

THERE'S MORE TO THE STORY

ANNUAL REPORT 2010



Reading Is
Fundamental

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**WE PREPARE
AND MOTIVATE
CHILDREN TO READ
BY DELIVERING
FREE BOOKS
AND LITERACY RESOURCES
TO THOSE CHILDREN AND FAMILIES
WHO NEED THEM MOST.**

KIDS LOVE RIF. PARENTS LOVE RIF. EDUCATORS LOVE RIF.

And our many passionate partners, supporters, and volunteers know that RIF's commitment to empowering children to explore the world around them through quality books has remained unwavering for more than four decades. But sometimes there's more to the story...

For the first time in the history of our program, the future of the nation's largest children's literacy organization has been called into question. Earlier this year, President Obama signed a bill eliminating RIF's funding—putting in real jeopardy our ability to provide 4 million children with free books and literacy resources through programs at nearly 17,000 locations across the country.

RIF is determined to ensure that this is not how the story ends. We know that a promising future is possible when we see children around the country succeed in the face of adversity—children like second-grader Michelle of Nogales, Ariz., who has improved her reading abilities with the help of her widowed mother and a team of dedicated community members.

We see hope when we look at the work of the more than 400,000 RIF volunteers who distribute more than 15 million books each year, stage motivational activities, and promote the importance of literacy—volunteers like Donna Koch, who has spent 17 of her 60 years as an educator and media specialist supporting RIF's Friends of the Library program in Cedar Rapids, Iowa.

We are emboldened by the steadfast support of the corporations, foundations, and individuals that we are honored to have in our corner—supporters like our lead volunteer engagement partner Macy's, whose generous contributions in 2010 helped save 550 locally funded RIF programs from losing their status.

And we know that our approach makes an impact. In 2010, RIF commissioned a meta-analytic review of existing research which confirmed that children's access to print materials helps improve their reading performance, outlook, and behavior.

We believe that now, more than ever, is the time for RIF to innovate, evolve, and spark a reading renaissance in America. Starting with this very publication, we are revealing a new, dynamic brand look that boldly represents our renewed commitment to leading children and families nationwide to love reading.

We thank all of you for helping us turn the page to a brighter tomorrow. And we know that, together, we can write a new chapter in the legacy of literacy.



JOHN REMONDI
Chairman, Board of Directors



CAROL H. RASCO
President and CEO

2010 RIF BY THE NUMBERS

STATES	CHILDREN	BOOKS	SITES
ALABAMA	55,592	211,737	601
ALASKA	14,993	60,709	102
ARIZONA	140,929	487,182	441
ARKANSAS	30,709	126,076	234
CALIFORNIA	504,124	1,741,278	1,769
COLORADO	67,391	245,410	313
CONNECTICUT	49,979	303,977	166
DELAWARE	5,353	19,217	29
DISTRICT OF COLUMBIA	58,810	167,793	184
FLORIDA	199,332	743,065	1,055
GEORGIA	64,767	241,595	356
GUAM	1,146	4,324	2
HAWAII	10,148	39,937	69
IDAHO	6,859	23,693	49
ILLINOIS	158,643	572,306	687
INDIANA	138,826	436,452	361
IOWA	29,134	116,936	219
KANSAS	60,431	228,715	245
KENTUCKY	82,561	294,159	302
LOUISIANA	51,576	156,966	158
MAINE	18,015	73,767	110
MARYLAND	21,370	81,607	99
MASSACHUSETTS	125,634	413,468	350
MICHIGAN	139,621	538,579	716
MINNESOTA	101,991	350,649	334
MISSISSIPPI	85,709	299,540	292
MISSOURI	68,966	246,112	388
MONTANA	12,039	48,431	93
NEBRASKA	5,975	23,097	69
NEVADA	27,366	94,705	65
NEW HAMPSHIRE	9,727	34,787	68
NEW JERSEY	62,365	237,526	249
NEW MEXICO	33,425	128,693	116
NEW YORK	328,935	1,159,279	1,024
NORTH CAROLINA	52,867	198,870	314
NORTH DAKOTA	8,500	34,995	57
OHIO	71,178	268,570	538
OKLAHOMA	42,934	142,059	136
OREGON	59,033	211,804	335
PENNSYLVANIA	162,458	647,375	651
PUERTO RICO	25,527	82,825	139
RHODE ISLAND	44,196	126,668	109
SOUTH CAROLINA	56,245	176,993	156
SOUTH DAKOTA	8,529	30,011	94
TENNESSEE	106,755	425,180	300
TEXAS	570,847	1,946,349	1,265
UTAH	13,408	47,015	87
VERMONT	12,329	46,898	80
VIRGIN ISLANDS	3,380	14,011	11
VIRGINIA	147,382	517,387	439
WASHINGTON	60,780	227,520	209
WEST VIRGINIA	16,259	62,805	64
WISCONSIN	61,758	249,626	255
WYOMING	5,310	24,125	46

TOTAL

4,302,116

CHILDREN

15,432,853

BOOKS

16,600

SITES

PARTNERSHIPS





MACY'S:

A STAR PARTNER

Macy's ongoing support of RIF has had a profound impact on our ability to help children and their families discover the joys and value of reading. From local family literacy celebrations, to RIF's annual Volunteer of the Year awards, to community-wide events and festivals throughout the country, Macy's commitment to our mission has made it possible for RIF to deliver research-based programming and high-quality books to at-risk children year in and year out.

