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,

Jack Remondi
Chairman of the Board

ALICIA LEVI
President & Chief Executive Officer

Jack Remondi
Chairman of the Board

ALICIA LEVI
President & CEO
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

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.

PROGRAMES 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

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

JANUARY
Club RIF book celebration in Bapchule, AZ
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
## FINANCIALS

### STATEMENT OF FINANCIAL POSITION
For the Year Ended September 30, 2019 and 2018

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash</td>
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<td>$1,579,571</td>
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<td>Pledges receivable, net</td>
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<td>2,018,697</td>
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<td>Investment</td>
<td>9,541,931</td>
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<td>Prepaid expenses and other assets</td>
<td>596,139</td>
<td>330,759</td>
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<tr>
<td>Property, net</td>
<td>1,430,073</td>
<td>1,151,403</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td>16,836,002</td>
<td>13,390,600</td>
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<td><strong>LIABILITIES AND ASSETS</strong></td>
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<tr>
<td>Liabilities</td>
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<tr>
<td>Account payable and accrued expenses</td>
<td>156,667</td>
<td>272,259</td>
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<td>Book awards payable</td>
<td>1,051,613</td>
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<td>Accrued payroll and benefits</td>
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<td>208,654</td>
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<tr>
<td>Deferred revenue</td>
<td>174,311</td>
<td>22,607</td>
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<td>Deferred rent and lease incentives</td>
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<td>Deposits</td>
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<td>60,657</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
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<td>1,719,863</td>
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<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Without donor restrictions</td>
<td>7,461,656</td>
<td>7,946,063</td>
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<tr>
<td>With donor restrictions</td>
<td>6,811,914</td>
<td>3,724,674</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>14,273,570</td>
<td>11,670,737</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>16,836,002</td>
<td>13,390,600</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td><strong>REVENUE AND SUPPORT</strong></td>
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<tr>
<td>Contributions</td>
<td>$ 2,441,682</td>
<td>$ 6,641,422</td>
<td>$ 9,083,104</td>
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<td>Donated goods and services</td>
<td>6,069,921</td>
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<td>6,069,921</td>
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<td>Investment income, net</td>
<td>179,632</td>
<td>41,486</td>
<td>221,118</td>
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<tr>
<td>Contract revenue</td>
<td>1,323,914</td>
<td>–</td>
<td>1,323,914</td>
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<tr>
<td>Other revenue</td>
<td>91,289</td>
<td>–</td>
<td>91,289</td>
</tr>
<tr>
<td>Net assets released from restrictions:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of program restrictions</td>
<td>3,595,668</td>
<td>(3,595,668)</td>
<td>–</td>
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<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td><strong>13,702,106</strong></td>
<td><strong>3,087,240</strong></td>
<td><strong>16,789,346</strong></td>
</tr>
</tbody>
</table>

| **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** |
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.

Literacy Benefactors
$1 Million or more
- Macy’s, Inc.
- Estate of Martha A. Goldsmith

Literacy Steward
$100,000 to $999,999
- Dollar General Literacy Foundation
- International Paper
- Kappa Kappa Gamma
- Mr. Marion R. Nadler
- Mr. John* and Mrs. Judith Remondi
- Panda Cares Foundation
- UGI Utilities, Inc.

Literacy Patron
$50,000 to $99,999
- B&B Supportive LLC
- Amazon.com, Inc.
- The Mike Amick, Jr. & Allison Amick Family Fund

Literacy Sponsor
$25,000 to $49,999
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- Frances & Benjamin Berenson Foundation, Inc.
- Ipsos Foundation
- Ms. Kitty Kelley*
- The Nellie Mae Education Foundation, Inc.
- Pitney Bowes Foundation and Pitney Bowes Inc.
- PricewaterhouseCoopers LLP
- Rundgren Foundation
- The Lawrence A. Sanders Foundation, Inc.
- State Farm Insurance Company
- Steele Family Foundation
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$10,000 to $24,999
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$5,000 to $9,999
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