



Reading Is Fundamental

FISCAL YEAR 2024 ANNUAL REPORT

Reading
Is Fundamental.

until every child reads

Leadership Message

As we reflect on the remarkable year of 2024, we are deeply inspired by the unwavering dedication of our supporters who share our belief that fostering a nation of lifelong readers is a vision worth pursuing. Together, we recognize that by building a reading model grounded in joy, we are cultivating a generation of motivated, engaged young readers who will carry the power of literacy forward into their futures.

As we enter our 59th year, our commitment to this mission remains as strong as the day our founder, Margaret McNamara, hosted the very first book celebration event in November 1966 at a Washington, D.C. elementary school. Throughout the decades, Reading Is Fundamental (RIF) has stayed true to our core principles of book access, choice, and engagement. While these elements continue to guide our work, we are proud of how RIF has evolved to meet the needs of children, educators, and families in today's ever-changing landscape. Whether it's supporting a local family literacy night for middle school students, launching a dynamic digital platform for early childhood learners, or building new reading corners in libraries with limited resources, every initiative, every moment, and every book is designed to inspire the joy of reading. We know that integrating reading joy with the science of reading sets all children on the path to becoming skilled, confident readers. This is the foundation of our work, and it drives every effort we make to ensure literacy thrives in schools and homes across the country.

Looking ahead, you have our firm commitment that RIF will remain laser-focused on fostering a culture of literacy everywhere—whether in the classroom, at home, or in the community. We will continue to get books and resources into the hands of more children, empowering them with the tools they need to succeed.

However, none of this important work would be possible without the extraordinary generosity of our donors, foundations, and corporate partners. We are continually in awe of your commitment to our mission and incredibly grateful for the trust you place in us. Your support enables us to make a meaningful impact, and together, we are building a brighter future through literacy.

Thank you for your continued partnership. Here's to another year of inspiring the joy of reading, and to creating a nation of lifelong readers.