Since 2004, Macy's has donated more than \$16 million to RIF. In 2010 alone, Macy's helped raise \$3 million for RIF programs through the "Book A Brighter Future" campaign. As part of last year's campaign, Macy's hosted a national fundraising promotion that rewarded customers who gave \$3 to support RIF with a coupon for \$10 off a \$50 in-store purchase. To promote the initiative, RIF developed print collateral and online resources for campaign supporters, hosted a viral shopping sweepstakes, and engaged 65 top-performing RIF programs to visit Macy's stores.

Through RIF's Books for Ownership initiative, Macy's directly supported RIF programs that provide 3.6 million free books to more than 1.2 million kids in 2010. And, through Macy's unflagging generosity, RIF was able to donate 350 multicultural book collections, plus an additional 500,000 books to more than 160 RIF programs serving those children and families with the greatest need. Macy's also extended their support of RIF through the Star Rewards loyalty program, which helped provide one extra RIF book per child to 67,000 children.

US AIRWAYS:

READING TAKES OFF

In September 2010, RIF and US Airways continued the "Fly with US. Read with Kids.®" campaign, sharing the message of the importance of reading with young children and encouraging even more people to participate. As a key component of the initiative, the two-month online Read with Kids Challenge again encouraged adults to log their minutes spent reading with young children. In total, more than 5,100 program participants recorded more than 16 million minutes of reading in 2010!

US Airways once again asked its Dividend Miles members to join them in supporting children's literacy and RIF by making a tax-deductible donation to our organization. As thanks for their members' contributions, US Airways generously rewarded these donations with additional Dividend Miles. In just two months, US Airways' campaign helped raise more than \$87,000 for RIF.

New in 2010, US Airways and RIF held family literacy celebrations at local elementary schools in the US Airways hub cities of Phoenix, Ariz., Philadelphia, Pa., and Charlotte, N.C. The events, the theme of which was "Reading Takes You Places," were open to all US Airways employees, as well as the families of the children attending the host school. Community attendance was incredibly high in each city, with participants particularly enthused by the local impact of the RIF and US Airways partnership.

INTERNATIONAL THRILLER WRITERS: SCARING UP SUPPORT

International Thriller Writers' (ITW) honorary society of fiction and nonfiction authors continued and increased their support of children's literacy and RIF in 2010 through the early autumn release of *Fear: 13 Stories of Suspense and Horror*.

Edited by R.L. Stine, acclaimed author of the *Goosebumps* series, this young adult anthology features spooky short stories from 13 renowned thriller writers, including five *New York Times* bestselling authors and four Edgar Award nominees. With the help of founding RIF board member Loretta Barrett, and through the support of ITW, 50 percent of all royalties from the sale of the book are being donated to RIF.

THE MEADOWS FOUNDATION: BRINGING TEXT TO TEXAS

With the help of a multi-year grant from the Meadows Foundation, RIF organized the South Texas Literacy Coalition to better meet the needs of this underserved region. The coalition provides local trainings through RIF's Family of Readers program and distributed 1.8 million books to 600,000 area children in 2010. With support from the Meadows Foundation, RIF dramatically increased the amount of printed materials in low-income homes throughout South Texas.

RIF is grateful to the Meadows Foundation for playing a critical role in providing literacy and family engagement services to a region that has long struggled to provide books for children.

READ FOR JANE: HONORING A LITERACY CHAMPION

For the second year in a row, the "Read for Jane" partnership provided funds to support RIF children in Annapolis, Md. Created in honor of Jane M. Sisco, the daughter of founding RIF board member Jean Head Sisco and the sister of current RIF board member Carol B. Sisco, Ph.D., the local RIF initiative also donated 10 Lighthouse Library book collections to enhance the Annapolis Maritime Museum's "Bay Icons" program and donated free copies of *Sam: The Tale of a Chesapeake Bay Rockfish* to local 4th



graders. To date, this partnership has helped provide more than 3,300 books.

GIFT OF READING GALA: A CAUSE FOR CELEBRATION

The 2010 Gift of Reading Gala was a memorable evening spotlighting RIF's work and the corporate and community partners who make it possible. The event raised more than \$430,000 to help advance RIF's mission. Nestlé USA was honored with the annual Legacy of Literacy award, and three outstanding RIF volunteers received the Anne Hazard Richardson Volunteer of the Year Award. NPR's Weekend Edition Sunday host Liane Hansen was the master of ceremonies, and RIF alumnus Dr. Dale Allender shared stories of how RIF books can change lives.

PITNEY BOWES FOUNDATION: DELIVERING A MESSAGE TO READ

Pitney Bowes and RIF collaborated on three family literacy events in May 2010 as part of the "Share the Message: READ!" partnership launched last year. The initiative encourages Pitney Bowes employees to get involved with a RIF program in their community and help local children celebrate the joy of reading.

Each of last year's events, which were held at elementary schools in Washington, D.C., Dallas, Tex, and Atlanta, Ga., featured activities and books with a



communications theme. Parents were invited to spend the evening with their children enjoying dinner, read-alouds, and other fun activities. RIF and Pitney Bowes continued to build on this strategic partnership in 2011, with the release of an employee volunteer activity guide during National Volunteer Month in April.

