

# BOOKS HAVE THE POWER TO CHANGE LIVES

READING IS FUNDAMENTAL • 2013 ANNUAL REPORT



Reading Is  
Fundamental



**We prepare and motivate children to read by delivering free books and literacy resources to those children and families who need them most.**

RIF DISTRIBUTED A TOTAL OF  
**3,248,095**  
**BOOKS**  
 TO CHILDREN IN 2013

STATES	BOOKS	STATES	BOOKS
Alabama	208,014	Montana	6,474
Alaska	3,790	Nebraska	3,151
Arizona	76,295	Nevada	24,228
Arkansas	47,160	New Hampshire	2,035
California	288,253	New Jersey	36,257
Colorado	65,875	New Mexico	17,308
Connecticut	64,254	New York	157,816
DC	64,480	North Carolina	63,314
Delaware	8,080	North Dakota	4,067
Florida	151,022	Ohio	47,459
Georgia	51,821	Oklahoma	17,750
Guam	631	Oregon	31,691
Hawaii	33,774	Pennsylvania	166,522
Idaho	3,812	Puerto Rico	3,513
Illinois	202,781	Rhode Island	25,489
Indiana	43,242	South Carolina	35,870
Iowa	6,944	South Dakota	12,826
Kansas	18,916	Tennessee	51,821
Kentucky	38,545	Texas	578,197
Louisiana	32,700	Utah	8,593
Maine	8,357	Vermont	7,178
Maryland	49,187	Virginia	150,574
Massachusetts	85,895	Washington	59,868
Michigan	51,794	West Virginia	6,621
Minnesota	16,541	Wisconsin	41,793
Mississippi	47,587	Wyoming	901
Missouri	17,029	<b>TOTAL</b>	<b>3,248,095</b>

### BEYOND THE BOOK

RIF's 2013 Multicultural Book Collection gets kids hooked on STEAM (science, technology, engineering, art, and math). With Macy's support, RIF programs received 600 book collections featuring 40 children's books, plus activities to extend the reading experience.

RIF is working hard to prevent the summer slide. This past summer, we provided 176,000 books along with reading activities to kids in 15 states through the Innovative Approaches to Literacy grant from the U.S. Department of Education.



## LEADERSHIP MESSAGE

### BOOKS HAVE THE POWER TO CHANGE LIVES.

We've seen it happen time and time again, and our commitment to ensuring that every child deserves the chance to be educated, inspired, and emboldened by the written word remains steadfast and unwavering.

Sadly, two out of three of the 16 million children currently living in poverty in the United States have no books to call their own. But RIF continues to work at righting that wrong. To date, we have delivered more than 410 million new, free books to underserved children across the country.

Our accomplishments would not be possible without the passion and dedication of our many supporters, volunteers, and fellow book lovers. They help us achieve our day-to-day and long-term goals, and remind us that we continue to meet a critical need and make a significant impact.

This year, the Department of Education reaffirmed its commitment to childhood learning with a generous \$4.18 million grant in support of RIF's effort to combat young students' summertime learning loss. Through the new initiative, RIF will provide books to 22,000 students in schools across the country—in districts where at least one-quarter of the students are living below the poverty line.

RIF also continues to benefit from the many wonderful contributions of our star partner Macy's. Over the past 10 years, Macy's has helped us raise nearly \$30 million in support of children's literacy. And this year we celebrated our decade-long partnership with Macy's by distributing our 10 millionth book to a child in need, with \$3.9 million raised this past summer alone.

RIF has been changing lives one book at a time for nearly half a century, and we have no intention of slowing down. We know that our work makes a real, lasting difference in the lives of children who need our help. With your continued support and encouragement, we are helping create a more literate America—one filled with promise and a brighter tomorrow.

**JACK REMONDI**  
Chairman, Board of Directors

**CAROL H. RASCO**  
President and CEO



## PARTNERSHIPS

### MACY'S

In 2013, Macy's and RIF's Be Book Smart campaign achieved its biggest milestone to date—raising enough funds over the past decade to provide 10 million books to underserved children.

