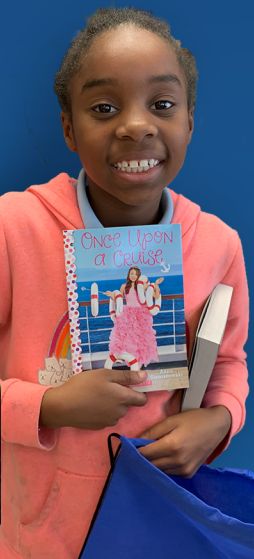
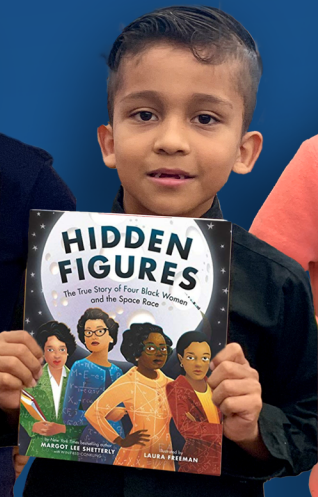
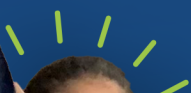


# 100 MILLION CHILDREN SERVED SINCE 1966



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.

\*Source: Based on an analysis of NAEP test scores

## LEADERSHIP MESSAGE

2021 has not been without continued challenges but it has given us reason for celebration: 56 years of supporting children's literacy and reaching the monumental milestone of serving our 100 millionth child. RIF remains committed to supporting our nation's young readers, especially in the midst of the continued global pandemic. Our mission of ensuring all children have access to books and reading resources remains steadfast and we continue to innovate in the ways we reach children and in the types of programs and content we offer.

Reaching and inspiring readers has never been more important as we address the learning loss created by the pandemic. Our survey findings shared that teachers and families are concerned about the declines in student reading frequency and motivation. In addition to doubling down on our efforts to put more print books and digital resources into students' hands, RIF responded with the launch of Rally to Read 100. This exciting reading initiative motivates and engages readers, inspiring reading with monthly themes anchored on featured read-alouds from a diverse line-up of notable authors and illustrators, a pledge to read 100 books, and a sweepstakes giving away 10,000 books!

RIF also knows that the quality and content of the books we offer matters for the children we serve. We have diligently expanded the depth and breadth of diverse books and resources in our online bookstore as well as in our free book resource website, Literacy Central. Using the power of books for positive impact and change is central to our work and we remain focused on books as both mirrors and windows for children, guiding our book selections and content offerings under our Race, Equity, and Inclusion (REI) National Advisory Board. We were thrilled to host two powerful National Reading Coalition webinars on REI with expert panelists sharing the importance of diverse books, how to build diverse bookshelves, and how to integrate them into regular classroom and home use, delivering valuable insights and resources to educators and families to use with the children they support.

RIF has been able to continue our work for 56 years because of the generous support from donors, foundations and corporate partners. We remain in awe of your commitment to RIF each year and are grateful for the trust you place in us, and we will continue this important work until every child reads.

With gratitude for your partnership,



**Jack Remondi**  
Chairman of the Board



**Alicia Levi**  
President and  
Chief Executive Officer

*Jack Remondi*  
Chairman of the Board

*Alicia Levi*  
President & CEO

# In 2021, you made an impact!



**27.3 million**  
Children Reached



**1.4 million**  
Books Distributed and  
4.7 Million Resources Shared



**1.5 million**  
Literacy Advocates Activated



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



“

My students having less access to books has been a huge concern for me during the pandemic. Thanks to the RIF program, I was able to make sure my students still had reading materials even when they were getting less opportunities to utilize school library resources. We're grateful for the RIF program every year, but especially this one. Thank you for all you do to help improve literacy skills and to encourage lifelong reading and learning.”

Ashley Spears, RIF Program Coordinator  
Allen County Intermediate Center  
Scottsville, KY



## 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



“

Reading is such a vital part of a child's education. The RIF grant provides much needed books to students to support them as they navigate school during such an unsettling year. These books help students to provide stability and a chance to escape.”

Ricky Murphy, Executive Director  
Communities In Schools of Thomasville  
Thomasville, NC



## OUR PROGRAM MODEL

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



**ACCESS**



**CHOICE**



**ENGAGEMENT**

## 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.

## CREATING A CULTURE OF LITERACY

---

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

### Literacy Central

Literacy Central is an award-winning, digital destination for families, educators, and volunteers with activity calendars, read-aloud videos, and other book resources that support the books children and educators turn to every day. Each book that RIF distributes includes supplemental literacy resources on Literacy Central to help foster a culture of literacy.

