
Ferst Foundation for Childhood Literacy

2009 Annual Report



Mission Statement:

Provide books for local communities to prepare all Georgia preschool children for reading and learning success.

Program Highlights:

- Achieved 1,701,238 books delivered to more than 90,000 children to date. In 2009 alone, 476,721 books were sent and we reached a monthly registration level of 42,825 children.
- Expanded our presence to 68 self-sustaining Georgia counties including programs in urban Bibb, Cobb, DeKalb, and Fulton Counties.
- Celebrated our state-wide partnership with Rotary at an event in Atlanta in March featuring Dolly Parton and Rotary International Trustee, John Gern.
- Partnered with The Evaluation Center at the University of West Georgia to initiate a longitudinal evaluation of the impact of Ferst Foundation for Childhood Literacy in Georgia.
- Conducted our fifth annual Community Action Team (CAT) Summit in Madison, GA and two regional summits with 85 people in attendance representing 38 different counties.
- Sustained partnerships with the Atlanta Hawks Foundation, Delta Kappa Gamma, Family Connection Collaborative, Georgia Birth to Five Coalition, Georgia Chamber of Commerce, Georgia Department of Human Resources, Georgia Industry Association, Georgia Power Citizens, Georgia Press Association, Georgia Reading Association, Hands on Atlanta, Jumpstart, Kiwanis, Rotary, Junior League of Atlanta, and United Way/Smart Start.
- Participated in the legislative receptions with Voices for Georgia's Children, Georgia Public Broadcasting's Literacy Meetings, the Atlanta Charity Clays annual event, and Read for the Record; Presented at the *Rotary at Work for Literacy* State-wide Rotary Literacy Conference, all three Georgia Rotary District Conferences, and the Dollywood Foundation Homecoming.
- Received national visibility as our Founder was selected as a top 10 finalist in the Applebee's Hero Contest and featured in the Atlanta Journal Constitution, Radio Disney, and *Savannah* Magazine. Received local newspaper, television, and radio coverage for our local Community Action Teams in communities across Georgia.
- Successfully completed our second Financial Audit.
- Broadened the Board of Trustees with the election of Dr. Francis "Bill" Rushing as Chairman and the service of 20 board members. Welcomed our Founder as our President as we implemented a staff reorganization to better serve a statewide organization.
- Continued to serve as the fiscal agent and managing partner of the Georgia Rural Library Initiative funded by an anonymous donor from the Community Foundation of Greater Atlanta. Morgan, Hancock, Butts, Putnam, & Seminole Counties each receive in excess of \$100,000 matching funds with a separate \$100,000 for scholarship support for participating community residents who pursue Education degrees and agree to return to teach in a rural Georgia community.

Interim Unaudited Financial Highlights:

- Received \$1,531,030 in new contributions in 2009 including general donations of \$20,000 from The Home Depot Foundation and \$10,000 from the Atlanta Hawks Foundation.
- Program expenses represent 92% of the annual expenses with the remaining 5% for general administration and 3% for fundraising activities. Maintained the per child cost at \$36.00/year for the second straight year.
- Ended the year with \$635,905 in total assets and \$24,491 in Net Ordinary Revenue.

Board of Directors:

Chairman & Treasurer

Dr. Bill Rushing, Retired Economist, Georgia State University, Madison, Georgia

Vice Chair

Margaret Quinlin, Publisher, Peachtree Publishers, Ltd

Secretary

Dr. Stan DeJarnett, Superintendent, Morgan County School System

Samuel Louis Allen, Retired Superintendent, Valdosta School System

Dr. Terry Blum, Ga. Tech Institute of Leadership and Entrepreneurship

Mary Hammond, Tax Director, PricewaterhouseCoopers LLP

Nancy Hall, Former Interim Executive Director, Georgia Public Broadcasting

Kwanza Hall Elected member, Atlanta City Council

Robert Hall, Retired IBM & Current Principal, HRH Consulting

Margaret Hylton Jones, Owner, Margaret Jones & Associates

Kenan Kern, 2008-2009 Rotary District 6920 Governor and Founder, The Kern Group, LLC

Hardman Knox, Managing Partner, Knox Properties, LLP

Allison Laird, Manager, Mergers and Acquisitions – Tax, KPMG LLP

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David Murphy, President, and CEO, Better World Books

Page Pate, Partner Law Offices of Pate and Brody

Margaret Quinlin, Publisher, Peachtree Publishers, Ltd

Everett Royal, Owner, James Madison Inn, Madison, Georgia

Steve Stanfield, Stockbroker and Partner, DGR Group, Americus, Georgia

Gay Knox Vaughan, Retired real estate broker, Greensboro, Georgia