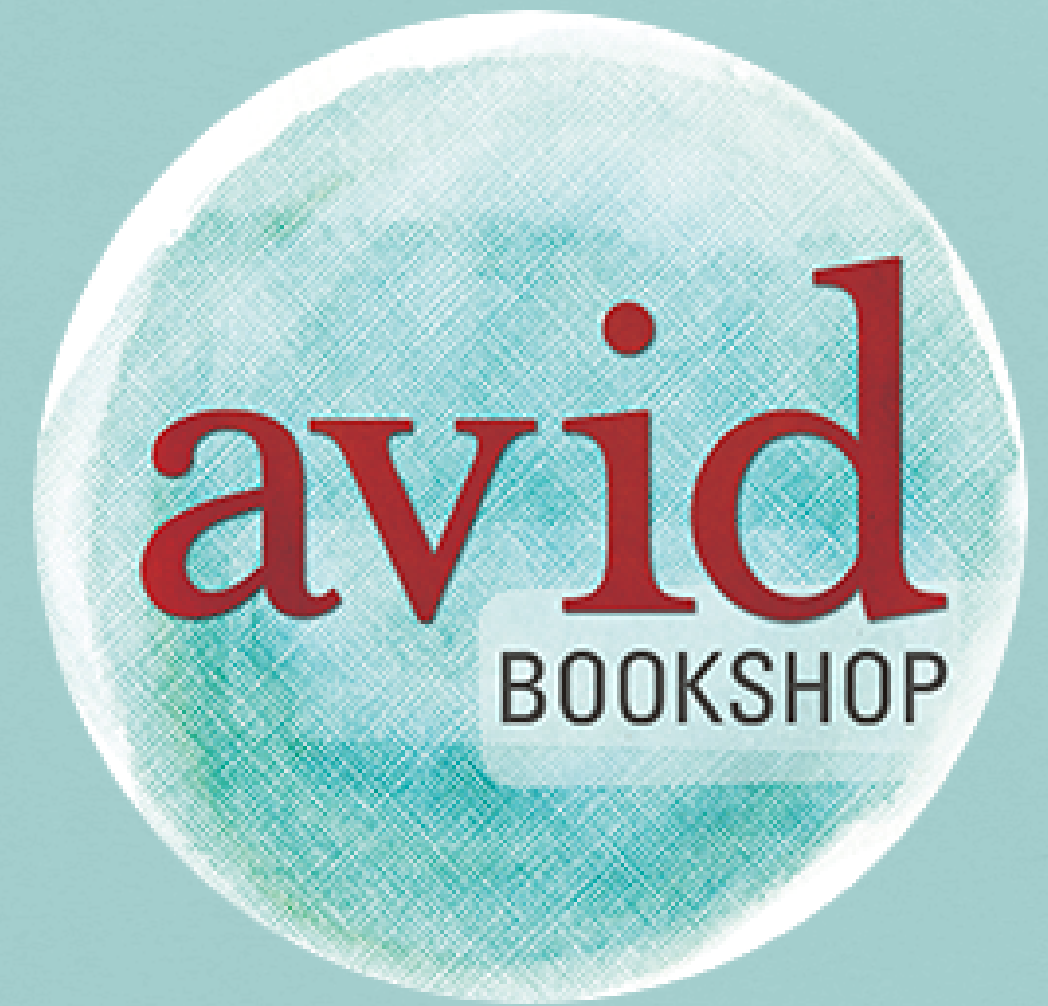


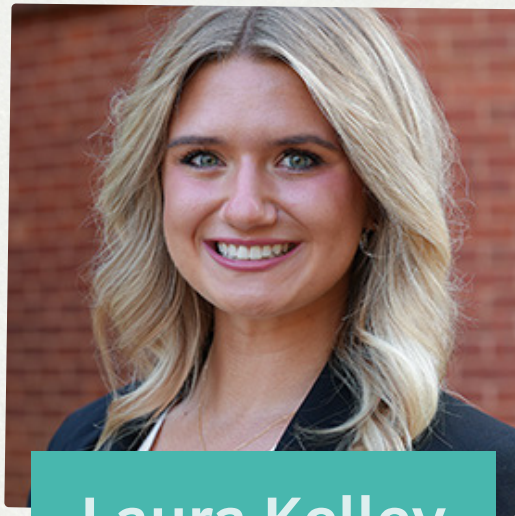
One Book At A Time

A CSR Initiative

by Alec Stinnetter, Lindsay Caviness,
Skylar DeLuca, Allison Whitt, Temwa
Tshibangu, Laura Kelley