### Literacy Network

Literacy Network is RIF's community of individuals, community partners, program sites, 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 a breadth of literacy of resources on our web portal to support local literacy efforts to drive community impact.

### Impact of COVID-19 on Children's Literacy

As the pandemic has unfolded over these past two years, RIF felt it critical to capture its impact on children's literacy. RIF surveyed nearly 1,000 teachers and caregivers to capture their thoughts around the impacts of COVID-19 on children's reading and to understand what RIF could do to support our community. The survey findings sounded the alarm on an even greater need for children's books, support to encourage reading motivation, resources for independent reading, and more family engagement resources.

### Rally to Read 100

To celebrate the milestone of serving our 100 millionth child, RIF launched a new six-month reading engagement initiative, Rally to Read 100 to re-engage children in a love of reading. The initiative united classrooms and families across the country to pledge to read 100 books, offered monthly themes with featured read-alouds from notable authors and illustrators with companion activities, awarded 10,000 books in a sweepstakes, and culminated with an inspiring webcast on Read Across America Day.

### Race, Equity, and Inclusion (REI) Initiative

For over 56 years, RIF has been committed to access and equity in children's literacy. We have served and will continue to serve a diverse population of children with diverse books and reading support. Our core mission has always been focused on addressing issues of access and equity through creating high-quality programs and content as we believe that books are tools for positive impact and change. To continue this commitment RIF formally launched its Race, Equity, and Inclusion (REI) initiative. As part of this work, RIF commits to providing diverse books and reading resources that empower all children and to supporting educators and families to harness the power of reading for good.



# MISSION MOMENTS

## OCTOBER (2020)

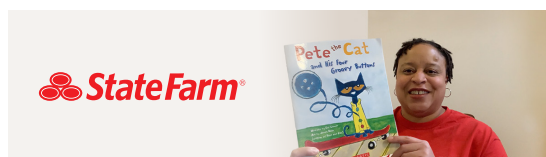
- International Paper Books for Ownership program expands its U.S. footprint to now serve more than 33,000 students across 18 states.

## NOVEMBER

- RIF's Race, Equity, and Inclusion National Advisory Board is formalized with 6 inaugural board members.



- State Farm Insurance agents and employees pivot to virtual volunteer engagement to create read-aloud videos to share with five local schools in Washington, D.C., Maryland, and Virginia. In addition to sharing read-alouds with nearly 1,300 Kindergarten-5th grade students in virtual and in-person classrooms, more than 3,700 books were delivered to schools as well.



- The Animal Welfare Institute partners with RIF to donate 2,000 books to children in New Orleans, Louisiana and Houston, Texas.

## DECEMBER

- Starbucks launches pilot promotion campaign in 12 stores across Washington, D.C. to raise awareness of the literacy crisis and support a book celebration event at a local elementary school later in the year with more than 750 books and literacy materials distributed to students in grades K-5.

- Granity Studios, a multimedia company formed by Kobe Bryant, partners with RIF to donate copies of Kobe's title to children in New York.



- RIF partners with local food pantries and shelters to provide over 1,000 children in Washington, D.C. with books for the holidays.

## JANUARY (2021)

- UGI Utilities, Inc. and RIF kick off their 30th anniversary by serving 16,553 first-grade students throughout Pennsylvania during the 2021 calendar year.



- *The Week Junior* provides access to a digital version of their children's magazine for over 200,000 RIF students across the United States.
- Dooleyglot Books partners with RIF to provide over 800 books to children in Oakland, California, Washington D.C., and Milwaukee, Wisconsin.

## FEBRUARY

- RIF releases report on survey findings related to the literacy concerns and resource needs of educators, families and students due to COVID-19. [www.RIF.org/survey](http://www.RIF.org/survey)

- Fidelity Investments launches initiative to provide print and digital literacy support to 1,000 first graders by the spring semester. Over 1,500 print books and 26 classroom Skybrary digital library subscriptions were made available to Manchester School District of New Hampshire. Fidelity employees also recorded read-alouds for participating elementary schools.

- Warner Brothers Pictures Domestic chooses RIF as the charity of choice with its launch of the Tom & Jerry: The Movie premiere.

## MARCH

- Amazon Specialty Retail Stores assemble 5,300 RIF Reading Kits providing over 15,000 books and reading resources to youth across 53 store locations nationwide.
- RIF launches National Reading Month campaign with robust reading resources, booklists, and daily literacy tips by text.



- RIF partners with LA LOOP and LeVar Burton to donate books to children in under-resourced communities in New York City.
- Scholastic partners with RIF to donate 25,000 books to children in under-resourced communities.

