



# Literacy for Life's Journey

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READING IS FUNDAMENTAL  
**FY '18 ANNUAL REPORT**

**Reading**  
Is Fundamental



### **ALICIA LEVI**

President & Chief  
Executive Officer

## **DEDICATION**

It is a pleasure to take this opportunity to reflect on another inspiring year at Reading Is Fundamental and to update our supporters and partners on the many successes we had in 2018. We could not do our work without the many people who join us in our commitment to tackling the literacy crisis in this country and helping young people develop a passion for reading that will enhance their lives.

This year, we made great strides in three areas that are critical to the success of our mission: strong leadership, high-quality content, and community connections. By continuing our flagship programs and introducing new initiatives, we have developed a powerful collection of resources to ensure that every child can read and contribute to a society that demands literacy at every level. You'll find details on these and other events in this report.

We are so proud of what we've been able to achieve this year with your generous support. Even as we celebrate the thousands of children we've been able to reach, though, we are facing new challenges of a growing populace and limitations on funding for social and educational programs. So, we are pleased to acknowledge our accomplishments while rolling up our sleeves for the good work we have planned for the upcoming year.

## **2018 RIF HIGHLIGHTS**

- Named Nonprofit Kids Brand of the year in the Harris Poll's 30th annual EquiTrend Study.
- Literacy Central named Silver Medal Winner of 2018 Parent's Choice Award.
- Awarded Library of Congress David M. Rubenstein Prize for significant and measurable contribution to increasing literacy levels.
- Convened RIF's first National Reading Coalition bringing together leaders from education, nonprofit, government and corporate America who are committed to children's literacy.



**JACK REMONDI**  
Chairman of  
the Board

## INTRODUCTION

At Reading Is Fundamental, we recognize that it takes broad community involvement to tackle an issue as complex and far-reaching as the nation's literacy crisis. You are a part of that community and we thank you for your generosity in 2018. Whether you donated money, hosted a book drive, or joined us for a panel discussion, your commitment to this cause made a difference in the life of a child.

We are applying a multi-pronged approach to our mission to inspire a passion for reading among all children and solve the literacy crisis. In 2018, that meant engaging individuals and organizations to develop programs that achieved immediate and practical results, such as allowing children to select books to own, and those that prepare us to nurture partnerships that can have a wide-spread impact on the future, such as our National Reading Coalition.

This is our progress report to you. We hope you'll enjoy seeing how your part in the puzzle made an impact and share it with others who are interested in solving the literacy crisis or making sure every child finds joy in a book. Thank you for your contributions in 2018 and we look forward to working with you in the years to come.



# IN 2018 **YOU** MADE AN IMPACT.

**10.2M**

Children Reached  
and Impacted

**1,145,587**

Books and Literacy  
Resources Provided

**113,888**

Literacy  
Advocates

**8,057**

RIF Communities  
Across the U.S.

**12,616 INDIVIDUAL PARTNER DONORS**

## CORPORATE PARTNERS:



## COMMUNITY PARTNERS:



# MOBILIZING PARTNERSHIPS

**CORPORATE PARTNERS** allow us to create meaningful and effective programs that reach young readers at every stage and across the country. Our success depends upon these deep and dedicated partnerships.

**COMMUNITY PARTNERS** reach children where they are – in school, in the library, at a local kids’ club. Local and national organizations remain committed to improving literacy rates and spreading the joy of reading to kids in communities across the country.

## RIF IMPACT SINCE 1966

50 MILLION CHILDREN	50 STATES	416 MILLION BOOKS DISTRIBUTED
17,000 PROGRAM SITES	MORE THAN 1 MILLION VOLUNTEERS	450 CORPORATE PARTNERS

*“Reading is power. Reading is access. Reading is the foundation for everything. Every child should be able to read.”*

- Tina Fey, Variety’s Power of Women Awards Luncheon

# OUR WORK IN ACTION

## STRONG LEADERSHIP: NATIONAL READING COALITION

RIF convened the first National Reading Coalition to address the literacy crisis and its impact on the nation's workforce. Featuring case study presentations, panel discussions, a RIF Kid success story, and a lunchtime discussion with Associate Supreme Court Justice Sonia Sotomayor and the illustrator of her book, Lulu Delacre, this meeting of representatives from business, government, education and non-profits is bringing solutions to increase the literacy rate in America.

