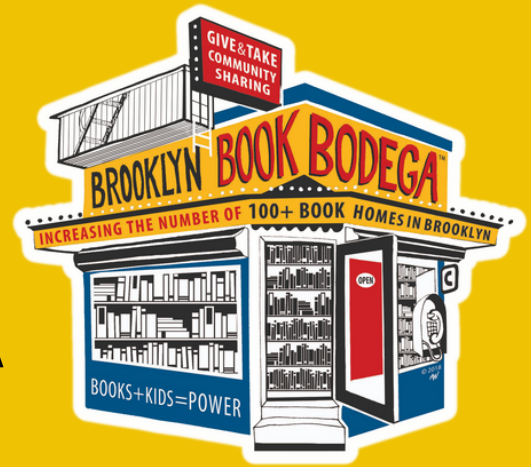


BROOKLYN BOOK BODEGA



**Annual
Report
2021**

LEADERSHIP TEAM

Seema Aghera

Cofounder + Chief Operating Officer

Rebecca Cohen

Cofounder + Executive Director

STAFF

Cecilia Golombek

Program and Volunteer Coordinator

BOARD MEMBERS

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April Somboun

Johanna Contreras

Katie Heil Knight

Marcia Clarke

Talia Kovacs

Tamara Jachimowicz, Cofounder

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April Regan

Christine Gallo

Kaitlin Alm

Leolyn Scott

Marcia Clarke

Michele Fontalvo

Veronica Berger

FRIENDS OF BROOKLYN BOOK BODEGA

Andrew Mapp

Anita Walsh

Barbara Chang

Kiara Morales

Lisa Scott



Core Value: Choice

Children should be able to choose what they want to read and have plenty of options.



Rebecca Cohen



Seema Aghera

Dear Friends,

THANK YOU for fueling Brooklyn Book Bodega's amazing growth and for believing in our mission. We are thrilled to share with you our first-ever Annual Report. In this report, you will read stories about how your support has made a positive impact on so many lives and our accomplishments to date. Your support – volunteering, fundraising, bookraising, and more – has been invaluable. Thanks to you we were able to double down on our mission of increasing the number of 100+ book homes for kids ages 0-18 in New York City.

Every time a reader connects with a book, they build understanding, develop curiosity, and deepen the well of their own potential. Kids who grow up in homes with books have better life outcomes. Yet, access to high interest, diverse books is often a luxury for a family with competing needs. We believe all children should have access to books that they want to read regardless of family income.

That's why we will continue to grow Brooklyn Book Bodega and deliver on the mission of increasing the number of 100+ book homes, book by book and child by child.

Thank you for being a part of this journey with us.

With optimism and gratitude,

Rebecca Cohen & Seema Aghera

Cofounders, Brooklyn Book Bodega



Core Value: Access

There should be zero barriers to book access. We give books away so cost no longer acts as an obstacle to ownership.



CORE VALUES

COMMUNITY

Purposeful interactions build community engagement.

CHOICE

Children should be able to choose what they want to read and have plenty of options.

ACCESS

There should be zero barriers to book access. We give books away so cost no longer acts as an obstacle to ownership.

RE-USE

Books are meant to be read multiple times and old books can have new lives. Passing along books no longer in use allows others to enjoy them.

DISCOVERY

Books act as windows and mirrors. Kids should see themselves reflected in the characters they encounter, discover unknown worlds, and find new ideas in the books they read.

OWNERSHIP

Children should have lots of books in their homes: books they want to read now and books to savor for later. Everyone deserves to own books that they want to read.