From June 21 through July 21, Macy's stores across the country raised more than \$3.9 million for RIF. Each time a Macy's customer purchased a \$3 coupon, they received \$10 off their purchase of \$50 and put a new book into the hands of a child in need.

Macy's unparalleled support also helped give 600 Multicultural Book Collections to RIF programs in our nation's impoverished communities, and helped launch two new interactive eBook apps focused on science and the arts.

Additionally, Macy's dedicated sales associates and store managers continued to demonstrate their commitment to children's literacy through a variety of in-store events and volunteer efforts. Macy's has helped RIF raise nearly \$30 million since 2004!

## BARNES & NOBLE COLLEGE

How do you turn used college textbooks into new children's books? Barnes & Noble College offers students on campuses across the country the option to donating the net profits from recycling their used textbooks to RIF at the end of each semester. This allows RIF to buy new books for children and help set them up for a lifetime of achievement.

## DOLLAR GENERAL LITERACY FOUNDATION

Dollar General has generously supported RIF since 2004. This year, Dollar General's contribution to our Books for Ownership program allowed RIF to give nearly 77,000 books to more than 30,000 children in low-income communities across the country. Dollar General also donated \$50,000 for general support of RIF's mission.

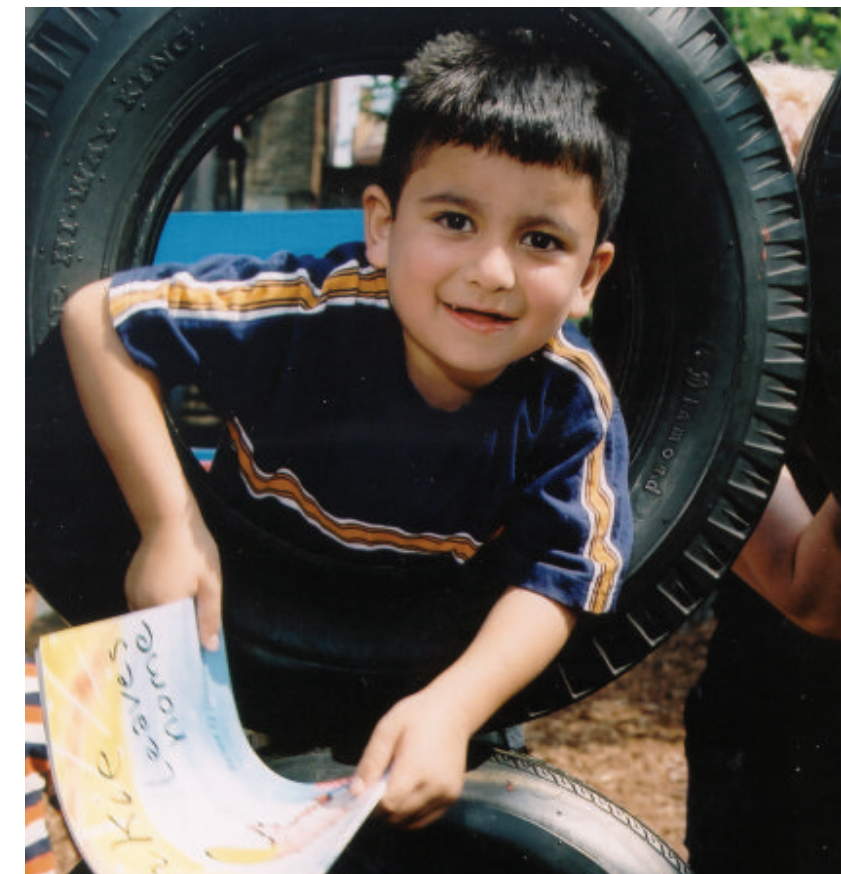


## NESTLÉ

Nestlé and RIF have worked together for two decades to build a strong foundation for children's literacy. This year, Nestlé continued their "Share the Joy of Reading" program—donating 10 cents to RIF for every code found inside specially marked Nestlé and Wonka products and entered online by customers. With the support of Nestlé, RIF also launched an art competition called FULL STEAM AHEAD WITH BOOKS that encouraged elementary-school students across the country to express how books have fueled their passion for science, technology, engineering, the arts, and mathematics (STEAM).

