Children's Book Project

2025 Annual Report

Our Mission: The Children's Book Project gives free books to children who need them, and free literacy resources to the educators and organizations who serve them, to promote equity in literacy, learning, and life.

Our Method: Our programs provide the resources to create reading-rich environments and inspire new generations of lifelong readers in partnership with educators and community members who support the education, literacy, health, housing needs, and cognitive development of children (ages 0–18) from low-income, marginalized, and at-risk communities.

Our Impact: Since our founding in 1992, we have given away over 3.4 million books to children—always for free and for keeps; offered workforce development opportunities for teens and college interns; increased access to books with diverse characters and in multiple languages; hosted field trips with authors and illustrators for elementary school children, inspiring them to become readers, writers, and artists; and provided resources that improve reading proficiency and support parent/child bonding.

A YEAR IN NUMBERS



16 BOOK DROPS

265,000+ CHILDREN SERVED

151,134 BOOKS RECEIVED

129,778 BOOKS DISTRIBUTED

144 COMMUNITY EVENTS

1,500+ VOLUNTEER HOURS

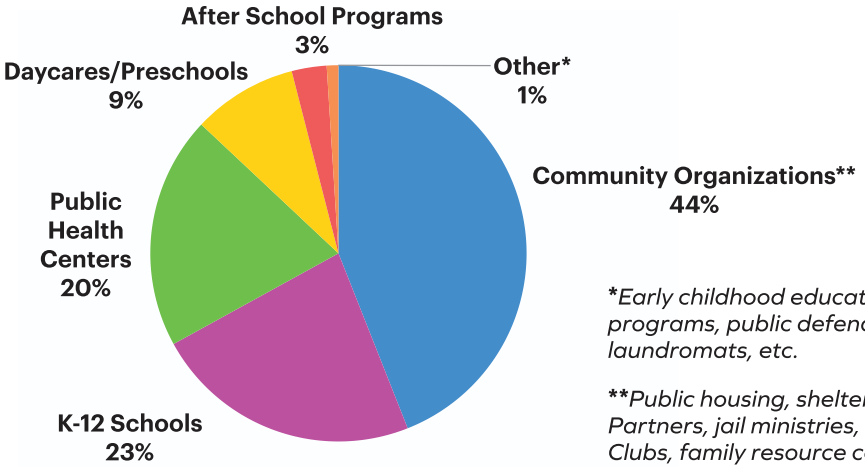
37 CALIFORNIA COUNTIES SERVED

52 BOOK DRIVES

5 STORYTIME FIELD TRIPS

6 READ ALOUD WORKSHOPS

WHERE OUR BOOKS GO IN SAN FRANCISCO



**Early childhood education programs, public defender's office, laundromats, etc.*

***Public housing, shelters, Reading Partners, jail ministries, Boys & Girls Clubs, family resource centers, etc.*



"I love being able to access the Children's Book Project because it allows me to bond with families through sharing books."

–Karina Orejel, Home Visiting Program
Wu Yee Children's Services



OUR PROGRAMS

Storytime

This program hosts field trips for Title 1 elementary schools at our Book Bank, where children meet and interact with published children's book authors. The authors read their work aloud and hold discussions with children about reading and writing, and personally sign their books for each student. Authors/illustrators draw with the students, who each receive free notebooks and colored markers to take home so they can write and illustrate their own books. After meeting the author, students select free books from the Book Bank for themselves and their siblings, and take the books home in free tote bags decorated with children's art.

Second Reading

Our Second Reading program places thousands of titles each year in under-resourced "book desert" communities throughout San Francisco and beyond to ensure children who otherwise have little or no access to books can build their personal libraries for free.

Teen Ambassadors

This program provides workforce development and community service opportunities for high school students who love books and reading, empowering them to spread the joy of book ownership with their school community and to become active participants in our mission.