OUR MISSION

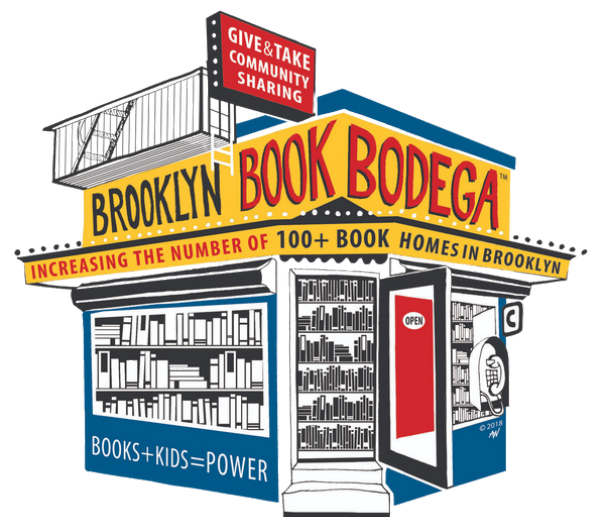
The mission of Brooklyn Book Bodega is to increase the number of 100+ book homes for kids 0-18 in NYC

Brooklyn Book Bodega provides access to and ownership of books, builds community, and creates a passion for learning through free events and literacy-based community programming.

Why Books?

Children who do not read on grade level by the end of third grade are four times less likely to graduate high school on time.¹

Early literacy is a strong indicator of later life success, yet 61% of children growing up in poverty do not have access to any age-appropriate books.²



1. Hernandez, D. (2011). *Double Jeopardy How Third-Grade Reading Skills and Poverty Influence High School Graduation*. The Annie E. Casey Foundation. Retrieved from www.aecf.org
2. Bridges, L. (2013) *Make Every Student Count: How Collaboration among Families, Schools, and Communities Ensures Student Success*. Family and Community Engagement Research Compendium. Scholastic, Inc. Retrieved from <http://teacher.scholastic.com/products/face/pdf/research-compendium/Compendium.pdf>

The Cost of a Home Library

For families with competing needs,
buying new books is an unaffordable luxury.

22% of children in NYC live below the poverty line.³

The average price of 1 new book is **\$18.65**.

At that price, it would cost **\$932** to buy a 50-book library.

A 100-book library would cost **\$1,865**.

By distributing free books,
Brooklyn Book Bodega makes home libraries
a reality for families in need.

In 2021, we distributed **80,072** books,
with an estimated value of **\$1,490,000**.

3. Citizens' Committee for Children of New York (2019). *Keeping Track Online Database: Child Poverty*. Retrieved from <https://data.ccnnewyork.org/>



Core Value: Ownership

Children should have lots of books in their homes: books they want to read now and books to savor for later. Everyone deserves to own books that they want to read.

2021 BY THE NUMBERS



80,072 Books

Distributed to New Yorkers



21,015 People

Grew their personal libraries fueling a love of reading and community



190 Organizations Impacted

Local schools, businesses, and community organizations



827 Volunteers

Authors, illustrators, educators, families, community members, and more bring the mission to life



38 Public Programs

Free books and programs inviting families to join a vibrant literacy community regardless of financial status



14 Book Drives

Hosted for us to collect gently used and new books for ages 0-18



76,869 pounds of reused materials

By reusing books, we keep them out of landfills, and the carbon footprint of a book is decreased with each reuse



We exceeded our 2021 goal of providing 80,000 free books to 15,000 people



Core Value: Re-use

Books are meant to be read multiple times and old books can have new lives. Passing along books no longer in use allows others to enjoy them.