## QUALITY CONTENT: LITERACY CENTRAL

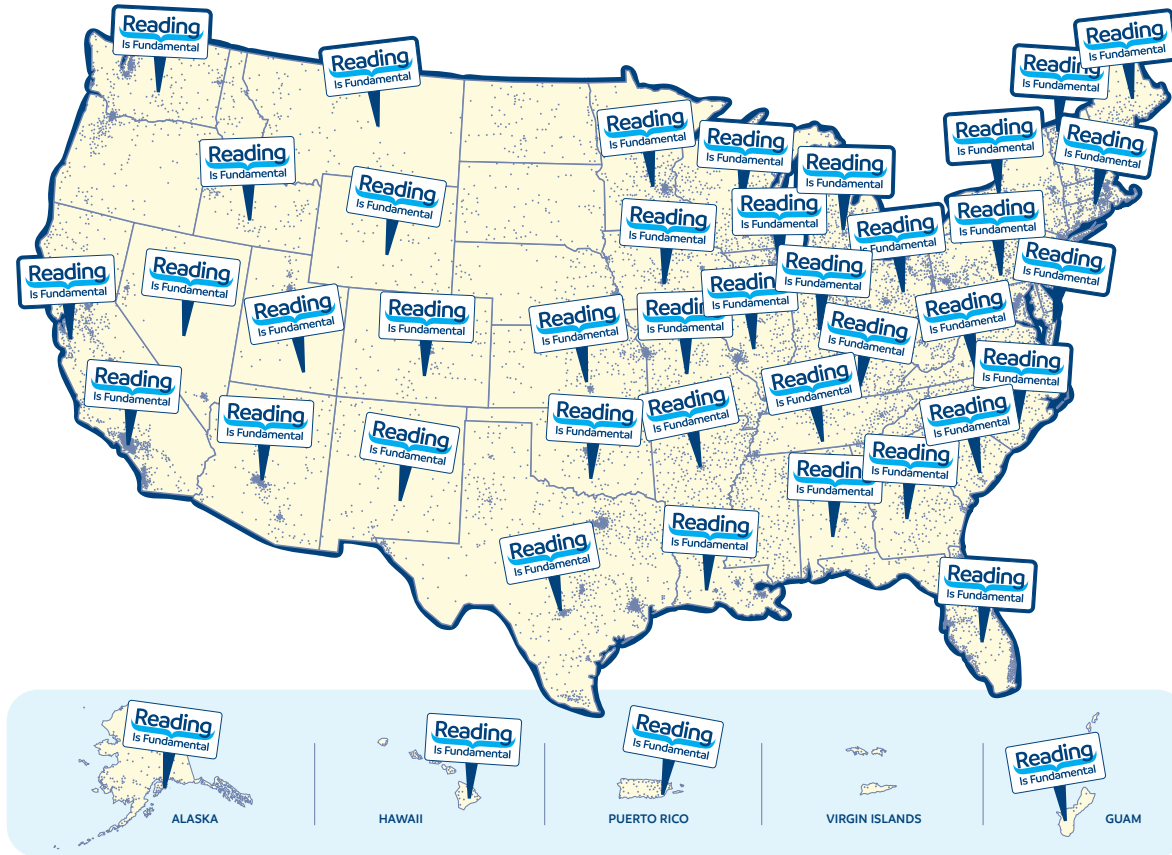
Award-winning digital site creates and sustains engaged readers with more than 10,000 free reading and literacy resources directly tied to the books teachers, caregivers, librarians and parents use and recommend every day. Users organize all their book resources in one place, create and share book lists, find helpful reading tips and strategies and track reading progress.

## ENGAGED COMMUNITY: LITERACY NETWORK

RIF's community of local literacy champions connect with this community-focused, online destination for resources a school or community partner needs to implement a RIF program and become a local literacy advocate. Volunteers and organizations find volunteer tips and tools, support materials, grant information, and literacy facts to support local advocacy.



# IGNITING A CULTURE OF READING ACROSS AMERICA



## RIF MISSION

Reading Is Fundamental is committed to achieving a fully literate society by inspiring a passion for reading among all children, providing quality content to make an impact, and engaging communities in a solution that gives every child the fundamentals for success.

## RIF VALUES

Founded in 1966, Reading Is Fundamental is the leading voice for children's literacy. As the nation's largest children's literacy non-profit, Reading Is Fundamental maximizes every contribution to ensure all children can read and succeed.

# 2018 HIGHLIGHTS

## OCTOBER (2017)

- **Educator Outreach** implemented reaching 520K teachers with book suggestions, resources and tips to support students and encourage reading.

## NOVEMBER (2017)

- **Disaster Relief** with NBA Rebound with Reading, Chris Paul, and State Farm. 10K books donated.



- Announced **Matching Grants** to local literacy programs, reaching 145K kids in 100 communities.

## DECEMBER (2017)

- **Homewood Suites Partnership** builds literacy skills with Lewis the Duck series – ebooks and activities.

## JANUARY

- National Reading Day with internet star **Caleb Green** donated 5K books to 3 Chicago Title One schools.

## FEBRUARY

- Theatrical release of **Peter Rabbit partnership** with Sony Pictures #BlueJacketDay social campaign, book drives, Fandango donation. RIF promoted in PR and movie theaters.

