OUR VISION IS A LITERATE AMERICA IN WHICH ALL CHILDREN HAVE ACCESS TO BOOKS AND THE OPPORTUNITY TO EXPERIENCE THE JOYS AND LIFE-CHANGING VALUE OF READING.
RIF DISTRIBUTED A TOTAL OF 1,876,023 BOOKS TO CHILDREN IN 2014

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TOTAL BOOKS 1,876,023
THE STORY OF RIF BEGAN NEARLY HALF A CENTURY AGO WITH A SIMPLE YET INNOVATIVE IDEA—

deliver new, free books to children who might not otherwise have any to call their own. And over the years, the spirit of charity and ingenuity behind that idea has blossomed into a true reading revolution!

Since 1966, RIF has given away more than 412 million books to more than 40 million kids in need across the country. But our work is far from over, as two-thirds of the 16 million children currently living in poverty in the United States continue to have no books to call their own.

That’s where you come in. With the unwavering commitment of our many supporters, volunteers, and fellow book lovers, RIF has been able to continue providing impoverished children with essential learning resources—and continue tapping the well of innovation that first sparked our mission all those years ago.

This year, RIF completed its evaluation of a new Department of Education-funded, evidence-based program model aimed at combating the profound summer learning loss experienced by an average of more than 80% of students from economically disadvantaged communities. And we’ve seen some amazing results.

With the distribution of more than 760,000 books to 33,000 children at 173 schools across the country, RIF’s Read for Success research project has demonstrated that in addition to reducing the summertime learning slide, increased access to books can lead to significant gains in reading proficiency.

RIF also continues to empower and inspire children in need with our annual Multicultural Book Collections of specially selected titles designed to foster interest and learning in topics ranging from science, technology, engineering, arts, and mathematics (STEAM) to history and social studies. These collections include standards-based activities that are ready for use in both the classroom and at home.

Through these exciting projects and many others, RIF was able to achieve great results in 2014. And in the fall of 2015, we will begin celebrating our 50th year of motivation and innovation! Our achievements and our reach are a testament to the power of ideas to make a real, lasting difference. We thank you for standing by our side over these years and for many more to come.

JACK REMONDI
Chairman, Board of Directors

CAROL H. RASCO
President and CEO
PARTNERSHIPS

MACY’S

In 2014—the 11th year of a partnership that has provided more than 10 million books to children in need—Macy’s and RIF’s Be Book Smart campaign raised $2.6 million to provide nearly 900,000 new, free books to kids in underserved communities.

From June 18 through July 13, customers at Macy’s stores across the country were once again invited to help spark the imagination of local youth. With the simple purchase of a $3 coupon, customers received $10 off a Macy’s purchase and put a new book into the hands of a child in need.

In conjunction with the launch of the 2014 campaign was Macy’s and RIF’s release of the results from a new cosponsored survey evaluating parents’ perceptions of children’s summer reading habits. Despite research that supports the importance of continuing to read during the summer months, only 17 percent of the 1,000 parents participating in the Harris Poll-conducted survey identified reading as a top summer priority for their kids.

The survey’s findings underscore the need to keep children engaged in reading and learning all year round—a message that Macy’s has proudly championed as a decade-plus supporter of RIF and our ongoing efforts to enhance children’s literacy.
McDonald’s

RIF united with McDonald’s to share the joy of reading with millions of kids. During a two-week period, McDonald’s put one of four limited-edition books in every Happy Meal to the tune of 20 million books. McDonald’s also gave 100,000 books to kids in RIF programs around the country.

Gerber Life

At the beginning of the year, Gerber Life Insurance Company and RIF launched the Inspired Reading Giveaway—a month-long campaign designed to unite book lovers nationwide. For a chance to win a $10,000 Gerber Life College Plan for their child, Gerber Life and RIF Facebook fans were simply asked to take RIF’s Book People Unite pledge. Gerber Life generously donated a new, free book to a child in need for every pledge made—with the goal of reaching 10,000 books!

Barnes & Noble College

How do you turn used college textbooks into new children’s books? At the end of each semester, Barnes & Noble College offered students at campuses across the country the option of donating the net profits from recycling their used textbooks to RIF. These proceeds allowed us to buy new books for children in need and help set them up for a lifetime of achievement.