Book Bank

Our Book Bank in San Francisco's Bayview District offers hundreds of thousands of free, high-interest books for children ages 0–18 and teacher resources for their educators. The Book Bank is arranged like an independent bookstore with over 90 categories, but every book is free. We offer books by diverse authors and feature inclusive characters so children have both a mirror that reaffirms their own experience and a window to others' perspectives.

Read Aloud

This early literacy development program trains community partners via expert-led workshops for professionals who work with groups of parents of kids ages 0–5. We provide curriculum materials, expert guest lecturers, and thousands of new, diverse, multilingual books each year in a variety of difficult-to-source languages, including Amharic, Arabic, Chinese, Korean, Russian, Spanish, Tagalog, and Vietnamese, all for free.

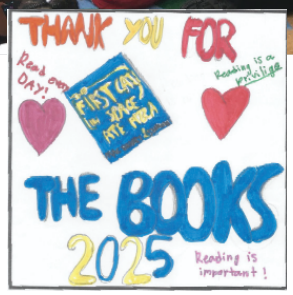
Interns & Volunteers

Individual, family, or corporate volunteer opportunities and college credit internships offer more ways to help fulfill our mission and provide workforce development opportunities in the children's literacy arena.

Community Outreach

Our staff regularly curates and, with volunteer help, delivers books that meet the needs of the most vulnerable children and families at public health clinics, shelters, and other community organizations.





Storytime Inspires Young Readers

At our Storytime program, students from Title 1 elementary schools choose free books from our Book Bank shelves to build their personal libraries; enjoy authors discussing writing and reading their work; and receive a signed copy of the author's book along with art supplies to write and illustrate their own books.

"When I choose my own books, they are the books that I like most."
–Jasmine, 4th grader

"I have a library in my house!"
–Orion, 1st grader

Finding Book Joy: How Access and Choice Can Transform Reader Identity Development for Children in Economically Disadvantaged Communities,
Carolyn Polchinski, 2025

Local authors in 2025 included Library of Congress National Ambassador for Young People's Literature Mac Barnett, Sendy Santamaria, JaNay Brown-Wood, and Vicky Fang.



Academic Research Drives Our Mission and Programs

In middle-income communities, there are about 13 books for every child; in low-income communities, there is **one book for every 300 children.**

Neuman & Celano, 2001; Book Deserts, Neuman & Celano, S.B., & Moland, N,, 2019

The presence of books in the home is a strong predictor of reading achievement, as access to print resources during early childhood has an immediate and long-term effect on vocabulary, background knowledge and comprehension.

Allington et al., 2010; Mol & Bus. 2011

There is a sharp decline in reading skills over the few months when students have no access to school or books to read. The decline is especially dramatic for students who are economically deprived.

Allington & McGill-Franzen, 2010

A landmark study shows a correlation between the ability to read by the end of the third grade, continued academic success, and the end of the cycle of intergenerational poverty.

EARLY WARNING! Why Reading By The End of Third Grade Matters, Leila Feister/Annie E. Casey Foundation, 2010





"I am super passionate about reading, and believe books should be accessible to everyone regardless of socio-economic status."

–Paloma, Teen Ambassador
Paloma processes donated books, curates children's titles for our client partners at the Homeless Prenatal Program, and tabled at the Climate Action Youth Summit and Dia de los Libros this spring

Major Donors

BofA Charitable Foundation
Calpine
Chronicle Books
Candlewick Press
Emerson
Figma
Parsons
Reinhardt Family Fund
Schwab Charitable
Starbright Books
The National Book Foundation
The Bernard Osher Foundation
The Lisa & Douglas Goldman Foundation
Anonymous (3)

Awards

Certificates of Special Congressional Recognition
2022 (N. Pelosi), 2000 (B. Lee)

Mayoral Proclamation, Children's Book Project Day, San Francisco, 30 years of service

