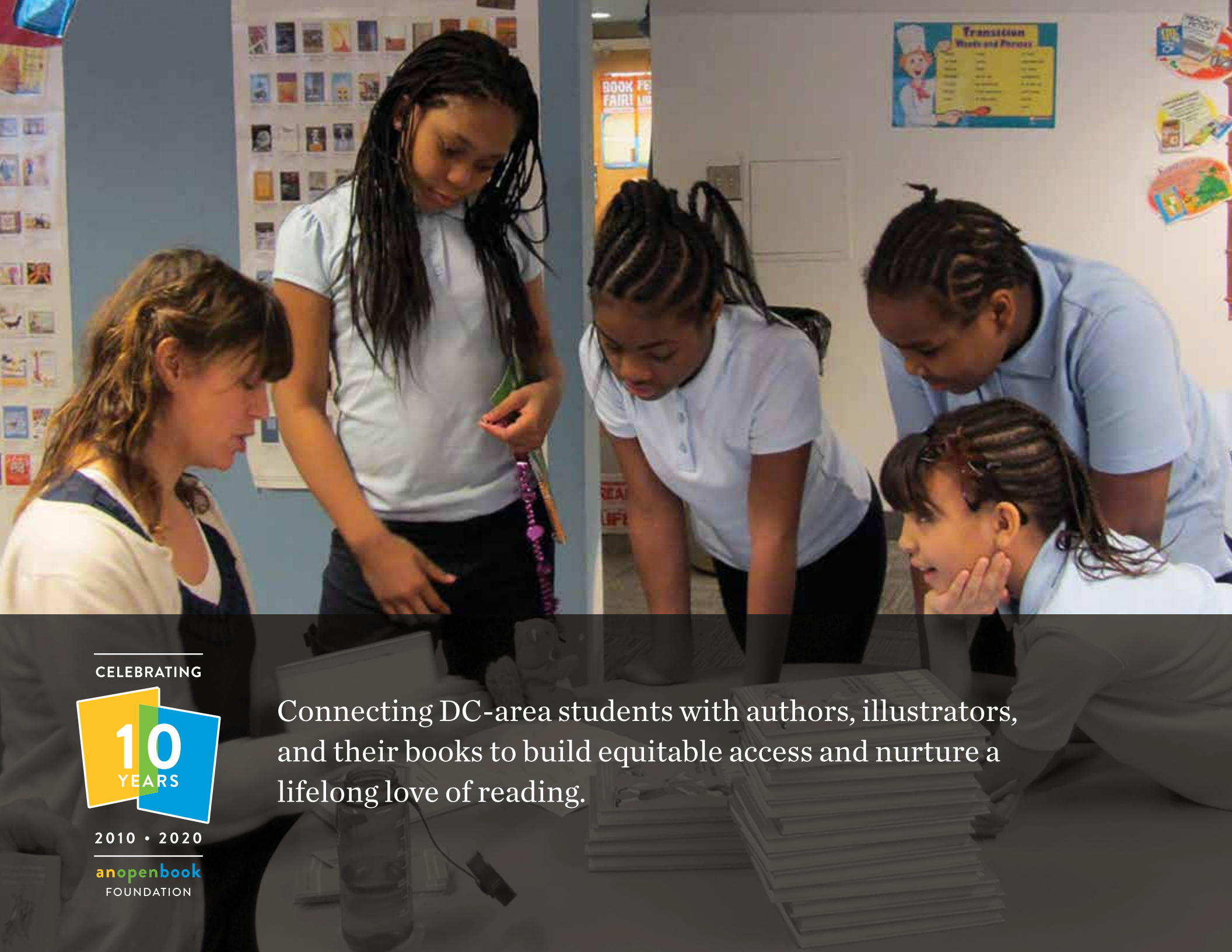


ANNUAL REPORT 2020-2021



 an open book  
FOUNDATION

CELEBRATING  
10 YEARS  
2010 • 2020



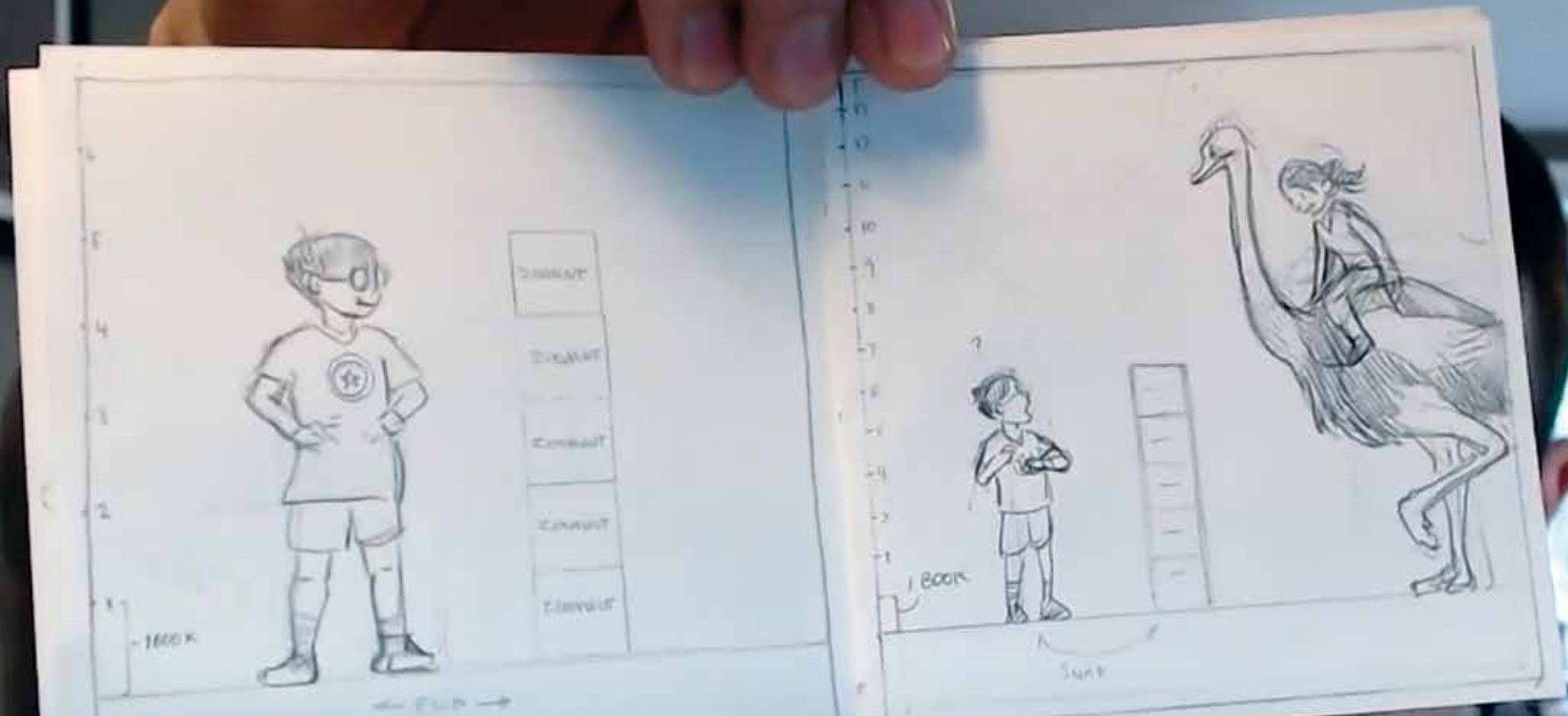
CELEBRATING



2010 • 2020

anopenbook  
FOUNDATION

Connecting DC-area students with authors, illustrators,  
and their books to build equitable access and nurture a  
lifelong love of reading.