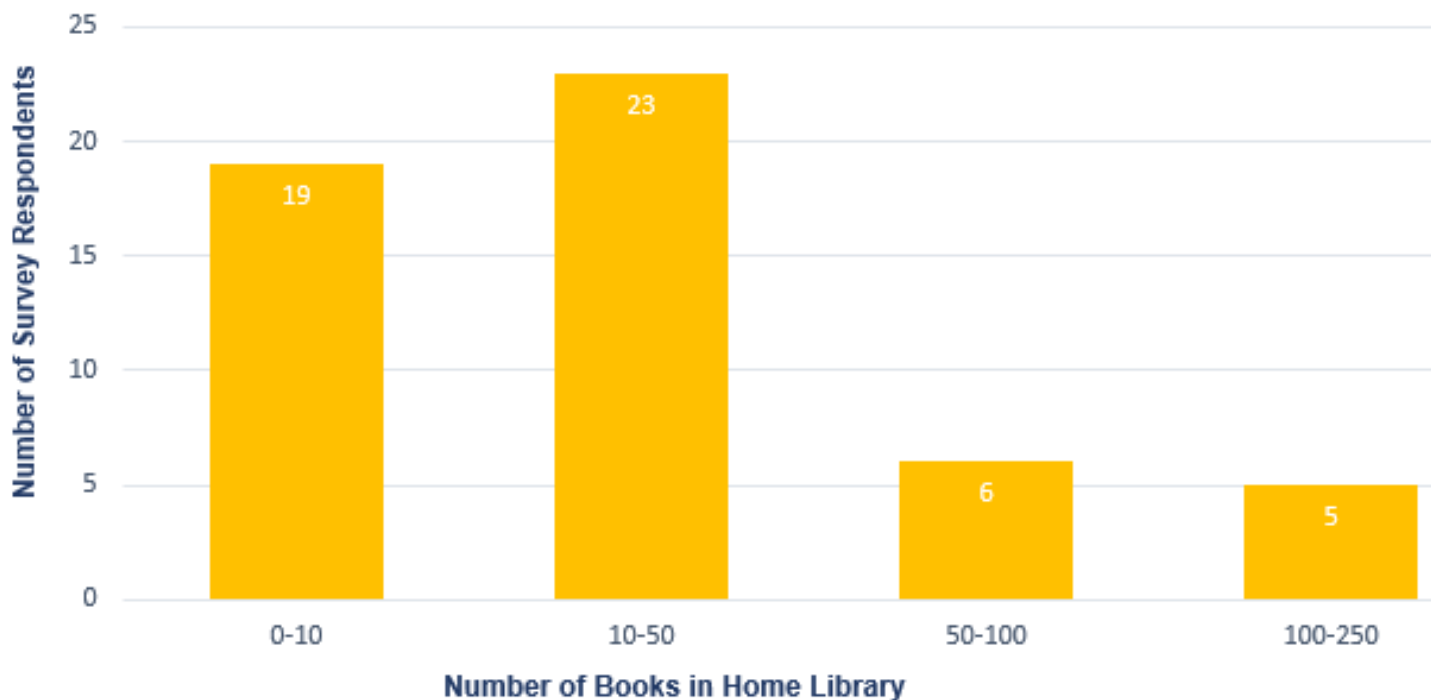
Book Deserts

Book Deserts: Academic achievement suffers when young learners live where books are scarce.

Research shows that reading to children under 2 impacts their academic achievement when they are 8-11 years old.⁴ Yet, 45% of kids in our country (including many in NYC) live in book deserts⁵— places where access to books via bookstores and libraries is limited or nonexistent.⁶

One study found approximately 1 book for every 300 children living in a book desert in a community of concentrated poverty in Philadelphia.⁷

Before you got your new books from Brooklyn Book Bodega, about how many books did you have in your home?



More than 80% of Brooklyn Book Bodega readers at a December 2021 event with our partner, United For Brownsville, said they had fewer than 100+ books at home before the event.

At this December event, Brooklyn Book Bodega distributed more than 1,200 books, with an average of 10 books per recipient. We combat book deserts by helping individuals and organizations grow their personal libraries.