NESTLÉ:

A SWEET BENEFIT FOR HUNGRY MINDS

In summer 2010, RIF hit the supermarket shelves as part of a new program with long-time partner Nestlé USA. The Nestlé “Share the Joy of Reading” program encouraged consumers who purchase specially marked packages of Nestlé candy to enter the promotion code online for instant winning opportunities and entry into a monthly \$5,000 drawing. For every code entered, RIF received a \$.10 donation from Nestlé, and for every instant winner, Nestlé donated an additional \$2 to RIF.

PLANNED GIVING:

A CORNERSTONE OF CHARITABLE SUPPORT

Personal bequests continue to support RIF’s vision of a literate America—one in which every child discovers the joy of reading. This past year, RIF was notified of three separate planned gifts of \$100,000 or more. We are grateful to Arthur M. Friedrichs, Jane Warner, and others for including RIF in their estate planning.

Each bequest helps ensure the future of RIF by promoting reading and providing books for those children most at risk of educational failure.

CHOICE FOR SUPPORTERS AND PARTNERS: CUSTOM GIVING

RIF is fortunate to have many corporate and foundation supporters who continue to give generously each year. These partnerships allow RIF to serve more children with higher-quality books, as well as provide additional literacy services across the country. We are grateful to the following supporters for their commitment to children’s literacy and to RIF’s mission: Colgate-Palmolive, the Dollar General Literacy Foundation, Heart Sing, Kappa Kappa Gamma, the Mazda Foundation, Nestlé USA, the Sallie Mae Fund, and UGI Utilities.

IN THE COMMUNITY



DC INITIATIVE:

LIVE FROM THE CLASSROOM

Staff from RIF's national office serve as the community volunteers for the DC Initiative program. In 2010, the dedicated employees of RIF's Washington, D.C., headquarters continued to support approximately 17,000 children attending 48 schools throughout the nation's capital by managing the local program and volunteering three times a year during area book distributions. A new component of this past year's DC Initiative was the incorporation of live broadcasting to RIF kids from more than 150 schools across the country. These classroom telecasts featured special guest readers, cultural performances, and motivational activities. Videos from previous "RIF LIVE" events and information about upcoming broadcasts can be found on the RIF website.

VOLUNTEER ENGAGEMENT:

MAKING A DIFFERENCE

RIF's volunteer network includes more than 400,000 individuals from every state, the District of Columbia, and three U.S. territories. Without their tireless support, RIF would not exist. RIF recognizes the work of our volunteers with two unique programs. The Ambassadors initiative bestows a working honor on

one RIF volunteer in each state. RIF Ambassadors help expand our reach by engaging local programs and volunteers. The Anne Hazard Richardson Volunteer of the Year Awards (VOYA) are presented to exemplary individuals who motivate children to read. In 2010, the three VOYA recipients were parent volunteer Matt Jones, community volunteer Donna Koch, and RIF coordinator Annette Montoya. Videos of each of the 2010 VOYA winners' stories are available on the RIF website.

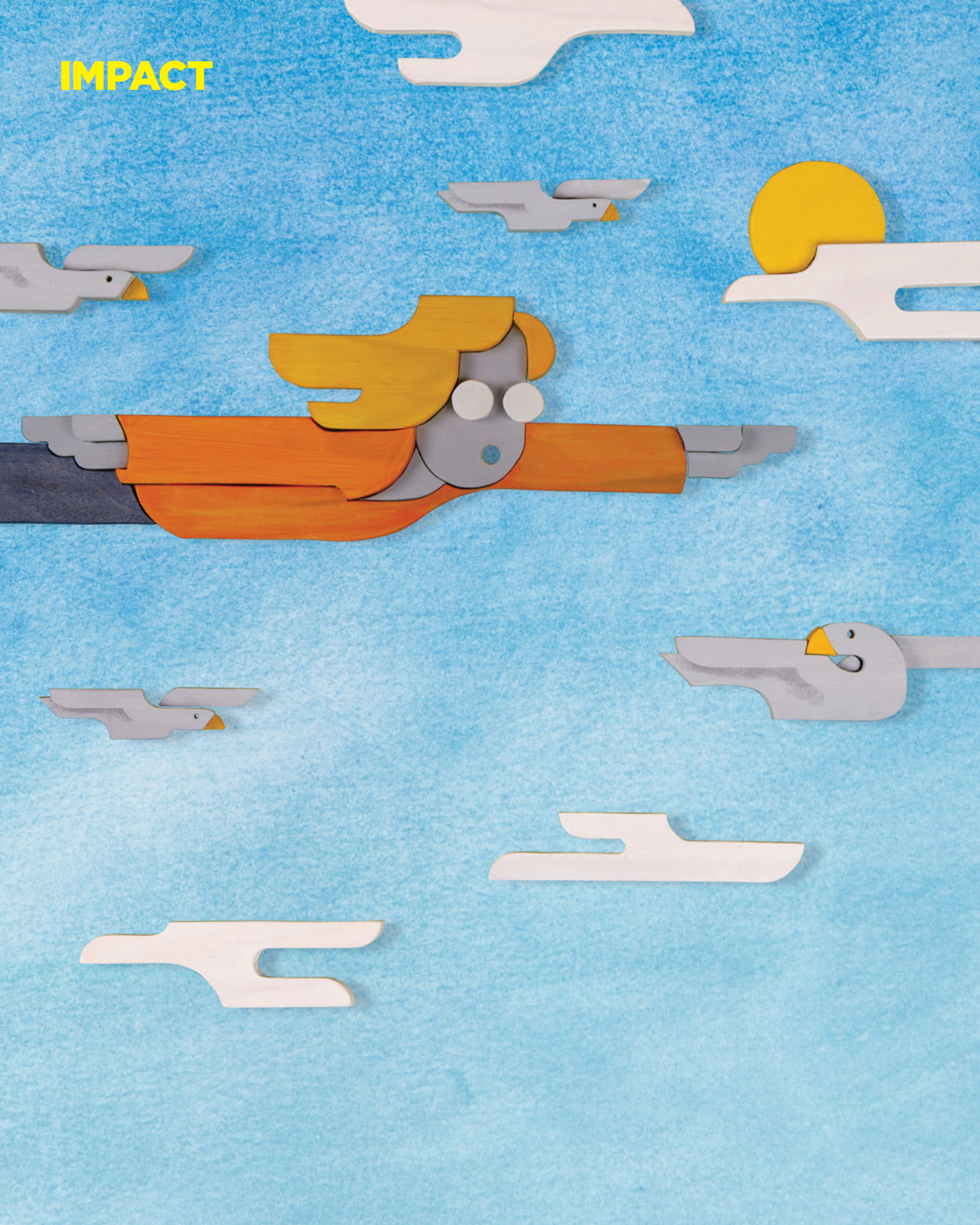
MIAMI BOOK FAIR:

A HOT TIME FOR YOUNG READERS

RIF placed an increased emphasis on family literacy in 2010, expanding our participation in community events that engage families in the education of their children. During November's 26th annual Miami Book Fair International, kids and parents alike got "Wild About Reading" at RIF's Reading Jungle. Approximately 4,000 children roared with excitement as they played Wild Animal Bingo and created their own rainforest butterflies. Spanish and English readings of Susan K. Mitchell's *The Rainforest Grew All Around* brought the jungle experience to life and provided a hopeful message of conservation. All attendees received co-branded RIF and Macy's materials, such as fun stickers, books, and book bags.



IMPACT





META-ANALYSIS:
**REVIEW OF RESEARCH
CONFIRMS POSITIVE IMPACT
OF BOOK ACCESS**

RIF commissioned Learning Point Associates, an affiliate of the American Institutes for Research (AIR), to conduct a meta-analytic research synthesis of children's book lending and book ownership programs to determine the effect of providing access to print materials on children's educational outcomes. The rigorous review of existing research found that giving children access to books and other reading materials improves their reading performance, helps them learn the basics of reading, leads them to read more and for greater lengths of time, and produces improved attitudes toward reading and learning.

MULTICULTURAL BOOK COLLECTIONS:
**SOMETHING TO
BRAG ABOUT**

In 2010, with the help of Macy's, RIF distributed 350 multicultural book collections to RIF programs in low-income communities across the country. To further students' enjoyment, programs received supporting resources such as online activities, a classroom set of paperback books, and a printable activity guide. RIF also created Book Brag—an interactive website where RIF kids can connect with each other and talk about the books in the collection.

500K BOOK DONATION:
**HALF A MILLION
WAYS TO HELP**

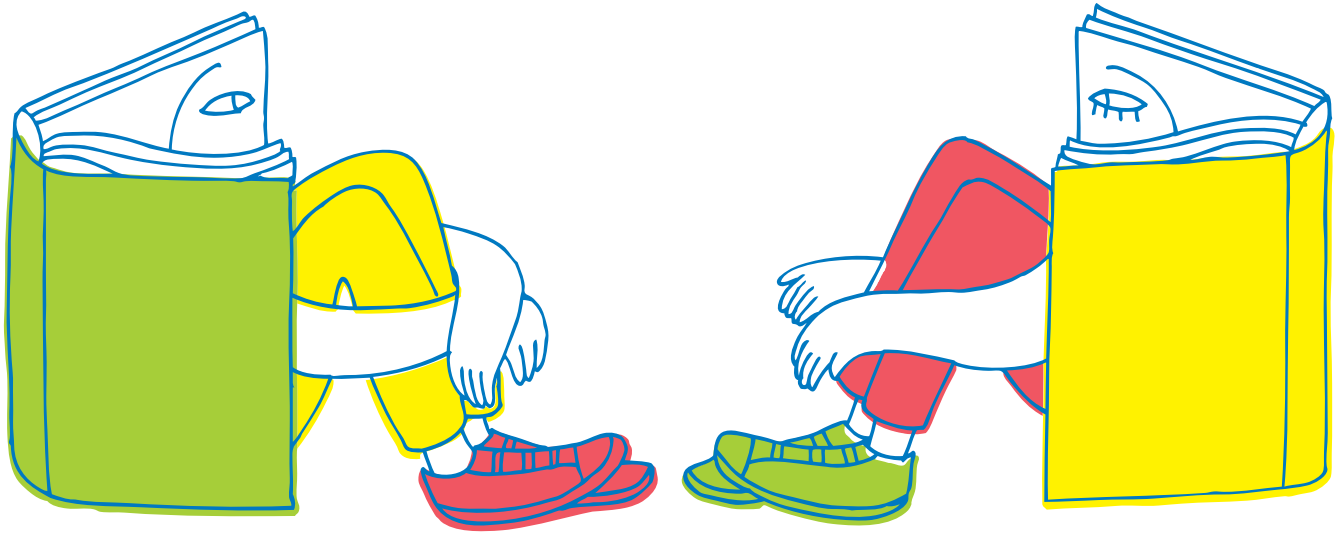
Through the generous support of Macy's, RIF was able to partner with First Book to provide 500,000 additional books to more than 160 RIF programs throughout the country that serve children and families with the greatest needs. As a result, those communities hit hardest by the economy got an extra special gift just in time for the holiday season.

