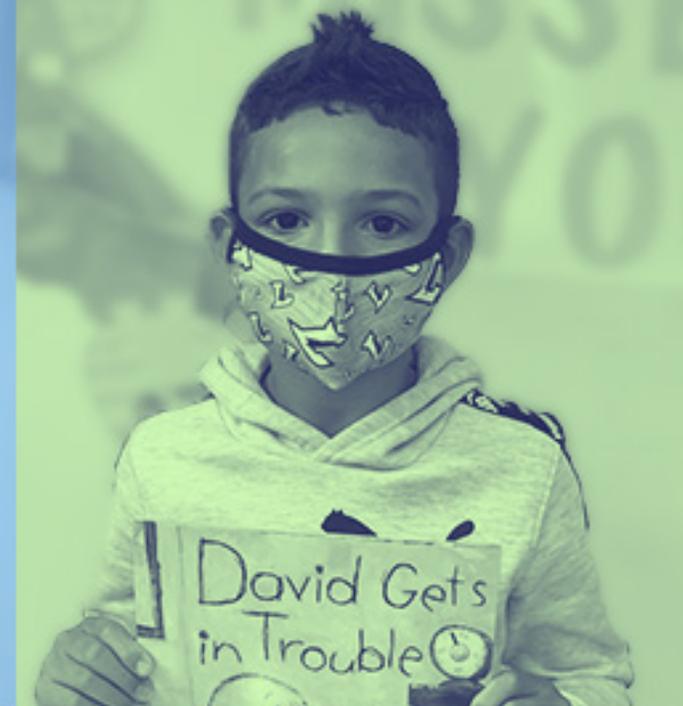


Reading

Is Fundamental

until every
child reads



Every child has the right to learn to read.
Yet **25 million children** across the
United States cannot 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



Jack Remondi
Chairman of the Board



Alicia Levi
President and
Chief Executive Officer

This past year our nation experienced unprecedented turmoil. From a global pandemic, major education disruptions, to the acts of violence that shed a light on systemic racism in America, there have been tremendous difficulties. Recognizing how uncertain this year has been for all of us, one thing that has remained certain is the critical importance of reading and the power of books to support children and their communities during these challenging times.

This past year, we found unique and innovative ways to continue our critical work to get books into the hands of children. When school doors remained shut, RIF worked with communities, volunteers and partners across the country to distribute books via meal distribution sites and homework pick-up stations. While many children have been learning virtually, we made our digital library, Skybrary, easily accessible and offered expanded content and support for distance learning and independent reading on our book resource website, Literacy Central.

This past year our country experienced a series of events in a long line of injustices that sparked a national outcry for change. Moved to action, RIF created our Race, Equity, and Inclusion (REI) initiative that focuses on the invaluable role books play in creating positive impact and change. We believe that children's books are critical tools for driving conversation, learning, and awareness at a time when our communities are hurting and we need to listen and act. We are honored to be guided in this effort by our REI National Advisory Board of exceptional individuals who are sharing their expertise to guide and inform this mission critical work.

While we continued to focus on our core mission and programmatic work through the generous support of our donors and corporate partners, we also awarded 66 matching grants across 26 states to help build capacity for local impact. Reading is the foundation for everything. It provides the fundamental building blocks for growth, discovery, knowledge and understanding. Our work is possible because of the generosity of literacy supporters like you. With your ongoing support, we have created life-changing impact for 54 years and we will not stop until every child can read.

With gratitude for your partnership,

Jack Remondi
Chairman of the Board

Alicia Levi
President & CEO

In 2020, YOU made an impact!



28.8 million
Children Reached



1.9 million
Books Distributed and
5.1 million Resources Shared



1.4 million
Literacy Advocates Activated



18,000
Communities in the
U.S. & Puerto Rico served

“

Action Pact is a community action agency deeply rooted in the promise of improving lives and communities. The agency’s Head Start program serves children birth to age five, along with their parents, with high-quality literacy education to build a strong foundation for academic success. RIF is an integral part of our focus on literacy, as it provides the first opportunity for book ownership for many of our children and families. With Action Pact’s help, and in conjunction with partners such as RIF, our communities will be full of neighbors who can support their families, boost their education, and contribute back to their communities.