4. Brown M.I., Wang C., McLeod S. *Reading with 1-2 year olds impacts academic achievement at 8-11 years.* Early Childhood Res Q. (2022) 58:198-207. doi: 10.1016/j.ecresq.2021.09.008

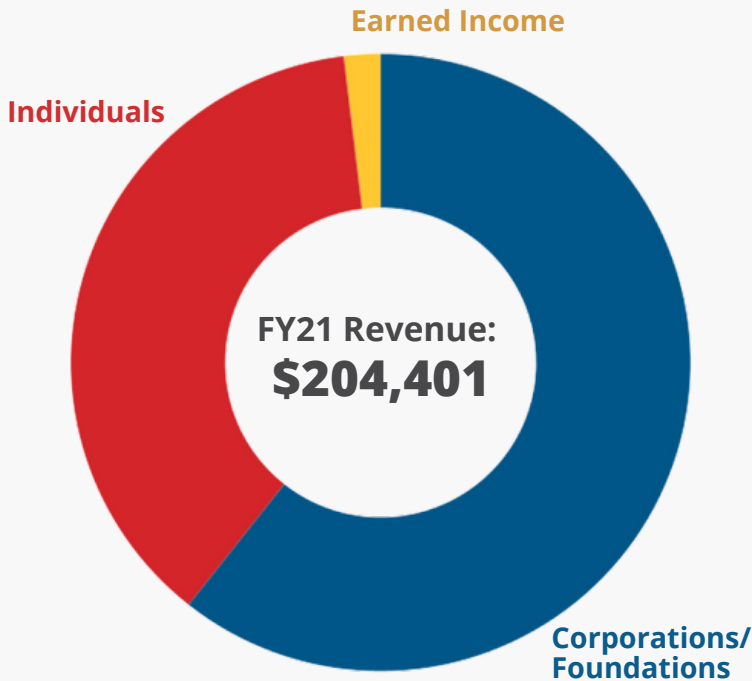
5. Ness, M., Marshall, K. L., & Mbeseha, M. B. (2020). *Ending book deserts.* Literacy Today (2411-7862), 37(5), 26-29.

6. Weingarten, R. (2015, March 1). *Creating Healthy Minds With First Book.* HuffPost. Retrieved from https://www.huffpost.com/entry/creating-healthy-minds-wi_b_6395696

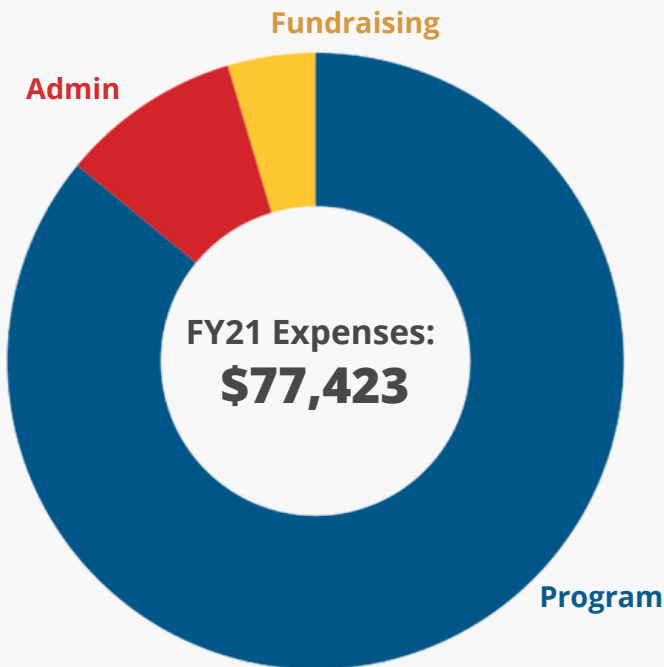
7. Neuman, S. B., Moland, N. (2016). *Book deserts: The consequences of income segregation on children's access to print.* Urban Education, 1-22.

Financial Achievements

FY21 Revenue Sources



FY21 Expense Allocation



FY22 Projection: **\$234,000**

Thanks to our generous donors, we have increased fundraising by over 300% from 2020 to 2021.

These additional funds allowed us to take important steps toward growing Brooklyn Book Bodega into a sustainable institution - namely hiring our first staff members.

We need your support now more than ever. Our expenses will grow substantially in 2022 as we employ our staff for a full year, expand our programming, and move into a more permanent Book Hub space.

As always, the vast majority of each dollar given to the Brooklyn Book Bodega goes toward supporting our program.