RIF.org:
**WEBSITE GETS
A NEW LOOK**

RIF was excited to unveil a new website design in 2010—one that more effectively communicates our mission. The site's new interactive features include RIF's "book bird," an animated character who drops by to help visitors better navigate the site and occasionally shares interesting literacy quotes, facts, and stats. And all of RIF's literacy resources are now in one easily accessed location. Additionally, our new homepage features video links, blog postings, a featured donor spotlight, and more helpful information.

PROGRAM PROFILES

Over the years, RIF has impacted the lives of children and adults from all walks of life, and their personal stories are as enriching and inspiring as the tales contained in the very first books they ever had to call their own. These stories exude the joy of RIF kids, the pride of RIF parents, and the passion of RIF volunteers. **READ ON!**



CHILDREN ON THE BORDER OF READING

Michelle is a shy 2nd grader at Mary Welty Elementary School in the border town of Nogales, Ariz. She keeps the few books she owns under the television in the modest trailer home that she shares with her mother and two brothers. Two years ago, Michelle's father became a casualty of the local violence that has become all too common in this town of 20,000.

But Michelle's story doesn't end there. Thanks to the Nogales Woman's Club RIF program, which serves 1,855 children at nine area schools, Michelle now has access to free books and has improved as a student. For the past decade, the ladies of the Nogales Woman's Club have promoted bilingual literacy in the largely Spanish-speaking community, and they conduct weekly read-alouds with volunteers including parents, retired teachers, and U.S. Border Patrol agents.

According to Welty Elementary's RIF coordinator and reading specialist Maria Teran, the opportunity for Michelle to choose RIF books to own has had a huge impact on her reading achievement. "Because of RIF, I have seen a positive change in Michelle," said Teran. "She is more eager to read and is reading better."

But Michelle's reading interest and ability aren't the only things that have benefited from RIF books. "I think reading is helping her cope with some of the challenges in her life," said Teran.

PROGRAM PROFILES

EMBRACING LITERACY AS A FAMILY AFFAIR

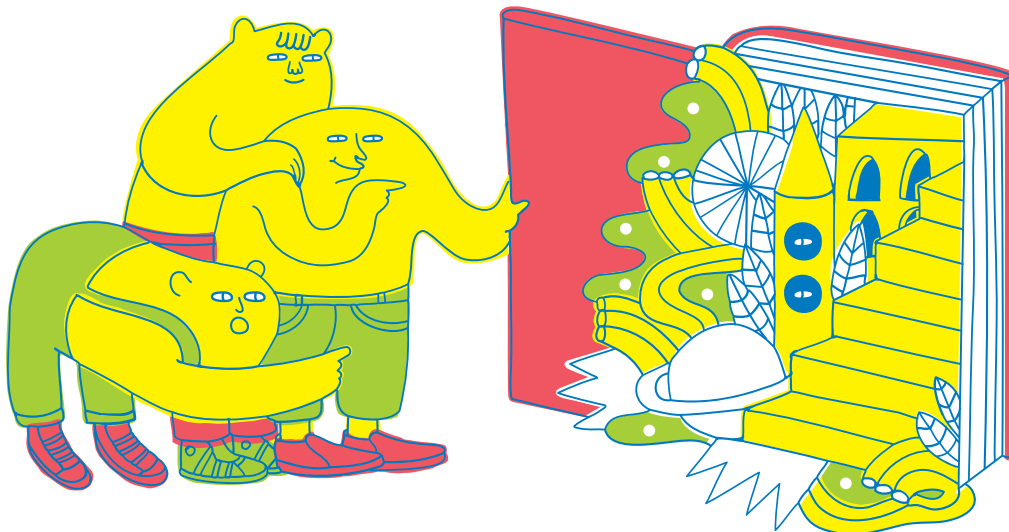
In the devastating aftermath of Hurricanes Rita and Katrina, Sara Massey committed to doing what was best for the families of New Orleans—relocating with her own family from North Carolina to support the city’s distressed and displaced. Once there, she helped establish a local RIF program as president of Communities in Schools (CIS) of Greater New Orleans. And this past October she partnered with RIF to host a Halloween-themed Family Literacy Night at NOLA’s Dwight D. Eisenhower Elementary School.

“This year, hundreds of parents and students participated in the event, which included food, fun games, and read-alouds from teachers and faculty dressed up as their favorite storybook characters,” said Massey. “Children also chose a book to take home, as they would in a traditional RIF distribution.”

