

Reading
Is Fundamental

**CREATING
READERS,
INSPIRING
FUTURES.**

FY 2019 ANNUAL REPORT



Every child deserves to be able to read.
Yet **25 million children** across the
United States can't read proficiently.

WE ARE DETERMINED TO CHANGE THAT.



OUR MISSION

Reading Is Fundamental (RIF) is the nation's leading children's literacy nonprofit. We are committed to a literate America by inspiring a passion for reading among all children, providing quality content to create impact, and engaging communities in the solution to give every child the fundamentals for success.

LEADERSHIP MESSAGE

Though much has changed in our world, literacy challenges for kids in neighborhoods across America have remained. Whether they are children growing up in inner-city neighborhoods with under-resourced schools, or students in sparsely populated rural communities struggling with a declining revenue base as jobs disappear and families leave, the problem is ever prevalent across America.

Reading is the foundation for everything. It is the cost of entry for knowledge, for discovery, for education, for careers of any kind, and for a significant degree of self-esteem and happiness. With your ongoing support, we have created life-changing impact since 1966.

2019 was a year of profound impact and change. RIF became the new home for Skybrary, an interactive library of high-quality digital books and video explorations designed to engage young readers and foster a lifelong love of learning. We proudly welcomed three new partners to our family of corporate supporters - International Paper, the Panda Cares Foundation and Starbucks. All are committed to leveraging their time, energy and resources to provide books and literacy resources to children with the greatest need. We traveled to Puerto Rico with our friends from Macy's to rebuild a school library devastated by Hurricane Maria. And we continued awarding grants to communities nationwide to help build capacity at the local level and help create ongoing and systemic change.

Our work is possible because of the generosity of literacy supporters like you.

With gratitude for your partnership,



Chairman of the Board



President & CEO



Jack Remondi

Chairman of
the Board



ALICIA LEVI

President & Chief
Executive Officer

In 2019 **YOU** made an impact!



22.5 million
Children Reached



3.6 million
Books and Resources



16,814
Communities in the
U.S. & Puerto Rico



179,538
Literacy Advocates

“Thank you for showcasing how fun reading can be to my children. They were fighting at the book table by the end of the night to grab more! It has always felt like a chore, but now they wanted to go home and start reading their new treasures.”

Parent with children
Family Literacy Night in
Rosemead, CA in partnership
with Panda Express

PARTNERS IN LITERACY

Thank you to our corporate, foundation, and community partners who generously give time, energy and resources to ensure children have the critical foundation that reading provides.

CORPORATE AND FOUNDATION PARTNERS



Pitney Bowes
Foundation



COMMUNITY PARTNERS



OUR PROGRAM MODEL

RIF's programs and resources bring books and literacy resources to children at home, in the classroom, and in the community.



PROGRAMS THAT DRIVE IMPACT

Books for Ownership

Books for Ownership is RIF's flagship reading program that enables children to select new, age-appropriate books to take home and own and is supported with resources for parents, educators, and volunteers to create a continuous focus on reading.

Read for Success

Read for Success is an evidence-based, supplemental reading program designed to improve reading proficiency and encourage a passion for reading. It is based on research that shows both reading to children and independent reading are key components of literacy development.

Skybrary

Skybrary is RIF's interactive library of digital books and video explorations, many hosted by LeVar Burton, designed to engage young readers and foster a love of reading anytime, anywhere. With child-friendly navigation, Skybrary gives children ages 2 - 9 access to hundreds of eBooks with read-to-me narration and interactive animation.

Book Fund

RIF's Book Fund supports local initiatives and projects that aim to impact children's literacy. It provides RIF community partners the opportunity to purchase new, high-quality, affordable books for the children they serve.

“Each child had read consistently throughout the school year with our school wide literacy initiative. The **Books for Ownership** partnership allowed us to celebrate our readers and give them books to read over the summer. Thank you for being a part of our learning community.”

Francis T. Evans Principal,
Elementary School Clinton, MD

CREATING A CULTURE OF LITERACY

RIF's supplemental resources support RIF programs and help parents, teachers, community sites and volunteers create an ongoing culture of literacy.

Literacy Central

Literacy Central is an award-winning, digital destination for parents, teachers, and literacy volunteers, with puzzles, games, activity calendars, and read-aloud videos that support the books children and educators turn to every day. Each book that RIF distributes includes supplemental literacy resources on Literacy Central.

Literacy Network

Literacy Network is RIF's community of individuals, community partners, program sites, foundations, corporations, volunteers and advocates committed to children's literacy. We all share the like-minded vision that all children deserve the opportunity to become proficient readers. We provide tools and resources on our web portal to support local literacy efforts and help drive local impact.

