



Reading Is Fundamental

FISCAL YEAR 2025 ANNUAL REPORT



Leadership Message

As we reflect on 2025 and look ahead to Reading Is Fundamental's 60th anniversary, one idea rises above all others: the shift from transactional moments of book distribution to transformational experiences that ignite lifelong readers. This year, together with our partners, educators, families, and supporters, we made significant strides toward that vision.

A major milestone was the expansion of our flagship Read for Success program into early childhood. By bringing high-quality books and research-backed resources to our youngest learners, we are laying the foundation for strong early literacy long before children enter kindergarten. This expansion represents the heart of our mission: meeting children where they are and giving them what they need to thrive.

We were also deeply honored to receive the prestigious World Literacy Award in recognition of RIF's national impact and leadership in childhood literacy. This global acknowledgement affirmed what we see every day—RIF's model works, and our community's commitment is changing trajectories for children across the country.

And this year marked a major leap forward in digital innovation with the refreshed Skybrary, our award-winning reading app with a redesigned look, updated child-first user experience, and expanded library. As we enter our 60th anniversary year, we are delivering on our commitment to providing access to free books for all children with 100 free books from Skybrary.

Each achievement this year moves us further in our goal to create literacy transformation: nurturing motivation, curiosity, confidence, and a joy of reading that lasts a lifetime. This transformation is only possible because of you.

To our partners, educators, volunteers, donors, and champions, thank you. Your belief in our mission fuels our momentum and gives millions of children the opportunity to discover the power of reading. Together, we will continue to advance children's literacy and make the next 60 years even more impactful than the last.

Warmest regards,



Jack Remondi
Chairman of the Board



Alicia Levi
President & CEO





At the Sylvamo Book Celebration in Memphis, Tennessee, children celebrated reading and selected three new books of their very own.

25
Million
Children
Impacted



Book Ownership Solutions

Reading Is Fundamental believes - and research shows - that giving children choice and access to their own books is positively tied to improved reading behaviors. This provides a positive impact on reading and writing performance, language development, and academic performance in other subjects.

Books for Ownership

RIF's flagship program, Books for Ownership, sparks excitement for reading by giving children the chance to choose brand-new, age-appropriate books they can proudly take home and call their own.

Books for Ownership events include other creative ways to reach children through the power of books including RIF reading corners in school libraries, "read aloud in a bag" classroom kits, and literacy kit distributions in schools. Each of these efforts was designed to get more books into children's hands and ignite a lifelong love of reading.



This book belongs to me! Thank you for our books, we love reading!"

First grade student, New Hampstead K-8 School



12.3
million
**Books &
reading
resources
distributed**



Most Popular Print Books Among RIF Programs



Our students LOVE getting new books to add to their home libraries. [For many of our school's families] RIF books are some of the very few they have at home."

Kelly Stengel, Adams Elementary School



Watch the joy you make possible at an elementary school book celebration.



The power of a RIF Books for Ownership event is the chance for children to choose their own books to keep and read again and again. A young reader makes his book selection at a book celebration in Alexandria, Virginia.

Book Ownership Solutions

Skybrary

Skybrary, RIF's trusted reading app, turns screen time into exciting, curiosity filled reading adventures! Kids ages 3-9 can explore 1,000+ eBooks and hundreds of virtual field trips with LeVar Burton, all through playful, kid friendly islands and optional read-to-me-narration.

In FY25, Skybrary added 100 free eBooks and 50 free videos for all children nationwide to enjoy and spark imaginations everywhere! In 2025, 255,000 books were read in Skybrary.



[Skybrary] is a really big hit with the parents and children. The parents are always asking to send more books home (which is tough sometimes) and this has been a game changer in that regard.

Educator, North Tippah School District



**100
FREE**
books available
to **EVERY** child
nationwide





Children at an elementary school in Alexandria, Virginia use Skybrary to enjoy reading.

Most Popular Skybrary Books



“

[Skybrary] is truly an asset to the literacy initiatives in our school. Students have begun to see reading as something important that can be done anywhere.

Donna Goss, Librarian, Riverside Elementary School



Watch now to explore Skybrary



23K
Communities
Served
Nationwide



Ribbon-cutting at a new elementary school library reading corner in Baltimore, Maryland. Reading corners feature a local artist mural, new furnishings including bookshelves, seating, a RIF rug, and of course, plenty of books to fill the shelves.