The Team



Laura Kelley



Allison Whitt



Skylar DeLuca



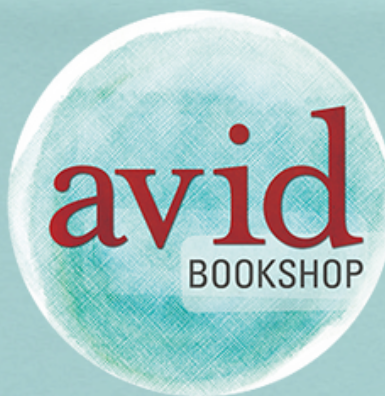
Alec Stinnetter



Lindsay Caviness



Temwa Tshibangu



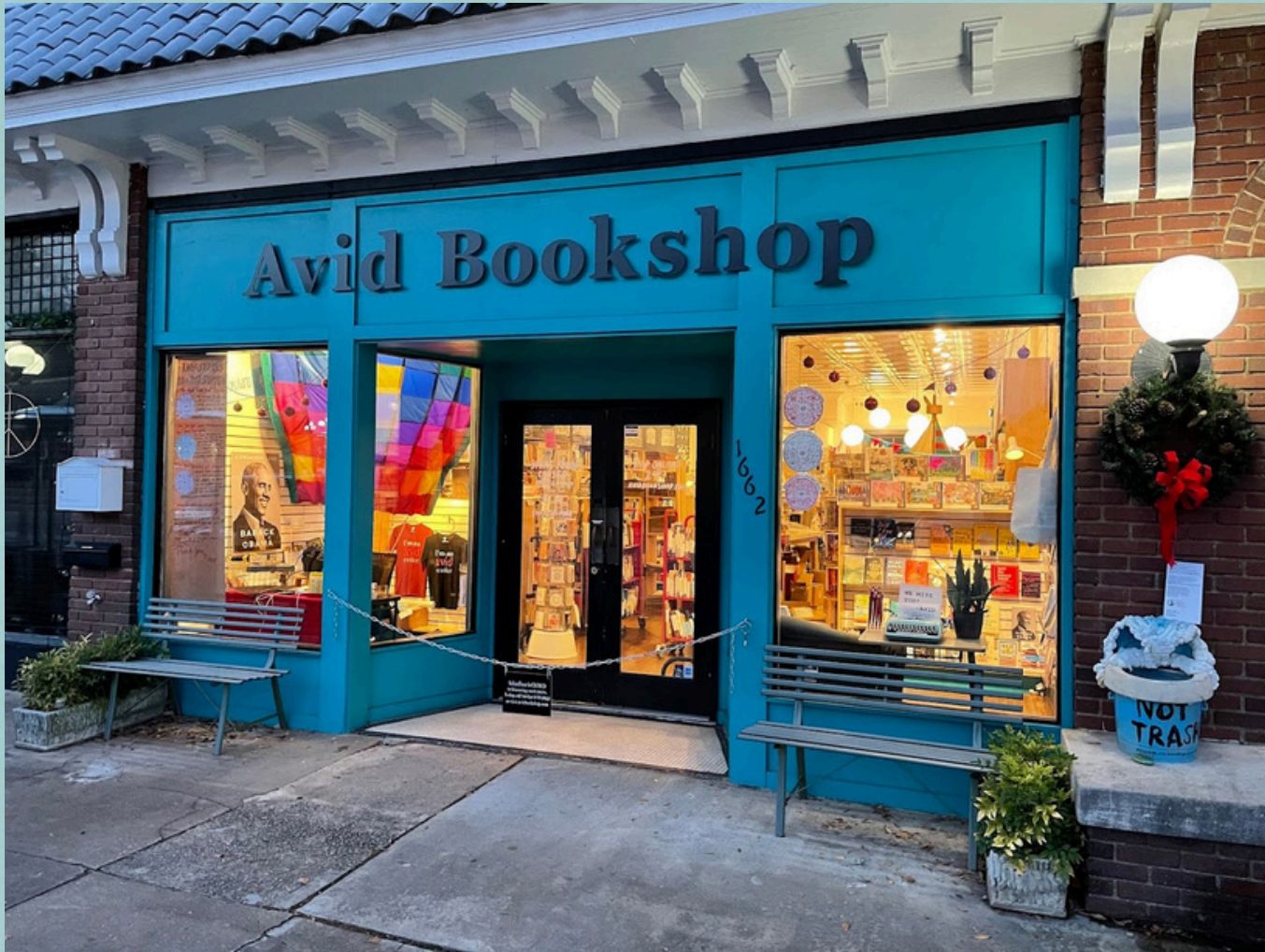
Introduction

**Athens-Clarke County
Literacy Rate:**

45.5%

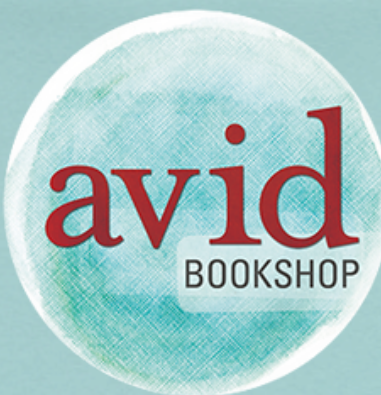
Below Reading Level

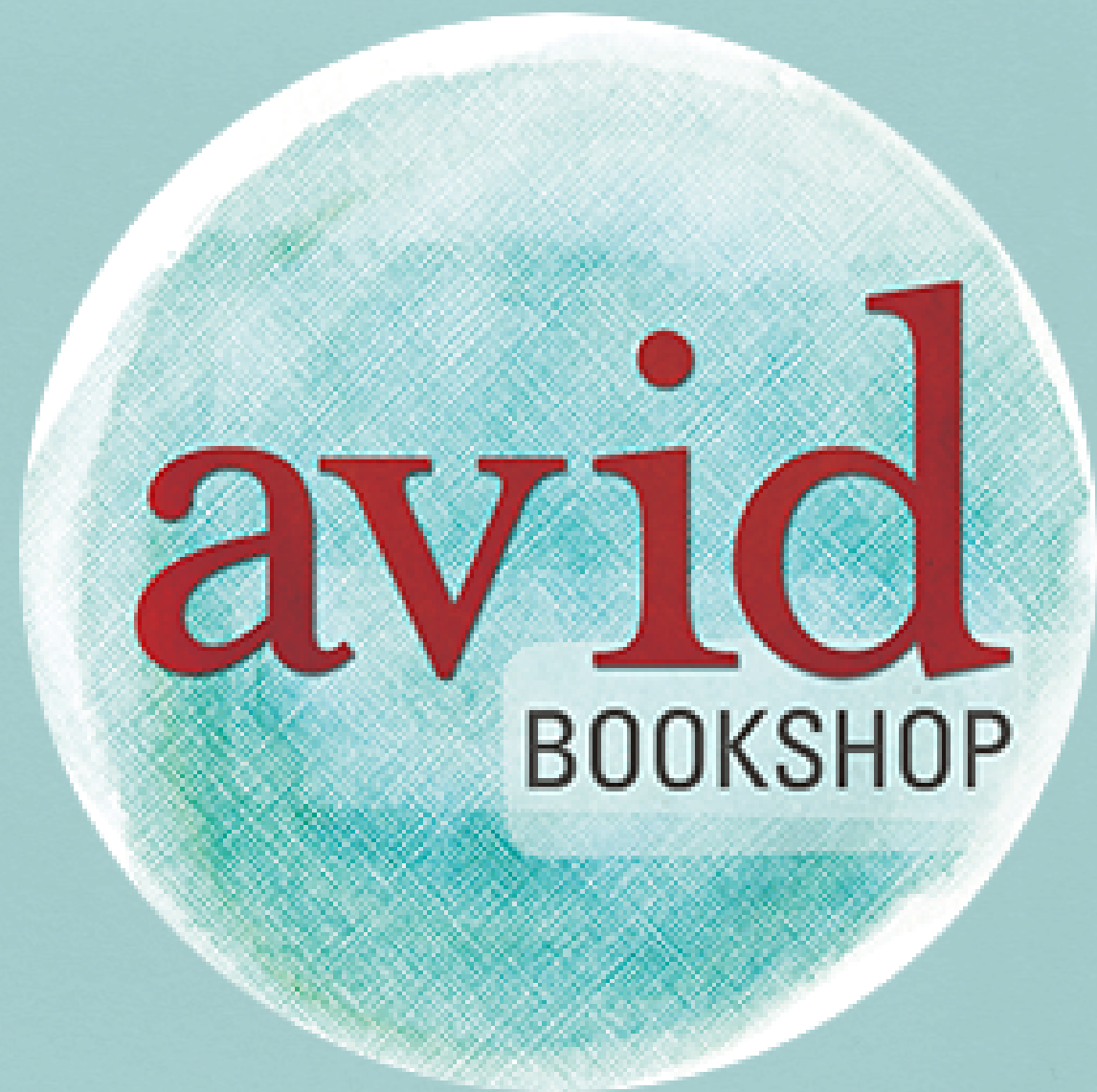




About Avid- Mission

- **Transform lives** through books
- Give back to our community
- **Champion education** on social justice & mutual respect
- Defend the **freedom to read** anything





About Avid- History

- Founded in 2011 on Prince Ave
- Relocated to Five Points in 2016
- Online & Brick-and-Mortar Presence
- Award-Winning:
 - Multiple local recognitions
 - Bulldog 100 honoree — 3 years running
 - Regional acclaim

About Avid- Structure



- Open & Honest Communication
- Weekly Mental Health Check-Ins
- Builds trust
- Prevents miscommunication & resentment



About Avid- Current CSR



- Author & Illustrator School Visits
- Discounted School Orders for educators
- Book Fairs supporting schools & fundraisers



SWOT Analysis

Strengths

- Online Presence
- Strong community engagement
- Variety of events/
Author readings

Weaknesses

- Low engagement on posts
- Operational costs
- Limited staff

SWOT Analysis

Opportunities

- Increased interest for independent businesses
- Local partnerships

Threats

- Many local competitors
- Economic uncertainty

The Campaign

Intro

About 45.5% of Athens-Clarke County third graders are reading below their grade level