”

Carol Clarke, Action Pact
Waycross, Georgia
RIF Matching Grant Recipient

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

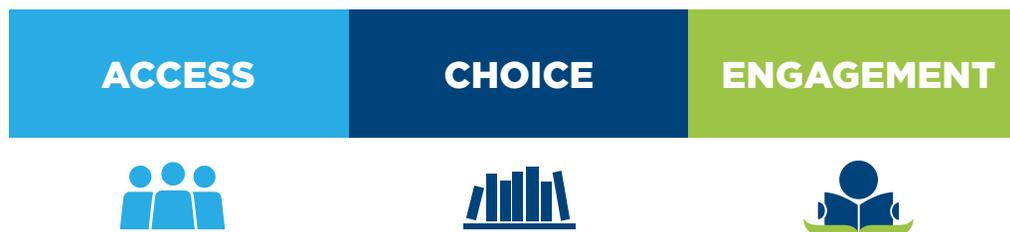


COMMUNITY PARTNERS



OUR PROGRAM MODEL

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



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 caregivers, 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 provides children ages 2 - 9 access to nearly 1,000 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.

“

Students had smiles on their faces and were speechless as they were given the chance to choose a book of their own choice. Thank you for allowing us the opportunity to give our students the ability to travel to foreign places, learn new concepts and begin the journey of a life-long love of reading.”

”

Peggy Wessel, Board Chair, Communities in Schools
Thomasville, North Carolina

CREATING A CULTURE OF LITERACY

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

Literacy Central

Literacy Central is an award-winning, digital destination for caregivers, teachers, and literacy volunteers with activity calendars, read-aloud videos, and more that supports the books children and educators turn to every day. Each book that RIF distributes includes supplemental literacy resources on Literacy Central. Literacy Central also features online centers that focus on a relevant topic that children, families, and educators are grappling with, and dives deep on books and literacy resources that RIF can offer for support. To date, RIF has created several centers including a Social and Emotional Learning (SEL) Center (<https://www.rif.org/sel>), a Virus & Germ Center (<https://www.rif.org/virus-germ>) and an Independent Reading Center (<https://www.rif.org/independent-reading-center>).

Literacy Network

Literacy Network is RIF's community of individuals, community partners, program sites, foundations, corporations, volunteers, and advocates committed to children's literacy. RIF's community shares a 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 (2019)

- Macy's customers donate to RIF through Thanks For Sharing Program
- International Paper kicks off two-year grant to serve over 60,000 children through Books for Ownership program
- Dollar General Literacy Foundation & RIF celebrate 15th anniversary

NOVEMBER

- State Farm agents distribute 1,594 books to students at Carmody Hills Elementary in Maryland during a Thanksgiving-themed celebration



- RIF joins Macy's Family Fun Day in New York City, hosting holiday-themed read-alouds and crafts
- RIF hosts literacy celebrations at transitional housing facilities with the Junior League of Washington

DECEMBER

- Pitney Bowes employees create Share the Message: READ! kits for children in Orlando, Florida, including books and activities as a part of a reading engagement series

JANUARY (2020)

- PwC employees support children in Charlotte, North Carolina with book distributions and celebration events at seven schools



- Panda Cares Foundation kicks off second year of partnership, expanding their support to impact 60,000 students through Books for Ownership and Skybrary
- RIF launches Social and Emotional Learning (SEL) Center on Literacy Central and SEL resources in Skybrary in partnership with the Panda Cares Foundation



SEL Center

Reading materials that support social and emotional learning, brought to you by [Reading Is Fundamental](#).

FEBRUARY

- Navient Community Fund of the Delaware Community Foundation kicks off the fifth year of their Books for Ownership program in six schools

MARCH

- RIF's Books for Ownership Matching Grant Program launches
- Read Across America Event with Brooklyn Public Library and RIF Board of Directors Member Marc Walby



- MoneyGram employees kick off National Reading Month with a book distribution in Southern California impacting 565 PreK-5th grade students



MISSION MOMENTS

APRIL

- RIF initiates COVID-19 response, distributing books via meal sites and homework pick-up locations in communities across the country



- RIF launches Virus & Germ Center and Independent Reading Center on Literacy Central



Independent Reading Center

Reading materials that support independent reading, brought to you by [Reading Is Fundamental](#).

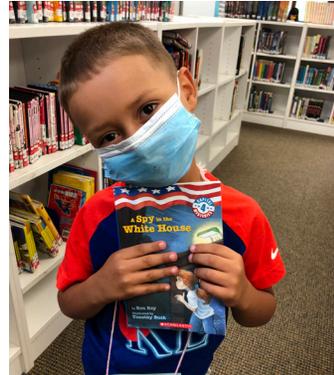
- B&B Urban and L&M Builders LLC build reading room in low-income housing development in New York City

MAY

- Due to pandemic interruptions, RIF CEO Alicia Levi rents a moving truck to deliver 10,800 books to a UGI Utilities-funded Books for Ownership program in Lancaster, Pennsylvania
- Fidelity Investments provides students with 3,414 books during COVID-19 school shutdown in New Hampshire

JUNE

- PwC Charitable Foundation provides a rapid response grant to get books and resources out to 50,000 children due to COVID-19