Core Value: Discovery

Books act as windows and mirrors. Kids should see themselves reflected in the characters they encounter, discover unknown worlds, and find new ideas in the books they read.



Thanks so much to our donors!

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**Board Member

Brooklyn Book Bodega: Milestones

December 2018

Hosts first community event

June 2019

Incorporated as 501(c)3

September 2020

Hires first paid employee

May 2021

Creates Book Hub in
Brooklyn Navy Yard

July 2021

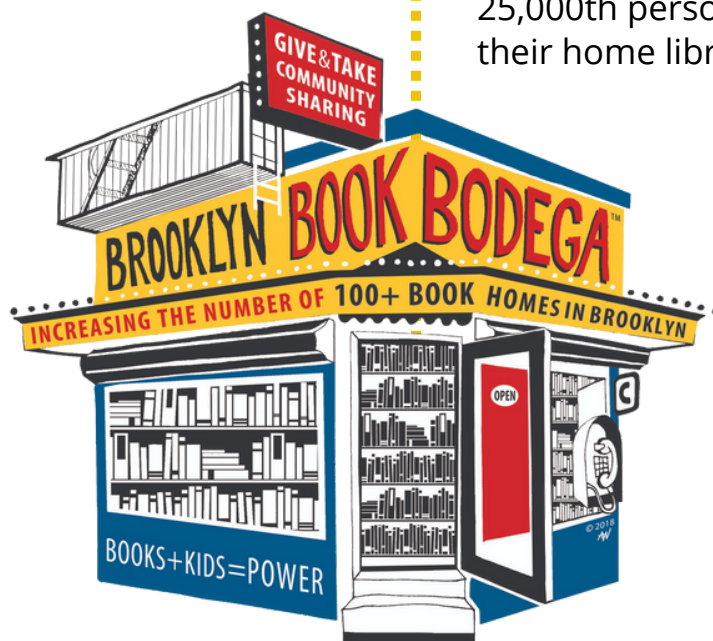
Welcomes 1,000th volunteer

August 2021

Distributes 100,000th free book

September 2021

25,000th person adds books to
their home library





“

My daughter has benefited so much from the Brooklyn Book Bodega,

I'm so happy we found you!

- Terrice B., Parent at United For Brownsville event

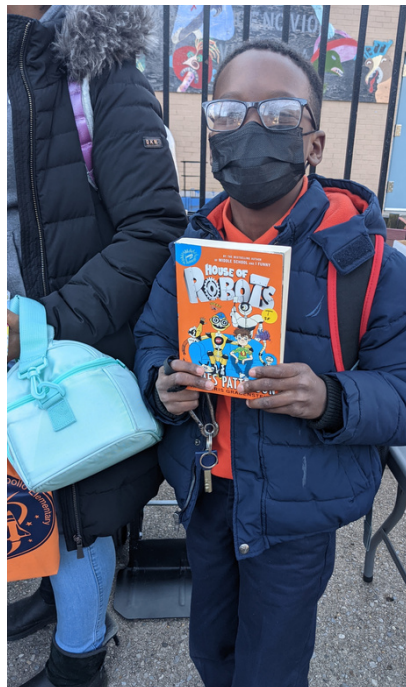
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“

These books have helped us organize fun, positive events that people may not typically associate with NYCHA. They are another way for us to engage residents and inform them of our work while offering them awesome books.

- Onel Hidalgo, Community Outreach Manager, NYCHA

”



“

The boys and girls are able to create a home library and foster learning outside of sports.

- Kyisha Brooks, Team Mom, Brooklyn Titans Football and Cheer

”



“

Our book giveaways at the food pantry have become very popular and our clients always ask when the books will be there! The books add excitement and a nice diversion for the children of these families in need.