Target Publics

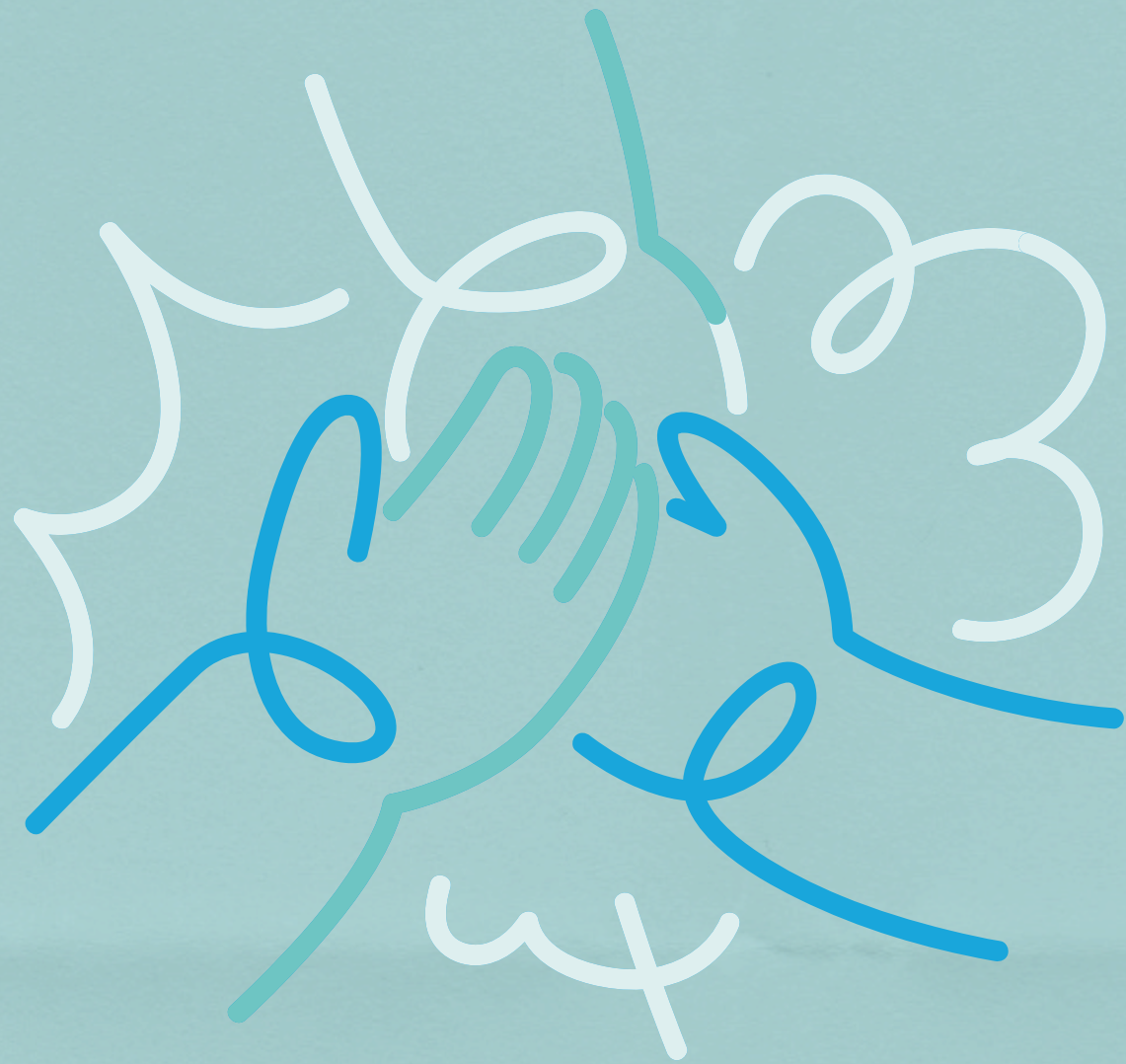
Middle to upper-class parents and school principals/ the board of education.

Theme/Concept

“One Book at a Time”



Goal



Our goal is to establish Avid Bookshop as a **leader in advancing childhood literacy** in Athens-Clarke County.



Objectives

Objective 1

Raise Awareness of the CSR program:

Have 300 students pick up a book from the donation drives by May 2026.

Objective 2

Raise Awareness of the problem:

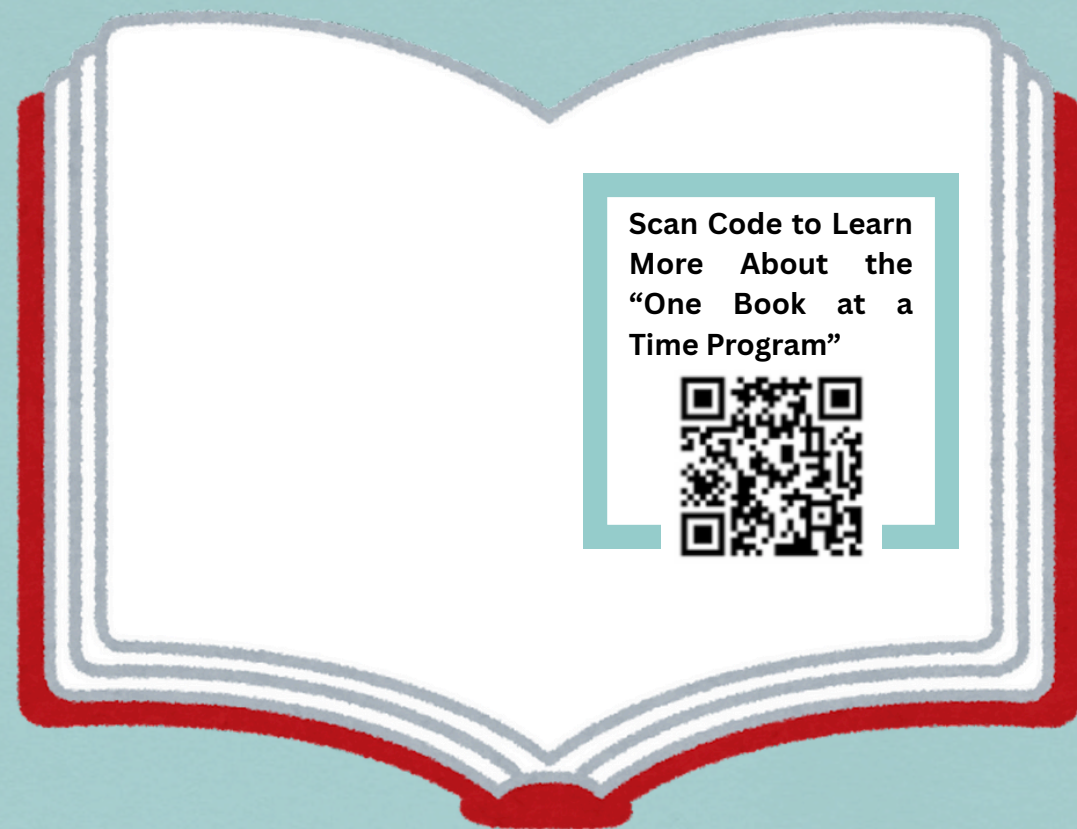
To reach at least 1000 Athens community members by July 2025.

