GAMES FOR GROWNUPS
BOOKS FOR KIDS

Celebrating 30 Years
April 12, 2016
A LETTER FROM THE EXECUTIVE DIRECTOR

Thank you for joining us tonight for a wonderful evening to celebrate 30 years of Books for Kids. In the last three decades, we have made a tremendous impact on children and families across this country. We have donated hundreds of thousands of books to tens of thousands of children. We have brought the joy of reading and the gift of literacy to many people in need and for that, we could not be more proud.

But our work is never done! There are more children living in poverty who do not have access to books and literacy resources, who need our help. Together we can bring more libraries, books, and literacy programs to underserved children in low-income communities all over the country.

I would like to congratulate our honoree tonight, Legg Mason and CEO Joe Sullivan. Legg Mason has been an outstanding partner of Books for Kids for the last few years, one who understands the importance of our work and our programs. Legg Mason has made a deep investment in one community in Harlem, having renovated an older library and implemented ongoing literacy programs there, and we are excited to have their same level of support for a community in Crown Heights in Brooklyn this spring. Thank you, Legg Mason, for your commitment to “Investing to Improve Lives.” We appreciate your faith in us and look forward to continuing this successful partnership for years to come.

Thank you again to everyone for being here tonight and celebrating our 30 years of wonderful work.

With warm thanks,

Amanda Hirsh
Executive Director
The mission of the Books for Kids Foundation is to promote literacy among all children with a special emphasis on low-income and at-risk preschool-aged children. Books for Kids creates libraries, donates books, and implements literacy programs to develop the critical early foundation and skills which young children need to be successful in life.
VAMOOSE BUS
Congratulates
CAROL ANDERSON & THE EXECUTIVE ADVISORY BOARD
For their dedication to
BOOKS FOR KIDS
And applauds honoree
LEGG MASON AND CEO JOSEPH SULLIVAN
For receiving the John Graham Tucker Leadership Award

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Thank you Books for Kids for your outstanding commitment to early childhood literacy. We are proud to support your mission to provide the literacy resources needed to inspire the next generation of readers, artists, teachers, and leaders to love books.

- Bob and Soledad Hurst

“It is with the reading of books the same as with looking at pictures; one must, without doubt, without hesitations, with assurance, admire what is beautiful.”

- Vincent van Gogh
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Six Corners Liquors
of Westhampton, NY

courtesy of Time Warner Cable Media
CONGRATULATIONS, Books for Kids, on all your accomplishments this year.

Amanda,
Your commitment is an inspiring example.
Love,
The Droris

I’m happy to support Games for Grownups, Books For Kids and this wonderful mission.

Perri Brenner

“Fill your house with stacks of books, in all the crannies and all the nooks.”
— Dr. Seuss

QS Investors is proud to sponsor the Games for Grownups, Books for Kids Event and congratulates honoree Legg Mason and CEO Joseph Sullivan on their dedication and commitment to investing to improve lives.
Cheryl Wills is an anchor and senior reporter for Time Warner Cable’s Flagship national news network New York One News. She joined the cable news network during its launch in 1992. Cheryl is the only journalist in the nearly 25-year history of her television network to conduct a one-on-one interview with a sitting President: Nobel Laureate Ellen Johnson Sirleaf of Liberia. The first woman President of Africa exclusively told Cheryl Wills about her administration’s controversial handling of the recent Ebola Epidemic. She also conducted an exclusive sit-down interview with United Nations Secretary General Ban Ki-moon.

The award-winning journalist is the author of *Die Free: A Heroic Family Tale*. The acclaimed biography is about her great-great-great grandfather Sandy Wills’ extraordinary transformation from a Tennessee slave into a courageous Civil War Soldier – who honorably served with the United States Colored Troops from 1863-1865. Her second book is an illustrated children’s version of her biography called *The Emancipation of Grandpa Sandy Wills*.