“For me, what’s special about visiting DC-area schools with An Open Book Foundation is that there’s never a moment where you’re not aware of the fact that this could be the first time that these young people have met an author, which... could very well be a transformative experience. I always think about how for many of us, it’s really difficult to imagine yourself as something that you’ve never actually seen. It’s difficult to think that maybe someday I could grow up and be a writer for a living when that’s not something that you normally just see walk into your classroom; except with An Open Book, you actually get to experience this person walking into your classroom. It’s a special, special thing.”

—Jason Reynolds, author, National Ambassador for Young People’s Literature, speaking at AOB’s 10th anniversary event



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# LETTER FROM THE CO-FOUNDERS

*Dear Members of the AOB Community,*

This year, An Open Book Foundation turned ten. We marked the occasion on June 3 with a virtual celebration. Our community of students and their families, authors, illustrators, educators, nonprofit partners, and donors came together to share memories of their AOB experiences and enjoy mini events with stories, arts, and literacy.

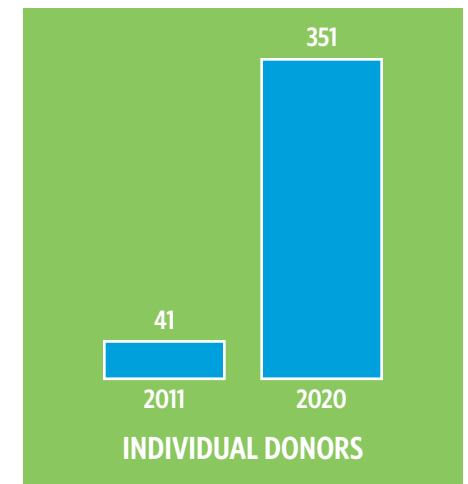
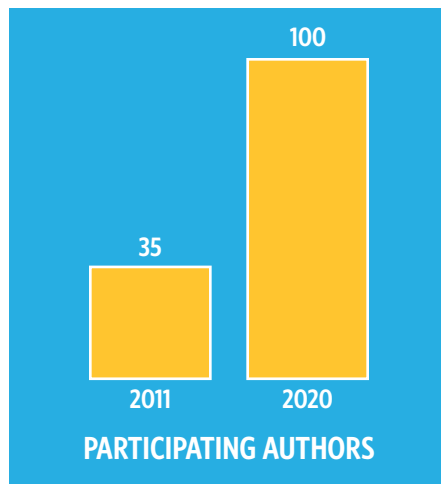
Over the past ten years, the numbers of participating schools and authors/

illustrators have grown, as have the number of signed and personalized books students have received. We've held over 1,800 events with award-winning authors and illustrators; met nearly 76,000 students in schools in DC, Maryland, and Virginia; and added nearly 90,000 books to home, classroom, and school libraries.

We've gradually expanded our programming to offer a mix of literacy opportunities. Our original author/

illustrator program provides breadth: every year, upwards of 10,000 students in the Washington, DC metro area connect with an author and/or illustrator and take home an autographed book. Some of our programs provide depth—an opportunity for students, teachers, and book creators to further explore a particular aspect of the book or the writing or illustration process.

The growth and success of AOB would not be possible without the generosity of





our individual donors, many of whom have supported us for many years. Government and corporate funders recognize the importance of AOB's unique literacy program as reflected by the growing number and size of grants we've received.

We've added schools and fine-tuned our programs, but some things haven't changed: students' curiosity and insightful questions; authors' and illustrators' enthusiasm and generosity; and educators' dedication to

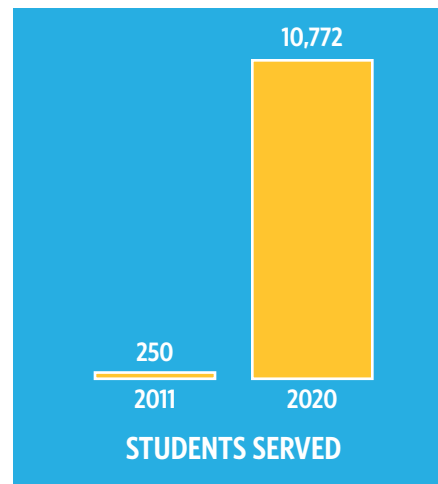
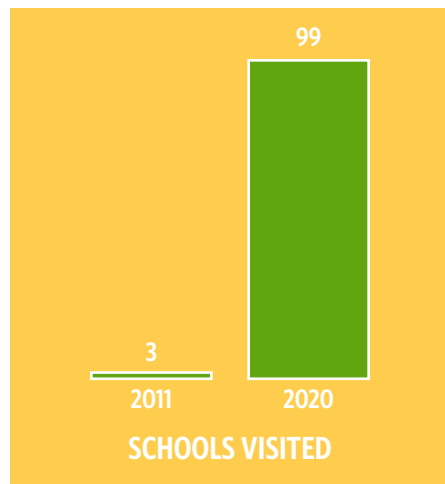
promoting literacy in partnership with AOB. And our mission continues to be ensuring that *all* students have access to high-quality books and the artists who create them.

Whether you've been with AOB since its inception or have recently discovered us, thank you for joining us on this journey.



## 10th Anniversary Celebration Highlights

- Students remember how authors shared their inspiration and explained how they make books.
- Educators emphasize the ripple effect on families of author visits and books added to home and school libraries. Elementary school librarian Nikeya Jarrett explains, "The library... [is] not just for my students... it is for their siblings, it's for their cousins, it's for their parents—it's for whoever might take the time to read that book that was autographed by that famous author."
- Every guest author and illustrator at the celebration says they benefit from AOB visits as much as the students do. Author Meg Medina explains, "it's important for authors in terms of helping us walk through literary life in harmony with what it is that we want to do for children and communities with our work."