The huge boost in attendance was made possible through one of 28 Family Reading Celebration grants awarded by Macy’s in 2010. According to Massey, events like the Family Literacy Night help “build a culture of parent engagement in the life of the school and the lives of the students.” After the event, she noted that excited parents grabbed her hands and expressed deep thanks for keeping their children reading.

CIS and Massey also engaged volunteers from the New Orleans community in the event. Representatives from Kappa Kappa Gamma helped set up the book distribution, assisted with registration, served dinner, and worked with the teachers and staff from Eisenhower to conduct activity stations.

“What we created was a healthy time for parents to be involved with their children,” said Massey. “I know those youngsters are being impacted by our RIF program.”





THE EVOLUTION OF A RIF READER

As a RIF kid in the 1970s in Milwaukee, Dale Allender was thrilled to take home his first two free books—a children’s dictionary of mythology and a collection of ghost stories. Today, Allender directs the National Council of Teachers of English’s West Coast office at the University of California, Berkeley Graduate School of Education. He also directs a teacher credential partner program between San Francisco State University and a local high school.

“We moved a lot when I was young and I went to 12 different schools in Los Angeles, Cleveland, Milwaukee, and Chicago,” said Allender. “But those RIF books stayed with me, providing at least some stability in a constantly changing life. Those books were foundational to my literacy development and desire to become a high school English teacher.”

Allender later wrote about his RIF experiences in his master’s thesis and his doctoral dissertation. Specifically, he noted how the content of the book on mythology influenced both his literacy development and the content of the dissertation.

“I have spoken many times about how, as an urban African American elementary school student who moved so much in those years, receiving those RIF books was a pivotal moment in my educational development,” said Allender. “But I am just one of the millions of children who have received free books from RIF and have been motivated to read by inspirational volunteers who know that the pathway to success is virtually impossible to travel if you don’t embrace reading.”

CORPORATE, FOUNDATION, AND ORGANIZATION SUPPORT

INCLUDES SUPPORT OF \$1,000 OR MORE RECEIVED OCTOBER 1, 2009 - SEPTEMBER 30, 2010

LITERACY BENEFACTOR \$1 MILLION AND ABOVE

Macy's, Inc.

LITERACY LEADER \$250,000 - \$999,999

Colgate-Palmolive Company
Dollar General Corporation
Nestlé USA
US Airways

LITERACY STEWARD \$100,000 - \$249,999

America's Charities
Pitney Bowes Foundation
UGI Utilities, Inc.

LITERACY PATRON \$50,000 - \$99,999

Barnes & Noble College Booksellers
Capital One Financial Corporation
Mazda Foundation (USA), Inc.
Oriental Trading Company

LITERACY SPONSOR \$25,000 - \$49,999

Capella University
Credit Suisse
CSA Marketing
The Freed Foundation, Inc.
Heart Sing
Nestlé USA - Employee Giving
Scholastic, Inc.
Cisco Family Fund

LITERACY CHAMPION \$10,000 - \$24,999

Bank of America
Bound to Stay Bound Books, Inc.
Building Hope
CAM Publishing Group
Chevron
McNamara Foundation
Park Foundation, Inc.
Pitney Bowes Inc.
Rundgren Foundation
Staples Foundation for Learning

LITERACY MENTOR \$5,000 - \$9,999

AT&T Services, Inc.
Aurora Flight Sciences Organization
Bloomberg
Borden Milk
Coach, Inc.
Kaplan Test Prep and Admissions
Kappa Kappa Gamma - Epsilon Omega Chapter
KPMG
Marcus Thomas, LLC
The Meltzer Group, Inc.
The Eric and Joan Norgaard Charitable Trust
Northrop Grumman Corporation
Protiviti
The Royal Bank of Scotland
Walden Media

LITERACY PARTNER \$2,500 - \$4,999

AKJ Books
The Austin Foundation, Inc.
The Booksource
Calvert Group, Ltd.
Capital Group Companies, Inc.
Indiana University Foundation
Izzy +
Kappa Kappa Gamma - Epsilon Phi Chapter
Kappa Kappa Gamma - Epsilon Zeta Chapter
The Kiplinger Foundation
LiveOps, Inc.
The Parenting Group, Inc.
PNC
Random House, Inc.
Renah Blair Rietzke Family & Community Foundation, Inc.
Freda B. Runyon Foundation
Southern Company
World Bank Community Connections Fund

LITERACY FRIEND \$1,000 - \$2,499

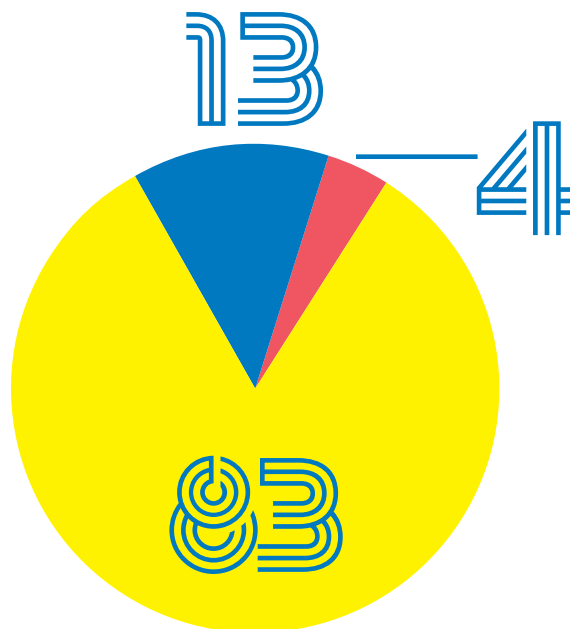
The Achievement Trust
Aleyska Pipeline Service Co.
The Allyn Foundation
Barefoot Books
C. Blohm & Associates, Inc.
The Phyllis and Bennett Cerf Foundation
The Donald & Carole Chaiken Foundation
The Community Foundation for Greater Atlanta