As a busy anchor and correspondent, Cheryl Wills has traveled extensively, covering breaking news events. She has reported from The White House and other headline making interviews include Maya Angelou, Harry Belafonte and top tier fashion designers including Betsey Johnson and Carmen Marc Valvo. She has been a reliable guide during major breaking news events from The Terrorist attacks of September 11th, where she reported from ground zero and she has moderated televised discussions about the historic Presidency of Barack Obama. Along the way, Cheryl has picked up awards from The New York Press Club, Newswomen’s Club of NY Front Page Award, The Associated Press and The United Nations Foundation Prize for Broadcasting which UN Secretary General Ban ki-moon personally presented a medal to her in 2015 at the United Nations Correspondents Association gala.

Cheryl has also received The YMCA National Black Achievers in Industry Award, The Carl T. Rowan Leadership in Media Award and in 2010, McDonald’s honored her as a broadcasting legend and in 2015 McDonald’s again honored her with their first ever “Harold Dow Lifetime Achievement Award” in ‘recognition of extraordinary and unparalleled contributions to broadcast media’. In recognition of her career, she received an Honorary Doctorate from New York College of Health Professions in May of 2005.

As an acclaimed author, Cheryl Wills was the first journalist invited to speak before the General Assembly of The United Nations in March of 2011 about the impact of slavery on her family during the UN's International Remembrance of Victims of the Transatlantic Slave Trade. A frequent speaker, moderator and host at The U.N., Cheryl has led events with the UN Secretary General and U.S. Ambassador David Dunn. Cheryl also takes great pride in being the Founder and Commander of The New York State Chapter of the Sons & Daughters of the United States Colored Troops – a national organization based in Washington D.C. With that platform, she enjoys teaches students of all ages about the contributions of the 200,000 black soldiers who valiantly fought during The Civil War.

With more than two decades on the air, Cheryl is often invited to perform cameos in major films and television shows. Her film credits include *Spiderman 2*, *The Brave One* with Jodie Foster and Terrance Howard, *Freedomland* starring Samuel Jackson, *Ghostbusters* and many others. Her television credits include *Limitless* on CBS, *The Strain* on FX TV, *The Preachers of LA on Oxygen, Law & Order: Special Victims Unit* on NBC and *The Golden Boy* on CBS.

Cheryl Wills is a graduate of the Newhouse School of Public Communications at Syracuse University where she majored in Broadcast Journalism. She is a member of The New York Association of Black Journalists, The New York Press Club, The Inner Circle of City Hall Journalists, The Screen Actors Guild, The Links and The Women’s Forum.

In addition to her Civil War roots, Cheryl’s father, Clarence Wills, served as a paratrooper during The Vietnam era and was among the first wave of black firefighters to integrate the oldest engine company in New York – Engine 1, Ladder 24.
Sussman Sales is a proud partner of the transformative work of Books for Kids and their dedication to bring learning to life in a library.

This year, an older Books for Kids library in Manhattan will be renovated through generous funding provided by Ron Sussman and Steve Sussman, Presidents of Sales and Curriculum Division at Sussman Sales.
In 1986, John Graham Tucker cofounded Books for Kids with a handful of others who shared a commitment to making a difference in the lives of children in their community. He served as the organization’s first Executive Director for four years upon its earning not-for-profit status in 1990.

Thanks to John’s passion for literacy and dedication to his community, Books for Kids has flourished since its founding and this year the organization celebrates its 30th anniversary. In that time we have built 84 libraries in 15 states, impacting thousands of low-income families all over the country. John Graham Tucker remains active with Books for Kids, as a donor and a valued member of our Childhood Literacy and Author Board.

In 2015 we established the annual John Graham Tucker Leadership Award to recognize those who show the same level of long-term commitment and generosity of spirit exhibited by John. We could not be happier to present this year’s award to Legg Mason and CEO Joseph Sullivan for their commitment to “Investing to Improve Lives.”

With all our committed supporters and the leadership from the selected honorees, we will continue to help eradicate illiteracy in this country.