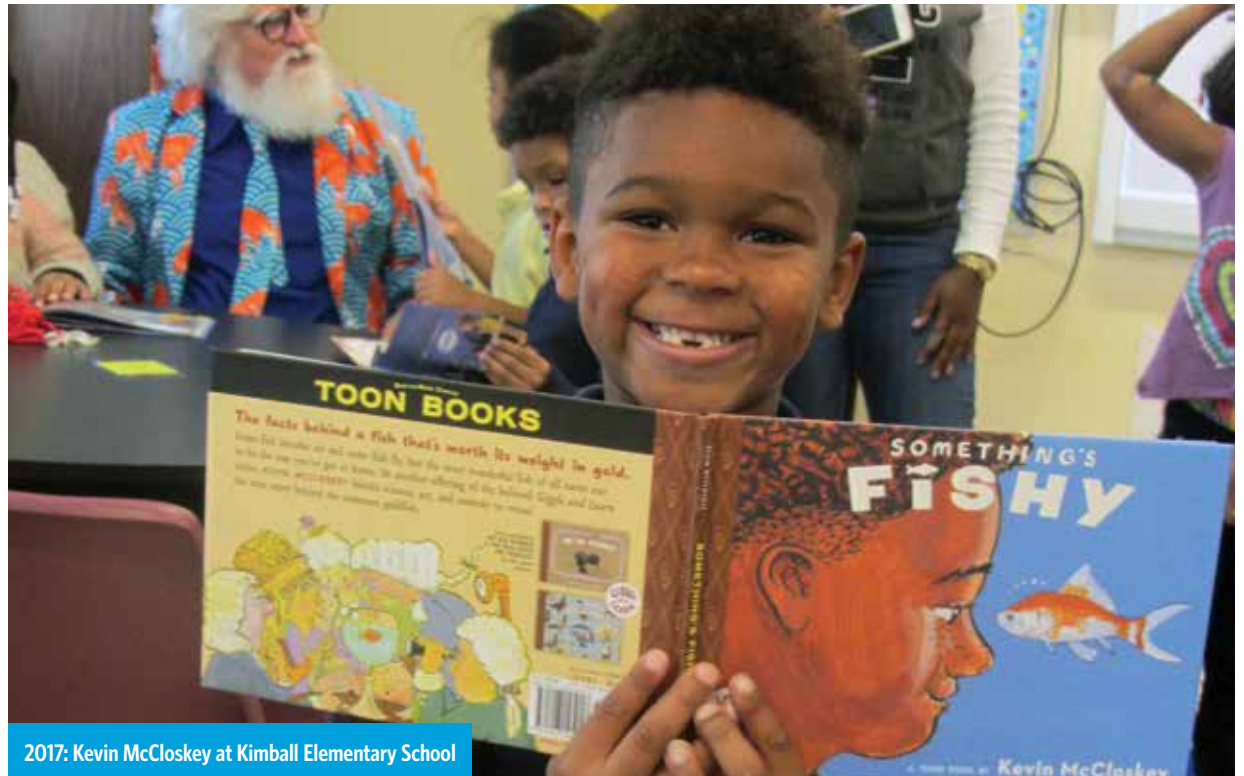
# THEN

An Open Book started with our flagship program consisting of author and illustrator school visits. Presentations vary, but regardless of the format, each participating student receives a book and all of the author's or illustrator's titles are added to classroom and school libraries.

Within five years, more than twice as many students and authors/illustrators participated in our flagship program and we visited nearly triple the number of schools. We also expanded our programming to include Little Free Libraries and in-school book groups. In the fall of 2016, we were selected for inclusion in the Catalog for Philanthropy, recognizing AOB as "One of the best small charities in the Greater Washington region."

Initially, we took authors and illustrators to one school where they presented to one group of students, but, increasingly, authors and illustrators devoted an entire day to a school and presented to two or three classes. Some authors visited more than one school in a day or returned for a second day. More authors requested visits with An Open Book as part of their book tours or when they visited the DC area.

Recognizing the importance of enjoying books outside of school, AOB installed Little Free Libraries at several of our partner schools. We stocked them with high-quality, age-appropriate books for students and their families to keep and share.



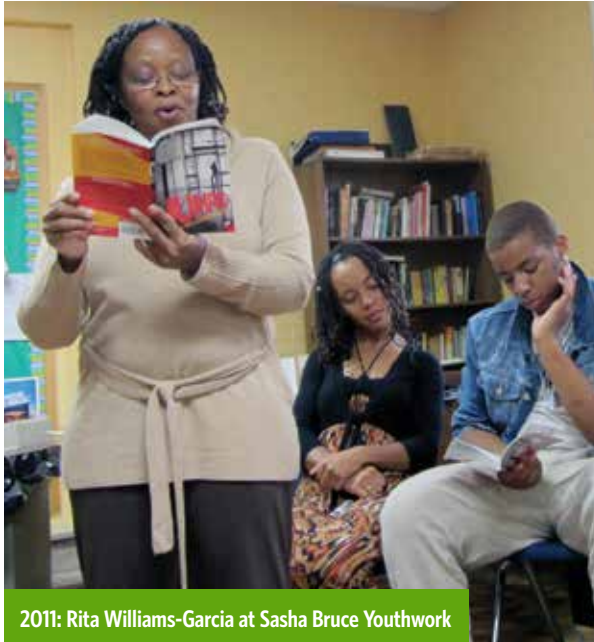
2017: Kevin McCloskey at Kimball Elementary School



2012: Philip Stead at Orr (now Boone) Elementary School

"Let's just talk about books for fun. There's no assignment. There's no reading log you have to fill out. Let's just enjoy these for fun."

—Shannon Hale, author



2011: Rita Williams-Garcia at Sasha Bruce Youthwork

Understanding the importance of supporting students with literacy tools and enriching the culture of literacy in their schools, we collaborated with educators to pilot in-school book groups.

One type of book group was the Book Acquisition Team in which students submitted one-page grant applications to AOB for the books they wanted to read and discuss. Every participating student kept their books. We continue to explore the most viable and sustainable book group model.



2013: Raúl Colón at Wheatley Elementary School



2018: Mac Barnett at Mt. Rainier Elementary School

## Highlights from the Last 10 Years

- After an author visit, a student announces that he wants to be an author when he grows up and he hopes AOB will still be here so he can visit schools with us.
- School librarians tell us that students are asking for books by authors and illustrators they've met during an AOB visit.
- Authors start requesting visits to Title 1 schools as part of their book tours.
- AOB staff grows from one to seven full- and part-time employees.
- The AOB office expands from one bedroom to a bedroom and a dining room, to rented office space in Ward 4, Washington DC.
- The Board of Directors grows from four to eight, including representation from educators, nonprofit professionals, legal and accounting experts, and publishing insiders.