Certificate of Honor, San Francisco Board of Supervisors, 25 years of service

Board of Directors

Risa Schwartz
President

Annelise Goldberg
Treasurer

Catherine Weiser
Secretary

Cambria Barry
Vikram Chan-Herur
Monique El-Amin
Owen Linderholm
Robert Lord* (Advisory Bd. 2025-26)
Maureen McCarthy
Cassandra Perkins
Adele Shen

Vicki Pollack
Founder & Director Emerita

The Children's Book Project is committed to transparency and has earned the following seals of approval:

Staff (Part-Time)

Alessandra Argüello-Recinos
Social Media & Publisher Outreach

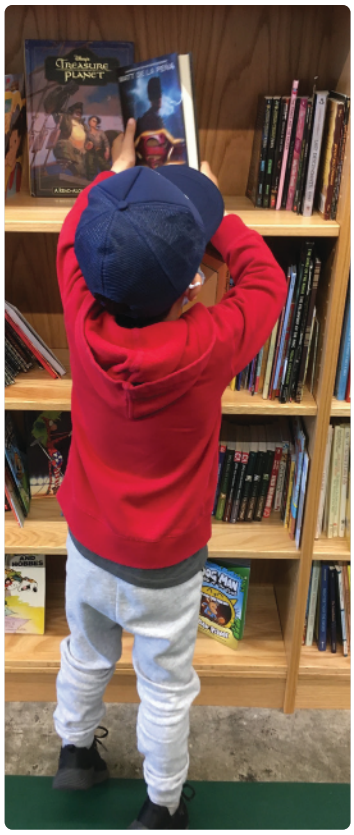
Dawn Noelle Smith Beutler
Read Aloud Program (consultant)

Alexander Braunstein
Second Reading Program

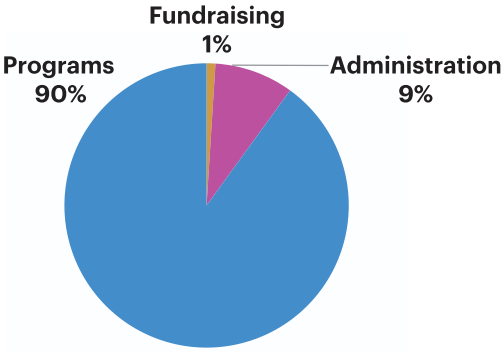
Meredith Huber
Book Bank Assistant

Maureen McCarthy
Teen Ambassador Program

Kathleen Wydler
Book Bank Manager

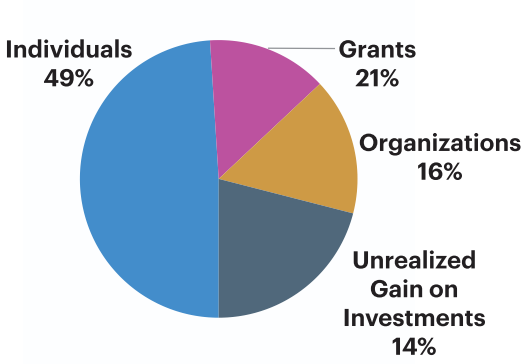


Expenses



Programs	$ 272,618	90%
Administration	$ 26,361	9%
Fundraising	$ 4,900	1%
Total	**$ 303,879**	**100%**

Revenue



Individuals	$ 158,345	49%
Grants	$ 67,129	21%
Organizations	$ 49,731	16%
Unrealized Gain on Investments	$ 45,124	14%
Total	**$ 320,329**	**100%**

CONTACT US
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childrensbookproject.org

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3433 21st Street
San Francisco CA 94110

DONATE ONLINE

FEDERAL TAX ID (EIN)
94-3229734

The Children's Book Project is a tax exempt 501(c)(3) organization.

BOOK BANK
BY APPOINTMENT ONLY
MWTh 3–6 pm
Tue | 2nd & 4th Sat 10 am–1 pm

FOLLOW US

BOOK BANK ADDRESS
2166 Palou Avenue
in San Francisco
(not a mailing address)

Book appointments to Give Books, Get Books, and Volunteer at childrensbookproject.org