Curvey Family Foundation
 The Philip Devon Family Foundation
 GE Foundation
 Global Impact
 Lisa and Douglas Goldman Fund
 Gray Charitable Trust
 Harmony Fund, Inc.
 I Do Foundation
 Intercontinental Hotels Group Employee
 Philanthropic Program
 Kappa Kappa Gamma - Beta Delta Chapter
 Kappa Kappa Gamma - Beta Omicron Chapter
 Kappa Kappa Gamma - Charlotte Alumnae Association
 Kappa Kappa Gamma - Chi Chapter
 Kappa Kappa Gamma - Delta Kappa Chapter
 Kappa Kappa Gamma - Delta Phi Chapter
 Kappa Kappa Gamma - Epsilon Alpha Chapter
 Kappa Kappa Gamma - Epsilon Upsilon Chapter
 Kappa Kappa Gamma - Eta Zeta Chapter
 Kappa Kappa Gamma - Gamma Nu
 Kappa Kappa Gamma - Zeta Eta Chapter
 Kappa Kappa Gamma - Zeta Mu Chapter
 Kappa Kappa Gamma - Zeta Sigma Chapter
 Kappa Kappa Gamma - Zeta Zeta Chapter
 LF Sportswear, Inc.
 Loretta Barrett Books
 Packaging Corporation of America
 Honey Perkins Family Foundation
 Peterson Family Foundation
 Pizza Hut
 Rankin Orthopedic and Sports Medicine
 Grace Rapinchuk Charitable Foundation, Inc.
 The Ros Foundation
 The Rust Family Foundation
 Teaching Strategies, Inc.
 USA Funds, Inc.

IN-KIND

Arnold & Porter LLP
 Oriental Trading Company
 US Airways

USE OF FUNDS



4% Fundraising
13% Management and administration
83% Books, resources and support for local RIF sites

INDIVIDUAL DONORS

INCLUDES SUPPORT OF \$250 OR MORE RECEIVED OCTOBER 1, 2009 – SEPTEMBER 30, 2010

LITERACY STEWARD

\$100,000 – \$249,999

Estate of Arthur M. Friedrichs
Estate of Jane A. Warner

LITERACY SPONSOR

\$25,000 – \$49,999

John F. and Judith B. Remondi
Dr. Carol B. Sisco

LITERACY CHAMPION

\$10,000 – \$24,999

Susan and Robert Diamond
John F. Polstein
Sam and Cassandra Yoon

LITERACY MENTOR

\$5,000 – \$9,999

Alexandra Armstrong
Marcia and Frank Carlucci
Brad and Judith Chase
Spencer Glendon and Lisa Tung
Richard Hohlt
Roberta and Phil Horton
Pamela and Philip Pfeffer
Jane and William M. Rachal, Jr.
Lynda Johnson Robb
Richard D. Simmons
William Weir

LITERACY PARTNER

\$2,500 – \$4,999

Mark Arzoumanian
Lon and Bonnie Greenberg
Matthew Grunwell
James and Shubha Johnson
Venkatarama R. Koppaka
Pamela and David Leonard
Patricia Puricelli
Carol H. Rasco
Barbara Richmon
Robert A. Walker

MARGARET MCNAMARA

GIVING CIRCLE –

FOUNDER

\$1,000 – \$2,499

Manoj Agrawal
Bryan Anderson
Georges Astie
Shakeel and Julie Barkat
Deborah Bonito
Marcy Bordeaux
Thomas L. Braje
Susan Brandes
Berkeley Burch-Martinez
Christopher Cerf
Jay and Cynthia Cohan
Gregory Cote
Edwin and Kirsten Cutler
Bunny Dawson
Robert Dennis
Lloyd J. Derrickson and Katherine D. Ortega
Kenneth Edlow
Mathea Falco
Walter T. Featherly
Cary FitzGerald
Thomas and Ann Friedman
Christine and Benjamin Heineman
Carol M. Infusino
Juanita James and Dudley Williams
David Kitchens and Linda Outlaw-Kitchens
Dolores and Hans Levy
Edward W. Mason and Virginia L. Riggert
Cynthia McInnis
Stephen A. McLaughlin
Margaret McNamara Pastor
Peter Patel and David Carson
Carolyn Simpson
Robin and John Wendler
Vanessa and Michael White
Gregory R. Worrell

MARGARET MCNAMARA

GIVING CIRCLE –

SUPPORTER

\$500 – \$999

Anonymous
Russell E. Atha
Steve and Laurie Augustino
Ernestine and Stephen Benedict
Sarah L. Bryant
Mary Anne Casey
Julia Coyte
Lynn Croneberger