## PITNEY BOWES

This year, RIF teamed up with the Pitney Bowes Foundation once again for a successful “Share the Message: Read!” program, developing literacy kits that included activity guides, STEAM-themed books, and craft materials. In April, as part of Pitney Bowes’ Global Volunteer Month program, employees visited more than 200 classrooms across the country to distribute the literacy kits and approximately 6,000 books. Two months later, Pitney Bowes and RIF gave away 1,600 books at a Family Literacy Night celebration in Norwalk, Conn., attended by nearly 850 children and parents, as well as federal, state, and city officials.



## SALLIE MAE

Through the Community Foundation for the National Capital Region, Sallie Mae provided a \$39,235 grant to support 13 RIF programs in eight Sallie Mae communities. This contribution helps put books into the hands of children who need them most.

## UGI UTILITIES, INC.

UGI continued their generous 20-year support of RIF programs with a \$169,500 grant that enabled RIF to distribute more than 55,000 brand-new books to elementary school students in Pennsylvania. UGI employees also promoted the company’s partnership with RIF by donating their time and energy to help children discover the joy of reading.

## USA FUNDS

RIF is excited about our new partnership with USA Funds. This year, they awarded us a \$75,000 grant to provide books and literacy materials to students at elementary schools in Indianapolis, Ind.



## IMPACT

### SUMMER SUCCESS MODEL

Away from school shouldn't mean away from books—particularly in underserved communities where children are disproportionately susceptible to a summertime drop-off in learning that puts them behind academically.

To combat this “summer slide,” RIF has launched a new summer reading initiative that is reaching 22,000 students in 145 schools and 33 school districts across the country. A research project, this initiative should add to the much-needed body of knowledge about reading loss during summer learning in reading. The effort is made possible by a generous \$4.18 million grant from the Department of Education’s Innovative Approaches to Literacy program.

Participating students select eight books to take home, keep and enjoy over the summer with their families and friends. RIF is also providing individual Multicultural Book Collections to each classroom and media center in the 145 schools, as well as activities for teachers, parents, and RIF coordinators to use in helping kids continue to learn and grow during their time away from school. With a focus on informational texts and content connections, these books have been specially selected to help children make rich connections to the world around them.



## SOUTHWEST SOJOURN RALLIES BOOK LOVERS

Our April trip to Austin, Texas, was all about reading, writing, and RIF friends and supporters—a series of celebratory events sponsored by Macy’s.

The good times kicked off with a special panel discussion of Miss Lady Bird’s Wildflowers. Lynda Johnson Robb, a founding board member of RIF, explored her mother’s legacy with her sister Luci Baines Johnson and the book’s author Kathi Appelt and illustrator Joy Fisher Hein.

At a Book People Unite celebration, RIF families and supporters met with children’s book authors Chris Barton, Cynthia Leitich Smith, and Tim Tingle, as well as RIF Volunteer of the Year Award winner Kay Gooch. And during a special book distribution at Campbell Elementary School, children delighted in “flying” in a playfully designed cardboard airplane to pick out their books.



## INSPIRING THE NEXT GENERATION OF INNOVATORS

RIF has launched two new eBook apps designed to educate and entertain young readers with stories and interactive activities that explore science, technology, engineering, the arts, and mathematics (STEAM) themes.

Developed for preschoolers to read and explore with their caregivers, RIF’s “Our Book” app comprises six mini-books about the daily adventures of SugarLoaf and her family, as well as a drawing tool that allows kids to create their own stories. RIF’s “Water Wonders” app, which is designed for elementary school-aged children, features playful stories about sibling investigators Sydney and Symon, and includes interactive experiments that mirror the characters’ experiences.

Produced in partnership with FableVision Studios and the National Writing Project, the bilingual apps feature the work of The New York Times best-selling children’s book author Peter H. Reynolds. Both apps are offered free of charge through funding from Macy’s and the Verizon Foundation.



## INSPIRED READER

Award-winning author and the NBA’s all-time leading scorer, Kareem Abdul-Jabbar made two special stops for RIF during his book tour for release of his latest children’s book, *Sasquatch in the Paint*, a book about a nerdy eighth-grader who grows so tall that a basketball coach is determined to turn him into a player.