Pitney Bowes

This year, RIF teamed up with the Pitney Bowes Foundation for a successful “Dedication to Education” program, developing literacy kits that included activity guides, STEAM-themed books, and craft materials. In October, as part of Pitney Bowes’ Global Volunteer Month program, employees visited classrooms across the country to distribute the literacy kits and new, free books.
STATE FARM
In September, RIF partnered with State Farm for the ZooFiesta event at the Smithsonian National Zoo in Washington, D.C. Through a State Farm Good Neighbor Citizenship Grant, RIF distributed 3,000 children’s books about wildlife, fun activity sheets, and book bags to families visiting the zoo.

SALLIE MAE
Through the Community Foundation for the National Capital Region, Sallie Mae provided a $52,288 grant to support RIF programs in Delaware, Indiana, New York, Pennsylvania, and Virginia. This contribution helped put books into the hands of children who need them most.

UGI UTILITIES, INC.
In its 23rd year of generous support, UGI awarded RIF a $170,000 grant that enabled us to distribute more than 53,000 brand-new books to elementary school students in Pennsylvania. UGI employees also promoted the company’s commitment to literacy by donating their time and energy to help local children discover the joy of reading.

USA FUNDS
Through a $75,000 grant, RIF partnered with USA Funds to provide book collections to classrooms at five elementary schools in Indianapolis, as well as books and literacy materials to individual students. USA Funds volunteers also made a notable contribution to children’s literacy this year—sharing their joy of reading with students by participating in fun activities and read-alouds.
IMPACT

GROUND-BREAKING RESEARCH

Summer is the perfect time for kids to kick back and relax... and to keep up with their reading. With research showing that students who lose reading ability over the summer during their formative years rarely catch up, it is essential that the summer break doesn’t also mean a break from the books.

In 2014, RIF completed the evaluation of a two-year, Department of Education-funded program model designed to prevent the dangerous “summer slide” that disproportionately affects children in underserved communities. Through the evidence-based Summer Reading Success program, we’ve given more than 760,000 books with an emphasis on science, technology, engineering, arts, and mathematics (STEAM) themes to 33,000 second-, third-, and fourth-grade students at 173 schools in 16 states.

Our study findings showed that over half of the participating children saw significant reading gains.

To learn more about Read for Success and our plans to continue to improve reading proficiency for today’s students, visit www.RIF.org/ReadForSuccess.
BOOKING TIME WITH INNOVATION AND DIVERSITY

RIF’s 2014 Multicultural Book Collection featured 40 titles with diverse characters and themes that promote science, technology, engineering, arts, and mathematics (STEAM) learning, so it’s only appropriate that the collection was released in high-tech style.

This year’s collection of highly recommended books for children in pre-K through 5th grade was launched during a vibrant webcast from Barcroft Elementary School in Arlington, Va. In celebration of Black History Month, Barcroft students—along with hundreds of students from RIF programs across the country—participated in a lively discussion with Philip Reid Saves the Statue of Freedom co-author Steven Sellers Lapham and illustrator R. Gregory Christie.

With the generous support of Macy’s, more than 600 of the book collections were donated to RIF programs serving children in low-income communities throughout the U.S. Also included with each collection were free standards-based activity guides for educators, community coordinators, and families to use with each book.

HONORING THOSE WHO SERVE WITH HONOR

The thousands of volunteers who dedicate their time and energy to organizing successful book distributions and finding new ways to get kids excited about reading are truly the backbone of RIF. This year, we honored three Volunteers of the Year, whose communities were thrilled to recognize their accomplishments. We were proud to see these same volunteers profiled as part of American Graduate Day, a broadcast highlighting how community organizations can keep kids on the path to graduation.

Mary Ellen Cravotta, an elementary librarian at Irwin Intermediate School in Fort Bragg, N.C., knows just how to make RIF events memorable for her students, most of whom have had a parent deployed multiple times. Mary Ellen’s star-studded events have featured basketball legend Kareem Abdul-Jabbar and award-winning author Kelly Starling Lyons.

