

**3 Schools in 2009-2010**



**5 Schools in 2010-2011**

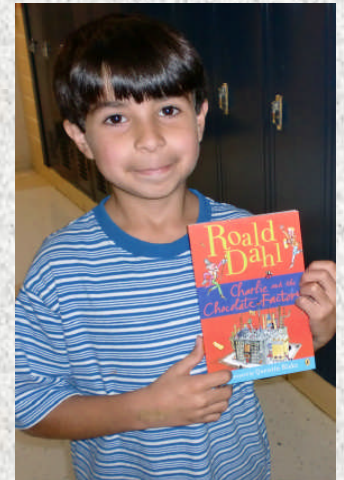


**7 Schools in 2011-2012!**



# **My Very Own Book**

***Meeting Our Goal of Expanding  
to Serve More Students***



## **2010-2011 Annual Report**

***A report about the outstanding generosity of the  
North Texas community, which allows us to  
continue to expand to more schools.***

## Message from President Helen Van Auken



My Very Own Book is about to start our third year in three school districts in North Texas. We have grown from serving 1500 children in 3 schools to serving 4000 students in 7 schools during 2011-12. At this time I have to reflect on how it is possible, in this uncertain economy, we have been able to continue our existing services and grow. The answer is the amazing generosity of individuals and businesses/institutions in North Texas. Each time we extend our hand, people who understand the importance of putting books into the homes of all children and motivating students to read outside of school hours come forward with time, talents and financial assistance. The officers and board of directors of MVOB are extremely grateful to all of you, as are the children in our participating schools. When asked what they like best about having My Very Own Book in their schools they responded with:

"I like the program because I get to read and read."

"For reading you get books and then read those and you get more books."

"I liked the program because I went on adventures. The books pulled me in with them and made me part of the book."

"It was fun. I got to learn how to enjoy books."

Besides increasing the literacy skills of our citizenry, thereby making our communities better places to live and work, our supporters are giving a priceless gift to children. Through books, they are able to "leave" their neighborhoods and enter any world or adventure of their choosing. President Abraham Lincoln said, "My best friend is the man who'll get me a book I ain't read." With your help, we will continue to be "best friends" to more and more children each year.

## Activities and Accomplishments

My Very Own Book runs reading incentive programs in elementary schools in low-income neighborhoods. Students read outside of regular school hours and are rewarded with a certificate and a new, free book of their choice every six weeks. We hope to increase literacy skills, make book ownership a reality for all children and facilitate a connection to literature, resulting in students becoming life-long readers.

Here are some of our major activities and accomplishments during the July 1, 2010 - June 30, 2011 fiscal year.



♦ **Served more than 2500 students in five elementary schools in Dallas ISD, Plano ISD and Richardson ISD.**

♦ **Put 7,413 new books into the homes of students who read more than 5.5 million minutes outside of regular school hours.**

# Activities and Accomplishments Continued

- ◆ **Had more participation this year (we gave out 2.35% more books this year, even though the population we served grew by only 1.67%) and those who participated read more and more throughout the year.**
  - ◆ For all five schools combined, overall average increase in the number of students participating who received Gold certificates (read the most) went from 40% to as high as 57%.
  - ◆ By the end of the year, most schools had 60-65% of their participating students receiving Gold certificates. One school increased from 40% at the beginning of the year to 65% at the end!
- ◆ **Received very positive feedback on teacher end-of-the-year surveys.**
  - ◆ 98.6% of teachers felt the program helped encourage their students to do more reading outside of regular school hours.
  - ◆ 92.9% of the teachers felt the program contributed to an increase in literacy skills for the students who participated.
  - ◆ 97.1% of the teachers felt the program helped their students form a closer connection to literature.
- ◆ **Honored 134 students with Star Reader medals for being the top readers in their classrooms.**
- ◆ **Continued to form positive relationships with the press, resulting in numerous articles about MVOB, including multiple articles in the *Dallas Morning News*.**
- ◆ **Received one grant for new books from First Book. Recipient of three monetary grants totaling \$10,500 from the RGK Foundation, W.P. and Bulah Luse Foundation, and Enterprise Holdings Foundation.**



- ◆ **Chosen to be a part of the PBS School Book Donation Program. Books in the picture on the left are just a few of the 5,477 new books donated, valued at \$24,066.98.**



- ◆ **Received an additional 7,884 new books valued at \$52,921.95 from other organizations, companies, schools, and**

**individuals who held book drives.**

- ◆ **BORDERS** bookstores in Plano, Dallas on Greenville, and in Allen were key supporters!

# Activities and Accomplishments Continued



◆ **Increased our public outreach by giving presentations to groups, such as American Association of University Women and the Richardson Rotary Club. Also had a booth at events, such as North Texas Kids Expo.**

*Board member Sakarra Winston and volunteers Angela Pesina and Jennifer Douglas at MVOB booth at North Texas Kids Expo.*

◆ **Hosted a cooking event fundraiser in the fall, conducted a Sustaining Donor Drive in the winter, honored each school's top reader at our large 2nd Annual Dinner fundraiser in the spring, and attended a summer fundraiser hosted on behalf of MVOB by supporter Christina Ryan.**



*Supporter Kathleen McClelland and Board Member Dot Pitts at "Cook for Books" event.*



*Fran Heusinkveld, Host Christina Ryan, and Carol and Joe Lane at Ryan house party.*



*Top readers honored at MVOB 2nd Annual Dinner: Giving to Change Lives.*

◆ **Re-elected all eight Board members to serve during our next 2011-2012 fiscal year. Dr. Susie Hergenrader was elected to join the Board.**