As soon as Kareem stepped into the building at both Ft. Bragg in North Carolina and Joint Base Andrews in Maryland, parents and kids alike were in awe. He casually took center stage and opened up about his life and his passion behind writing his latest book.

At Ft. Bragg, where his father was once stationed, Kareem told children that they should follow their dreams — and not necessarily those of their peers. And when asked why did he write children’s books after a career in basketball, Kareem responded that his brain was his biggest asset.

## FULL STEAM AHEAD ON READING AND LEARNING

RIF kids come from diverse backgrounds and have diverse interests, so it’s only appropriate that our 2013 Multicultural Book Collection featured titles with science, technology, engineering, the arts, and mathematics (STEAM) themes.

Each collection is comprised of 40 books for children in K through 5th grade. And each book includes an accompanying set of literacy activities for use in the classroom and at home.

With the generous support of Macy’s, more than 600 book collections were donated to RIF programs serving children in low-income communities across the country. These collections are critical to fostering an awareness about oneself and others that can lead to future innovations for the benefit of all society.

## BRINGING NEW BOOKS TO NEW ORLEANS

As President of Communities in Schools of Greater New Orleans, Sara Massey was faced with the challenge of replacing all the books lost during Hurricane Katrina. “We had one box of ‘donated’ books that...belonged in a recycling plant, not a school that had just lost everything,” explained Massey. “RIF was the solution, providing thousands of high-quality, brand-new books for our kids.”

Massey has been volunteering with RIF for four years now. And after seeing how much young students enjoyed being read aloud to at a RIF book distribution, she was inspired to create reading events that bring parents, children, and teachers together—often for the first time. RIF honored Massey’s great work with a 2013 Volunteer of the Year Award.



## ENGAGING YOUNG READERS IN OUR NATION'S CAPITAL

Throughout the year, RIF and the Junior League of Washington (JLW) delivered more than 33,000 books to underserved public school students in D.C.'s Wards 5, 7, and 8. The initiative was launched as part of JLW's Resolution Read program—an effort to distribute a total of 100,000 books during 2013 in honor of JLW's centennial anniversary.

RIF also awarded Multicultural Book Collections to each of the 21 D.C. public schools participating in the initiative, including 40 STEAM-themed books and related activity sets for parents and educators to use with children.

During an in-school event at DC Prep's Edgewood Middle Campus, 65 5th-grade students were treated to the wit and wisdom of author and singer-songwriter George Ella Lyon, who led the kids in a rousing sing-along rendition of her book *All the Water in the World*.

