



My Very Own Book Quarterly Newsletter

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My Very Own Book's First Program Year Begins in Three Schools

Outstanding support from individuals, companies, organizations, the press and the education community has made our goal of serving three schools during our first program year a reality. As a new non-profit, serving more than 1,500 students by providing approximately 4,500 books in one year seemed a somewhat daunting task, but the assistance from the community since our inception has shown us that we are not alone. It is clear that many share our goals of increasing literacy skills, putting new books into the homes of families who often can't afford to purchase their own books, and creating lifelong readers.

On Monday, August 24th students at Elisha M. Pease elementary in Dallas ISD, Mendenhall elementary in Plano ISD, and

Audelia Creek elementary in Richardson ISD started back to school and were introduced to the MVOB reading incentive program. One thousand two hundred eighty books have already been delivered to the schools to get students excited about their reward at the end of the first six weeks period.

We greatly appreciate the three school districts, elementary schools, parents and teachers for joining us in our efforts to serve students in low-income neighborhoods with our reading program. We especially want to thank our three school site coordinators pictured below who work within the schools and act as our liaisons to implement the program.

For more information about each school, see page 4 of this newsletter.

School Site Coordinators



Ganges Mathew, Audelia Creek



Susan Weislak, Mendenhall



Deborah Stibbens, Pease

Book Drives Hosted to Benefit My Very Own Book

BORDERS.

bookstores in Allen and in West Plano just completed a six week long new book drive to benefit My Very Own Book. The hard work of Borders employees and the generosity of their customers has been amazing. During the drive the two stores collected a total of **1,992 books valued at \$12,886.13!** This far exceeds the 1,500 books we need for one school for one year. We thank Borders for choosing us as their book drive charity. They have certainly shown they share our goals and are a company with heart.

ST. ELIZABETH ANN SETON

parish is hosting a new book drive for our non-profit during all of the Saturday and Sunday masses on October 17th and 18th. Mass times are Saturday 5:00 p.m.; Sunday 7:00 a.m., 8:15 a.m., 10:00 a.m., 11:45 a.m., 1:15 p.m., 6:00 p.m., and 7:30 p.m. St. Elizabeth is located at the corner of Spring Creek and Roundrock (East of Independence) in Plano. If you know parishioners at this church or who live in the area, please let them know about the drive. Also, if you attend a religious institution (church, synagogue, mosque, temple, etc.), please consider the

possibility of having a book drive. If you just approach the leadership with the idea and get us in touch, we'll take it from there. Our goal is to make the drive as successful and easy as possible - we'll provide bins, write articles for bulletins, speak to the members, etc.

Wiggly Play Center

will host a book drive for My Very Own Book during the months of October and November. The center will be offering the following discounts:

- Donate one new book per child and pay only \$4.50 admission (normally \$7.45 M-F, \$8.45 on weekends).
- Donate two new books per child and pay \$4.50 admission plus receive a free soda.
- Birthday Parties: Packages are for 8 children with each additional child normally costing \$13.99. Bring a new book per child and only pay \$6.50.

Please consider notifying friends and family with young children about this drive and/or plan a play date in which everyone brings new books. It is great way to have fun at the Wiggly Play Center, save money, and teach young children about helping those in need.

Message from the President

It is hard to believe all that has happened during our second quarter as an organization. From fundraisers to book drives to the amazingly positive press, we certainly have received the encouragement from all of you to continue pursuing our vision of motivating students to read and providing books to children who might not be able to afford to purchase them for themselves. My Very Own Book is well on its way to putting 4,500 books into the hands of elementary students in three different North Texas schools. Our project coordinators: Ganges Mathew at Audelia Creek, Deborah Stibbens at Elisha M Pease and Susan Weislak at Mendenhall have jumped into this project with enthusiasm and skill. We are very grateful to them for their hard work. I also want to thank the teachers at each of our three schools for cheerfully adding one more task to a long list of tasks in order to improve the literacy skills of their students. I anxiously await our first awards assemblies where the children will be rewarded for their efforts with certificates and selection of a book of their choice from a collection of 400 to 500 books that have been delivered to each school. Be sure to check our website for pictures of that special day sometime after October 11th.