Pictured from left to right: NY1 Anchor Cheryl Wills; the 2015 inaugural John Graham Tucker Leadership Award Recipient, Shawna Hamilton Doster; and John Graham Tucker
This year, we honor Legg Mason and its CEO, Joseph Sullivan, for their commitment and dedication to early childhood literacy, and for their wonderful partnership with Books for Kids. Legg Mason has been a donor and supporter of our work since 2011, and believes in “Investing to Improve Lives.” Their philanthropic objective is to tackle large, intractable problems such as illiteracy by racking up small victories and in so doing, build bigger victories. In helping us renovate libraries and implement literacy programs library by library, community by community, Legg Mason has made a huge impact here in New York City.

Legg Mason is a core supporter of Books for Kids. In 2014, Legg Mason revitalized the library at SCAN LaGuardia House Nursery at East River in East Harlem, bringing over 800 books and literacy programs to the 90 families whose children are enrolled at East River. This year, Legg Mason will renovate another older Books for Kids library, Friends of Crown Heights Educational Center, in Crown Heights, Brooklyn. This library will be receiving a new book collection, child-friendly furniture, print-rich murals on the wall, and literacy programming implemented by a Library Specialist.

Books for Kids is proud to give the John Graham Tucker Leadership Award to Legg Mason. The Books for Kids staff and Board of Directors thanks Legg Mason for their leadership, innovative thinking, and dedication to our cause. We congratulate CEO Joseph Sullivan and the entire team at Legg Mason for their service and accomplishments on behalf of the organization. We are honored to call you our partner.
These photos illustrate the wonderful support of Legg Mason. Pictured are photos of their library opening ceremony at SCAN LaGuardia Nursery in East Harlem and of Legg Mason volunteers reading to children.
Legg Mason is proud to support Books for Kids in its mission to promote literacy among all children by creating libraries, donating books, and implementing literacy programs to develop the critical early foundation and skills which young children need to be successful in life.

We value our partnership with Books for Kids and together, we are Investing to Improve Lives."
Legg Mason is proud to support Books for Kids in its mission to promote literacy among all children by creating libraries, donating books, and implementing literacy programs to develop the critical early foundation and skills which young children need to be successful in life. We value our partnership with Books for Kids and together, we are Investing to Improve Lives.
Today’s classroom is no longer static—it’s responsive, dynamic and live-streaming. Konica Minolta helps students learn through state-of-the-art interactive classroom technology, IT services, multifunction products and 3D printers that bring ideas to life in ways we never thought possible. Stimulating students and giving them the power to learn, imagine, create, experiment, dream … and excel.

It’s just another way that Konica Minolta gives shape to your ideas—and taps the full potential inside every classroom.
A classroom that’s not just for learning. But for inspiration.

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It’s just another way that Konica Minolta gives shape to your ideas—and taps the full potential inside every classroom.
Fight Illiteracy

Thank you Legg Mason for your commitment and dedication to early childhood literacy. Through the Books for Kids program, you have empowered youth for a better chance to succeed.

Lyn Rosensweig & Bruce Schnelwar

Odds of a child who cannot read proficiently by the end of fourth grade ending up in jail or on welfare?

2 out of 3

Odds of being dealt a royal flush?

1 out of 649,740

We can’t help your odds at poker, but we can help the odds of children reading at grade level.

Thank you, Books for Kids, for helping kids beat the odds.
Blank Rome volunteers many hours each year to assist educational and cultural programs that assure our communities will be as vibrant and interesting tomorrow as they are today.
At Legg Mason, we understand the value of a strong foundation. Books for Kids provides some of the most important building blocks in a child's formative years, creating a foundation for a successful and rewarding life.

We understand this because important building blocks comprise our foundation, as well. Each of our affiliates operates with independent vision to help deliver powerful financial solutions, and together, we are Investing to Improve Lives.™

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in Investing
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ClearBridge Investments is a well-established global equity manager focusing on proprietary research and fundamental investing.

Our long-tenured portfolio managers build high-quality equity portfolios for clients who seek income solutions, high active share or low volatility.
CHEERS AND GOOD WISHES on your 30th Year Celebration!

Here’s to the next 30 years of helping children attain the joys of a reading life and more.

We are proud to have been able to be a part of The Books for Kids Foundation for the last 20 years.

