



## Board of Directors Meeting

October 8, 2009

### Literacy Book Distribution

Item VI.A.

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<b>Recommended Action:</b>	<b>Information Only</b>
<b>Issue:</b>	<b>Literacy Book Distribution</b>
<b>Program:</b>	<b>Neighborhood Family Center</b>
<b>Budget Impact:</b>	<b>\$20,000 from Community Priority Fund</b>

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#### **Background:**

JWB, Coordinated Child Care, and the Early Learning Coalition are collaborating with the Neighborhood Family Centers to distribute 30,570 books to Pinellas County children ages 0-8 years. School Specialty, the selected vendor, has agreed to purchase the books, place JWB stickers in them, sort the books by age and demographics, and deliver them to CCC and the NFCs.

The JWB Communications Department is planning a media event to showcase the distribution of the books. The tentative date is Saturday, October 24, 2009. This \$69,950 project is funded by a \$39,950 contribution from CCC; \$10,000 from ELC; and \$20,000 from lapse dollars which flowed into the JWB Community Priority Fund.