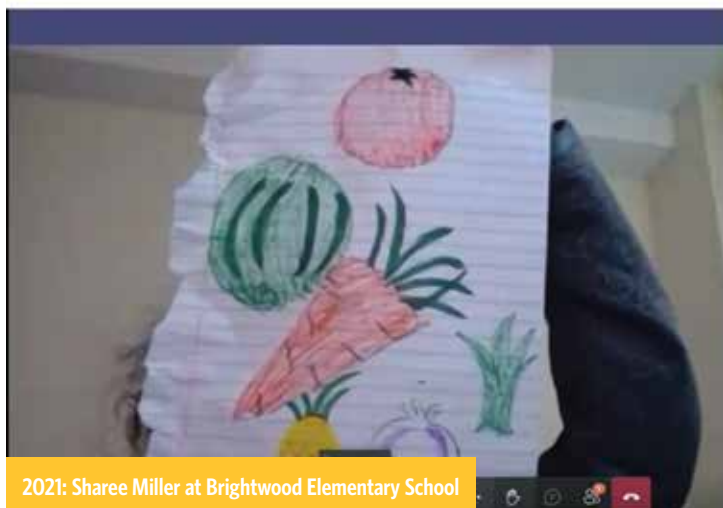
# NOW

Our flagship program has grown tremendously. During the 2020-21 school year, 139 authors and illustrators generously waived their speaking fees to participate in 203 virtual visits to 99 schools where they made 311 presentations to 10,458 students, and nearly 12,500 books were added to home, classroom, and school libraries.

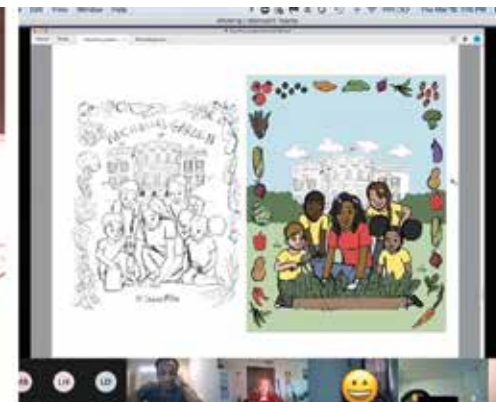
In addition to our flagship program, AOB gets books into the hands of students and their families by continuously restocking Little Free Libraries and “book nooks” at nine DC schools. We also offer in-depth programming: AOB’s education coordinator works with our school and/or nonprofit partners to offer extension activities in conjunction with selected events. These are pre- or post-event activities designed to enrich students’ experience of meeting an author or illustrator and deepen their understanding of the featured book’s content.

AOB piloted two new programs this school year with the support of government and private grants. The Artist-in-Residence program brings talented illustrators into the classroom for multiple sessions, providing every student with the book and all the materials necessary to create the art project. The New and Emerging Artists of Color program supports new and emerging children’s authors and illustrators of color with honoraria (as well as travel and hotel expenses when travel resumes) for events at partnering schools.

In response to the Covid-19 pandemic, we



2021: Sharee Miller at Brightwood Elementary School







adapted our programming and offered virtual events throughout the 2020-21 school year. Although we had to forgo authors' signatures, we continued to purchase books and coordinate their delivery and distribution with our school partners.

We developed brief online surveys for students in grades 2-5 and their teachers to complete immediately following an author's presentation. Seventy percent of students "enjoyed the event a lot" (the highest rating) and 43% reported that they were more curious about reading the featured book after hearing from the author. Educators were also positive: 90% rated the event as "excellent" (the highest rating) and 84% responded that the event

aligned with the school's curriculum.

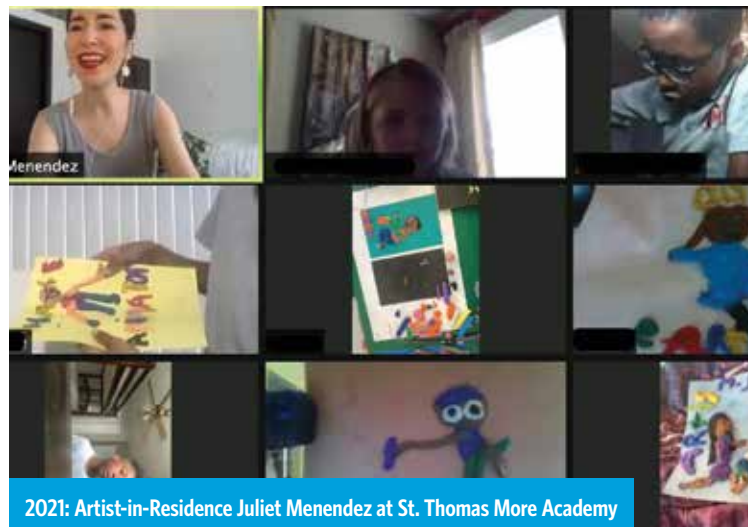
AOB continues to partner with local independent bookstores and schools for book drives and shared authors. We also collaborate with local nonprofits, including FRESHFARM FoodPrints and Shout Mouse Press (SMP), to strengthen and enrich each other's programming and therefore students' experiences. We work with FoodPrints throughout the school year and summer to bring food literacy programs to DC elementary school students. When we connect DC students with young SMP authors, they gain exposure to writers not much older than themselves, often from their own neighborhoods, and learn how they can become published SMP authors.

## Highlights from Our Program Today

- A middle school student comments after an event: "My favorite thing about the event was that I got to see a Hispanic author because I'm Hispanic too."
- The artist-in-residence pilot program is successful: 50% of educators report that student attendance improved on artist-in-residence days; 83% report that lessons aligned with the curriculum; and 100% report that students looked forward to the workshops and were motivated to participate.
- Authors and illustrators make the most of the virtual space by showing students around their studios, demonstrating artistic techniques, and introducing their pets.

"Dear Professor King, thank you. Your book made me feel strong."

—1st Grade student



# LOOKING AHEAD

In our next chapter we will maintain AOB's robust flagship program and ensure that our new programs are sustainable. We also look forward to strengthening existing partnerships and forging new ones. We will continue to actively seek funding to accomplish our goals.

Student and educator feedback indicates that our pilot programs, New and Emerging Artists of Color (NEAC) and Artist-in-Residence (AIR), were very successful and we look forward to offering them to more students. Recognizing the importance of connecting students with creators who look like them, and the fact that the children's publishing industry is still predominantly white, our NEAC program amplifies the creative voices of new Black, Indigenous, and People of Color (BIPOC) authors/illustrators.

