Reading with children from birth enhances early brain development, early literacy skills acquisition and school readiness, while giving them more ability to succeed in the workforce. Governor’s Books from Birth Foundation (GBBF) is building a foundation where our state’s children are becoming lifelong readers, and is encouraging families to engage around the joy of reading together, which is good for our entire state.

—Tennessee Gov. Bill Lee and First Lady Maria Lee
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We are MISSION-DRIVEN.
Striving to be innovative, effective catalysts for early literacy

Mission, Vision, Approach and Values

Our Mission
To strengthen early literacy in Tennessee

Our Vision
We envision a Tennessee where all children have access to the resources, guidance and support they need to become lifelong learners.

Our Approach
Serve as a thought leader, peer advisor and catalyst for programs across the state

Together, we can help ensure a prosperous Tennessee by providing children with the resources to develop skills for becoming lifelong learners.

Our Values

Boldness  Openness  Optimism  Knowledge  Stewardship
To Our Partners, Supporters and Friends

I can’t tell you how excited I am to have joined Governor’s Books from Birth Foundation. Although I’ve been here for less than a year, I’ve witnessed countless examples of the truly meaningful work we do; from putting books in the hands of more and more families, to launching innovative new initiatives like our Storybook Trails and Book Buses, to building amazing partnerships with like-minded organizations around the state.

As we pursue our mission—to strengthen early literacy in Tennessee—we’re not only helping families bond over the joy of reading together, we’re also helping our children become better students and helping our state build a ready workforce.

Thank you to all who have made our growth and success possible—our staff, partners and the hundreds of amazing volunteers across the state. Together, we’re making Tennessee a better place to learn, live and work.

James Pond
President

I’m proud to be part of an organization that not only does incredibly important work, but also is constantly searching for new ways to expand its reach and serve more Tennessee children, families and communities. I truly appreciate the work of everyone involved with Governor’s Books from Birth Foundation. As you’ll read in this report, our team has not only achieved remarkable successes, but has positioned GBBF to make an even greater impact in the years to come.

Mark Cate
Board Chairman
We are
STEWARDSHIP-FOCUSED.
Serving with accountability as a resource for Tennesseans

Functional Expenses

94.63% Program
2.75% Management
2.62% Fundraising

Delta Dental of Tennessee and GBBF awarded Bigger Smiles grants to support county affiliate programs with enrollment growth (January 2019)
Powered by Partnership

Thank you to our statewide partners whose generous financial support and guidance help us strengthen early literacy in Tennessee:

Governor’s Sustaining Circle

Governor’s Foundation Circle
Tennessee’s Imagination Library

In 1995, Dolly Parton founded the Imagination Library program to inspire a love of reading in children by mailing a high-quality, age-appropriate book to registered children each month from birth to age five, at no cost to the family and regardless of their income.

Governor’s Books from Birth Foundation sustains Dolly Parton’s Imagination Library in all 95 counties in Tennessee, making the program available for every child across the state.

Partnership Model

Books arrive in the mailboxes of Tennessee’s children
Enrollment Percentage by County

3.4M books mailed FY2019
36.5M books mailed since 2004
70% enrollment statewide
283,942 children enrolled
Statewide Partnerships

**TN Department of Health**
Enrolling newborn children through “Welcome Baby” mailer

- 2,570 children enrolled FY2019
- 37,306 enrolled to date

**TN Department of Human Services**
Enrolling children served by the agency and providing literacy resources to families and licensed child care providers

- 4,373 children enrolled FY2019
- 27,163 children enrolled to date
- 3,800 sets of books provided
- 185,000 activity books provided
- 30,000 enrollment brochures provided

GBBF provided DHS licensed child care providers with literacy resources to engage with children around reading (June 2019)
Governor’s Books From Birth Foundation

2019 Year In Review

TN Department of Children’s Services

Enrolling every child in state custody

24,103 books mailed FY2019
210,929 books mailed to date

Birthing Hospital Initiative

Enrolling newborn children and providing a copy of the program’s first book before discharge from the hospital

23 hospitals participating
20,010 newborns enrolled FY2019
37,944 enrolled to date

Birthing Hospital Initiative launched at Fort Campbell’s Blanchfield Army Community Hospital, in partnership with Cracker Barrel Old Country Store Foundation (May 2019)
Storybook Trail Program

GBBF partners with parks and outdoor areas to provide a children’s storybook, presented on child-height panels, along a short trail to promote adult-child interaction around reading. Storybook Trails feature reading tips on each sign to spark real-life connections in children.