Objective 3

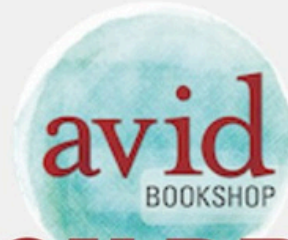
Increase Community Fundraising:

Raise \$100,000 to donate 25,000 books to partner schools by Dec 2026.

Raise awareness of the CSR program



After-School Reading Program



BOOK DRIVE

A Community Literacy Initiative -
One Book at a Time

WHY IT MATTERS

Our community is facing a challenge in literacy rates among students. We aim to provide access to books for schools in need, helping children grow into confident, lifelong readers.





OUR GOAL

Raise \$100,000 to donate 25,000 books to partner schools by Dec 2026.

HOW YOU CAN HELP

Buy a book at Avid Bookstore and we will match the price to donate a book.





SPREAD THE WORD

The more people who purchase a book, the bigger impact we can make.

VISIT OUR STORE

Atlas II building at 625 Barber St., Suite 150





CONTACT US

Phone: 706-850-2843
Website: avidbookshop.com

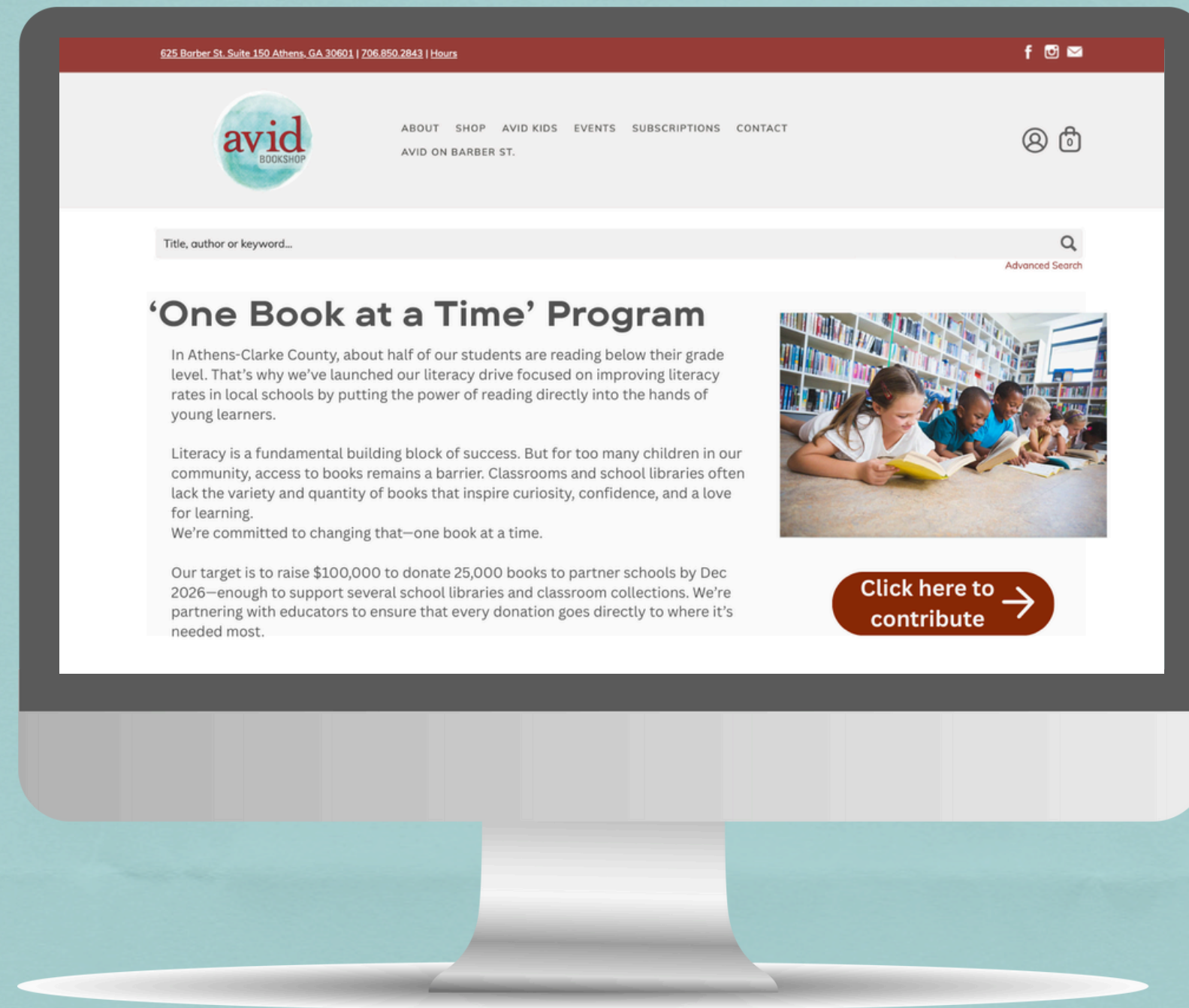
FOR MORE INFORMATION

Scan the QR code below.