The AIR program provides students with instruction in, and time to experiment with, a variety of art mediums including sculpture, illustration, collage, and murals. Each illustrator teaches four to five lessons, modeling the technique used in the featured book as a guide. Students receive a copy of the illustrator's book, and all the supplies they need to complete the residency project and to continue their artistic pursuits long after the AIR is over.

During the 2021-22 school year, AOB will pilot a STEM author residency program. Similar in structure to the AIR program, we will offer five multi-day residencies with STEM-focused authors



2021: Christy Mihaly at Bruce Monroe Elementary School



2020: Jonathan Skovron at Kelly Miller Middle School



2021: Grace Lin at Stevens Early Learning Center

“It’s one thing to go to the library and it’s great to be able to check out a book. But to have your own copy. Oh gosh, that just does it for you.”

—Christopher Stewart, DCPS Librarian, speaking at AOB’s 10th anniversary event

to explore topics relevant to the featured titles.

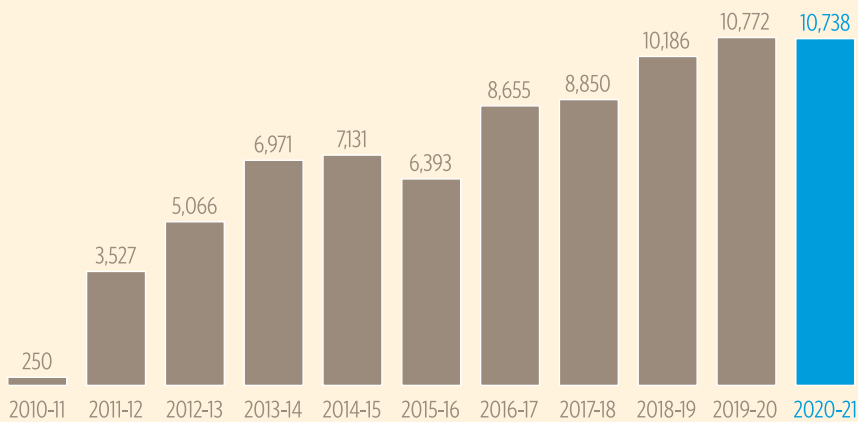
As a literacy organization dedicated to equitable access, we will continue to build equity into our programming, outreach, training, and staffing efforts. One outreach highlight of the 2020-21 school year was our Diversity, Equity and Inclusion (DEI) book group. We expanded the group to include educators along with AOB staff and our board’s education committee and committed to meeting regularly. We will build on our fundraising efforts in order to ensure AOB’s long-term sustainability, including growing and further diversifying our staff.

“We had parents that tuned in to the event. They loved it. One of our parents shared some photos with us... she said, oh, this was such a special occasion. I had to show it on the big screen TV and she showed her large screen TV with Mr. Bruel projected on there... and the whole family sat down on the sofa and tuned in to the event together.”

—Angela Lyons, elementary school reading specialist, speaking at AOB’s 10th anniversary event

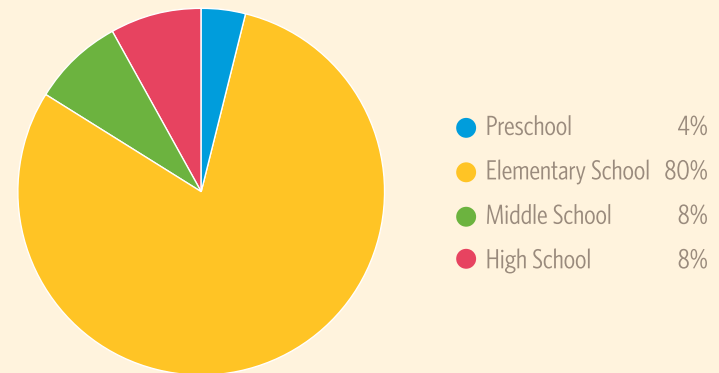
# 10-YEAR SNAPSHOT

## STUDENTS SERVED



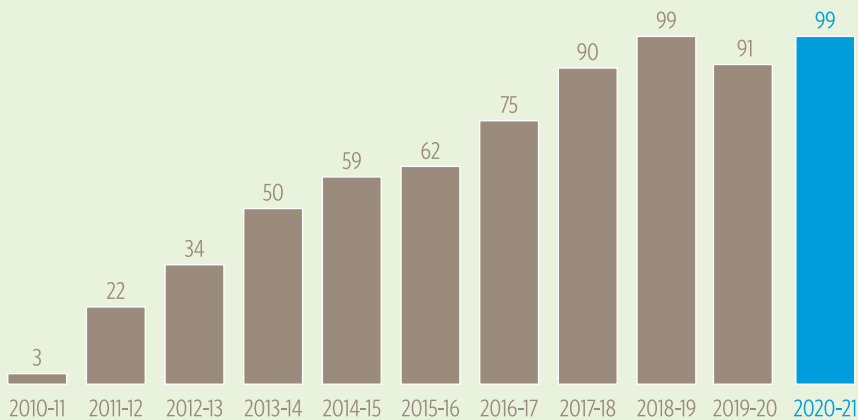
## STUDENTS BY GRADE LEVEL

2020-2021



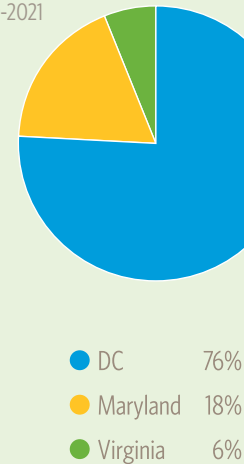
## SCHOOLS & INSTITUTIONS VISITED

Many schools hold multiple AOB events each year.