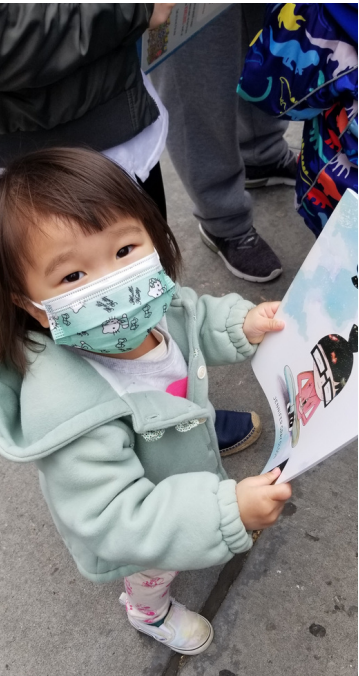
- Christine Gallo, Volunteer,
Community Food Pantry at 4th Ave.
Presbyterian Church

”

“

Families really enjoyed receiving the books and were grateful that we hosted a book giveaway in Brownsville.

- Danielle Augustine, Project Manager,
United for Brownsville

”

“

The Community loves and appreciates the access to quality books for their little ones and themselves. Children who attend interact with the books and show great interest in the book giveaways.

- Tiana Rainford, Co-Project Director, East
New York Farms

”

Thank you to our supporters!



COMMUNITY CHAMPIONS



Core Value: Community
Purposeful interactions build community engagement.

CORPORATIONS

Amplify • Art Baby Girl • Bonfire • Books Are Magic • Goldman Sachs Gives • IXV Coffee
Macmillan Publishing • Madewell • Screamers Pizzeria

FOUNDATIONS

Anonymous • Alan and Vicki Levine Family Foundation • Amazon Smile
Annabelle Foundation • Brooklyn Communities Collaborative
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The Patrick and Alice Rogers Family Foundation • The Watson Foundation

BOOK PARTNERS

Bookstores

Barnes & Noble • Boogie Down Books • Books Are Magic • ¡Chau Luna! • Little Lola & Tots
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Authors

Doreen Cronin • Inger Margaret Foster • Joanna Dobkowska
Matt Bloom & Shelley Simmons-Bloom • Mélissa Smith • Paul O. Zelinsky • Tad Hills
Tiffany D. Jackson • Yona Zeldis McDonough

Book Drop Sites

Brooklyn Navy Yard • Read 718 Bed-Stuy • Read 718 Boerum Hill • Old Stone House
Book Nook Tribeca • Book Nook Upper West Side • Book Nook 59th Street

AWARDS

Bay Ridge Toyota • BKLYN Incubator Award • District 33 Participatory Budgeting
District 35 Discretionary Funding • District 36 Discretionary Funding • Get Caught Reading
Jetblue Soar for Reading



Core Value: Access

There should be zero barriers to book access. We give books away so cost no longer acts as an obstacle to ownership.



