARE

Imagine a world where every child experiences the benefits of a quality education. We're on a mission to ensure that all children, regardless of their background or zip code, can succeed and reach their full potential.

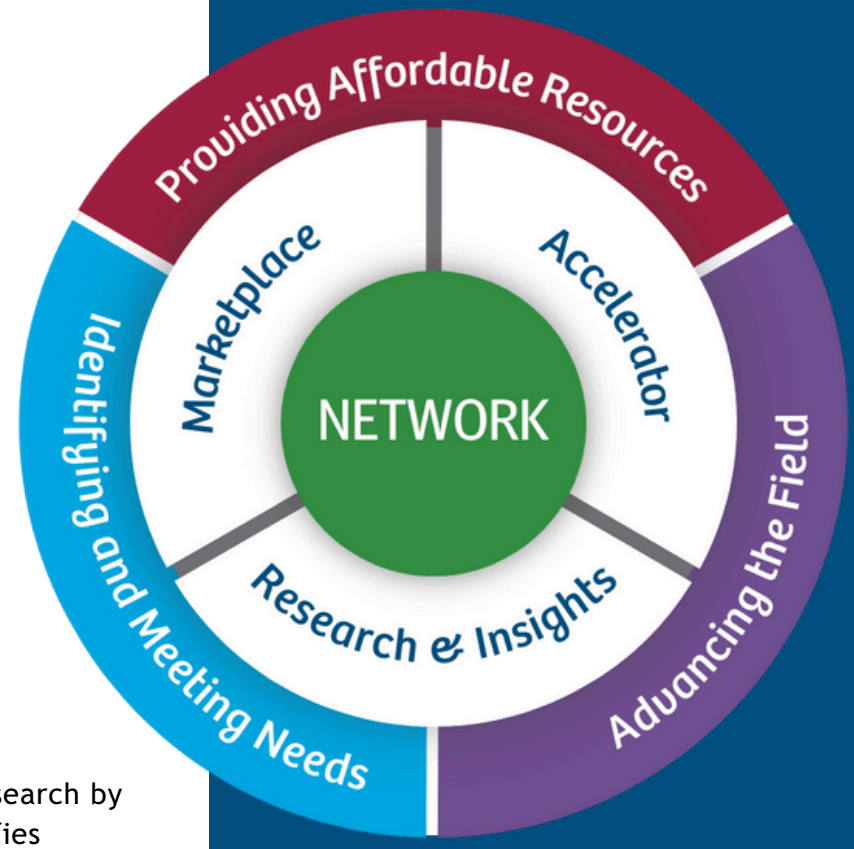
OUR MODEL OF CHANGE

First Book Network
Comprises North America's largest online community of individual educators, professionals and volunteers working on the frontlines with children in need at schools and programs across the U.S.

First Book Marketplace
Provides the First Book Network with 24-hour, year-round access to an award-winning repository of affordable and new books, educational resources, and basic necessities curated for kids in need ages 0-18.

First Book Research & Insights
Advances education and poverty research by generating original data that amplifies educators' voices, drives First Book's models, and informs content on the First Book Marketplace.

First Book Accelerator
Turns current research and evidence-based strategies from leading experts into actionable tools that are shared with our Network — so educators don't have to wait months or years to use innovative best practices in their classrooms and programs.



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HOW WE DO IT

Champion of Educators

We are passionate supporters of the educators, professionals and volunteers who serve kids in need. Our First Book Network, a community of more than 600,000 individual educators and professionals who serve kids in low-income communities, has unparalleled knowledge into the educational barriers that confront their students. By researching their needs and challenges, First Book then provides books, resources, and programs that are directly informed by their feedback. In this way, they help shape our resources, partnerships, and strategic solutions. We facilitate the sharing of best practices and expand access to affordable tools and resources. The result is that our Network is supported to better serve their students and communities.