Warmest regards,



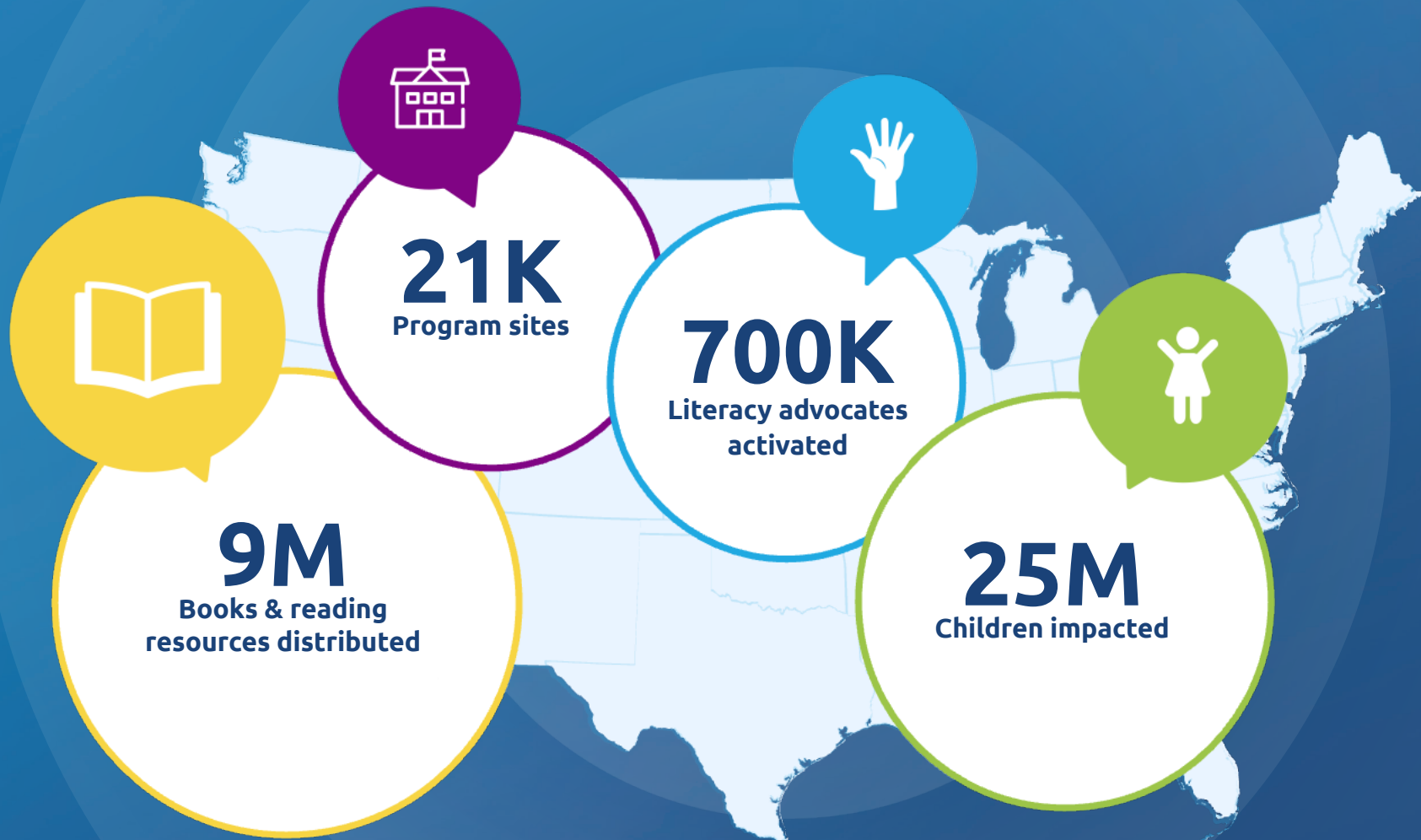
Jack Remondi
Chairman of the Board



Alicia Levi
President & CEO



In 2024, you made an impact!



To learn more about
RIF's impact visit:
RIF.org/ImpactFY24



Book Ownership Solutions

In some of the lowest-income neighborhoods, there is just 1 book for every 800 children.

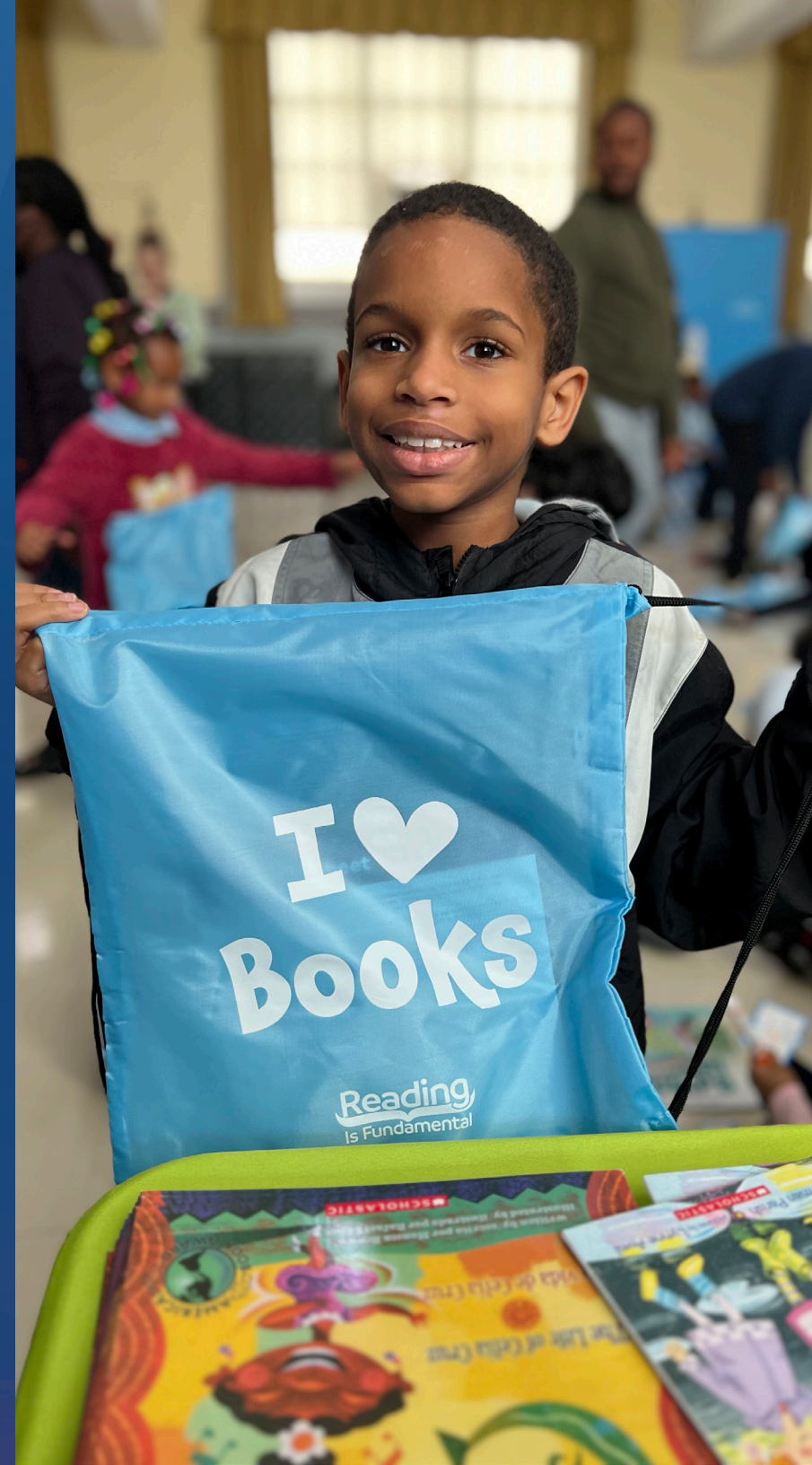
Research demonstrates that the presence of books in the home impacts academic outcomes for children. RIF addresses the critical need for book ownership through these programs.