Ramon Gonzalez, assistant director of the Education Clinic at St. Aloysius in Harlem, has loved RIF since he was 7 years old—when he appeared in one of our very first PSAs. Now, nearly four decades later, he helps serve 2,000 children in seven different schools and a summer program.

JoEllen Leech, former vice president of corporate affairs for Mellon Financial Corporation, joined the RIF family in 2010. Since becoming RIF Pittsburgh’s volunteer recruitment coordinator, she has restructured her local Storymobile program, established new RIF sites, and rallied 80 new literacy mentors serving more than 200 children.
KAPPA KAPPA GAMMA IS VERY, VERY SPECIAL

This year marked the 10th anniversary of RIF’s partnership with collegiate women’s fraternity Kappa Kappa Gamma, serving as their national philanthropy. To date, Kappas have helped raise more than $435,000 for RIF National—above and beyond funds they have raised for local RIF programs!

In October, we honored Kappa Kappa Gamma as our donor of the month for all that the organization and its members do to bring the joy of reading to children. And over the summer, we joined the Kappas at their convention in Houston, where we celebrated our decade-long partnership, discussed the impact of Kappas’ volunteering and fundraising, and launched a Kappa-inspired RIF classroom collection, books for ownership, and literacy activity sheet.

THE CAT IN THE HAT GOES TO BAT FOR RIF

Thanks to our many friends and supporters, RIF’s 2014 The Cat in the Hat gala raised more than $600,000 in unrestricted funds! All those in attendance had a grand time celebrating the legacy of Dr. Seuss—a playful author with the perfect prescription for bringing smiles to children’s faces and light to their eyes.

The evening was fun-filled and star-studded, with former CNN correspondent Jeanne Meserve serving as our master of ceremonies and longstanding children and youth advocate Alma Powell as our special good night story reader. It was truly a special night of imagination and celebration.

“It is fun to have fun but you have to know how.”
—Dr. Seuss
RIF is fortunate to have many corporate and foundation supporters who continue to give generously each year. These partnerships allow RIF to serve more children with higher-quality books, as well as provide additional literacy services across the country. We are grateful to the following supporters for their commitment to children's literacy and to RIF’s mission.

LITERACY BENEFACITOR $1 MILLION PLUS
Macy’s, Inc.

LITERACY STEWARD $100,000 – $249,999
America’s Charities
UGI Utilities, Inc.

LITERACY PATRON $50,000 – $99,999
Barnes & Noble College Booksellers, LLC
McDonald’s Corporation
sallie mae fund
usa funds, inc.

LITERACY SPONSOR $25,000 – $49,999
Armstrong, Fleming & Moore
Gerber Life Insurance Company
Heart Sing Foundation
Jacob Friedman Charitable Fund
National Basketball Association
Nestlé USA
Pitney Bowes foundation
State Farm Insurance Company
The Nellie Mae Education Foundation, Inc.

LITERACY CHAMPION $10,000 – $24,999
Anadarko Petroleum Corporation
Bank of America Merrill Lynch
Legend to Stay Bound Books, Inc. Foundation
Building Hope
Chevron
C3gis-Palmolive Company
Credit Suisse
Fidelity Investments
Goldman Sachs & Co.
Interstate Books4School
J.P. Morgan
KPMG, LLP
Marchon Eyewear
Pitney Bowes Foundation

LITERACY MENTOR $5,000 – $9,999
Ann B. and Thomas L. Friedman Family Foundation
Comcast Corporation
Deutsche Bank Americas Foundation
Gannett Foundation
GCI Communication Corp.
Google Matching Gifts Program
Kappa Kappa Gamma – Beta Upsilon Chapter
Kappa Kappa Gamma – Epsilon Omicron Chapter
Kappa Kappa Gamma – Gamma Nu Chapter
Kappa Kappa Gamma – Theta Chapter
Kappa Kappa Gamma – Delta Chapter
Kappa Kappa Gamma – Xi Chapter
Kappa Kappa Gamma – Zeta Mu Chapter
Kappa Kappa Gamma – Zeta Sigma Chapter
Kendra Scott Design, Inc.