- RIF hosts twice-daily virtual read-alouds to engage students with reading throughout the summer
- International Paper provides students with 17,649 books through meal distribution sites during COVID-19 school shutdown

JULY

- UGI provides 20,375 books to children throughout Pennsylvania during virtual learning
- The Pitney Bowes Foundation provides 24,946 books to students in four cities throughout the summer to curb COVID-19-related learning loss

AUGUST

- Read for Success program implementation in partnership with the Boys & Girls Clubs of Delaware across the state
- RJ and Heidi Narang provide 2,444 books to their local community in Northern Virginia



- Panda Cares Foundation partners with RIF to donate 10,000 books to Children's Miracle Network Hospitals

SEPTEMBER

- Launch of Virtual Volunteer Engagement resources and programming
- McDonald's® Happy Meal® Readers program provides dinosaur-themed booklets to customers and donates 100,000 booklets to RIF program sites

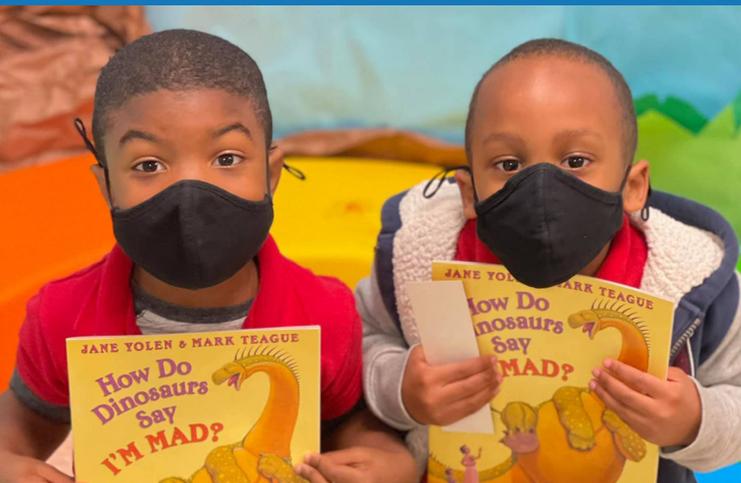


- RIF launches Race, Equity, and Inclusion (REI) Initiative to use the power of books for positive impact and change



One month into the COVID-19 pandemic our district leadership team was meeting with our principals who struggled to think of ways to get new books into the hands of our students as the summer months approached. We are so thankful for the incredibly generous donation of books from RIF. We were able to quickly distribute these to children through our schools. As students picked up their end of year packets, report cards, and materials from tables stationed outside schools on front sidewalks, they were also able to pick up three to five books each for summer reading. As our schools and public libraries remained closed, your donation was a critical support in our work to limit summer learning loss.

Kelly McGuire, Deputy Community Superintendent
District 15, Brooklyn, New York



FINANCIALS

STATEMENT OF FINANCIAL POSITION

For the Years Ended September 30, 2020 and 2019

	2020	2019
ASSETS		
Cash	\$ 5,736,504	\$ 2,319,505
Pledges and other receivables, net	154,257	2,948,354
Investments	8,200,843	9,541,931
Prepaid expenses and other assets	730,256	596,139
Property, net	1,042,899	1,430,073
TOTAL ASSETS	15,864,759	16,836,002
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	328,477	156,667
Book awards payable	1,040,261	1,051,613
Accrued payroll and benefits	259,391	251,876
Deferred revenue	204,032	174,311
Deferred rent and lease incentives	786,795	867,308
Loan payable	557,100	-
Deposits	60,657	60,657
TOTAL LIABILITIES	3,236,713	2,562,432
NET ASSETS		
Without donor restrictions	7,529,117	7,461,656
With donor restrictions	5,098,929	6,811,914
TOTAL NET ASSETS	12,628,046	14,273,570
TOTAL LIABILITIES AND NET ASSETS	15,864,759	16,836,002

RIF's Financial records were audited by Marcum, LLP. For a 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, 2020

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Contributions	\$ 2,341,471	\$ 2,429,994	\$ 4,771,465
Donated goods and services	3,872,351	–	3,872,351
Investment income, net	435,957	216,167	652,124
Subscriptions, contract and other	1,307,321	–	1,307,321
		–	
Net assets released from restrictions:			
Satisfaction of time restrictions	45,000	(45,000)	–
Satisfaction of program restrictions	4,314,146	(4,314,146)	–
TOTAL REVENUE AND SUPPORT	12,316,246	(1,712,985)	10,603,261
EXPENSES			
Program Services:			
Community literacy awareness	4,960,326	–	4,960,326
Print programs	2,427,437	–	2,427,437
Digital programs	2,303,919	–	2,303,919
TOTAL PROGRAM SERVICES	9,691,682	–	9,691,682
Supporting Services:			
Fundraising	1,297,583	–	1,297,583
Management and general	1,259,520	–	1,259,520
TOTAL SUPPORTING SERVICES	2,557,103	–	2,557,103
TOTAL EXPENSES	12,248,785	–	12,248,785
CHANGE IN NET ASSETS	67,461	(1,712,985)	(1,645,524)
NET ASSETS, BEGINNING OF YEAR	7,461,656	6,811,914	14,273,570
NET ASSETS, END OF YEAR	\$ 7,529,117	\$ 5,098,929	\$ 12,628,046

