

ON A MISSION

Reading Is Fundamental (RIF) is 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. As the nation's largest non-profit organization for children's literacy, Reading Is Fundamental gives kids the confidence to strive because literacy opens doors to life.



ith one year "in the books," it is a great time to reflect on how Reading Is Fundamental is providing a vital role in impacting the literacy crisis in America. Children who cannot read could become adults who cannot read. The reality is that over time, illiteracy creates long term turmoil in our work force and can systemically change society. The good news is that literacy is a solvable issue and your support has secured measurable solutions with aggressive implementation by RIF.

We hope this Annual Report will give you a chance to re-familiarize yourself with the program RIF was founded on—Books for Ownership. This program provides books to children by offering choice, access and engagement. Further, RIF is going beyond the book. In 2017, Literacy Central was developed to provide a robust digital arsenal of educational resources (5,000 strong and growing daily) to help educators and families use favorite and frequently read children's books to teach literacy skills.

Hopefully you have also engaged with Literacy Network. Designed for active RIF supporters, this destination makes activation and implementation in your communities impactful and easily accessible online.

These tools are in place as an insertion point to allow us to turn the page on illiteracy and start a new chapter where the ability to read changes lives and determines a happy ending.

The good news is that literacy is a solvable issue and your support has secured measurable solutions with aggressive implementation by RIF.

A MESSAGE FROM
RIF'S CEO, ALICIA LEVI



PROBLEM SOLVING
A MESSAGE FROM
CHAIRMAN OF THE BOARD,
JACK REMONDI

t Reading Is Fundamental, we are zealous in our commitment to tackling an issue that we consider solvable, the children's literacy crisis. While the task can be daunting and the answers not easy, through careful research and years of experience, Reading Is Fundamental has developed and implemented proven programs to address this problem. With your help, we are making meaningful strides to increase literacy in children and youth throughout the country.

In 2017, our supporters were invited to Join Us and Create Change. This Annual Report is our opportunity to show you our impact, as well as express our gratitude for your generosity. You have been abundant not only with your financial contributions but also with your trust. With your continued support, Reading Is Fundamental is implementing effective programs developed from evidenced-based research, that will lead the charge toward change. We hope that you will take time to review this report and share how RIF is working hard to engage people in the conversation about literacy. On behalf of the children, families, educators and volunteers we serve through your gifts and donations, thank you for helping to put our mission into action.

IN 2017 YOU MADE A DIFFERENCE.



1,137,100 children impacted

500+ community partners raised funds and supported RIF's mission





More than 50,000 volunteers shared their time and energy to implement RIF Programs

RIF GIVES CHILDREN CHOICE & ACCESS



RIF GIVES CHOICE TO CHILDREN

BOOKS FOR OWNERSHIP

This marquee program is Reading Is Fundamental's foundational offering that continues to thrive. RIF builds engagement with reading by providing children access to books and the ability to choose their very own books from a selection of great titles. Books distributed by RIF meet our high standards and include these attributes:

- Diversity and variety
- Integrated support materials
- Quality both in content and presentation
- Relevance for educators and children
- Efficiency

RIF has distributed over 415 million books since 1966.



IGNITING A CULTURE OF READING ACROSS AMERICA

This map represents all of the states where RIF hosted Books for Ownership or Read for Success events.

ALASKA

HAWAII

OKLAHOMA

is 60 miles away.

to engage with reading.



MAINE

The Bingham Trust supported the implementation of Read for Success in the Lewiston School District.

The program was offered in kindergarten, first, second and third grade classrooms.

1,500 students were given access to books and programming to create a lifelong love of learning.

SOUTH CAROLINA

36 schools and 3,315 second grade students from across South Carolina participated in Read for Success powered by Duke Energy.

Second grade students, educators, and their families participated in classroom literacy activities, professional development efforts, and end of year book distributions.

64% of students who participated in the program showed gains in reading proficiency.