Language Comprehension

Read for Success

Bringing reading to life through dynamic, interactive read-aloud experiences, this program uses high quality, diverse, interdisciplinary books paired with **research-backed strategies** and **hands-on activities** to fully engage children. Each student also receives books to take home and own, building confidence and supporting independent reading beyond the classroom. To amplify impact, educators and families gain access to a robust suite of enrichment resources designed to make literacy learning joyful, meaningful, and accessible for every child.



We are so excited over here at Ketcham to be participating in this incredible opportunity! I am thrilled to learn more [about Read for Success] and start collaborating with teachers about how to best use this stellar resource. Thank you again!

Librarian, Ketcham Elementary School

32

in-person educator training events



A book celebration at Balmoral Ridgeway Elementary School shared plenty of read-alouds as well as books for students to take home to read again and again.

Literacy Support

Professional Development and Community

RIF.org/Literacy-Network

RIF's online community support center, **Literacy Network**, empowers educators and families with a powerful suite of resources, tools, and information to strengthen local literacy efforts. This one-stop destination offers turnkey, customizable solutions that make it easier than ever to implement RIF programs, build community capacity, and drive meaningful literacy impact. From guidance on literacy issues to relatable webinars, Literacy Network provides the resources and support to help amplify local initiatives and help communities create lasting change for young readers.

Literacy Central

RIF.org/Literacy-Central

Supporting educators, families, and literacy advocates nationwide, this free online platform provides more than 30,000 standards-aligned resources tied to the books children love most. **Literacy Central** features **hundreds of curated book collections**, including a wide range of titles by diverse authors, along with **thousands of literacy activities**, from games and puzzles to monthly activity calendars and read-aloud videos. With its depth, variety, and easy access, the platform equips educators and families with everything they need to strengthen reading skills and inspire lifelong readers.

16
webinars
hosted



The most significant benefit of the RIF program is access to the free digital and physical resources that can be shared with staff and families.”

Shakita Billy, Librarian
Walker-Jones Elementary School



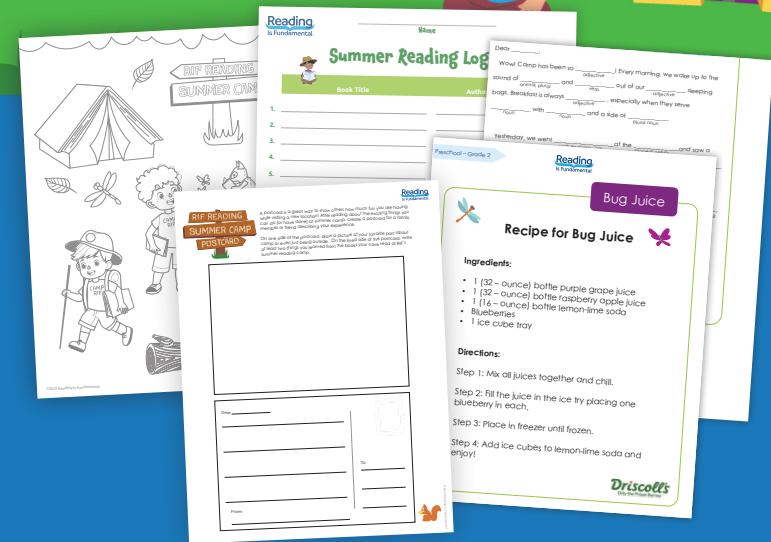
Members of RIF's Literacy Services team, Nick Lein and Karly O'Brien recognize and thank longtime RIF partner and educator, Susan Brady on her retirement.