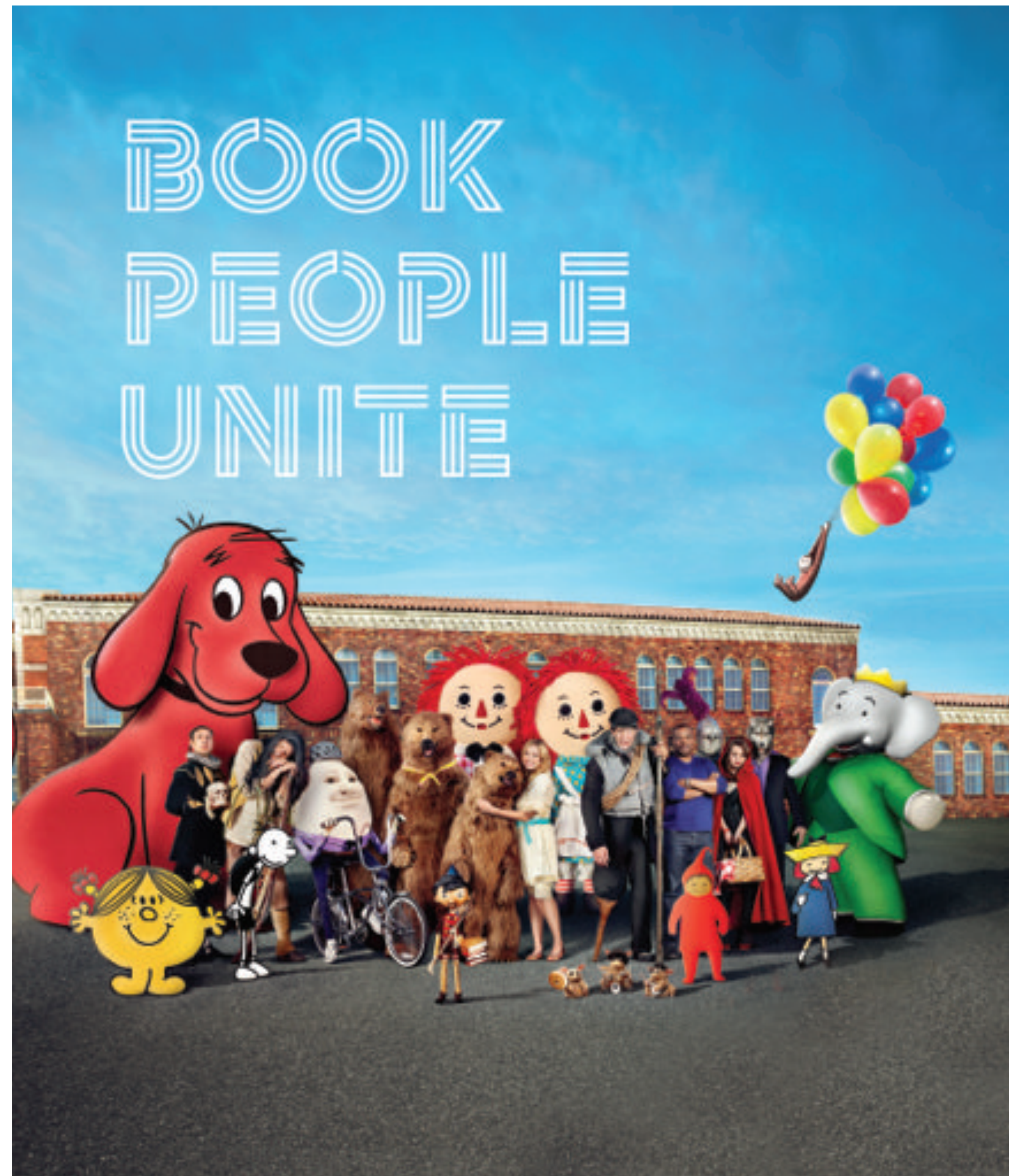
## BOOK PEOPLE UNITE

In its second year, RIF's "Book People Unite" campaign continued to raise awareness of children's literacy needs. To date, 20,000 book lovers have pledged their support for RIF through [BookPeopleUnite.org](http://BookPeopleUnite.org). And the campaign's centerpiece—a star-studded, multimedia public service announcement (PSA) featuring LeVar Burton and a slew of notable children's book characters come to life—has reached nearly 120 million adults the nation over. The campaign has proven particularly successful on social media, with our number of Facebook and Twitter followers increasing by 40 percent and more than 480,000 views of the PSA on RIF's YouTube channel.

## A WILD NIGHT OF CELEBRATION AND SUPPORT

Maurice Sendak's iconic and award-winning book *Where the Wild Things Are* came alive in festive fashion at RIF's annual gala event, which raised awareness and funds for children's literacy, and celebrated the 50th anniversary of Sendak's classic tale of Max and his "wild" friends.

Joining us for the special evening of mischief making were more than 350 esteemed guests, including basketball legend and children's book author Kareem Abdul-Jabbar and "Extreme Makeover: Home Edition" designer Tracy Hutson as our gala emcee. The event would not have been possible without the generous support of HarperCollins Children's Books and the Maurice Sendak Estate.



# CORPORATE, FOUNDATION, AND ORGANIZATION SUPPORT

INCLUDES SUPPORT OF \$1000 OR MORE RECEIVED OCTOBER 2, 2012 – SEPTEMBER 30, 2013

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.

## LITERACY BENEFACTOR

### \$1 MILLION PLUS

Macy's, Inc.