2020 RIF Donor List

Includes support received October 1, 2019 – September 30, 2020

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.
Panda Cares Foundation

Literacy Steward

\$100,000 to \$999,999

Dollar General Literacy Foundation
Lawrence B. Benenson
International Paper
Kappa Kappa Gamma
PwC Charitable Foundation
Mr. John* and Mrs. Judith Remondi
UGI Utilities, Inc.

Literacy Patron

\$50,000 to \$99,999

Mr. J.J.* and Mrs. Shubha Johnson
Ms. Kitty Kelley*
Lisa and Douglas Goldman Fund
Ms. Christy and Mr. Mike Moberly
Pitney Bowes Foundation and Pitney Bowes Inc.

Literacy Sponsor

\$25,000 to \$49,999

The Lawrence A. Sanders Foundation, Inc.
The Nellie Mae Education Foundation, Inc.
Navient Community Fund of the Delaware Community Foundation
State Farm Insurance Company

Literacy Champion

\$10,000 to \$24,999

Barnes & Noble College Booksellers, LLC
BI Worldwide (Schoeneckers, Inc.)
Dr. Peter and Mrs. Elizabeth Block
Bound to Stay Bound Books Foundation
Fidelity Investments
Hattie M. Strong Foundation

ION Group

Mr. Douglas V. and Mrs. Ruth G. Johnson
Mr. David E. and Mrs. Pamela K. Leonard
Mrs. Lynda Johnson Robb and The Honorable Charles S. Robb
Rundgren Foundation
Steele Family Foundation

Literacy Mentor

\$5,000 to \$9,999

Community Foundation for Southeast Michigan
First Rate, Inc.
Random House, Inc.
Mr. RJ and Mrs. Heidi Narang
Mr. Robert Sievers
Ms. Jeanie Ulicny
UnitedHealth Group Employee Giving Campaign
Mr. Rick and Ms. Caroline Young

Literacy Partner

\$2,500 to \$4,999

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Rosen Kuslansky, CPA, PC

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Mr. John H. Steinberg and Ms. Jill R. Pliskin
Ms. Kimberly Stevens
Mr. Rick Zimmerman*

Literacy Friend

\$1,000 to \$2,499

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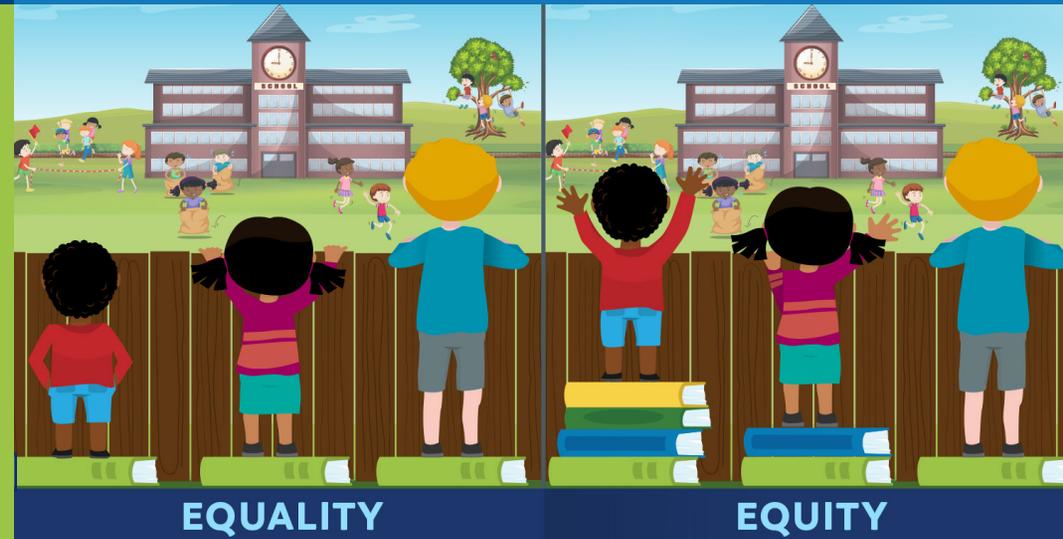
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