# MISSION MOMENTS

## APRIL

- Florida Power & Light Company employees volunteer during their annual Power to Care initiative to record 200 read-aloud videos to be shared with 20 schools in their home state of Florida as well as with RIF's network nationwide.

## MAY

- Books for Ownership program with the Navient Community Fund at the Delaware Community Foundation wraps its sixth year providing nearly 9,000 books to 3,420 children in four Navient communities.

## JUNE

- Sixty-five elementary schools complete their Dollar General Literacy Foundation Books for Ownership grant impacting more than 41,000 Kindergarten-5th grade students across 16 states.



- RIF launches its Soar into Summer campaign to support reading all summer long with content from booklists to reading logs and featuring guest comic strip writer Brian Anderson.

## JULY

- Pitney Bowes Foundation provides 79 Share the Message: READ! volunteer kits which include over 2,000 books for five communities in Dallas, Texas; Detroit, Michigan; Milwaukee, Wisconsin; San Francisco, California; and Stamford, Connecticut.
- Long-term RIF supporter and fellow advocate for children's literacy, LeVar Burton chooses RIF as his charity of choice while guest hosting on Jeopardy! Jeopardy! matched the combined contest earnings for the entire week with a \$200,000 contribution.



- As part of its Race, Equity, and Inclusion efforts, RIF donates diverse books to 10 priority communities.

## AUGUST

- Nestlé employees gather to assemble 750 RIF Reading Kits during the annual Nestlé Cares National Week of Service to support children in Arlington, Virginia and Cleveland, Ohio where two of their HUB offices are located.
- Macy's recognizes three notable educators with the Macy's Educator Appreciation Award during back-to-school celebrations.

- Macy's & Reading Is Fundamental: Back-to-School Round Up concludes having raised over \$1.7 million through in-store and online donations.

## SEPTEMBER

- RIF's Rally to Read 100 initiative launches with Macy's, International Paper, and Scholastic as official partners and 13 supporting promotional partners in this national 6-month reading engagement initiative.



- RIF joins the U.S. Department of Education's Return-to-School Road Trip with a book celebration event in Detroit, Michigan featuring a read-aloud by Secretary of Education Miguel Cardona and former Detroit Lions player Lomas Brown.



- RIF reaches the milestone of serving 100 million children since its founding in 1966.



“

Our students are so excited to receive their new books! They share smiles while they read to each other, and they are engaged in listening to and reading their new books! ”

Maura Vaccari, RIF Program Coordinator  
McDonough Elementary School  
Manchester, NH



# FINANCIALS

## STATEMENT OF FINANCIAL POSITION

For the Years Ended September 30, 2021 and 2020

	2021	2020
<b>ASSETS</b>		
Cash	\$ 6,378,251	\$ 5,736,504
Pledges and other receivables, net	680,600	154,257
Investments	9,767,660	8,200,843
Prepaid expenses and other assets	525,159	730,256
Property, net	656,563	1,042,899
<b>TOTAL ASSETS</b>	<b>18,008,233</b>	<b>15,864,759</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	141,544	328,477
Book awards payable	505,131	1,040,261
Accrued payroll and benefits	197,436	259,391
Deferred revenue	134,248	204,032
Deferred rent and lease incentives	719,116	786,795
PPP - Loan payable	543,975	557,100
Deposits	-	60,657
<b>TOTAL LIABILITIES</b>	<b>2,241,450</b>	<b>3,236,713</b>
<b>NET ASSETS</b>		
Without donor restrictions	9,018,442	7,529,117
With donor restrictions	6,748,341	5,098,929
<b>TOTAL NET ASSETS</b>	<b>15,766,783</b>	<b>12,628,046</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>18,008,233</b>	<b>15,864,759</b>