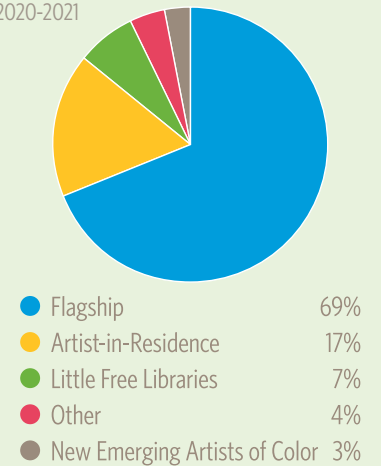
## EVENTS BY LOCATION

2020-2021



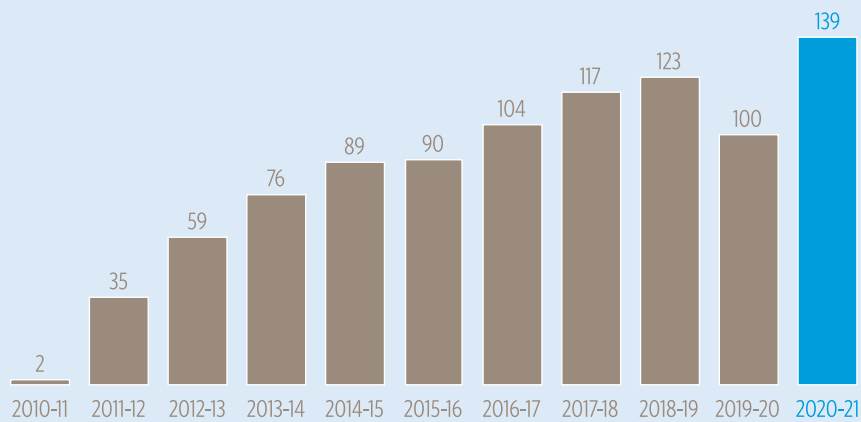
## PROGRAM TYPES

2020-2021

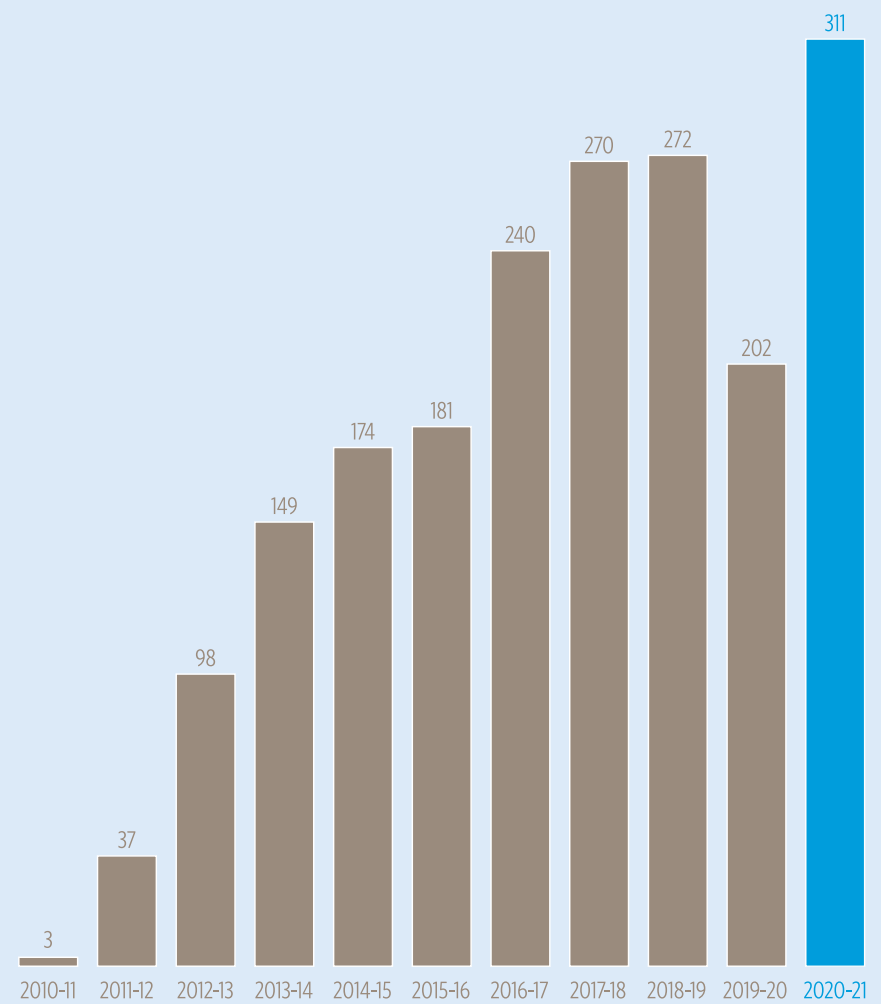




## PARTNERING AUTHORS & ILLUSTRATORS

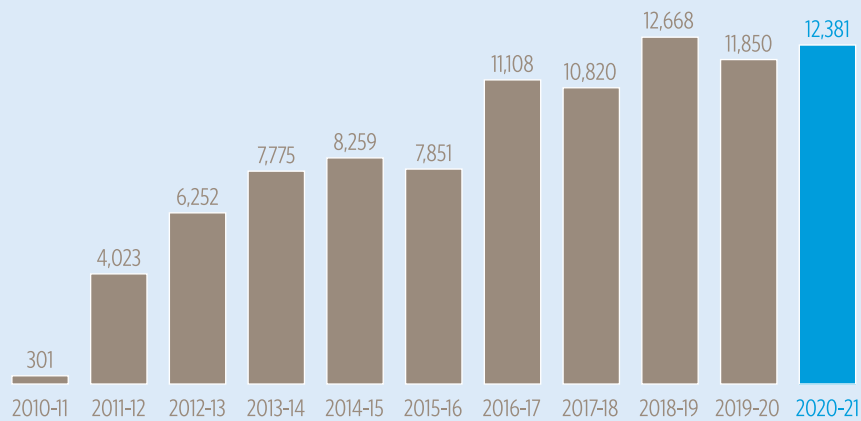


## AUTHOR & ILLUSTRATOR PRESENTATIONS



## BOOKS DONATED

At author programs.



# OUR SUPPORTERS

Thanks to contributions from foundations, institutions, community partners, and individuals, An Open Book Foundation is able to help children see themselves as readers who can navigate a complex world and define their own futures. We are so grateful for all of AOB's generous supporters.

This list represents individuals and organizations who have donated between January 1, 2020 and June 30, 2021 (due to the change in our fiscal year). A separate list of donors to our 10th anniversary celebration follows.

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An Open Book celebrated our 10th anniversary on June 3 at a virtual event. While we missed the opportunity to gather in person, the virtual format provided an opportunity for many more friends, family, and supporters to join us from near and far. So many contributed with their financial support, gifts for the silent auction, and as participants in our event. It was a delightful evening of stories, art, and fun. Thanks to all who joined us.