"...we certainly have received the encouragement from all of you to continue pursuing our vision..."

Spreading the Word about My Very Own Book

Outstanding Press Coverage

My Very Own Book had been very fortunate to receive some great press in the last few months. We greatly appreciate the support of the media at this time. We have been featured in the:

- Dallas Morning News
- Richardson Living Magazine
- Allen American
- McKinneyNews.net
- Frisco-OnLine.com

Appearing in the press is a great way to get the word out about our organization and the importance of literacy incentive programs in low-income neighborhoods. If you know someone who works for a media outlet, please consider contacting them about our non-profit or getting us in touch with them. Similarly, when education or literacy focused articles are in a paper, think about writing a letter to the editor mentioning the work we do.

Articles can be read on our website at <http://www.myveryownbook.org/Press.html>

Meetings in the Community

My Very Own Book President has been invited to speak at various community organization meetings. This is a great way for people to learn about our work. Upcoming meetings in October include:

Monday, October 12th 7:00 p.m.

Speaking to the American Association of University Women

Wednesday, October 14th 9:40-10:20 a.m.

Panel presenter at the Dallas Bar Association Community Symposium for Justice in Education

Additional details can be found on our website at <http://www.myveryownbook.org/Events.html>

If you belong to an organization you feel would be interested in learning more about MVOB, please contact Kelley Van Auken at kelley.vanauken@myveryownbook.org.

Fundraising - Event and Online

July 30th Movie Event Fundraiser

A group of 75 people dedicated to improving literacy skills and putting new books into the hands of students in low-income neighborhoods gathered to celebrate National Make a Difference to Children Month. The money raised has greatly contributed to our ability to serve more than 1,500 students in three schools. The crowd at the event and the generous donations are strong evidence that the public shares MVOB's goals. Learn more and see pictures at <http://www.myveryownbook.org/Events.html>

MVOB Now an eBay Giving Works Charity

Selling an item on eBay?

eBay sellers can now support MVOB when selling an item by designating a percent of the proceeds to go to our non-profit organization. According to eBay, charity listings often get more bids and higher prices than other listings. Also, eBay gives back to you with a fee credit on your basic selling fees.

Learn more by scrolling to the bottom of the page at <http://www.myveryownbook.org/Donate.html>



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My Very Own Book runs reading incentive programs in elementary schools in low income neighborhoods in North Texas school districts. This 2009-2010 school year is the first program year. More than 1,500 students in three schools are being served - one in Dallas ISD, one in Plano ISD, and one in Richardson ISD. At the end of each six weeks period, participating students are rewarded for minutes read at home with a certificate and a new, free book of their choice. This program encourages children to read outside of school hours, increasing literacy skills and putting new books in the homes of families who often can't afford the luxury of purchasing their own new books.

As a reading specialist, President Helen Van Auken just completed her third year successfully running this reading program in a North Texas elementary school. The program was in jeopardy due to district budget shortfalls. Helen is excited the non-profit is able to ensure the program has the funding it needs, while expanding it to other schools. Next year we hope to expand to even more than three schools.

www.myveryownbook.org

2009-2010 Schools Served

Elisha M. Pease in Dallas ISD



Principal: Cheryl L. Freeman
Site Coordinator: Deborah Stibbins

Grades Pre-K to 3rd Grade

The school was founded in 1951 and named after the TX governor who approved the bill that instituted the public school system of TX in 1852.

Mendenhall in Plano ISD



Principal: Karen Noble
Site Coordinator: Susan Weislak

Grades Kindergarten to 5th Grade

The school was built in 1951 and named after long time Plano educator Aline Mendenhall, whose specialty was "getting children interested in reading."

Audelia Creek in Richardson ISD



Principal: Mike Savage
Site Coordinator: Ganges Mathew

Grades Pre-K to 6th Grade

This is a new school which just opened in 2002 and is named after the neighborhood creek.

Note: all schools served are Title I.

Quarterly Quote

"Once you learn to read, you will be forever free."
Frederick Douglass