Books for Ownership

RIF's flagship reading program, Books for Ownership, enables children to select new, age-appropriate books to take home and own and is supported by resources for families, educators, and local literacy advocates to create a culture of reading. This year, Books for Ownership events often featured added ways to provide books to children, including the installation of RIF reading corners in schools, read-aloud in a bag classroom kits, and literacy kit distributions.

Skybrary

Skybrary is RIF's carefully curated digital library of eBooks and video explorations for children ages 2 to 9. This interactive library, for use in the classroom and at home, offers nearly 1,000 children's books from celebrated authors, illustrators, and leading publishers.





Reading
Is Fundamental



Language Comprehension and Literacy Support

RIF provides research-backed solutions for families, educators, and literacy advocates to create a community of reading support leading to an increase in students' reading frequency, motivation, enjoyment, and confidence.

Read for Success

Read for Success is an interactive read-aloud solution that uses high-quality, diverse, interdisciplinary books with research-backed strategies and activities to engage children in the reading experience along with student books to take home and own to support independent reading. This includes comprehensive enrichment resources for both educators and families.

Literacy Central

(RIF.org/Literacy-Central)

Literacy Central is an award-winning, digital destination for families, educators, and volunteers with over 30,000 free reading resources that support the books children and educators turn to every day. Each book that RIF distributes includes supplemental literacy resources, many of them standards-aligned to create greater reading engagement.

Literacy Network

(RIF.org/Literacy-Network)

Literacy Network is RIF's online community support center offering a suite of resources, information, and tools to support RIF program implementation, community capacity building, and local literacy impact. It serves as a one-stop destination for educators, volunteers, and families to access turnkey, customizable solutions.



“

Students having choice and assuming ownership in what they read plays an important role in the development of the love of reading. This program enabled that. I couldn't have done it without your help. Thank you!”

-Library Media Specialist, Belmont Public School

Reading Engagement

RIF provides free opportunities for reading engagement all year round to ensure there is new, timely, and meaningful content to drive reading joy and excitement in school and at home. We continuously seek opportunities to re-energize and motivate our nation's children to read.

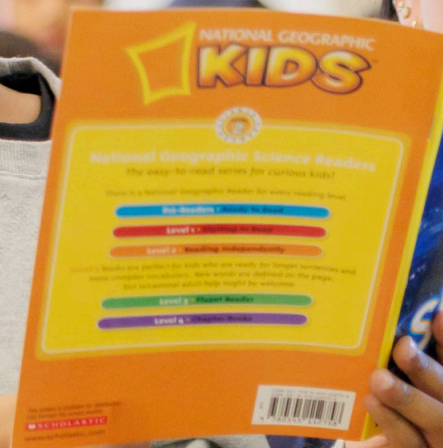
Rally to Read:

This is an annual 6-month reading engagement initiative anchored on monthly themes, read-alouds by popular children's authors and illustrators, reading activities, a pledge to read 100 books, and a book giveaway sweepstakes for educators. Rally to Read 100 provides educators and families with new content during the critical back-to-school time to excite young readers each month and culminates during National Reading Month in March with our Reading Inspires! live, webcast event.

RIF's Summer of Action-Packed Pages:

The summer months are a critical time for families to support children's reading engagement and ensure they don't experience the dreaded "summer slide," where students lose months of learning when out of school. To keep children reading and active, RIF offered free engaging reading resources that empowered families with fun, ready-to-use booklists, an active array of free read-alouds, including one by acclaimed author, Meg Medina, and related activities to make reading a part of everyday summer fun.





Partners in Literacy

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

CORPORATE & FOUNDATIONS



PUBLISHERS AND DISTRIBUTORS



COMMUNITY



Fiscal Year 2024 Donor List

Includes contributions of \$1,000 and above received October 1, 2023 – September 30, 2024.