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**Deep Master, Treasurer \*†**  
Tax Senior, SC&H Group

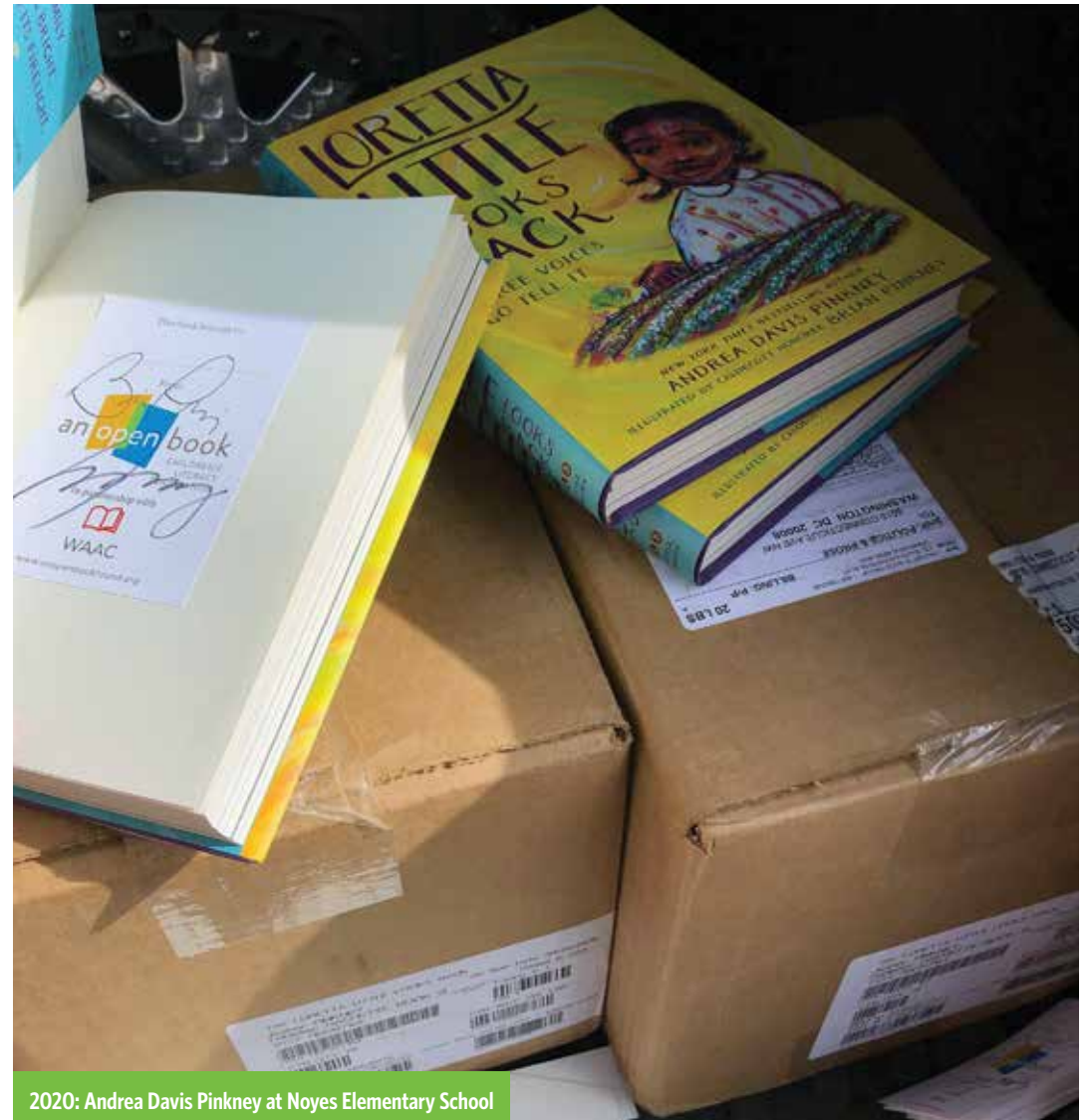
**Jewell Parker Rhodes, PhD †**  
Author and Professor, Arizona State University

**Deb Shapiro \*†**  
President and Founder, Deb Shapiro & Company

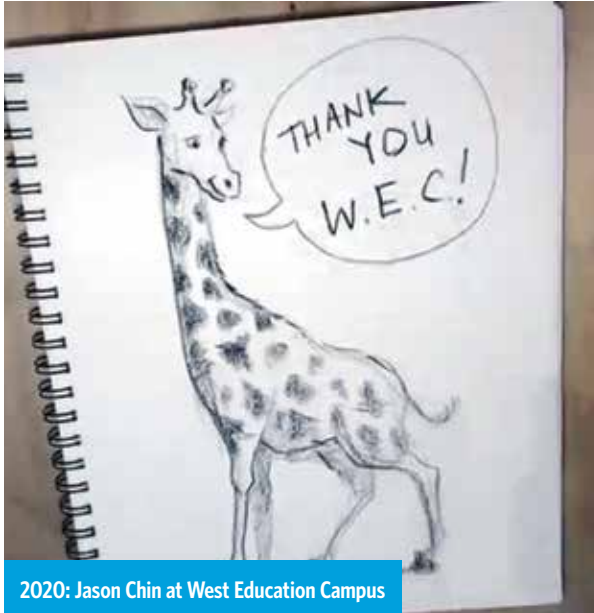
**Christopher Stewart †**  
Librarian, Johnson Middle School, DCPS

\*served in the 2019-2020 school year

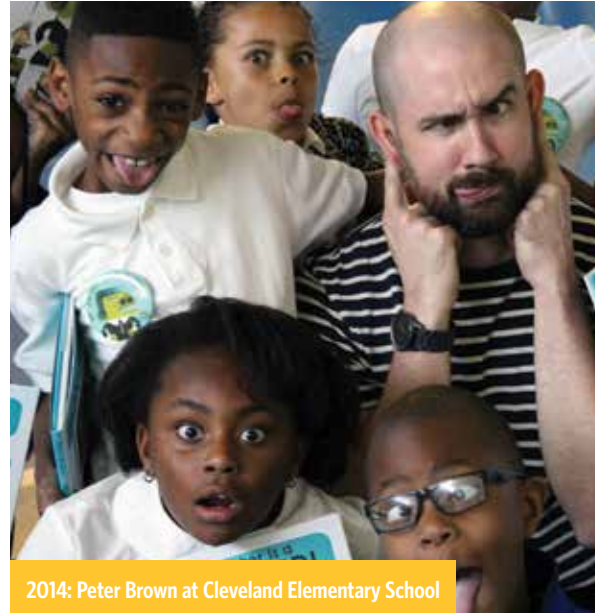
†served in the 2020-2021 school year







2020: Jason Chin at West Education Campus



2014: Peter Brown at Cleveland Elementary School

“Young people growing up to become better citizens in developing their own sense of empathy and self-love, teachers inspiring more learning and then growing from the books that we as artists bring into the classroom and as artists growing because we get to have a chance to embrace our target audience and get more inspiration for new books.”

—Dr. Jewell Parker Rhodes, author and AOB board member, speaking at AOB’s 10th anniversary event on the impact of AOB visits for all involved

## Become a Supporter

Support from foundations, institutions, and individuals is critical to the ongoing success of An Open Book Foundation.

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# 2020/2021 FINANCIAL STATEMENT

In June 2021, AOB changed our fiscal year from the calendar year to July 1–June 30. In this annual report we present two sets of financials, the 2020 fiscal calendar year and the 6-month January 1, 2021–June 30, 2021 short fiscal period that bridges the gap between the new and the old fiscal years.