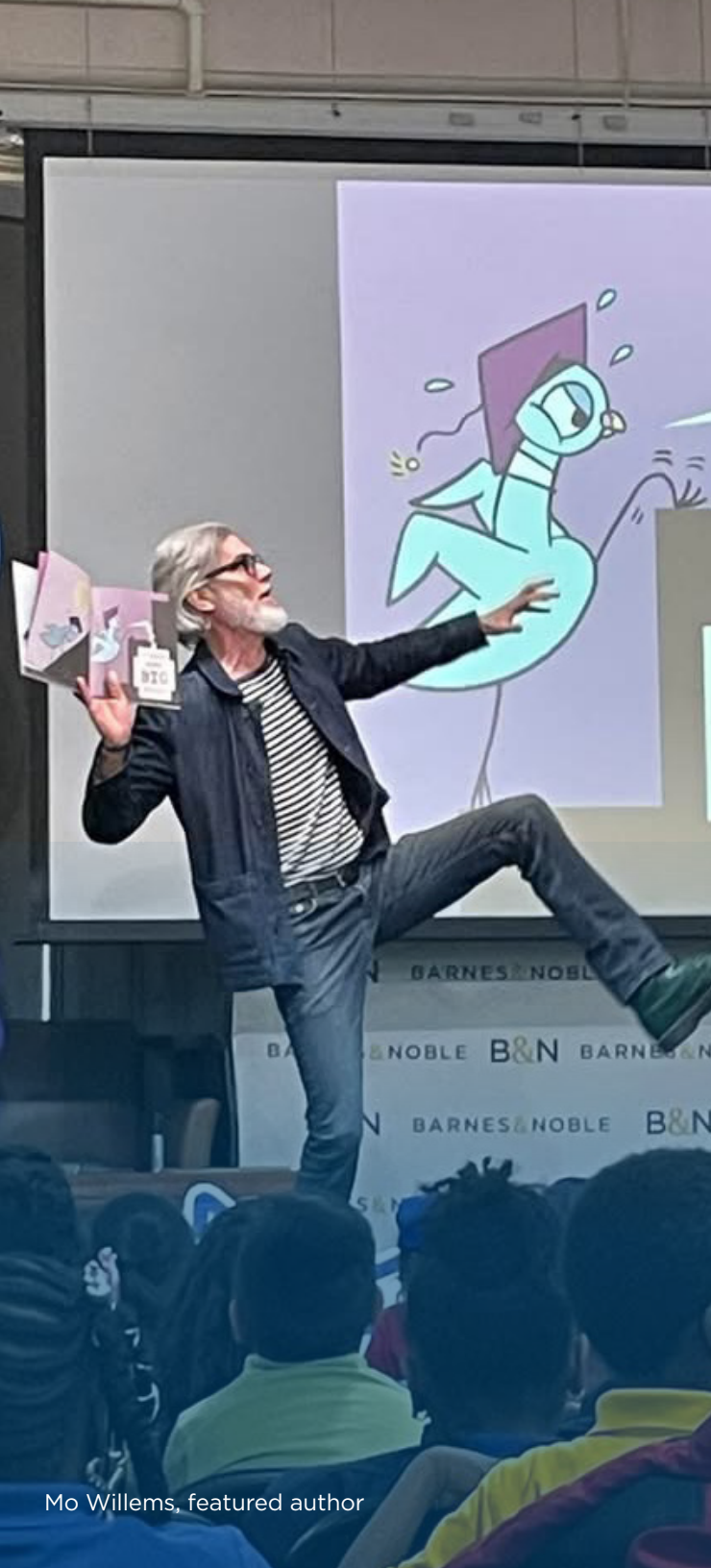
Reading Engagement

RIF's Summer Reading Camp

Every year, RIF kicks off a new summer campaign to provide families with compelling reading content to help their child read all summer long, combating the very real declines in reading frequency and motivation that happen during these months. RIF offers fresh, new, age-aligned, recommended summer book collections vetted by RIF's literacy experts, related reading activities, reading tips for families, summer book club ideas, and more to create purposeful reading connections throughout the summer.



32.4K
Summer Reading
Campers Participated



Mo Willems, featured author



Reading Engagement

Rally to Read

This annual 6-month reading engagement initiative is anchored on monthly themes, and offers read-alouds by popular children's authors and illustrators, reading activities, a challenge to read 100 books, and a book giveaway sweepstakes for educators. Rally to Read provides teachers 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.



I check in with my students in the hallway about how many books they've read - one student was up to 77!"

Librarian coordinating RIF's Rally to Read, Bunker Hill Elementary School

19.7K

Classrooms Participated in *Reading Inspires!* Event



Book Celebration with Driscoll's Berries at McAuliffe Elementary School in Oxnard, California



I've participated in several [RIF events] and it's amazing to watch! It's seriously one of the best "feel good" volunteer events, especially when you see the reaction of the person you helped. Not a dry eye in the house!"

Representative from A Sense of Home, recipient of a RIF book donation in partnership with Keenan



A student athlete from a local university celebrates reading at a Books for Ownership event in Michigan.

“

Not only are we making connections with the families and the schools, Family Literacy Nights are a way for us to bring so many of the families together over a love of reading and literature to make it exciting.”

Educator, Old Orchard Junior High School

Partners in Literacy

Honoring the partners who fuel our mission and empower children to become strong, lifelong readers.