RIF GIVES CHOICE TO CHILDREN

READ FOR SUCCESS

Read for Success is RIF's reading intervention program created to address a very distinct issue tied to reading proficiency—the summer slide—that affects the learning and skills children gain over the school year. The loss of acquired knowledge creates an achievement gap that widens every year. Tested over 2 years, across 16 states, with more than 33,000 students, Read for Success is a comprehensive, evidence-based program that combines high-quality books, STEAM-focused resources, and books for ownership opportunities to align at-home and in-school engagement.

In 2017, almost 11,000 students in 21 states participated in Read for Success. With classroom collections for use in the schools, support materials for teachers, online resources for teachers and parents, and summer reading books for students' ownership. Read for Success works to close the achievement gap created by lapses in reading.

Students who participated in the Read for Success study improved their reading proficiency over the summer by 57%.

READ, LEARN, GROW, SUCCEED

Reading Is Fundamental implemented year one of the Read for Success program at Carrie Downie Elementary in New Castle, Delaware. This program impacted four second-grade classrooms.

The reading coach and second-grade teachers participated in RIF's online professional development training to leverage different ways to utilize the book collections through the program. The literacy resources included easy-to-follow instructions to model comprehension strategies and gave students multiple opportunities to practice higher order thinking tasks both during reading and with the project-based activities.

Using STAR (Standardized Test for the Assessment of Reading) to measure reading level grade equivalent, not only did students participating in this program not lose reading proficiency over the summer, overall the scores indicated that the students showed gains.

The 2nd graders going into 3rd grade this year that are participating in Read for Success did not have a summer slide as we typically see. As a whole, they actually increased their reading levels, which is awesome.

-Douglas Timm, Principal, Carrie Downie Elementary School





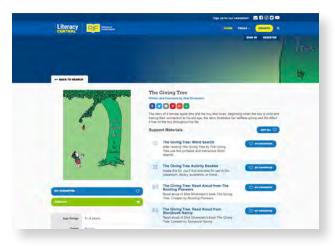


RIF GIVES ACCESS TO CHILDREN

LITERACY CENTRAL

Engaging a nation of digital natives requires creating a bridge between print and online. Literacy Central is the connection point providing more than 5,000 online resources free of charge for an array of books like popular titles, classics, multicultural themes, STEAM-related subjects and more.





From games and videos that can be downloaded to puzzles and activity sheets for printing, educators and families have a new way to build engagement with books, develop positive reading skills and make literacy fun!



RIF ENGAGES COMMUNITIES

LITERACY NETWORK

Literacy Network is RIF's new online destination for support and outreach materials to help make an impact in local communities.

With a volunteer force over 1 million strong, Literacy Network helps RIF build collective impact by sharing how to outreach locally, support and activate in your community.

Literacy Network Resources Include:

- Individual volunteer engagement ideas, tips and tools
- Support for RIF sites and partners
- Grant information and application process
- National and state-specific literacy facts for advocacy efforts



RIF CREATES IMPACTFUL LOCAL CONNECTIONS

LITERACY NETWORK

Whether you are new to RIF or have been involved for over 50 years, working together as a community has always been the greatest asset and strength for RIF. Through Literacy Network, RIF connects local literacy advocates with the capacity, training and tools for action. The comprehensive resources and tools available create a platform to engage communities, implement successful programs and ensure all children are given the opportunity to learn to read, learn and thrive.







OUR RIF COMMUNITY AND CORPORATE PARTNERS MOBILIZED TO DRIVE CHANGE AND CREATE IMPACT



OUR COMMUNITY MOBILIZED TO CREATE IMPACT

RIF is fortunate to have community support from over 500 local partners. With so many willing to help to share a love of literacy, our reach is far and wide throughout the United States.

Here is a small sample of the outreach that extends to local communities.



Nationwide Kappas supported the RIF mission by hosting *Reading Is Key* events in their communities to raise \$160,000.



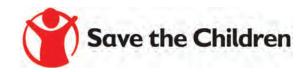
The Junior League of Washington, DC brought books, literacy resources, and family-friendly fun to homeless families, providing support to those most in need.