# PETER RABBIT

- Announced Summer Success matching grants in 20 communities in 13 states, impacting 2,800 kids.

## MARCH

- **Million Book March** encouraged students to read a collective 1 million books.
- **Literacy Central App**, funded by Dollar General Literacy Foundation, with access to free literacy resources aligned with popular books.
- National Education Association **Read Across America** kickoff event.



- **Read-aloud events** for children across the U.S. with national and local partners.

## APRIL

- **Variety's Power of Women Award for Tina Fey** supported RIF.
- Exploration through **Folktales Around the World: Voyager Stories from Google Earth**.
- **Summer Success Matching grants** to schools, YMCAs and local organizations in 93 communities impacting 10,600 children.





## MAY

- **Astronaut Day** book celebration with State Farm, uniphi space agency and Sleeping Bear Press.



## JUNE

- **Soar Into Summer Reading** with book list and activities to help kids read all summer.
- RIF presentation at **National PTA conference**.

## JULY

- RIF booth at **NEA Expo**.
- Children's author Miranda Mittleman donated proceeds from **PAWS and THINK!** book to RIF.

## AUGUST

- **Macy's Thanks for Sharing campaign.** Donations to RIF support community building and greater impact.



- **Macy's Back to School Initiative** with "Be the Best You" Book Collection of social-emotional learning books.
  - Literacy Tracker informal assessment tool to determine a child's reading level.
  - Macy's Books for Ownership events in 10 cities.
- **Back to School Tools** helped children transition back to school.
- RIF's **Reading Log App** launched.
- **Ryan Kerrigan's Blitz for the Better** with State Farm provided 100 hospitalized and special needs kids with back to school books and supplies.

## SEPTEMBER

- RIF awarded **2018 Library of Congress David M. Rubenstein Prize**.
- **National Book Festival** booth giving 10K children's books, bookmarks, stickers and RIF information plus demonstrations of the RIF Reading Log App.
- Recognized the **2018 Champions of Children's Literacy: Sonia Sotomayor**, Associate Justice of the Supreme Court of the United States, United States Senator **Patty Murray** (D-Washington), and **Lulu Delacre**, children's book author and illustrator.



- Hosted **National Reading Coalition**, bringing together thought leaders to address the connection between low literacy rates and a productive workforce.
- **Library Card Month** book celebration with State Farm and first-graders in Baltimore, MD.

# FINANCIALS

## SUMMARY STATEMENTS OF FINANCIAL POSITION

SEPTEMBER 30, 2018 AND 2017  
(DOLLAR AMOUNTS IN THOUSANDS)

	2018	2017
<b>ASSETS</b>		
Cash and cash equivalents	\$1,580	\$1,010
Investments	8,310	5,778
Pledges receivable, net	2,019	1,933
Prepaid expenses and other assets	331	433
Property, net	1,151	1,191
<b>TOTAL ASSETS</b>	<b>\$13,391</b>	<b>\$10,345</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$808	\$1,270
Deferred revenue	22	—
Deferred rent and lease incentives	890	737
<b>TOTAL LIABILITIES</b>	<b>1,720</b>	<b>2,007</b>
<b>Net Assets</b>		
Unrestricted	7,946	4,712
Temporarily restricted	3,133	3,034
Permanently restricted	592	592
<b>TOTAL NET ASSETS</b>	<b>11,671</b>	<b>8,338</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$13,391</b>	<b>\$10,345</b>

## SUMMARY STATEMENTS OF ACTIVITIES

FOR THE YEAR ENDED SEPTEMBER 30, 2018 AND 2017  
(DOLLAR AMOUNTS IN THOUSANDS)

	2018	2017
<b>REVENUE AND SUPPORT</b>		
Contributions	9,547	5,009
Donated goods and services	1,432	2,232
Contract revenue	598	415
Investment income	376	665
Other revenue	123	141
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$12,076</b>	<b>\$8,462</b>
<b>EXPENSES</b>		
<b>Program Services:</b>		
Community Literacy Awareness	1,632	2,856
Literacy Services and Other	2,014	1,232
Books for Ownership	1,443	1,891
Dgital Programs	991	332
<b>TOTAL PROGRAM SERVICES</b>	<b>6,080</b>	<b>6,311</b>
<b>Supporting Services:</b>		
Fundraising	1,536	1,171
Management and general	1,127	1,287
<b>TOTAL SUPPORTING SERVICES</b>	<b>2,663</b>	<b>2,458</b>
<b>TOTAL EXPENSES</b>	<b>8,743</b>	<b>8,769</b>
Change in Net Assets	3,333	(307)
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>\$8,338</b>	<b>\$8,645</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$11,671</b>	<b>\$8,338</b>

# FY18 DONOR LIST

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**\$1 Million or more**

In Re Electronic Books Antitrust Litigation  
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**\$100,000 to \$999,999**

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Our legal name and address are:

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