SCHOOL RECIPIENTS

- | | | |
|--|---|--|
| Academy Charter School | Leep Academy Charter School | P.S. 270 Johann DeKalb |
| Achievement First Apollo Elementary School | M.S. 035 Stephen Decatur | P.S. 287 Bailey K Ashford |
| Achievement First Voyager Middle School | M.S. 101 The Edward R. Byrne School | P.S. 297 Abraham Stockton School |
| Arts and Letters 305 United | M.S. 340 North Star Academy | P.S. 307 Daniel Hale Williams |
| Avenues: The World School and Elliott-Chelsea Houses | M.S. 582 Magnet School for Multimedia, Technology, and Urban Planning | P.S. 375 Mosaic Preparatory Academy |
| Bedford Stuyvesant New Beginnings Charter School | M.S. 915 Bridges | P.S. 38 The Pacific School |
| Bright Horizons | Madiba Prep Middle School | P.S. 44 Marcus Garvey |
| Brighter Choice Community School | Madison Boys and Girls Club | P.S. 44 The Thomas C. Brown School |
| Brookdale Family Care Center | Maple Street School | P.S. 446 Riverdale Avenue Community School |
| Brooklyn Arbor Elementary School | Math and Science Exploratory School/MS 447 | P.S. 56 The Lewis H. Latimer School |
| Brooklyn Arts and Science Elementary School | Neighborhood School & Star Academy | P.S. 811x The Academy for Career and Living Skills |
| Brooklyn Independent Middle School | Nord Anglia International School | P.S. 889 |
| Brooklyn International High School | P-Tech Academy | P.S. 9 Sarah Smith Garnet |
| Brooklyn Jesuit Prep | P.S. 093 Albert G. Oliver | P.S. 939 Sunset School of Cultural Learning |
| Brooklyn Landmark Elementary School | P.S. 11 Purvis J. Behan | P.S./I.S. 184 The Newport School |
| Brooklyn Urban Garden School | P.S. 133 William A. Butler | P.S./I.S. 30 Mary White Ovington |
| Compass Charter School | P.S. 141K | Patterns Preschool |
| Dr. Susan S. McKinney Secondary School of the Arts | P.S. 154 Elementary School | Prospect Schools |
| Explore Schools, Excel Lower School | P.S. 158 Bayard Taylor School | Success Academy |
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| Future Leaders Institute Charter School | P.S. 18 Edward Bush Public School 18 | The New American Academy Charter School |
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| J.H.S. 088. Peter Rouget | P.S. 20 The Clinton Hill School | Uncommon Schools |
| Jamaica Children's School/PS 312Q | P.S. 202 Ernest S Jenkens | WeiBo Learning Organization |
| Kipp Amp Elementary | P.S. 208K Elsa Ebeling School | |
| | P.S. 217 Colonel David Marcus School | |
| | P.S. 261 Philip Livingston | |



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 Bed Stuy Gateway Business Improvement District
 Bed-Stuy Strong
 Behlen Circle Little Free Library
 Blooming Sunflower, LLC
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 Brighter Bites
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 Brooklyn Bridge Parents
 Brooklyn Bridge Park Conservancy
 Brooklyn Community Services/Farragut Cornerstone
 Brooklyn Greenway Initiative
 Brooklyn Mamas and Papas
 Brooklyn Navy Yard
 Brooklyn Plaza Medical Center
 Brooklyn Public Library
 Brooklyn Sigmas
 Brooklyn Titans Football and Cheer
 Caribbean Women's Health Association
 Catholic Charities Community Services, Refugee Resettlement Department
 City Council District 35
 City Council District 36
 Clay Avenue Tenant Association
 Clay Space
 Communication Conversation Collaboration
 Community Capacity Development
 Community Conversation And Collaboration
 Community Food Pantry at 4th Ave.
 Presbyterian Church
 Cora Dance
 Council of People's Organization
 Dodge YMCA Afterschool Program at P.S. 11, 38 and 307

East New York Farms! - United Community Centers
 Edwin Raymond Council
 ExamIQ
 FAB Alliance
 Far Rock Greek Council
 Flatbush Commons
 Fred the Godson Foundation
 Friends of Commodore Barry Park
 Girl Scout with St. Anselm Troop 2439
 Greene Avenue Block Association
 Greenwood Heights Little Free Library
 HashtagLunchbag Brooklyn
 Her Village Inc.
 Hope and Healing Family Center
 Horizons Brooklyn
 House of Good Deeds
 House of SpeakEasy
 Ibrahim Lawson Fofanah Charity Foundation
 Ingersoll Cornerstone Community Center, University Settlement After-School
 Jerome Glenmore Corner Stone Community Garden
 Kiddie Science
 Kings County Tennis League
 L.E.E. Book Club
 Ladies of Vision and Excellence
 Lauren's Place Wonderschool on St. Marks
 Literacy Inc. (LINC) Literacy Trust
 Little Essentials
 Little Free Library #70932
 Little Free Library Bay Ridge
 Myrtle Avenue Brooklyn Partnership
 Nayema Universal Child Center
 No Voice Unheard
 NY Cares
 NYC Administration for Children's Services, Division of Youth and Family Justice
 NYC Books through Bars
 NYC DOE Division of ECE
 NYC DOE Early Childhood Education
 NYC DOE Field Support - District 19