Together, RIF and National PTA are creating families of readers in communities nationwide. Focused on encouraging families to get more involved in their children's education, Take Your Family to School Week events were created. RIF provided local PTAs resources to support these events, including a read-aloud tip sheet, a curated booklist with accompanying literacy resources for each title, and the opportunity to order books for read-aloud events or to enhance the school's library.

OUR COMMUNITY MOBILIZED TO CREATE IMPACT







Local Head Starts nationwide used RIF's recommended books each month along with the companion activities, games, and other resources to bring reading into children's everyday lives!

RIF partnered with Save the Children to activate a relief response to support families affected by Hurricane Harvey in Texas and Hurricane Irma in Florida. With this strong support, RIF quickly mobilized and provided 45,000 books and literacy resources to displaced children and affected families.

RIF has local sites that provide reach and scale in communities nationwide, allowing deeper engagement. This set of 501(c)(3) non-profits sharing the RIF name has long-embraced the RIF national mission and helps to drive impact for local communities. One example of this kind of innovative work is the RIF of Northern Virginia organization, which reaches more than 23,000 children each year. This fall, they hosted their annual Book It for Books 5K race to fundraise for their work and deepen engagement in the community.

OUR CORPORATE PARTNERS DRIVE CHANGE

RIF is proud to have enduring corporate partnerships that produce deep, impactful and lasting effects on literacy for children in communities everywhere. While we are grateful to all those who have provided support, these are just a sample of some of this year's highlights.











UGI Utilities, Inc. is a 27-year partner of RIF, providing new books to first graders in over 150 schools throughout Pennsylvania. With a company commitment to literacy and the full support of employees' time and energy, UGI touched the lives of 18,508 children by providing 61,046 new books.

As a committed partner to RIF for 14 years, Macy's continued to provide invaluable support to RIF with books, literacy tools and educational resources to create impact in communities across the country. In 2017, Macy's funding allowed RIF to impact the lives of 669,100 children in 43 local communities. Macy's generous support also helped to create Literacy Central, RIF's new digital portal with supplemental literacy tools to create impact.

For 14 years, the Dollar General Literacy Foundation has implemented RIF's Books for Ownership program at 50 sites near their distribution centers. This provides for strong employee engagement while enabling Dollar General to distribute 107,283 books this year to 32,671 children. Through a Good Neighbor Citizenship Grant, RIF and State Farm partnered to created impact in three states through the Books for Ownership and Read for Success programs. At Joint Andrews Air Force Base Boys and Girls Club in Maryland, Fraim Boys and Girls Club in Delaware and Beers Elementary in Washington, DC, 3,000 books were given to 1,000 children.

OUR CORPORATE PARTNERS DRIVE CHANGE









Since 2004, Pitney Bowes and the Pitney Bowes Foundation have proudly partnered with RIF. Through their signature "Share The Message: Read!" program, employee volunteers led STEAM-based activities, conducted read alouds and provided local schools with books from their innovation collection.

The Navient Foundation is committed to providing ongoing support and dedication to their communities. With almost 10,000 books distributed, children were given the chance to more deeply engage with reading by self-selecting books from the vast offering presented.

In celebration of back to school and National Literacy Month, McDonald's partnered with RIF on a fall family reading campaign. Designed to encourage families to read together, 17 million kids across the country received books with their Happy Meals. Custom content on Literacy Central created a deeper engagement around the book titles. In addition, McDonald's generously donated 100,000 books to RIF.

RIF and Amazon partnered on a national campaign that encouraged online shoppers to purchase a book for RIF programs directly via Amazon. With the goal of providing Amazon customers with a pathway for giving, the campaign surpassed expectations by 140%, allowing RIF to give more than 11,000 brand new, high-quality books to children who needed them most.

CHAMPIONS OF CHILDREN'S LITERACY



CHAMPIONS OF CHILDREN'S LITERACY

Every year, RIF recognizes the work of people who champion children's literacy. These remarkable individuals share RIF's goal of ensuring that all children have access to the fundamental building blocks that literacy provides.

In recognition of National Reading Month, RIF hosted the Champions of Children's Literacy event and honored LeVar Burton and Congresswoman Eddie Bernice Johnson for their ongoing support and dedication to children's literacy.