Community Awareness Campaign

Raise awareness of the CSR program



Website from QR Code

Raise awareness of the literacy problem

"Saturday Storytime" Social Media Campaign

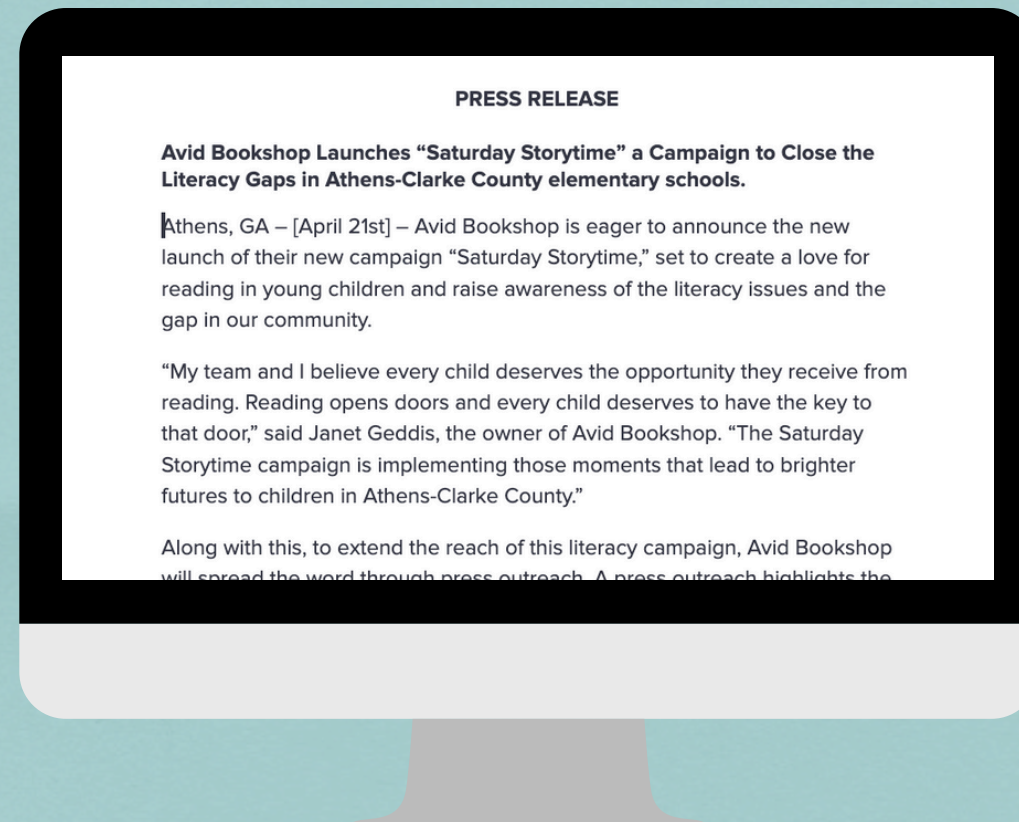
- Tips to get kids excited about reading



Raise awareness of the literacy problem

Press Outreach

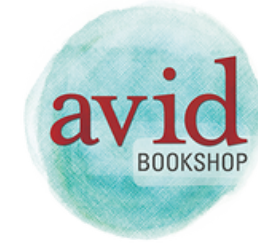
- Send press releases to 3 local news outlets to share Avid's impact



STANDARD PRESS RELEASE

Contact Information:

Avid Bookstore
Allison Whitt
(706) 728-0017
allison.whitt14@gmail.com
www.avidbookshop.com



Release Date:

April 21st, 2025



PRESS RELEASE

Avid Bookshop Launches "Saturday Storytime" a Campaign to Close the Literacy Gaps in Athens-Clarke County elementary schools.

Athens, GA – [April 21st] – Avid Bookshop is eager to announce the new launch of their new campaign "Saturday Storytime," set to create a love for reading in young children and raise awareness of the literacy issues and the gap in our community.

"My team and I believe every child deserves the opportunity they receive from reading. Reading opens doors and every child deserves to have the key to that door," said Janet Geddis, the owner of Avid Bookshop. "The Saturday Storytime campaign is implementing those moments that lead to brighter futures to children in Athens-Clarke County."

Along with this, to extend the reach of this literacy campaign, Avid Bookshop will spread the word through press outreach. A press outreach highlights the campaign's strengths, goals, and progress to three different news outlets located in Athens; along with relating our message.

"Saturday Storytime" works along with Avids community programs including: "Book for Book program," "Book Drive and Literacy March," and "Local Influencer Partnerships."

Avid encourages educators, families, universities, and leaders in the community to help take part in this campaign to encourage the next generation of readers.

For media inquiries, interviews, phone calls, or more information about this campaign, please contact the information provided at the top of the release.