LITERACY PARTNER $2,500 – $4,999
AKJ Books
American Federation of Teachers
American/Financial Annual Giving Campaign
Barclays Capital
CRD Associates
Disney Worldwide Services, Inc
EnTrust Securities, LLC
Kappa Kappa Gamma – Delta Tau Chapter
Kappa Kappa Gamma – Epsilon Omicron Chapter
Kappa Kappa Gamma – Eta Eta Chapter
Kappa Kappa Gamma – Gamma Chi Chapter
Kappa Kappa Gamma – Zeta Mu Chapter
Kappa Kappa Gamma – Zeta Sigma Chapter
Kendra Scott Design, Inc.
Lisa and Douglas Goldman Fund
National Cable and Telecommunications Association

Network for Good
Night Owl Capital Management, LLC
Ottlie Fund
Packaging Corporation of America
PNC
Quirk Books
Random House, Inc.
Renah Blair Rietzke Family & Community Foundation, Inc.
Rotary Club of Brownsville Foundation
Security Energy
Smarter Learning Group
Sunoco, Inc
Wall Disney Company
The Allyn Foundation, Inc.
The Banvity Community Impact Fund
The Booksource
The Eric and Joan Norgaard Charitable Trust
The Pflitter Foundation
The Philis and Bennett Cerf Foundation, Inc.
The Robert and Margaret McNamara Foundation 2
The Stronge Family Foundation

LITERACY FRIEND $1,000 – $2,499
Agilent Technologies Foundation
Apple Matching Gift Program
Community Foundation of Greater Memphis
Curvey Family Foundation
Ernst & Young Foundation
First Book
GE Foundation
Harmony Fund Inc.
Honey Perkins Family Foundation
Kahr’s Margolis Giving Fund
Kappa Kappa Gamma – Delta Kappa Chapter
Kappa Kappa Gamma – Delta Lambda Chapter
Kappa Kappa Gamma – Delta Omicron Chapter
Kappa Kappa Gamma – Delta Sigma Chapter
Kappa Kappa Gamma – Epsilon Phi Chapter
Kappa Kappa Gamma – Epsilon Sigma Chapter
Kappa Kappa Gamma – Eta Chapter
Kappa Kappa Gamma – Eta Delta Chapter
Kappa Kappa Gamma – Eta Zeta Chapter
Kappa Kappa Gamma – Eta Zeta Chapter
Kappa Kappa Gamma – Zeta Phi chapter
Ladies Family Foundation
Manhasset Union Free School District
MissionFish
Pfizer Foundation Matching Gifts Program
Radian
Ralph Burnham Charitable Lead Trust
Sigma Chi Fraternity – Alpha Phi Chapter
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<td>Ms. Abbi Carlson</td>
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<td>Mr. Robert D. Canter</td>
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<td>Mr. David A. Chapman</td>
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<td>Ms. Cathryn Chinn</td>
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<td>Ms. Cynthia M. Clarke</td>
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<td>R.J. Cobb</td>
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<td>Mark and Lydia Cobb</td>
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<td>Ms. Benjamin Cohen</td>
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<td>Ms. Marcella E. Cohen and Ms. Ryna Cohen</td>
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<td>Ms. Caroline M. Corbin</td>
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<td>Ms. Kathleen Crary</td>
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<td>Mr. James H. Cunneen</td>
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<td>Ms. Karen Davidowski</td>
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<td>Ms. Shirley Dawson</td>
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<td>Ms. Carolyn Deaver</td>
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<td>Mr. Jason A. Denby</td>
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<td>Mr. Robert Dennis</td>
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<td>Mr. John A. Fetcho</td>
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<td>Mr. Thomas A. Fitzgerald</td>
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<td>Mrs. Marjorie R. Fowler</td>
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<td>Ms. Joan Frederickson</td>
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<td>Ms. Deborah Friedman</td>
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<td>Ms. Jody Freeman</td>
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<td>Mr. Blaine French</td>
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<td>Ms. Susan R. Garthwaite</td>
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<td>Ms. Helen B. Gjerde</td>
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<td>Ms. Gail Goritz</td>
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<td>Ms. Brenda Gottfried</td>
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<td>Ms. Agnes M. Grady</td>
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<td>Ms. Joanna Grama</td>
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<td>Mr. James R. Gray</td>
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<td>Mr. Mark Gregory</td>
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<td>Ms. Jane M. Griffin</td>
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<td>Mr. and Mrs. Ian Gutermann</td>
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<td>James and Sharon Hackett</td>
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<td>Ms. Alice N. Hall</td>
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<td>Mr. Randall Harbert</td>
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<td>Mrs. Margarette Hark</td>
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<td>Ms. Joanne Hawkins</td>
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<td>Ms. Karen Head</td>
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<td>Ms. Joel C. Hedberg</td>
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<td>Pat J. Heilberg</td>
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<td>Mrs. Majorgia G. Helm</td>
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<td>Ms. Susan Henoch and Mr. Jay Coggeshall</td>
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<td>Ms. Lisa Herrera</td>
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<td>William and Sally Hispe</td>
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</tbody>
</table>
Ms. Gay A. Roane
Lynda Johnson Robb and the Honorable Charles S. Robb
Ms. Peter Robinson and Ms. Bufly Shutt
T. Sherwood Robinson
Ms. Jennifer Slovisnson and Dr. Mhier Doursouian
Mr. James Rogers
Mr. Leland Rosner
Mr. and Mrs. Robert C. Ryan
Ms. Simene Saint Lukekett
Mr. Jordan Schelmab
Mrs. Karen K. Schmillen
Mr. Marty Shankland
Chris and Madaline Shearab
Ms. Mary Shlivan
Ms. Kathleen Shook
Mr. Kirk Shryoc
Ms. Jeanne Silvers
Mr. Richard D. Simmons
Ms. Laura Sims
Mrs. Nina Soloman
Mr. Stephen H. Sargpo
Ms. Barbara Stampafl
Mr. Eric S. Steel
Trina Summers
Ms. Anita Taylor
Ms. Jane Taylor
Baruch S. Ticho
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Ms. Margaret Zuccotti