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COMMUNITY AND LITERACY



Fiscal Year 2025 Donor List

This list includes contributions of \$500 and above received October 1, 2024 – September 30, 2025. RIF also recognizes our many supporters not reflected in this report who have helped share reading joy with children across the country.

With Deep Gratitude for the Partners Who Make Our Work Possible

We are profoundly grateful to our generous partners who champion literacy with us. Together, we're opening doors and shaping brighter futures for children. Thank you.

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Learn more at
RIF.org/1966society



Students at Curtis Bay Elementary jump for joy with their new books.



A student selects a favorite read-aloud book, *I Promise* at a book celebration.

Fiscal Year 2025 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, 2025

2025

ASSETS

Cash	\$ 6,851,189
Contributions receivable, net	3,093,984
Contracts receivable, net of allowance for credit losses of \$0	24,387
Investments	15,500,549
Prepaid expenses and other assets	1,507,099
Operating right-of-use asset	933,929
Property and intangible assets, net	<u>331,718</u>

TOTAL ASSETS **\$ 28,242,855**

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable and accrued expenses	\$ 444,539
Book awards payable	562,003
Accrued payroll and benefits	332,463
Deferred revenue	647,378
Operating lease liability	<u>1,140,397</u>

TOTAL LIABILITIES **3,126,780**

NET ASSETS

Without donor restrictions	17,405,749
With donor restrictions	<u>7,710,326</u>

TOTAL NET ASSETS **25,116,075**

TOTAL LIABILITIES AND NET ASSETS **\$ 28,242,855**

STATEMENT OF ACTIVITIES

For the Year Ended September 30, 2025

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND SUPPORT			
Contributions	\$ 6,561,075	\$ 4,454,845	\$ 11,015,920
Program service revenue	3,226,140	–	3,226,140
Federal grants	2,500,000	–	2,500,000
Investment income, net	1,353,737	448,498	1,802,235
Donated goods and services	833,200	–	833,200
Other revenue	47,226	–	47,226
Net assets released from restrictions:			
Satisfaction of program restrictions	3,758,127	(3,758,127)	–
TOTAL REVENUE AND SUPPORT	18,279,505	1,145,216	19,424,721
EXPENSES			
Program Services:			
Print programs	5,871,310	–	5,871,310
Digital programs	2,666,608	–	2,666,608
Community literacy awareness	2,434,322	–	2,434,322
Total Program Services	10,972,240	–	10,972,240
Supporting Services:			
Fundraising	2,682,341	–	2,682,341
Management and general	2,078,738	–	2,078,738
Total Supporting Services	4,761,079	–	4,761,079
TOTAL EXPENSES	15,733,319	–	15,733,319
CHANGE IN NET ASSETS	2,546,186	1,145,216	3,691,402
NET ASSETS, BEGINNING OF YEAR	14,859,563	6,565,110	21,424,673
NET ASSETS, END OF YEAR	\$ 17,405,749	\$ 7,710,326	\$ 25,116,075



This year we gathered with current and former RIF staff, board members, and friends to celebrate the milestone 25th anniversary of RIF's Vice President of Operations, Cammie Backus. Special attendance included Lynda Johnson Robb, former board chair and a founding board member of RIF.

Fiscal Year 2025 Board of Directors

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Reading Is Fundamental

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These readers are also writers! At a book celebration, a group of readers created their very own books.

LEGAL DESIGNATION OF READING IS FUNDAMENTAL

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/How-to-Help, contact us at Development@RIF.org or call 1-888-725-4801.

Together, we're putting free books into children's hands and partnering with families and educators to help every child thrive.

Donate Today



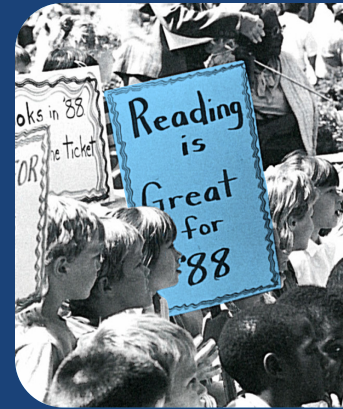
A Legacy of Literacy, A Future of Possibility

Sixty years ago, RIF set out with a simple but powerful mission: to make sure every child has the opportunity to read and succeed.

Today, we celebrate the millions of children we've reached and the millions more to come.

Join RIF throughout 2026 in honoring our past and looking ahead to a future where every child can read confidently and dream big. Visit [RIF.org/60](https://www.RIF.org/60) and join the celebration!

60 years **Reading**
Is Fundamental.



60^{years} Reading
Is Fundamental.