The deficit shown on the six-month bridge budget is due to: 1) a change in payment timing from a government funder; and 2) the realization in July of the bulk of the \$31,000 raised from the 10th anniversary campaign.

	January 1, 2020 to December 31, 2020	January 1, 2021 to June 30, 2021
<b>Unrestricted Income</b>		
Gifts-in-kind*	\$ 238,899	\$ 168,450
Individual Contributions	\$ 144,350	\$ 55,577
Partnerships	\$ 7,608	\$ 28
Government Grants	\$ 77,366	\$ 37,228
Foundations	\$ 164,250	\$ 11,750
10th Anniversary Celebration Income	—	\$ 9,736
<b>Total Grants</b>	<b>\$ 632,463</b>	<b>\$ 282,769</b>
<b>Other Types of Income</b>		
Fiscal Sponsor	\$ 232	—
Dividends & Interest	\$ 12,739	\$ 6,856
Restricted Income	\$ 89,628	\$ 45,363
Carryover from 2020	—	\$ 59,241
<b>Total Other Income</b>	<b>\$ 102,599</b>	<b>\$ 111,460</b>
<b>Total Income</b>	<b>\$ 735,062</b>	<b>\$ 394,229</b>
<b>Expense</b>		
Author Expenses*	\$ 237,000	\$ 168,450
Books	\$ 85,439	\$ 80,992
Other Event Expenses	\$ 908	\$ 13,338
<b>Direct Programming Expenses</b>	<b>\$ 310,450</b>	<b>\$ 140,971</b>
<b>Other Operational Expenses</b>	<b>\$ 42,024</b>	<b>\$ 27,368**</b>
<b>Total Expense</b>	<b>\$ 675,821</b>	<b>\$ 431,119</b>
<b>Total Net Income</b>	<b>\$ 59,241</b>	<b>\$ -36,890</b>

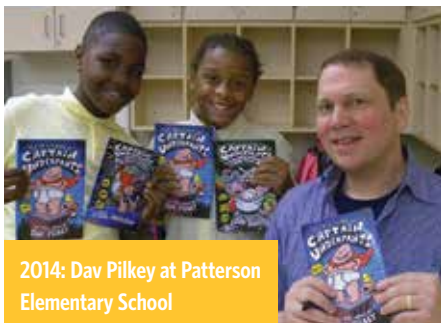
\*author honorariums and per diem, and books-in-kind \*\*includes 10th Anniversary Celebration expenses



2019: Jorge Argueta at Tubman Elementary School



2018: Mike Cuarto at Orr (now Boone) Elementary School

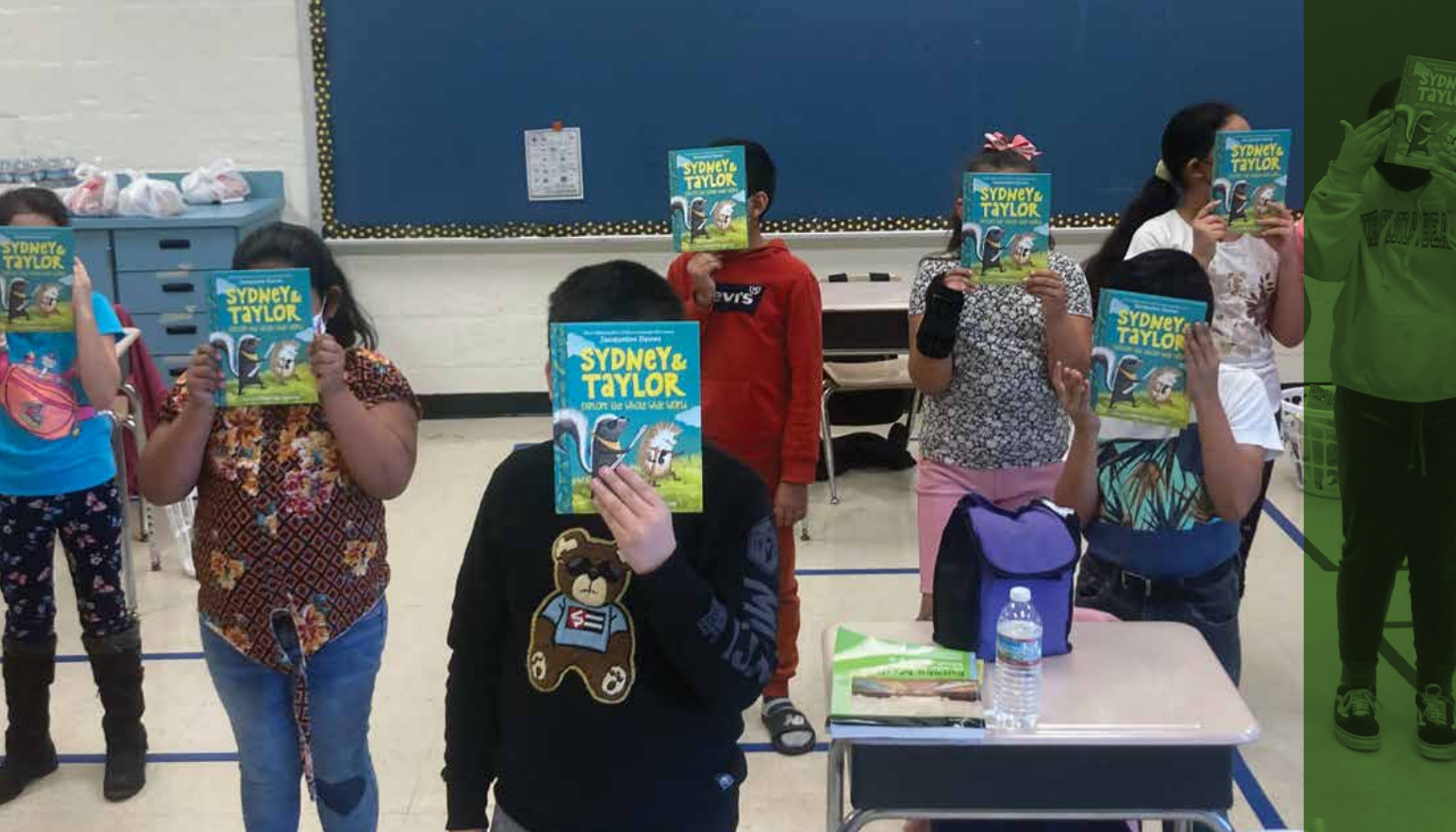


2014: Dav Pilkey at Patterson Elementary School



2020: Liz Zunon at Ferdinand T. Day Elementary School

“I understand that role that we play in influencing kids, in taking maybe not 300 children, but maybe five out of those 300 children and carving a possible path for them in the future.”  
—LeUyen Pham, *illustrator, speaking at AOB’s 10th anniversary event*



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