MISSION MOMENTS

OCTOBER (2018)

Macy's Thanks for Sharing customer loyalty and charitable giving campaign

B&B Urban library books for NYC affordable housing developments

International Paper supports Books for Ownership program to provide books to 11,000 first graders this school year

NOVEMBER (2018)

National Head Start Month/Partnership

RIF Read-Aloud tips

Literacy events at transitional housing with Junior League of Washington

DECEMBER (2018)

State Farm & Washington Nationals Youth Baseball Academy



JANUARY

Club RIF book celebration in Bapchule, AZ

FEBRUARY

Panda Cares Foundation partners to provide books to 20,000 first graders



Family Reading Experience events with National PTA for Take Your Family to School week

MARCH

Skybrary donated to RIF

SXSW EDU Chat with LeVar Burton and Alicia Levi



Kappa Reading is Key book celebration at UCLA

Nestlé partnership with reading events and book collection donations for 23 schools in Virginia

APRIL

Matching grants awarded to 164 local literacy programs, providing 255,424 books to 126,775 students

MAY

Puerto Rico school library rebuild with Macy's



Books & A Bite Family Literacy Night in Rosemead, CA with Panda Express

Kiwanis Club book giveaway at Betz Elementary in Bellevue, NE

International Paper Books for Ownership pilot year wraps up with more than 350 book celebrations across seven U.S. markets during the 2018-19 school year

JUNE

Narang partnership book celebrations in Alexandria, VA



Kiwanis International convention book drive

RIF at National PTA

Library of Congress grant for *Teaching Primary Sources* content and custom page

State Farm and RIF Soar into Summer book celebration in Clinton, MD

JULY

RIF Reading Corners open in select Starbucks stores

Pitney Bowes and RIF partnership with Discovery Museum, Bridgeport, CT

AUGUST

McDonald's Happy Meal promotion featuring books

Goodreads back to school partnership & book donation

Storytime in the Park with Read GR and Panda Express



SEPTEMBER

Macy's Thanks for Sharing campaign & launch of Be Your Best You SEL book collection

National PTA Back to School Week and book giveaway

RIF speakers at School Library Journal Summit

How To Raise A Reader webinar with authors Pamela Paul and Maria Russo of *The New York Times Book Review*

Cheryl Clark awarded Champion of Children's Literacy for 25 years of service to RIF

“I love the library, I love books, I love reading.”

Pre-K student,
Alexandria, VA
RJ and Heidi Narang-sponsored
BFO celebration



FINANCIALS

STATEMENT OF FINANCIAL POSITION

For the Year Ended September 30, 2019 and 2018

	2019	2018
ASSETS		
Cash	\$ 2,319,505	\$ 1,579,571
Pledges receivable, net	2,948,354	2,018,697
Investment	9,541,931	8,310,170
Prepaid expenses and other assets	596,139	330,759
Property, net	1,430,073	1,151,403
TOTAL ASSETS	16,836,002	13,390,600
LIABILITIES AND ASSETS		
Liabilities		
Account payable and accrued expenses	156,667	272,259
Book awards payable	1,051,613	326,992
Accrued payroll and benefits	251,876	208,654
Deferred revenue	174,311	22,607
Deferred rent and lease incentives	867,308	828,694
Deposits	60,657	60,657
TOTAL LIABILITIES	2,562,432	1,719,863
NET ASSETS		
Without donor restrictions	7,461,656	7,946,063
With donor restrictions	6,811,914	3,724,674
TOTAL NET ASSETS	14,273,570	11,670,737
TOTAL LIABILITIES AND NET ASSETS	16,836,002	13,390,600

RIF's Financial records were audited by Marcum, LLP. For complete set of audited financial statements, please write to RIF's Chief Financial Officer, Reading Is Fundamental, 750 First Street, NE, Suite 920, Washington, DC 20002.

STATEMENT OF ACTIVITIES

For the Year Ended September 30, 2019

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Contributions	\$ 2,441,682	\$ 6,641,422	\$ 9,083,104
Donated goods and services	6,069,921	-	6,069,921
Investment income, net	179,632	41,486	221,118
Contract revenue	1,323,914	-	1,323,914
Other revenue	91,289	-	91,289
Net assets released from restrictions:			
Satisfaction of program restrictions	3,595,668	(3,595,668)	-
TOTAL REVENUE AND SUPPORT	13,702,106	3,087,240	16,789,346
EXPENSES			
Program Services:			
Community literacy awareness	6,877,106	-	6,877,106
Print programs	2,697,839	-	2,697,839
Digital programs	1,794,792	-	1,794,792
TOTAL PROGRAM SERVICES	11,369,737	-	11,369,737
Supporting Services:			
Fundraising	1,643,735	-	1,643,735
Management and general	1,173,041	-	1,173,041
TOTAL SUPPORTING SERVICES	2,816,776	-	2,816,776
TOTAL EXPENSES	14,186,513	-	14,186,513
CHANGE IN NET ASSETS	(484,407)	3,087,240	2,602,833
NET ASSETS, BEGINNING OF YEAR	7,946,063	3,724,674	11,670,737
NET ASSETS, END OF YEAR	\$ 7,461,656	\$ 6,811,914	\$ 14,273,570

2019 RIF Donor List

Includes support received October 1, 2018 – September 30, 2019

A BRIGHTER FUTURE BECAUSE OF YOU!

Thanks to all the generous donors, foundations, organizations, and companies who tirelessly work alongside us to improve children's literacy across the country. Together, we make an impact in the lives of children.

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