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Mr. Steve Barrett
Mr. Wendell Bassett
Mr. Steven Behler
Mr. Alan Belc
Ms. Louise A. Benjamin
Ms. Karen L. Berchmore
Mr.和 Mrs. Moren and Dr. Mhier Doursouian
Ms. Pamela L. Bernstein
Mr. Dileasp Bhat
Mr. and Mrs. B. Moore and Ms. Johanna S. Blymyer
Ms. Linda C. Bischoff
Mr. David H. Blar
Ms. Linda Blau
Mrs. Karen L. Blumenthal
Mr. Matthew R. Bocchino
Ms. Anasah Bohne
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Mart Breier
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Mr. and Mrs. David Bryant
Mrs. Mary C. Buchbottz
Mr. Michael Burnett
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Ms. Jane E. Campbell
Ms. Patricia Cappello
Ms. Yvonne T. Cappello
Mr. Eric S. Steel
Ms. Alice M. Chesley
Mrs. Shirley Chircking
Mrs. Carol Christophsen-Fox
Ms. Carol Clark
Ms. Nancy Clayton
Ms. Eleanor L. Cobb
Ms. Lesatta F. Coghan
Ms. Marionie Cohen
Marian and Steve Cohen
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Ms. Irene Connors
Ms. Gina Constantina
Mr. Gregory D. Cooper
Ms. Rosemary Corbett
Mr. Brian G. Cortes
Ms. Elizabeth Cowen
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Ms. Sally M. Dale
Ms. Emily Dalgarno
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Mr. John E. Davies
Mr. Richard E. Davis
Ms. Marta De La Torre
Mrs. Barbara A. DeCaro
Ms. Julianne DeMello
Mr. David W. Demarous and Ms. Rosemary Reglus
Ms. Denise DeVore
Ms. Janine D'Fracco
Ms. Sherri DiMarco
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Mr. Alan W. Holmes
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Ms. Irene Holtzman
Ms. Virginia Holzgrafe
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Nancy Houghton
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Ms. Kim W. Hughes
Ms. Horsenne Hunter
Mr. Schuyler Huntoon
Ms. Lucy H. Hutchinson
Mr. Robert D. Huskey
Ms. Carolyn L. Ireland
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Wendy and Neil Jaffe
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Ms. Kathryn Johnson
Ms. Kelly Johnson
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Mr. John B. Jones
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Ms. Deanna Kaneshiro
Mr. Jonathan R. Kaplan
Ms. Carol A. Karsen
Mr. Jonathan Karp
Ms. Marilyn Karns
Mr. Malcolm Katz
Mr. Fialt, J. Kavak
Mr. James G. Kennedy
Dr. Fuat J. Kavak
Mr. Malcolm Katz
Ms. Jeannine Klewitz
Ms. Heather Kleiner
Leona Kern
Ms. Jamie Keshat
Ms. Heather Kleinman
Ms. Jeanine Klewitz
Ms. William Klefelter
Mr. Kip Kudsioun
Mary L. Kohmiller
Mr. Sam Kissmeyer
Richard Kraemer
Mr. Justin M. Kuester
Mr. Craig R. Kuhrs
Ms. Paula Laible
Ms. Paula Landale
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Mr. and Mrs. James H. Larsen
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Dr. Ann M. Lees
Mr. William L. Leob, Jr.
Ms. Sharon Levy
Ms. Rebecca R. Lewis
Drs. Dorothy J. Lewis
Dr. Ann M. Lees
Mrs. Marralice Leach
Mr. Craig Low
Ms. Robyn Lynch
Mr. Mark T. Lynch
Ms. Margaret Lyons
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Marsha McLaughlin
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Mr. Matthew McShane
Mr. Bill Meeder
Ms. Kenneth A. Meersand
Ms. Virginia E. Merrill
Mr. John P. Messina
Lottie Meyer
Mr. and Mrs. Roger F. Millay