9 active trails
13 trails launching in FY2020
35,041 trail visitors FY2019

Storybook Trail launched at Henry Horton State Park (October 2018)
Governor’s Books From Birth Foundation

2019 Year In Review

Book Bus Program

GBBF partners with school systems to retrofit decommissioned school buses with shelving and seating to accommodate books, literacy activities and engagement resources. Our Book Buses partner with local food programs and travel to high-poverty neighborhoods over the summer, providing continued access to books for families and communities.

7 buses

3,000 people reached FY2019

9,396 books distributed

1,186 hours of travel

“Gus the Bus” traveled through Morgan County (June 2019)
Volunteer Training

Volunteers play a critical role in enrolling children, promoting our program in their communities and raising funds. Recruiting, training and networking support from GBBF strengthens our collective efforts in achieving our mission.

2018–2019 Highlights

9 Regional Roundtables hosted across the state, involving 150 volunteers from 58 county programs
55 county affiliates visited

2 states—North Carolina and Ohio—were mentored in implementing a statewide program

5 Book Bus programs visited in Northeast Tennessee

GBBF presented to local candidates and elected officials at the Porter-Leath Breakfast Briefing on Early Literacy in support of the Shelby County affiliate (October 2018)
Tennessee’s Imagination Library Week

September 17–23, 2018

Full of events and celebrations, Tennessee’s Imagination Library Week focused on the importance of early literacy and helped raise awareness of the program’s impact.

Highlights included:

543 #GotCaughtReading posts—photos of Tennesseans of all ages reading on social media
200% increase over 2017 #GotCaughtReading record
26 billboards displayed GBBF messages statewide
9M audience impressions

First Lady Crissy Haslam joined students for a tour of GBBF’s Storybook Trail at Long Hunter State Park (September 2018)
**Our Board**

**Mark Cate — Chairman**  
*President and Principal*  
Stones River Group

**Jennifer Colquitt**  
*Executive Assistant*  
Frist Family

**Brandon Gibson — Secretary**  
*Senior Advisor*  
Office of Tennessee Governor Bill Lee | State of Tennessee

**Larry Jensen — Vice Chair**  
*President and CEO*  
Cushman & Wakefield | Commercial Advisors Partners, SIOR

**CeeGee McCord**  
*Director, Global Public & Community Affairs and Vice President*  
Eastman Foundation

**Denine Torr**  
*Senior Director, Community Initiatives*  
Dollar General Corporation

**Phil Wenk, D.D.S.**  
*President and CEO*  
Delta Dental of Tennessee

**Andrea D. Willis, M.D.**  
*Senior Vice President and Chief Medical Officer*  
BlueCross BlueShield of Tennessee
Our Advisory Council

Calvin Anderson
Former Senior Vice President of Corporate Affairs and Chief of Staff
BlueCross BlueShield of Tennessee Health Foundation

Jake Bynum
Mayor
Weakley County

Dr. Nancy Dishner
President and CEO
Niswonger Foundation

Donna Noland
First Lady
East Tennessee State University

Dr. Shirley Raines
President Emeritus
University of Memphis

Vicki Smith
Former Senior Manager of Corporate Social Responsibility
Nissan North America, Inc.

Byron Trauger
Partner
Trauger & Tuke

Laura Travis
Associate Agent
Ron Travis Agency
We are

LIFELONG LEARNERS.
Fostering personal and professional development

Our Leadership

James Pond
President

Dean Dorsey Hoskins
Vice President

Linda Kirkpatrick
Executive Assistant for Administration and Outreach

Claire Jones
Communications & Marketing Outreach Coordinator

Abby Robinson Graves
Community Engagement Director

Recognition from Dolly

At GBBF’s 2018 Statewide Partners’ Dinner, Dolly Parton recognized Tennessee as the first statewide Imagination Library program, presenting Governor Bill Haslam and Governor-Elect Bill Lee with a special edition of her book, *Coat of Many Colors.*