Muriel Feldshuh and Steven J. Braunstein Childhood Literacy & Author Board

Congratulations to Amanda Hirsh on her tireless planning of this amazing event and her admirable leadership of Books for Kids. We are happy to support Games for Grownups, Books for Kids and Amanda’s dedication to this important mission.

- Erica, Scott, Chloe, & Miles Belsky

BOOKS FOR KIDS ANNOUNCES ALABAMA LIBRARY IN PARTNERSHIP WITH JUSTIN AND LAURAN TUCK

Books for Kids is thrilled to announce our partnership with Justin and Lauran Tuck and Tuck’s R.U.S.H For Literacy. Together, we will build a Books for Kids library in Justin’s home state, bringing literacy resources to at-risk children in Coosa County, AL, and expand Books for Kids’ national footprint by building a library in our 16th state.

Justin Tuck is an NFL Defensive End and two-time Super Bowl champion. He most recently played for the Oakland Raiders but spent nine of his impressive eleven-season career playing for the NY Giants. He will retire from football as a Giant in 2016.

A philanthropist and education advocate, Lauran Tuck cofounded Tuck’s R.U.S.H. for Literacy with her husband in 2008 to bring the same opportunities that made them successful to low-income youth in New York, New Jersey, California, and Alabama. In addition to her work leading Tuck’s R.U.S.H. for Literacy and its many collaborations, Lauran works as an executive consultant in the nonprofit sector. Lauran and Justin are both graduates of the University of Notre Dame.

The Books for Kids and Tuck’s R.U.S.H for Literacy library will open in the fall of 2016 and we are thrilled to have found such wonderful partners who share our passion and commitment for early childhood literacy.
Fridababy congratulates Amanda Hirsh on her continued success enriching the lives of children, and proudly supports Books for Kids.

“Congratulations to Books for Kids for another year of their wonderful work ensuring that children in need across the U.S. have access to books and literacy resources.

- Loren and Casey Klein

“A book is a gift you can open again and again.”
- Garrison Keillor

Thank you, Amanda and the entire Books for Kids team for your tireless efforts to ensure all children grow up to love books. We are proud to support your passion and dedication to this wonderful cause.

Fern Hurst and Peter Rubin
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courtesy of Shawn and Nick Palermo

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Event Production: Kay Du Fernandez, Amelia Hill, & Konica Minolta

Graphic Design: Ted Brolsma, Konica Minolta, & Christie Steele

Printing: Konica Minolta

Video Production: Konica Minolta & Broadstreet

Venue and Catering: Tribeca Rooftop

Photographer: Ron Hester, Ron Hester Photography

Sound and Lighting: AV Workshop

Entertainment: Ryan Oakes, Magician, Solid Oak Productions, Inc.

Casino Production: Michael Franson, Mike’s Poker Tables

Silent Auction Online Platform: Givergy

Library Design: Bennett Wilson & Adam Wilson, Windmill Studios

Online Fundraising and Ticketing: Dana Ostomel, Deposit a Gift

Books for Kids Literacy Specialists: Elizabeth Blake & Samantha Murray

Volunteers: Kaelyn Betz, Elissa DeBruyn, Caroline Eisenberg, Jason Gonzalez, Nasseem Hessami, Matt Hladnick, & Sydney Scheiter
THANK YOU
for attending!

Shape a dream. Build a future.
The mission of the Books for Kids Foundation is to promote literacy among all children with a special emphasis on low-income and at-risk preschool-aged children. Books for Kids creates libraries, donates books, and implements literacy programs to develop the critical early foundation and skills which young children need to be successful in life.

The Legg Mason Foundation is focused on the education of at-risk youth, and bringing clear value to those not-for-profits that are doing extraordinary things, on the ground. The foundation looks for partners to cultivate deep relationships with, and provide grants that create the opportunity for real change and support programs that reward bold and innovative ideas. At the Legg Mason Foundation, philanthropy is a covenant between the company and the communities where we work and it is a consistent call to action: to help make our communities strong and vibrant for all.