NYC DOE Office of Community Schools, Students in Temporary Housing, Brooklyn North
 NYC Mayor's Community Affairs Unit
 NYCHA Ingersoll Houses
 NYCHA Sandy Recovery
 NYPD Community Affairs
 One Love Fridge
 Power of 2
 Prospect Plaza Community Center
 Reach Out and Read of Greater New York
 Red Hook Community Justice Center /CCI
 Reelentless Fit
 Replications, Inc.
 Sage Center Brooklyn at Stonewall House
 Shirley Chisholm State Park
 Sisters with Loving Souls
 SLP Empowered
 South Brooklyn Mutual Aid
 Space of Grace Garden
 Spring Creek Recreational Fund
 St John-St Matthew-Emanuel Lutheran Church
 St. Nick Alliance - PS 23, PS 17, PS 380, MS577
 Stefani Zinerman Office
 Strive
 The Church of the Open Door
 The Collective Kind
 The Reading for Black Lives Project
 Tremont United Methodist Church
 Ukrainian Youth American Association
 NYC Program
 United for Brownsville
 Vanderveer Park United Methodist Church
 Wallabout Block Association
 What About the Children
 WIN NYC
 WIN Residences
 Wyckoff Farmhouse Museum
 Zz Little Free Libros

Book Donation Sites



BROOKLYN LOCATIONS

Read 718 Bed-Stuy

336 Malcolm X Blvd
Brooklyn, NY 11233
Tuesdays, 11 A.M. - 6 P.M.

Brooklyn Navy Yard

141 Flushing Avenue, Bldg 77
Brooklyn, NY 11201
During open lobby hours
(in the bin next to the security desk.)

Read 718 Boerum Hill

420 Atlantic Avenue
Brooklyn, NY 11217
Wednesdays, 11 A.M. - 5 P.M.

Old Stone House

336 3rd St
Brooklyn, NY 11215
Friday - Sunday, 12 P.M. - 3 P.M.

MANHATTAN LOCATIONS

Book Nook 59th Street

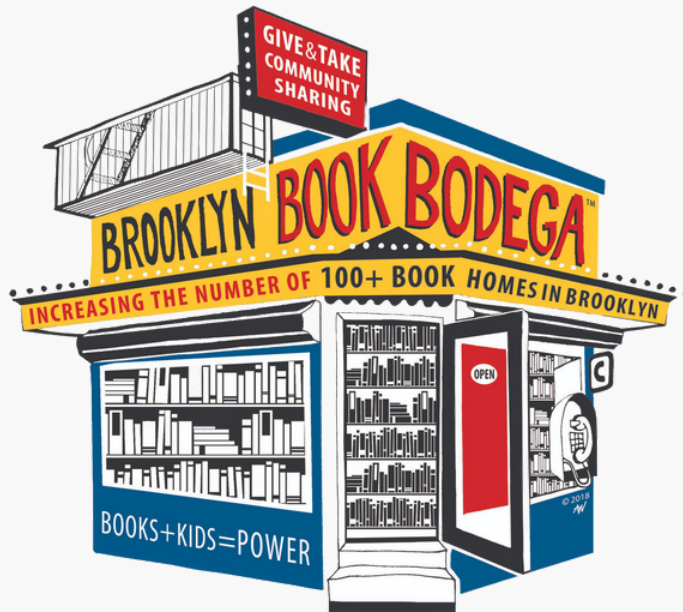
57 West 59th Street
New York, NY 10023
Mon-Fri, 9:00 a.m. - 5:00 p.m.

Book Nook Tribeca

23 Warren Street
New York, NY 10007
Mon-Fri, 9:00 a.m. - 5:00 p.m.

Book Nook Upper West Side

67 W 81st Street
New York, NY 10024
Mon-Fri, 9:00 a.m. - 5:00 p.m.




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Core Value: Choice

Children should be able to choose what they want to read and have plenty of options.