Ms. Ann E. Miller and Mr. George A. Komatsoulis
Ms. Elaine Miller
Ms. Jill Miller
Ms. Alison Moffatt
Ms. Patricia A. Molitor
Mr. Ralph H. Moore
Ms. Diana Morabito
Ms. Mary Ann Moran
Mrs. Darlene E. Mour
Mr. Peter Mozzone
Mr. Raymond Muchinsky
Mr. Scott Murphy
Ms. Elaine A. Murphy
Ms. Barbara Musgrove
Ms. Joan Nelson
Dr. Linda J. Nelson
Mr. and Mrs. Scott Lakovic
Paul and Katherine Noran
Mr. Theodore T. Nowick
Ms. Margaret O’Connell
Mr. Nicholas Orton
Ms. Laurie J. Ozellus
Ms. Emily Packer
Mrs. Patricia D. Parker
Ms. Rosanne Parry
Mr. Eric Pearlay
Ms. Eleanor Bullard B. Pella
Ms. Iva Perlman
Mr. David J. Litman
Ms. Samuel A. Livingston
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Mrs. Celeste A. Peteritas
Ms. Mary G. Peterson
Mr. Michael C. Phillips
Ms. Valesia M. Phillips
Miss Alice C. Piers
Mr. and Mrs. Wayne K. Pippke
Ms. Linda Placzek
Mrs. Peter Poole
Dr. Martin and Laura Rabinowitz
Ms. Diana J. Raferty
Ms. Nikole H. Raimondo
Ms. M. Carolyn Raiser
Sohail Rana
Mrs. Alice L. Rand
Mr. Mark Rapoport
Mr. Allen T. Ravenstine
Mr. Robert Riz
Ms. Sandra Reilly
Ms. Leah Reimann
Ms. Shari Reyes
Ms. Karen Rhines
Mrs. Kathy T. Rider
Ronnie Robacht
Ms. Jan Riven
Miss Katherine Robinson
Ms. Sarah A. Robinson
Mr. and Mrs. Norman R. Rogers
Mrs. Coen Rood
Mr. and Mrs. Martin Rosenberger
Ms. Anna Rossi
Ms. Kathy J. Rudy
Ms. Sandy T. Russell
Ms. Lois H. Ruttenberg
Ms. Jennifer L. Sachs
Yamilet Saintvil
Mr. Richard L. Samuel
Ms. Elizabeth R. Scalzo
Ms. Kathy H. Schoenberger
Ms. Lynne Schoon
Ms. Cathy Schottlesstein
Ms. Patricia, Mrs. Lawrence S. Schreiber
Barry and Laura Seaman
Ms. Pamela W. Sebastian
Jenny Segall
Mrs. Eleanor Sellstrom
Mr. Gary M. Sernovitz and Molly Pulba
Ms. Rosalie Shae
Mr. Ron Shapiro
Ms. Ruth Share
Ms. Roberta J. Sharp
Ms. Dorothy D. Sharpe
Dr. Anna M. Shewan
Mr. Roger Shimmer
Mr. Dennis J. Sigronovitch
Mr. Douglas Smollie
Mrs. Phyllis V. Smith
J. Weston and Marilyn Smith
Ms. Elsie P. Smith
Ms. Donna Geckler Solod
Mr. Randy C. Spaw
Ms. Laura Spence
Mr. Norman M. Spieker
Ms. John D. Stahl
Mrs. Nancy C. Stephens
Shepard Stone
Ms. Mary J. Strachan
Mr. Robert Strauss
Ms. Mary Strank
Ms. Joan Suchomel
Mr. Jerry Sullivan
Ms. Nancy J. Sullivan
Rekha Suryanarayana
Ms. and Mrs. Steven H. Swartzlander
Ms. Stacy L. Sweetser
Ms. Karel L. Tabor
Mr. John P. Taip
Ms. Danielle Thu
Dr. Brigette Todd
Ms. Yoona Tom
Mr. Ronald Townsend
Mr. Carl T. Train
Mr. and Mrs. Gary B. Tranbarger
Ms. Amy Tripp
Ms. Linda H. Traver-Neill
Mr. John Tulay
Mr. Robert P. Smith and Ms. Kathy L. Van Stone
Mr. Cliff Vormila
Ms. Diane Vigliandolo
Ms. Winfred S. Vogt
Mr. Doug S. Wagley
The Smith and Walgamotte Family
Mrs. Leslie Walters
Mr. William H. Warren
Sarita Warshawsky
Ms. Jena Watson
Mr. Gregory Watson
Ms. Joseph S. Weaver
Ms. Vicki Weiner
Ari Weinstein
Mr. Greg Weligser
Margaret Weilandt
Ms. Valerie S. Wendling
Mr. Douglas Wheeler
Mr. Brian White
Ms. Kata Whiting
Mr. Donald M. Wilder
Ms. Elise B. Wilkins
Mr. Aaron Wilkinson
Mr. Ryan A. Williamson
Mr. and Mrs. Paul C. Wilson
Mr. Jonathan Wimbish
Ms. Alice J. Winnen
Ms. Deanne L. Witt
Mr. and Mrs. Frank A. Wolfe
Mr. J. A. Wundrenich Ill.
Ms. Karen Yates
Mr. Douglas T. Yoshinaga
Ms. Sue T. Youn
Ms. Mary L. Zanich
### SUMMARY STATEMENTS OF FINANCIAL POSITION