Allison Whitt

Increase Community Fundraising

“Book for Book” Program

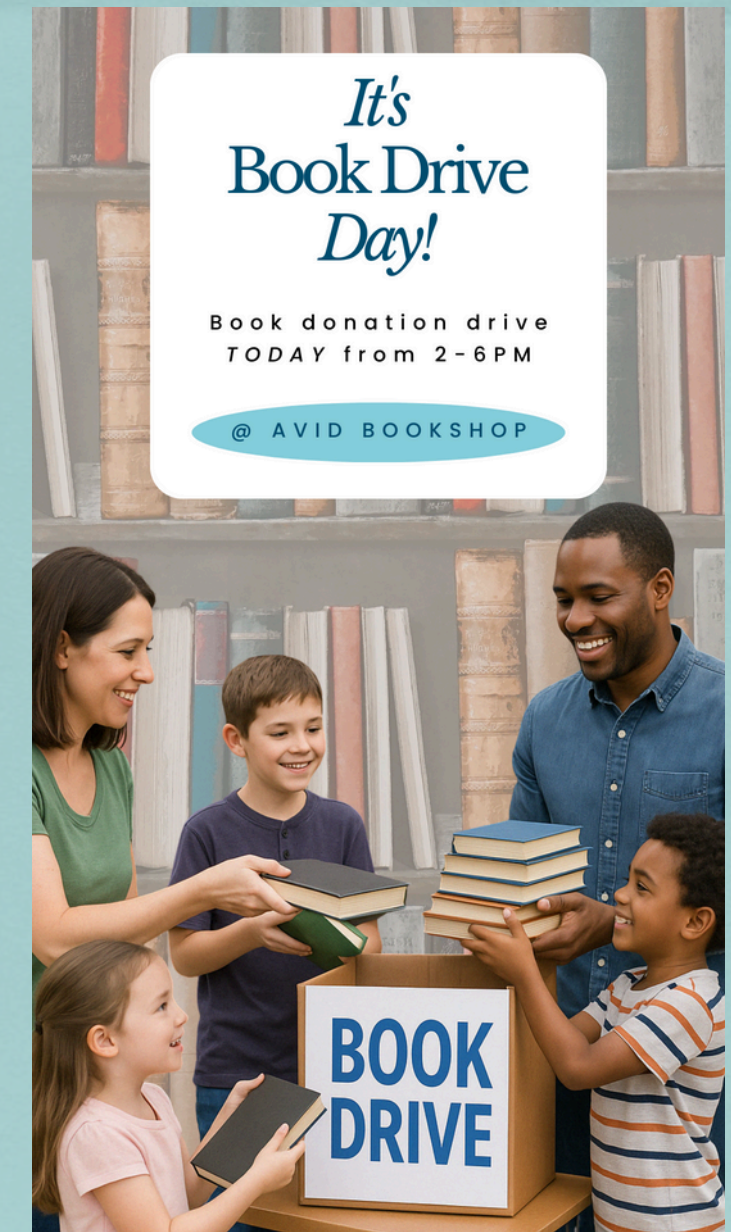
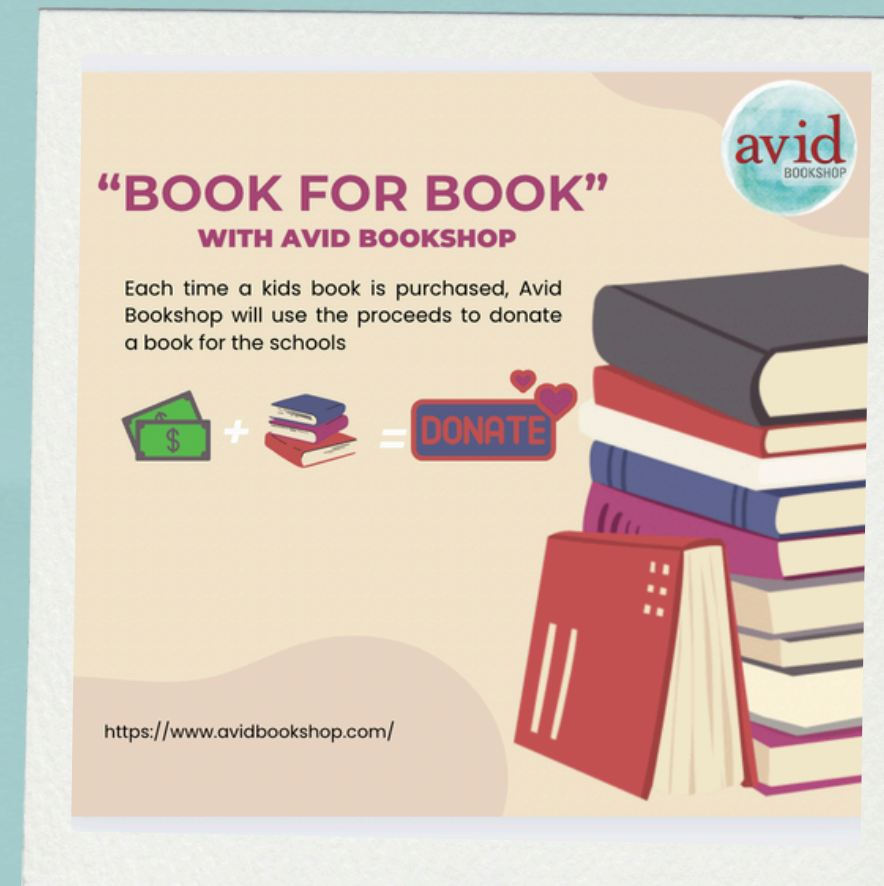
- For every kids’ book sold, Avid donates one to a school