RIF also recognizes our many supporters not reflected in this report who have helped share reading joy with children across the country.

A BRIGHTER FUTURE BECAUSE OF YOU!

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

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\$1 Million or more

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\$100,000 to \$999,999

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\$5,000 to \$9,999

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\$1,000 to \$2,499

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To learn more about The 1966 Society, please visit RIF.org/1966society.

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Book Guides: Educator & Family

Saturday

A HIP GUIDE FOR EDUCATORS



TIME TO READ



WHILE WE READ

LET'S TALK ABOUT

Saturday

A HIP GUIDE FOR FAMILIES



TIME TO READ



INTENTIONAL TALK

RELATED ACTIVITIES

ADDITIONAL RESOURCES

district
How to Connect to
WELL
First: WFL Guest
Enter Name, Phone,
and Email to be
Connected!

RESTROOMS IN
THE HALLWAY
NEAR THE
ELEVATORS

READ TODAY.
BE A LEADER
TOMORROW.



Maybe the World is
too small ~~and~~ it's not
BUT honestly it's
too

Fiscal Year 2024 Financials

Reading Is Fundamental is deeply committed to the highest standards of financial integrity. Consistently, RIF has proven to be a trusted steward of donations, responsibly allocating resources to maximize our impact and uphold transparency.

Our commitment to awareness, impact, and sustainability has allowed RIF to receive the continued endorsement of some of the most prestigious charity watch organizations and consumer advocates. We are proud to be worthy of their confidence and hope that you will take time to review our financials, results, and ratings as key indicators of our enduring commitment to being worthy of your trust.



STATEMENT OF FINANCIAL POSITION

September 30, 2024

2024

ASSETS

Cash	\$ 8,448,215
Contributions receivable, net	812,666
Contracts receivable	1,225,908
Investments	10,978,950
Prepaid expenses and other assets	1,346,981
Operating right-of-use asset	1,216,824
Property and intangible assets, net	370,773

TOTAL ASSETS

\$ 24,400,317

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable and accrued expenses	\$ 609,481
Book awards payable	535,576
Accrued payroll and benefits	313,958
Deferred revenue	44,045
Operating lease liability	1,472,584

TOTAL LIABILITIES

2,975,644

NET ASSETS

Without donor restrictions	14,859,563
With donor restrictions	6,565,110

TOTAL NET ASSETS

21,424,673

TOTAL LIABILITIES AND NET ASSETS

\$ 24,400,317

STATEMENT OF ACTIVITIES

For the Year Ended September 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Contributions	\$ 4,109,598	\$ 3,291,354	\$ 7,400,952
Program service revenue	2,882,667	–	2,882,667
Investment income, net	1,701,721	695,681	2,397,402
Federal grants	1,250,000	–	1,250,000
Donated goods and services	1,073,174	–	1,073,174
Other revenue	61,123	–	61,123
Net assets released from restrictions:			
Satisfaction of program restrictions	5,000,177	(5,000,177)	–
TOTAL REVENUE AND SUPPORT	16,078,460	(1,013,142)	15,065,318
EXPENSES			
Program Services:			
Print programs	5,372,838	–	5,372,838
Digital programs	2,375,045	–	2,375,045
Community literacy awareness	2,157,806	–	2,157,806
Total Program Services	9,905,686	–	9,905,689
Supporting Services:			
Fundraising	2,842,937	–	2,842,937
Management and general	1,576,602	–	1,576,602
Total Supporting Services	4,419,539	–	4,419,539
TOTAL EXPENSES	14,325,228	–	14,325,228
CHANGE IN NET ASSETS	1,753,232	(1,013,142)	740,090
NET ASSETS, BEGINNING OF YEAR	13,106,331	7,578,252	20,684,583
NET ASSETS, END OF YEAR	\$ 14,859,563	\$ 6,565,110	\$ 21,424,673

“

“A big benefit of the RIF event is that students were able to see how important books and reading [are] to everyone. Reading Is Fundamental is a rainbow that feeds young minds and awakes the desire to read.”

- Books for Ownership Implementer, Garfield Elementary School



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Reading Is Fundamental is a nonprofit 501(c)(3) tax-exempt organization. Our legal name and address are Reading Is Fundamental, 750 First Street, NE Suite 920, Washington, DC 20002

Federal tax identification number: 52-0976257

DONATE TO RIF

Learn about the variety of ways that you can support RIF: Visit RIF.org, contact us at Development@RIF.org or call 1-888-725-4801.

All gifts to RIF support our work to provide free print and digital books to children, enriching supplementary content and resources, and support for educators, families, and volunteers.



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until every child reads