**SEPTMBER 30, 2014 AND 2013 (DOLLAR AMOUNTS IN THOUSANDS)**

<table>
<thead>
<tr>
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<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
<td>$4,418</td>
<td>$4,628</td>
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<td>Investments</td>
<td>7,928</td>
<td>7,385</td>
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<td>Pledges receivable, net</td>
<td>63</td>
<td>382</td>
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<td>Receivable from the U.S. Department of Education</td>
<td>357</td>
<td>761</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>230</td>
<td>201</td>
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<tr>
<td>Property, net</td>
<td>321</td>
<td>489</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$13,317</td>
<td>$13,846</td>
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| **LIABILITIES AND NET ASSETS** |        |        |
| **LIABILITIES**             |        |        |
| Accounts payable and accrued expenses | $1,433 | $1,091 |
| Deferred rent and lease incentives | 397    | 414    |
| **TOTAL LIABILITIES**       | 1,830  | 1,505  |

| **NET ASSETS**             |        |        |
| Unrestricted              | 5,936  | 5,451  |
| Temporarily restricted    | 4,959  | 6,298  |
| Permanently restricted    | 592    | 592    |
| **TOTAL NET ASSETS**      | 11,487 | 12,341 |
| **TOTAL LIABILITIES AND NET ASSETS** | $13,317 | $13,846 |

RIF’s financial records were audited by Raffa, P.C. For a complete set of audited financial statements, please write to RIF’s Chief Financial Officer, Reading Is Fundamental, 1730 Rhode Island Ave. NW, Suite 1100, Washington, DC 20036.