John R. Currie
The Desrochers Family
Nancy Dye
William Earner
Dale and Melinda Egeberg
Thomas J. Fenton
John A. Fetcho
Allen Finch
Mary Furlow
Karen Gildersleeve
Ruth and Glenn Graves
Mark Gregory
Said and Angela Hitti
Stephen Hoffman
Sara Holovaty
Nancy Horie
Neil Jaffe
Maria Kakoyannis
Janet Krueger
Claudia and Daniel Lewis
Chi-Ping Li
Ryan Limaye
Elizabeth and Jan Lodal
John Loughnane
Cynthia L. MacLeod
Alan Marks
Michael and Laurie Marks
Roberta F. Marshall
Ihab J. Massoud
Paul J. Mayer
Julie Miller
Jennifer and Jeffrey Mueller
Dylan Murphy
Rodney A. Nielsen, Jr.
Allison Nyholm
Laurie J. Ozelius
Adam Prager
John Quinlan
William and Sarah Richmond
Gay A. Roane
Peter Robinson and Buffy Shutt
Dale Rose
Jennifer L. Sachs
Petrice Schuttler
Daniel Shaffer
Laura Sims
Carole Southam
Mason Swenson
Bonnie E. Thomson
Logan Tootell
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THANKS

FINANCIAL STATEMENTS

SUMMARY STATEMENTS OF FINANCIAL POSITION

SEPTEMBER 30, 2010 AND 2009 (DOLLAR AMOUNTS IN THOUSANDS)

	2010	2009
ASSETS		
Cash and cash equivalents	\$4,187	\$6,651
Investments	8,087	4,866
Pledges receivable, net	696	718
Receivable from the U.S. Department of Education	828	2,412
Prepaid expenses and other assets	144	257
Property, net	1,814	1,254
TOTAL ASSETS	\$15,756	\$16,158
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$1,150	\$1,140
Refundable advances	1,100	2,000
Deferred rent and lease incentives	1,186	97
TOTAL LIABILITIES	3,436	3,237
NET ASSETS		
Unrestricted	4,203	3,378
Temporarily restricted	7,620	9,066
Permanently restricted	497	477
TOTAL NET ASSETS	12,320	12,921
TOTAL LIABILITIES AND NET ASSETS	\$15,756	\$16,158

RIF's financial records were audited by Raffa, P.C. For a complete set of audited financial statements, please write to RIF's Chief Financial Officer, Reading Is Fundamental, 1255 23rd Street, NW, Suite 300, Washington, DC 20037.

SUMMARY STATEMENT OF ACTIVITIES

FOR THE YEARS ENDED SEPTEMBER 30, 2010 AND 2009 (DOLLAR AMOUNTS IN THOUSANDS)

	2010	2009
REVENUE AND SUPPORT		
Federal government grants	\$25,168	\$23,857
Contributions	6,255	11,189
Investment income/(loss)	490	(64)
Sale of program materials	71	26
Royalties	64	38
TOTAL REVENUE AND SUPPORT	32,048	35,046
EXPENSES		
Program services:		
Books for Ownership:		
Federally funded	22,105	21,110
Privately funded	2,783	1,561
Corporate Projects	1,836	2,160
Literacy Services	159	681
Volunteer Recognition	127	62
Other	225	189
TOTAL PROGRAM SERVICES	27,235	25,763
Supporting services:		
Management and general	4,116	4,116
Fundraising	1,298	1,503
TOTAL SUPPORTING SERVICES	5,414	5,619
TOTAL EXPENSES	32,649	31,382
Change in net assets	(601)	3,664
NET ASSETS, BEGINNING OF YEAR	12,921	9,257
NET ASSETS, END OF YEAR	\$12,320	\$12,921

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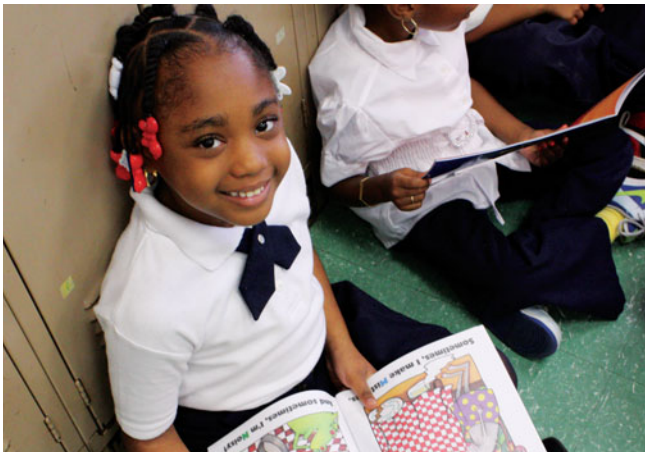
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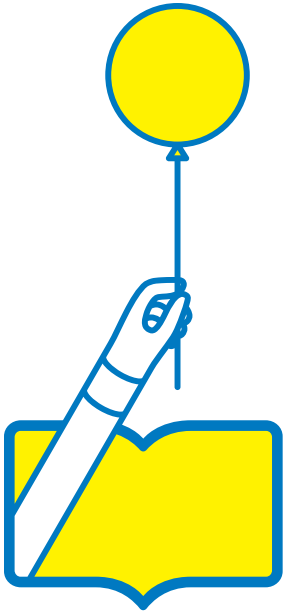
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