OUR IMPACT

600,000+
Individual Educators in Our Network

250 Million
Books & Resources Distributed

6.5 Million
Children Served Annually

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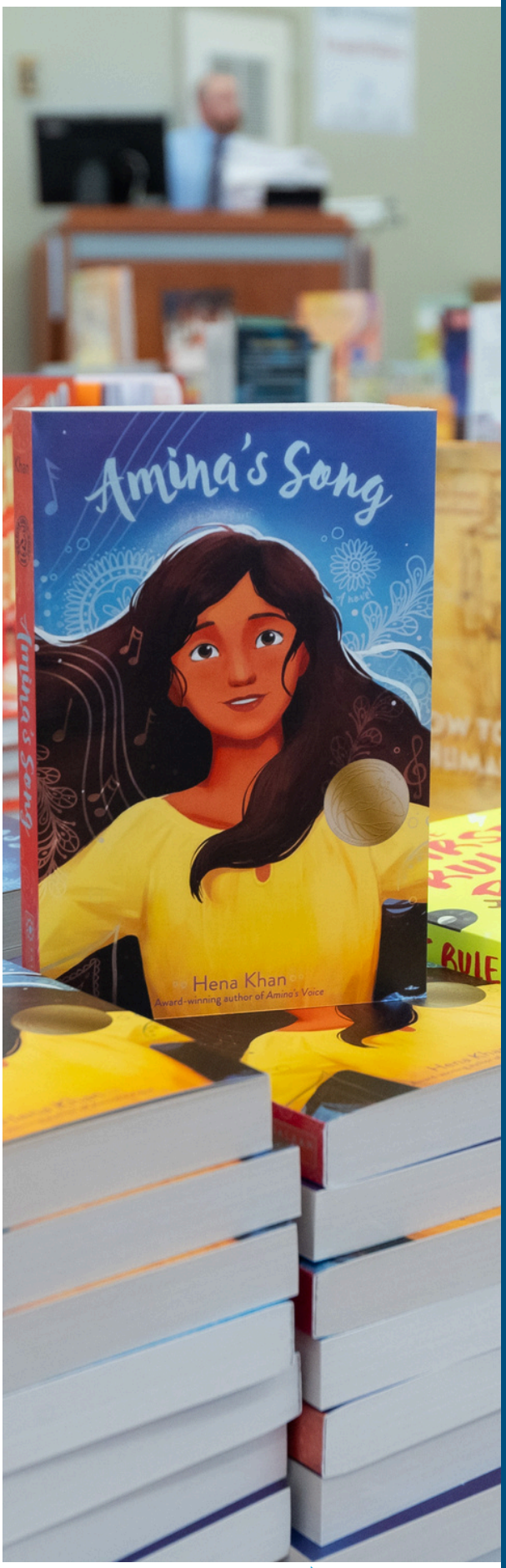

Social Innovation

We pride ourselves on having business minds and non-profit hearts. Using proven private-sector approaches, we design sustainable strategies that drive measurable results for low-income communities.

Eliminating Barriers

First Book is dedicated to increasing access to proven best practices, books, and resources in low-income communities.

Purposeful Collaboration

First Book is a bridge-builder, collaborating with public and private partners, translating best-in-class expertise into educational resources to support learning for kids in need. We partner with field experts, publishers, corporations, foundations, fellow nonprofits, leading academics, and individual donors to address the critical needs expressed by educators. These alliances enable us to expedite resources to those who need them the most. Our collaborative approach results in tangible impact, changing the lives of children in need for generations to come.

OUR WORK

In 2013, First Book reached out to the publishing industry with the offer to purchase $500,000 worth of books featuring voices that are rarely represented in children's literature: those whose experiences resonate with the children we serve in low-income communities. The response was overwhelming. In fact, we received so many great proposals that we decided to double our commitment, purchasing $500,000 worth of new titles from both HarperCollins and Lee & Low Books — $1 million worth of books altogether. Through that initial investment, First Book's Stories for All Project™ was born and today is a combination of Special Edition print runs and carefully curated titles.

EXPLORE THE PROJECT

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I know First Book's model and I've seen the way it delivers powerful results to support its important mission. This is a social enterprise that is well positioned to take the power of its proven model to a global scale.

John B. Veihmeyer, Retired Chairman | KPMG International

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MEET THE LEADERSHIP TEAM

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