



# HOW CAN WE MOTIVATE CHILDREN TO READ?

*Nonprofit Bring Me A Book and EdTech Bookelicious Know: When Kids Choose, Kids Read!*

Calling all civically-minded partners to help spread the joy and power of reading! A rich reading life is the key to a healthier, stronger, and more fulfilling life for us all. Reader's choice is the spark that ignites the motivation to read—and the reader you support today, may become the innovative problem solver who helps us all tomorrow.

*Bring Me A Book was founded as an employee benefit at RSP Manufacturing in Fremont. The majority of our immigrant workforce did not have books in their homes and, as a former teacher and parent, I knew the importance of reading with children early and often. And the employees were so enthusiastic about taking home their family book bags and reading with their children, that in 1997 when I sold the company, I structured BMAB as a nonprofit. I will always remember the stories they told of reading with their children, especially the one that Manuel Rosas shared when he called years later to tell me that his son had just graduated from junior high school as Valedictorian. Manuel credited his son's success to the early start he got as a reader. Everyone can be a Book Giver!*

– JUDY KOCH

*Former Owner of RSP and Founder of Bring Me A Book*

## WHEN KIDS CHOOSE, KIDS READ

Our process begins with each child's creation of a bookmoji, a personalized reading avatar, which reflects a child's specific likes and interests. We harness the power of AI to help children explore and define their unique reader profiles while generating book recommendations matched to their interests. Next, children browse the Bookelicious universe of books—a collection of 17,000 culturally responsive books curated by professional librarians—to identify the ones that resonate, and create their own Reading Wish Lists. And no surprise—children are twice as likely to read—when they get to choose their own books! All of this is completely free; children, families, teachers, and librarians are welcome to use all of the riches of Bookelicious—an online independent children's bookstore—at no cost.

*Borders Books innovated the use of technology to customize inventory for the communities where their stores were located. At Bookelicious we've taken that idea to the next level, using technology to customize and personalize the experience for the individual user. Our professionally curated collection of high-quality, diverse children's books integrates with our gamified, AI-driven recommendation engine to match kids with great books they are truly motivated to read.*

– LEANNE BORDERS

*Bookelicious Founder & CEO*



Children, who work with the Reading Specialists at the University of San Francisco, are happy recipients of books they chose themselves from Bookelicious—sponsored by Bring Me A Book.



Community Literacy in action! The children at Carl B. Munck School in Oakland decorate and personalize their book cubbies, which serve as home libraries, inspiring pride of book ownership and establishing the child's identity as a reader.

The benefits of books and reading are immeasurable; still, for economic or geographical reasons, far too many Bay Area children are without access to books at all. These are the children we serve. Consider these details:

- 20% of our Bay Area children live in poverty.
- California is rated 50th nationwide in high school graduation rates for the 2021 Academic Year.
- We are now last in the nation in providing school library services with “one credentialed school librarian per 32,000 students,” according to the California School Library Association.

## We give our thanks to all those who helped develop the book cubbies!

- Knotty Hole Woodworks, Palo Alto
- Taylor Boyle, Mechanical Engineer, Palo Alto
- TransPak, San Jose
- Neal's CNC, Hayward
- Ruszel Woodworks, Inc. Benicia

## And we thank the community of supporters who contributed:

- Lowe's donated lumber and screws
- Palo Alto University Rotary Club funded manufacturing and members assembled cubbies
- Morgan Family Foundation sponsored books for children to choose and read over the summer
- Principal Burroughs, second grade teacher Christine Clark, and their colleagues at Carl B. Munck Elementary School, who, at the end of a challenging school year, embraced our Book Cubby Family Engagement Workshop.

## Here's How You Can Get Involved: Be a Book Giver!

- Join Bring Me A Book and sponsor a child's Reading Wish List.
- Help children join the book-a-month club—children receive a book that they have selected every month of the school year and across the summer to prevent summer learning loss.
- Adopt a classroom for a full year of avid reading for our local school children—and help contribute to the strength and well-being of our community.
- Adopt a school in your community – with employee participation.

Other ideas? Please contact Bring Me A Book Executive Director Lois Bridges—loisbridges@bringmeabook.org—to explore and co-design a project for your company.

Let's work together and follow the lead of the teacher who helped John Lewis become an American hero. Her words of guidance to him were both simple and profound: “Read my child, read”.