## LITERACY LEADER

### \$250,000 TO \$999,999

Dollar General Corporation

## LITERACY STEWARD

### \$100,000 - \$249,999

America's Charities  
Books Are Fun  
Nestlé USA  
Pitney Bowes Foundation  
UGI Utilities, Inc.

## LITERACY PATRON

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

Jacob Friedman Charitable Fund  
Junior League of Washington  
Barnes & Noble College Booksellers, Inc.  
USA Funds, Inc.

## LITERACY SPONSOR

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

Heart Sing Foundation  
Melby Fund  
Nestlé USA - Employee Giving  
Pitney Bowes Inc.  
Red Hot Chili Peppers  
Sisco Family Fund  
State Farm Insurance Company  
The Lawrence A. Sanders Foundation, Inc.  
The Nellie Mae Education Foundation, Inc.  
The Sallie Mae Fund

## LITERACY CHAMPION

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

Anadarko Petroleum Corporation  
Bank of America Securities  
Bound to Stay Bound Books, Inc. / Foundation  
Building Hope  
California Pizza Kitchen  
Chevron  
Colgate-Palmolive Company  
Goldman, Sachs & Co.  
HarperCollins Children's Books  
J.P. Morgan  
KPMG, LLP  
Piccadilly Restaurants, LLC.  
Rundgren Foundation  
Scholastic Inc.  
Shell Oil Company  
eBay  
The Robert and Margaret McNamara Foundation 2

## LITERACY MENTOR

### \$5,000-\$9,999

Apple Matching Gift Program  
Barclays Capital  
BP America Inc  
Burch Family Foundation  
Comcast Corporation  
Credit Suisse  
Pitney Bowes Employee Giving  
Kappa Kappa Gamma Fraternity  
Motion Picture Association of America  
Protiviti  
Kappa Kappa Gamma - Gamma Chi Chapter  
RBS Securities, Inc.  
Sunny Delight Beverages Co.  
The David Kimmel Foundation  
The Stevens/Murphy Family Foundation  
Verizon

Wilson Family Foundation  
World Bank Community Connections Fund

## LITERACY PARTNER

### \$2,500- \$4,999

AKJ Books  
Alvin and Louise Myerberg Family Foundation  
American Federation of Teachers  
Ameriprise Financial Employee Gift Matching Program  
BDO, LLP  
Cassandra Claire, LLC  
Charity Brands Consulting  
CIRI  
Deutsche Bank Americas Foundation  
Development Resources, Inc.  
The Walt Disney Company  
Harold Yellen Charitable Foundation  
Interstate Books4School  
Kappa Kappa Gamma - Delta Iota Chapter  
Kappa Kappa Gamma - Delta Kappa Chapter  
Kappa Kappa Gamma - Theta Chapter  
Kappa Kappa Gamma - Zeta Sigma Chapter  
Microsoft Corporation  
National Cable and Telecommunications Association  
Packaging Corporation of America  
Philippe Citron Charitable Foundation Trust  
PNC  
Quirk Books  
Random House, Inc.  
Renah Blair Rietzke Family & Community Foundation, Inc.  
Rotary Club of Bronxville Foundation  
Sullivan & Cromwell, LLP  
Sunoco, Inc.  
The Allyn Foundation, Inc.  
The Booksource  
The Eric and Joan Norgaard Charitable Trust  
The Moore Family Fund  
The Pfeffer Foundation  
The Phyllis and Bennett Cerf Foundation, Inc.  
The Rust Family Foundation  
Inspire Giving Program - Capella University  
Viacom

## LITERACY FRIEND

### \$1,000-\$2,499

Agilent Technologies Foundation  
Alyeska Pipeline Service Co.  
Ameriprise Financial Annual Giving Campaign