Book Drive + Literacy March

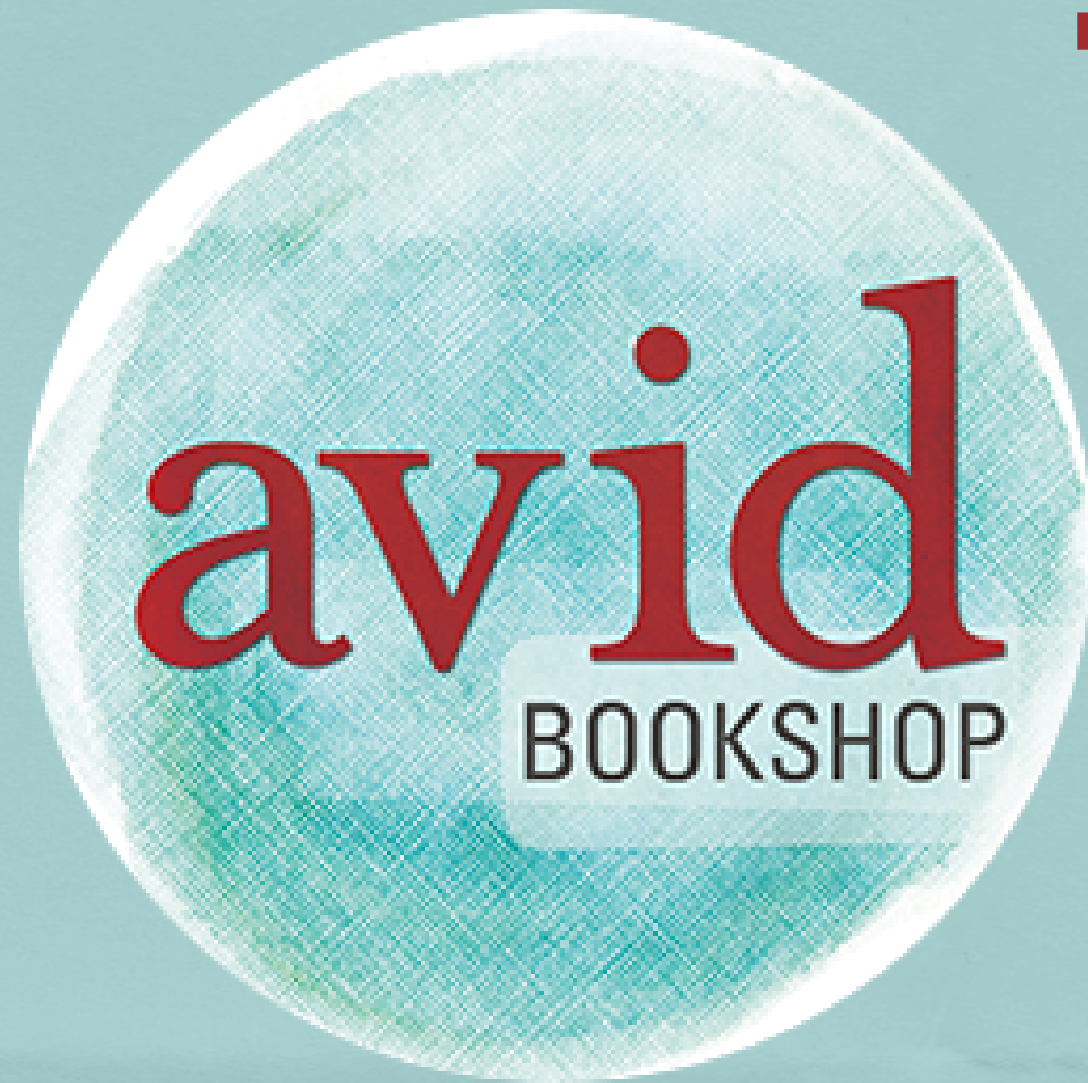
- Collect donated books & raise awareness through a community walk

Local Influencer Partnerships

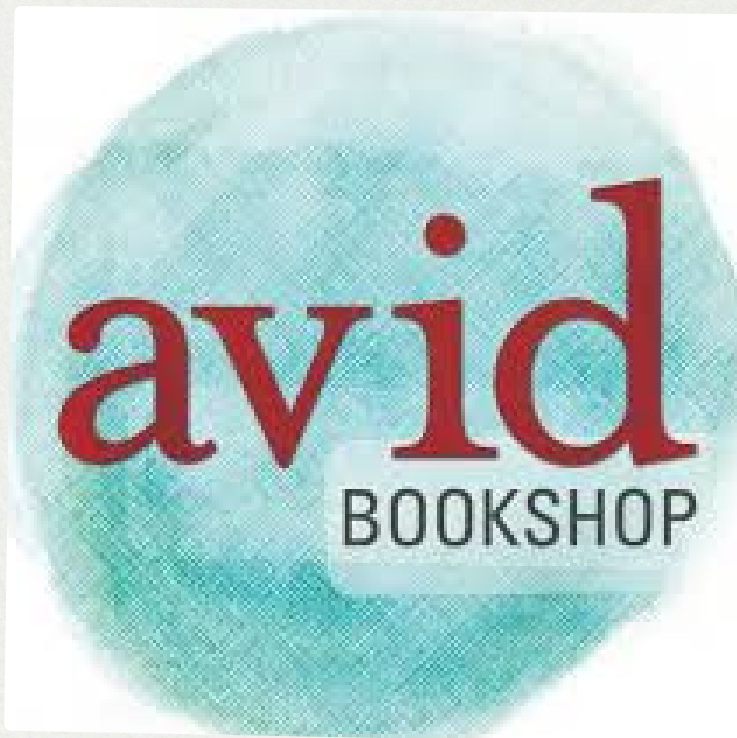
- Leverage their platforms to highlight Avid events & literacy efforts



Relation to DEI



- Providing students **equal access** to literacy and education throughout Athens
- **Giving back** to the Athens' community
- Helps close the literacy gap for underserved youth



Outcomes

- Raise awareness about childhood literacy in Athens-Clarke County
- Strengthen Avid Bookshop's reputation in the community and increase consumer loyalty
- Grow consumer base through different hosted events
- Help financial growth of Avid Bookshop

Conclusion

This CSR initiative positions Avid Bookshop as a leader in promoting childhood literacy across Athens-Clarke County. By raising funds, collecting books, and partnering with local schools, Avid will expand its community impact beyond bookselling. Success will be tracked through measurable outcomes that reflect student access and engagement.

Thank You

Any Questions?