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, 2021

	Without Donor Restrictions	With Donor Restrictions	Total
<b>REVENUE AND SUPPORT</b>			
Contributions	\$ 3,018,116	\$ 4,028,385	\$ 7,046,501
Donated goods and services	692,942	–	692,942
Investment income, net	963,287	595,130	1,558,417
Subscriptions and contract	939,202	–	939,202
PPP - Forgiveness of loan and interest	564,357	–	564,357
Other revenue	32,371	–	32,371
Net assets released from restrictions:			
Satisfaction of time restrictions	5,000	(5,000)	–
Satisfaction of program restrictions	2,969,103	(2,969,103)	–
<b>TOTAL REVENUE AND SUPPORT</b>	<b>9,184,378</b>	<b>(1,649,412)</b>	<b>10,833,790</b>
<b>EXPENSES</b>			
Program Services:			
Digital programs	1,838,740	–	1,838,740
Print programs	1,564,208	–	1,564,208
Community literacy awareness	1,305,490	–	1,305,490
<b>TOTAL PROGRAM SERVICES</b>	<b>4,708,438</b>	<b>–</b>	<b>4,708,438</b>
Supporting Services:			
Management and general	1,495,502	–	1,495,502
Fundraising	1,491,113	–	1,491,113
<b>TOTAL SUPPORTING SERVICES</b>	<b>2,986,615</b>	<b>–</b>	<b>2,986,615</b>
<b>TOTAL EXPENSES</b>	<b>7,695,053</b>	<b>–</b>	<b>7,695,053</b>
CHANGE IN NET ASSETS	1,489,325	1,649,412	3,138,737
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>7,529,117</b>	<b>5,098,929</b>	<b>12,628,046</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 9,018,442</b>	<b>\$ 6,748,341</b>	<b>\$ 15,766,783</b>

# The 1966 Society

In 2021, RIF launched an exclusive giving society to honor the dedication and financial commitment of RIF's most ardent and generous supporters.

Entitled, "The 1966 Society," paying homage to the year Reading Is Fundamental was founded by Margaret McNamara, this group is composed of influential leaders of the RIF movement who have pledged at least \$10,000 annually in support of RIF's mission. The 1966 Society is chaired by long-time donor and former RIF Board of Directors member Christy Moberly. Former RIF Board of Directors Chair and founding Board member, Lynda Johnson Robb, provides leadership to this elite group as Honorary Chair.

Members of The 1966 Society are invited to attend regular briefings by RIF leadership on the latest trends impacting children's literacy, engaged for guidance and perspective on the organization's work, and empowered to speak on behalf of RIF's work across the country.

To learn more about The 1966 Society, please visit [www.RIF.org/1966society](http://www.RIF.org/1966society).

## 2021 RIF Donor List

Includes support received October 1, 2020 - September 30, 2021

### A BRIGHTER FUTURE BECAUSE OF YOU!

Thanks to all the generous donors, foundations, organizations, and companies work alongside us to support children's literacy across the country Together, we make an impact in the lives of children.

#### Literacy Benefactors

##### \$1 Million or more

International Paper  
Macy's, Inc.

#### Literacy Steward

##### \$100,000 to \$999,999

Amazon & Amazon Specialty Retail Stores  
Dollar General Literacy Foundation  
Kappa Kappa Gamma  
Lawrence B. Benenson+  
Ms. Kitty Kelley+  
Mr. Mike & Ms. Christy Moberly+

Quadra Productions, Inc.

Mr. John\* & Mrs. Judith Remondi+  
UGI Utilities, Inc.

#### Literacy Patron

##### \$50,000 to \$99,999

Eberjey  
Mr. J.J.\* & Mrs. Shubha Johnson+  
Navient Community Fund of the Delaware  
Community Foundation  
Pitney Bowes Foundation & Pitney Bowes  
Inc.

#### Literacy Sponsor

##### \$25,000 to \$49,999

Fidelity Investments  
Florida Power & Light Company  
Mr. David E. & Mrs. Pamela K. Leonard+  
The Lawrence A. Sanders Foundation, Inc.+  
The Nellie Mae Education Foundation, Inc.+  
State Farm Insurance Company  
Rundgren Foundation

#### Literacy Champion

##### \$10,000 to \$24,999

Barnes & Noble College Booksellers, LLC

BI Worldwide (Schoeneckers, Inc.)  
Bound to Stay Bound Books Foundation  
Mr. James J. Beres+  
Estate of Carolyn Ann Jones  
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Mrs. Lynda Johnson Robb &  
The Honorable Charles S. Robb+  
Ms. Bonnie Stafford+

*\*Current Board Members  
+ The 1966 Society inaugural class*

### **Literacy Mentor**

#### **\$5,000 to \$9,999**

Dr. Peter & Mrs. Elizabeth Block  
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### **Literacy Partner**

#### **\$2,500 to \$4,999**

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#### **\$1,000 to \$2,499**

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# 65%



of 4th graders read below grade level, contributing to 8,000 students dropping out of high school every day.

# 34%



of children entering kindergarden lack the basic skills needed to learn how to read.

RIF is committed to addressing the nation's literacy crisis, serving children in under-resourced communities and tackling the inequities they face around literacy. RIF's Race, Equity and Inclusion (REI) initiative uses the power of books for positive impact and change to make a difference for our nation's young readers.



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