Big Honcho Media  
Capitol Hill Community Foundation  
Curvey Family Foundation  
D&M Grumhaus Fund  
Erie Insurance  
Euro Outlet Inc.  
Gala Cengage Learning  
GlaxoSmithKline  
Harmony Fund Inc.  
Headsets.com, Inc.  
Hoffman-Brouse Foundation  
I Do Foundation  
Kappa Kappa Gamma - Beta Delta Chapter  
Kappa Kappa Gamma - Beta Nu Chapter  
Kappa Kappa Gamma - Delta Omicron Chapter  
Kappa Kappa Gamma - Delta Sigma Chapter  
Kappa Kappa Gamma - Epsilon Beta Chapter  
Kappa Kappa Gamma - Epsilon Phi Chapter  
Kappa Kappa Gamma - Epsilon Upsilon Chapter  
Kappa Kappa Gamma - Epsilon Zeta Chapter  
Kappa Kappa Gamma - Psi Deuteron Chapter  
Kappa Kappa Gamma - Zeta Nu Chapter  
Kappa Kappa Gamma - Zeta Omicron Chapter  
Kappa Kappa Gamma - Zeta Tau Chapter  
Kappa Kappa Gamma- Zeta Upsilon  
Kathy and J.W. Gibson Charitable Fund  
Kendra Scott Design, Inc.  
Leaky Con  
Lisa and Douglas Goldman Fund  
Loretta Barrett Books  
Mother New York  
National Business Aviation Association  
Otilie Fund  
Ralph Burnham Charitable Lead Trust  
Roll Giving and Paramount Community Giving  
Security Energy Company  
Sulica Fund  
The Austin Foundation, Inc.  
The Community Foundation for Greater Atlanta  
The Donald & Carole Chaiken Foundation  
The Frances & David Rose Foundation  
The Kiplinger Foundation  
The Robert and Margaret McNamara Foundation 3  
The Viniar Family Foundation  
TLC Foundation  
Triangle Community Foundation  
Tulgey Wood Foundation

# INDIVIDUAL DONORS

INCLUDES SUPPORT OF \$250 OR MORE RECEIVED OCTOBER 1, 2012 – SEPTEMBER 30, 2013

## HONORED BENEFACTORS \$25,000 AND ABOVE

Alexandra Armstrong  
Matthew and Amanda McCorry  
Christy A. Moberly  
John F. Remondi  
Carol B. Sisco, Ph.D.  
Estate of Donald F. Casey

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

Wiley B. Cerilli  
Robert S. and Susan Diamond  
Roberta and Phil Horton  
William M.E. Rachal, Jr. and Jane Rachal  
Carol H. Rasco

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

John and Rosemary Braniff  
Spencer Glendon and Lisa Tung  
J.J. Johnson, Jr.  
Mr. and Mrs. David E. Leonard  
Matthew Lineberry  
Marshall Lux  
Jaya K. Rao  
Carolyn Simpson  
Alan Taylor  
Jennifer Thompson  
Shirley Zaret

## MARGARET MCNAMARA GIVING CIRCLE - PARTNER \$2,500-\$4,999

Mark Arzoumanian  
Marcia M. Carlucci  
Dave Duzyk  
Barbara H. Franklin  
Venkatarama R. Koppaka  
John Langford  
James and Deborah MacGregor  
Jennifer Mueller  
Mary E. Murphy  
Domenic R. Ruscio  
Richard D. Simmons  
Veronica Slajer  
Addison Sollog  
Marc and Stacy Walby  
Celia Wallace  
Emily A. Wells

## MARGARET MCNAMARA GIVING CIRCLE - FOUNDER \$1,000-\$2,499

Kirsten A. Anderson  
Mr. and Mrs. Steven A. Augustino  
Matt Basler  
Joe Beaird  
Esther Berkow  
Fred A. Berry  
Deborah Bonito and The Honorable Mark Begich  
Marcy Bordeaux  
Estate of Gladys S. Borrus  
Thomas L. Braje  
Susan O. Bush  
Diana Calvo  
Jay Capela  
Mary Anne Casey  
Kimberly Cashin  
Mr. and Mrs. Jay Cohan  
Kristyn Cook-Turner  
Lori Dandrea  
Robert Delisle  
Jane Dillon  
Timothy Dougherty  
Jill and Douglas Dunn  
Gwen D. Ellington  
Jeffrey M. Elliott  
Ron Fairchild  
Mathea Falco  
Jack Flader  
Patricia A. Flynn  
Ann Friedman  
Justin Garcia  
Dixie Garr  
Tess Gerritsen  
Robert W. Geyer  
Karen Gildersleeve  
Michael Gnade Jr.  
Patsy M. Graham  
Ruth P. and Glenn Graves  
Sara Grimm  
John Guttman  
Donald P. Hearth  
Amy Heffernan  
Paul Heldman  
Weston Henderek  
Gayle Holmes  
Keith Jackson  
Juanita T. James  
Luci B. Johnson and Ian I. Turpin  
Mr. and Mrs. Douglas V. Johnson  
Rebecca Karpay  
Andrea Kepple