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### SUMMARY STATEMENT OF ACTIVITIES

**FOR THE YEARS ENDED SEPTMBER 30, 2014 AND 2013 (DOLLAR AMOUNTS IN THOUSANDS)**

<table>
<thead>
<tr>
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<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td><strong>REVENUE AND SUPPORT</strong></td>
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<td>U.S. Department of Education:</td>
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<tr>
<td>Innovative Approaches to Literacy Program</td>
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<td>3,259</td>
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<td>Contributions</td>
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<td>Donated public service announcements</td>
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<td>Investment income</td>
<td>964</td>
<td>516</td>
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<tr>
<td>Other revenue</td>
<td>52</td>
<td>21</td>
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<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td><strong>20,726</strong></td>
<td><strong>25,413</strong></td>
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| **EXPENSES**             |        |        |
| Program Services:        |        |        |
| Literacy Research        | 4,854  | 3,158  |
| Books for Ownership      | 2,860  | 4,659  |
| Community Literacy Awareness | 10,042 | 15,532 |
| Literacy Services and Other | 1,207  | 1,276  |
| **TOTAL PROGRAM SERVICES** | **18,963** | **24,625** |
| Supporting Services:     |        |        |
| Management and general   | 1,163  | 1,413  |
| Fundraising              | 1,453  | 1,576  |
| **TOTAL SUPPORTING SERVICES** | **2,616** | **2,989** |
| **TOTAL EXPENSES**       | **21,579** | **27,614** |
| Change in net assets     | (853)  | (2,201)|
| **NET ASSETS, BEGINNING OF YEAR** | **12,340** | **14,541** |
| **NET ASSETS, END OF YEAR** | **$11,487** | **$12,340** |
LEADERSHIP
AS OF SEPTEMBER 30, 2014

OFFICERS AND EXECUTIVE COMMITTEE

John Remondi
Chairman
President and Chief Executive Officer
Navient

Rick Zimmerman
Vice Chairman
Senior Vice President, Marketing & Innovation
Sunny Delight Beverages Co.

Christy Moberly
Secretary
Senior Vice President
State Farm Insurance

William M.E. Rachal, Jr.
Treasurer
Principal
Hunter Bridge Group, LLC

Matthew McCorry
Global and National Leader of Insurance Risk
KPMG LLP

Carol Hampton Rasco
President and CEO
Reading Is Fundamental, Inc.

Carol B. Sisco, Ph.D.
Managing Partner
Sisco Associates

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Chairman
Armstrong, Fleming & Moore

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President
Loretta Barrett Books, Inc.

Christopher Cerf
Founding Partner
Sirius Thinking, Ltd.

Robert S. Diamond
Senior Consultant

J.J. Johnson
Executive Vice President, Government Relations and Public Policy Group
Fidelity Investments

Kitty Kelley
Writer

Marshall J. Lux
Senior Partner & Managing Director
The Boston Consulting Group

Ashley Lyons
Vice President, Federal Relations
Pitney Bowes, Inc.

Emily Moore
Vice President, Operations
GestVision

Margaret McNamara Pastor
Policy Maker

Carolyn Simpson
Children’s Advocate

Marc Walby
Managing Director & Chief Operating Officer, Risk Management (Americas)
Deutsche Bank AG

EMERITI MEMBERS

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Vice Chairman
Fidelity Investments

Lynda Johnson Robb
Women’s and children’s advocate

Ruth Graves (deceased)
Former RIF President and CEO

Kathryn W. Lumley (deceased)
RIF would not be where it is today—poised to celebrate our 50th year of motivating young children to embrace reading and learning—without the steadfast commitment and loyalty of our legion of supporters and friends. But equally critical to the sustainability of our mission has been RIF’s longstanding embrace of innovation.

As we look ahead, we will continue to break new ground in ensuring that all children have access to the books and learning materials that are essential to their growth and future success. Our ongoing pursuit of new and exciting ways to educate and inspire is what makes a difference in how we make a difference. We thank you for taking this journey with us.