As an actor, director, author and lifelong literacy advocate, LeVar Burton headlined National Reading Month with book distributions, read-alouds, a panel discussion and more. Congresswoman Johnson was recognized for her ongoing congressional efforts to sustain funding for the Innovative Approaches to Literacy (IAL) program, which provides high-quality literacy programming to children that need it.

National Reading Month shines a spotlight on the important work RIF does every day such as distributing new, free books and providing literacy services to kids and families who need them most. By partnering with the National Education Association (NEA) on a Read Across America Day event, RIF provided books and literacy activities to students and participated in a panel on diversity that addressed the need to engage children with multicultural offerings.







RIF BOARD OF DIRECTORS

Reading Is Fundamental is proud to have a strong Board of Directors setting the course for impact and outreach in communities nationwide. As the governing body of this non-profit, board members make judicious decisions helping to direct the goals and focus for RIF to create opportunities that positively influence literacy outcomes.

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RIF FINANCIALS

SUMMARY STATEMENTS OF FINANCIAL POSITION

SEPTEMBER 30, 2017 AND 2016 (DOLLAR AMOUNTS IN THOUSANDS)

	2017	2016	
ASSETS			
Cash and cash equivalents	\$1,010	\$743	
Investments	5,778	6,430	
Pledges receivable, net	1,933	1,940	
Prepaid expenses and other assets	433	199	
Property, net	1,191	103	
TOTAL ASSETS	\$10,345	\$9,415	
LIABILITIES AND NET ASSETS			
Liabilities			
Accounts payable and accrued expenses	\$1,270	\$486	
Deferred revenue	_	40	
Deferred rent and lease incentives	737	244	
TOTAL LIABILITIES	2,007	770	
Net Assets			
Unrestricted	4,712	4,813	
Temporarily restricted	3,034	3,240	
Permanently restricted	592	592	
TOTAL LIABILITIES	8,338	8,645	
TOTAL LIABILITIES & NET ASSETS	\$10,345	\$9,415	

RIF's financial records were audited by Raffa, P.C. For 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

SUMMARY STATEMENTS OF ACTIVITIES

FOR THE YEAR ENDED SEPTEMBER 30, 2017 AND 2016 (DOLLAR AMOUNTS IN THOUSANDS)

	2017	2016
REVENUE AND SUPPORT		
Contributions	5,009	5,433
Donated goods and services	2,232	1,641
Contract revenue	415	515
Investment income	665	604
Other revenue	141	111
TOTAL REVENUE AND SUPPORT	\$8,462	\$8,304
EXPENSES		
Program Services:		
Community Literacy Awareness	2,856	2,723
Books for Ownership	1,891	1,753
Literacy Services and Other	1,232	1,226
Dgital Programs	332	-
TOTAL PROGRAM SERVICES	6,311	5,702
Supporting Services:		
Management and general	1,287	1,286
Fundraising	1,171	1,611
TOTAL SUPPORTING SERVICES	2,458	2,897
TOTAL EXPENSES	8,769	8,599
Change in Net Assets	(307)	(295)
NET ASSETS, BEGINNING OF YEAR	\$8,645	\$8,940
NET ASSETS, END OF YEAR	\$8,338	\$8,645



WITH THANKS FOR JOINING US TO CREATE CHANGE.



FY17 DONOR LIST

Literacy Benefactor \$1 Million or more

Macy's, Inc.

Literacy Steward \$100,000 to \$999,999

Dollar General Corporation
Duke Energy Foundation
Mr. John F. Remondi
The Estate of Richard A. Roth
The Bingham Trust
UGI Utilities, Inc.

Literacy Patron \$50,000 to \$99,999

America's Charities Barnes & Noble College Booksellers, LLC Christy and Mike Moberly Navient Foundation Pitney Bowes Inc. and Pitney Bowes Foundation

Literacy Sponsor \$25,000 to \$49,999

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Junior League of Washington
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Literacy Champion \$10,000 to \$24,999

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