



WORKPLACE BOOK DRIVE KIT

Thank you for considering hosting a book drive in support of The Children's Book Bank. This kit contains everything you need to know to run a successful drive including information about the Book Bank, our Toonie Turnaround initiative, reasons for organizing a book drive, book donation guidelines, tips for executing a successful drive, and a sample communication to share with your co-workers and their families. Our website www.childrensbookbank.com can be consulted for additional information about what we do.

ABOUT THE CHILDREN'S BOOK BANK

The Children's Book Bank is a registered charity that supports childhood literacy by providing free books and literacy support to children in high needs neighbourhoods in Toronto. From our welcoming storefront in the Regent Park area of Toronto, the Book Bank collects and distributes gently used children's books to children and families who may not otherwise have the chance to own books of their own. The Children's Book Bank operates just like a wonderful children's bookstore, except that the books are available to the children FREE of charge!

The Book Bank has built an important literacy resource centre for struggling families in Regent Park, sharing an average of 250 books per day, and has extended its impact to families in other high needs Toronto communities through agency partnerships in Crescent Town, Rexdale, Thorncliffe, and Eglinton-Humber. Last year, the Children's Book Bank distributed 120,000 free, gently used children's books!

The Children's Book Bank is dedicated to the principle that learning to read is the right of every child. Through your efforts in hosting a book drive or fundraiser at your workplace, you are helping us share the magic of book ownership and literacy with families throughout our great city.

* TOONIE TURNAROUND

Last year, The Children's Book Bank gave away over 120,000 books to children across the city and we're on track to do the same or better in 2017. It may come as a surprise but did you know it costs us around \$2.00 to process each book that we give away?

So where does the money go?

First off, each book donated to The Children's Book Bank is checked by a staff member or volunteer to make sure it fits our criteria – because we want the best selection and quality for our inventory. Books are then moved into our storage area downstairs, sorted into specific genres, and eventually displayed on our storefront shelves for Book Bank visitors to choose from. Keeping that downstairs space organized takes a lot of time and energy. On top of that, volunteers and staff also pack up close to 5,000 carefully selected books to send to our partners across the city each month. And, finally, we also offer a variety of enjoyable literacy programs through the year at our storefront which serve as conduits for all those gently used books.

We accomplish that all that and for only about \$2.00 per book. So, each day really is a Toonie Turnaround at The Book Bank!

This is where you come in...

While it might not always be possible, if you are thinking about running a book drive, consider adding a Toonie Turnaround initiative of your own. Come up with a fun and creative way to match each book donation with a financial one and help us put more books into the hands of children.

REASONS TO ORGANIZE A BOOK DRIVE

Many families don't know what to do with the children's books their own kids have outgrown. A book drive offers an opportunity to give beloved children's books a second life and is a great way for families to discuss the idea of resource sharing and helping those less fortunate. A book drive generates real-world impact by placing books into the hands of children who might not otherwise have books of their own.

Workplace book drives are a fun and engaging way to promote teamwork. Foster your competitive spirit by having employees or departments see who can collect the most books or raise the most money! A drive can be an employee project within your company or shared with customers/clientele, allowing them the opportunity to participate as well.

It's a wonderful way to build your company's charitable profile. We are happy to share about your support via our social media network and encourage you to tweet, post, like and share about The Children's Book Bank with your followers. Connect to our social media outlets via our website www.childrensbookbank.com.

WHAT WE ARE LOOKING FOR

- Children's books for kids aged birth to 12 years old.
- Children's books printed within the last ten years, so a print date of 2007 - present.
- Children's books in new or gently used condition – no missing covers, torn pages, or pages with colouring/writing on them. **** A great rule of thumb – if you would gift the book to a child, then it would be a great book for our use.***

If you are considering purchasing books, or wonder what we get asked for most often at the Book Bank, here is a list of titles currently flying off our bookshelves:

- Board books and concept books (ABC, 123, colours, shapes, etc.)
- Caillou
- Lego (Ninjago is very popular)
- Geronimo & Thea Stilton
- Diary of a Wimpy Kid
- Dork Diaries
- Captain Underpants
- Harry Potter
- Percy Jackson series
- Amulet
- Minecraft
- Big Nate
- Pokemon
- Goosebumps
- DC & Marvel Superheroes
- Sisters, Drama, Smile, Ghosts and Babysitters Club by Rania Telgemeier
- Graphic Novels

** We are always in need of books with diverse characters – reflecting the diverse families of Canada, including our First Nations Peoples.*

BOOKS WE DO NOT ACCEPT

- Teen or adult books or novels
- School, library or textbooks and encyclopedias
- Books printed more than ten years ago
- Self-published books
- Magazines
- Damaged books (yellowed, torn pages, writing on pages)

The Children's Book Bank endeavors to use all donated books. Donated books that are unsuitable for Book Bank customers are donated to other appropriate organizations or recycled. You can really help us by following our donation guidelines.

STEPS FOR A SUCCESSFUL BOOK DRIVE

1. Engage some committed employees/volunteers within your workplace to help organize, sort and promote your book drive. If you've decided on a competitive angle, consider designating team captains.
2. Select a suitable start date for the book drive. We suggest giving at least a week for book collection. Remember to get any appropriate administrative approval necessary.
3. Send an email or memo to employees (or clients) with information about The Children's Book Bank, ***book donation guidelines*** and specific details about your drive, especially dates and drop off locations. We have enclosed a sample communication for your convenience.
4. Choose a suitable place for people to drop off their books. Be sure to supply some drop boxes or bins – we recommend large, wide mouth containers to act as drop boxes.
5. Consider sorting and boxing up books into smaller boxes on a daily basis. If you leave it until the end of your drive it can become an overwhelming and time-consuming task. We recommend liquor store boxes as they are a good size (for easier transporting to the book bank) and they are free! Allocate time to sort the books by types: board books, hard cover picture books, soft cover picture books, leveled readers, novels and non-fiction, etc. Although the books do get sorted at the Book Bank, our staff always appreciates help with any sorting in advance. *Please recycle books that fall outside the Book Bank's guidelines.
6. During the week of your book drive you may want to post signage in a high traffic area. We have included a sample poster to use.
7. Books may be dropped off at our storefront located at 350 Berkeley Street, Toronto, ON, M5A 2X5, anytime during our operating hours: Mon-Thurs 10am-6pm, Fri-Sat 10am-3pm. Please do not leave book donations on our doorstep as they may get damaged or stolen.

*Note: because we are a small organization we cannot offer pick up services; however if we have staff available, we will help you bring the boxes into our storefront when you arrive.

If you have any questions, please don't hesitate to contact me at roxanne.deans@childrensbookbank.com.