◆ **Raised enough resources to expand to seven schools during 2011-2012 school year. The new schools are Edward Titcher (Dallas ISD) and Barron (Plano ISD).**

◆ **Moved!! Jager Solutions, Inc. donated a large, climate controlled room in June, enabling us to move our book inventory out of our homes & into a more spacious and central location.**



*Moving Day!*

# Financial Statement: July 1, 2010 - June 30, 2011

**Monetary Balance from June 30, 2010** **\$13,432.85**

**Revenue**

September 25, 2010 Cooking Event Fundraiser	\$1,430.00
January 2011 Sustaining Donors Drive	\$1,135.00
May 14, 2011 Second Dinner Fundraiser	\$14,025.00
June 11, 2011 Christina Ryan House Party	\$1,990.00
Grants	\$10,500.00
United Way	\$678.83
Miscellaneous	\$1,453.56

**Total Revenue: \$31,212.39**

**Expenses**

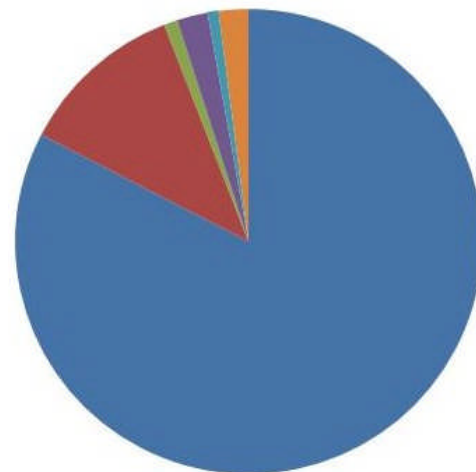
Purchase of Books	\$4,523.01
Instructional Materials for Schools	\$70.89
End-of-year Medals	\$457.92
Site Coordinators' Stipends	\$1,250.00
Fundraising Expenses	\$5,498.98
Credit Card Processing Fees	\$293.84
Community Event	\$200.00
Meeting Expenses	\$270.59
Office Supplies	\$1,075.94
Promotional Materials	\$382.47
Insurance	\$906.00
Website, E-mail System	\$132.35

**Total Expenses: \$15,061.99**

***Cash on Hand as of June 30, 2011: \$29,583.25***

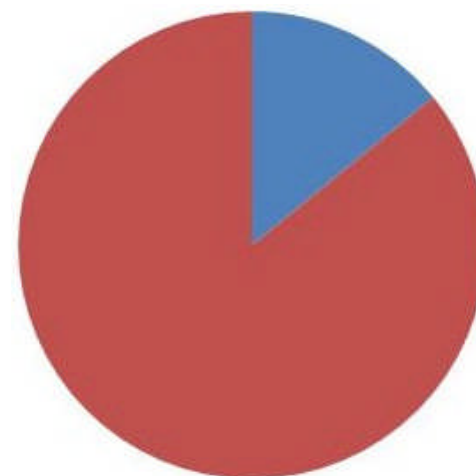
	<u>No. of Books</u>	<u>Worth</u>
<b>Book Inventory from June 30, 2010</b>	<b>5,427</b>	<b>\$31,228.25</b>
Books Purchased	2,194	\$4,523.01
Books Donated	13,361	\$76,988.93
<b>Total In:</b>	<b>15,555</b>	<b>\$81,511.94</b>
Books Given to Students at Schools	7,413	\$39,563.87
Books Given to Annual Dinner Students	25	\$178.71
<b>Total Out:</b>	<b>7,438</b>	<b>\$39,742.58</b>

***Book Inventory as of June 30, 2011*** ***13,544*** ***\$72,997.61***



- Resources Given to Schools for Program (i.e. books, medals, etc.)
- Fundraising and Credit Card Fees
- Community Events and Meeting Expenses
- Office Supplies
- Promotional Materials
- Insurance, Website/Email

***New book drives continue to be an outstanding resource for MVOB!***



- # of new books purchased
- # of new books donated

# Board of Directors 2010-2011

## Officers



Helen Van Auken  
President



Kelley Van Auken  
Executive Director



Dot Pitts  
Secretary, Dir. of Community Ed.



Horacio Aldrete



Meredith Fisherman



Jason Hunt



Sakkarra Winston



Donna Wood-Martin

## Donors to My Very Own Book

*My Very Own Book greatly appreciates the support of all of our donors. We would like to particularly recognize those who either gave or held a book drive(s) to raise donations of the levels below.*

### *“School” Giving (\$5,000 or more)*



### *“Grade Level” Giving (\$1,000-4,999)*

Barnes and Noble  
Chamonix II Dallas, Ltd.  
Cinemark USA  
Enterprise Holdings Foundation  
Episcopal Church of the Transfiguration  
Dan & Meredith Fisherman  
Lennox International  
McGraw-Hill  
Scholastic  
Muralicious  
Ashley & Jack Ternan  
W.P. and Bulah Luse Foundation

### *“Classroom” Giving (\$500-999)*

Relle Austin  
Robb Blanchette & Bob Shimmin  
BP Sales  
First Book  
Kerr Elementary (Allen ISD)  
Marge Lanteau  
Law Offices of Raymund C. King, MD, JD, PLLC  
Le Creuset  
Miller Consulting Services  
Robert & Merrill Nunnally  
Ryan Design International  
United Way of Metropolitan Dallas  
Dennis & Helen Van Auken