Kip Knudson  
Marcella Krauss  
Elias Lambros  
Mr. and Mrs. Wayne Lattuca  
Thomas A. Lehrer  
Mr. and Mrs. Daniel M. Lewis  
Leigh Light  
Elizabeth Lipscomb  
Carmen G. Lowrey  
Dawilla R. Madsen  
Alan Marks  
Janet A. Martin  
Keith Marton  
Kathy Meizner  
Helen Milby  
Julie Miller  
Steve Moffitt  
Michael Monahan  
Ralph H. Moore  
John J. Moores  
Derek Nevinger  
Allison Nyholm and Michael J. Flannigan  
Jeffrey Pintuff  
Patricia J. Puricelli  
Josh Radnor  
Julia F. Rainer  
Daphne Craven Reese  
Alan Retersdorf  
Lynda Johnson Robb and the Honorable Charles S. Robb  
Richard Robertson  
Jane Robinson  
Tom and Victoria Rollins  
Allison M. Rosen  
Charlaine H. Schulz  
Beesham A. Seecharan  
Lisa Sepulveda  
William L. Shanks  
Harriet Shapiro  
Barbara Sheridan  
Mr. and Mrs. David Sherman  
Kathleen Shook  
Nina Solarz  
Susan M. Speicher  
Rekha Suryanarayana  
Beverli Uithoven  
Mary Margaret Valenti  
Antoine and Emily van Agtmael  
Robert P. Smith and Kathy L. Van Stone  
Allen Philip Varney  
David Weill  
Joyce West  
Sharon L. Wilson

## MARGARET MCNAMARA GIVING CIRCLE - SUPPORTER \$500-\$999

Jerome Albright  
Mr. and Mrs. Russell E. Atha, III  
Cammie Backus and Katheryn Phillips  
Andrew Bailey III  
Steve Barrett  
Max W. Berger  
Jane L. Berry  
Greta Bertinot  
Jeffery Bolton  
Lyndon Boozer  
Ruth Botstein  
Mr. and Mrs. Richard E. Bradley  
Ruth E. Braswell  
Rita S. Brause  
Robin L. Shaffert and Dean R. Brenner  
Mr. and Mrs. David Bryant  
Mr. and Mrs. John E. Bryson  
Michael Burnett  
Noreen A. Burns McDonald  
Mr. and Mrs. Daniel Butler-Franco  
Arthur J. Calace, Jr.  
Larry Calloway  
Loretta V. Cangialosi  
Hugh Carroll  
Dr. Judy Cheatham  
Somsak Chivavibul  
Donald Christoferson  
Amy Chused  
Helen & Neil Copelan  
Karen Davidowski  
Drew Davidson  
Shirley B. Dawson  
Robert Dennis  
Mr. and Mrs. David R. Desrochers and Family  
Andrew and Katherine Donnelly  
Mr. and Mrs. M. Douglas Dunn  
Janice Durham  
Nancy Dye  
Mr. and Mrs. Dale R. Egeberg  
Mr. and Mrs. Samuel M. Ellsworth  
Elizabeth Fennell  
John A. Fetcho  
Deborah Freedman  
Jody Freeman  
Jane Fuller  
Mary E. Furlow  
Susan Gaum  
Jason and Sharon Geno  
Phillip B. Georgeau  
Terry L. Gilmore

# INDIVIDUAL DONORS CONTINUED

INCLUDES SUPPORT OF \$250 OR MORE RECEIVED OCTOBER 1, 2012 – SEPTEMBER 30, 2013

## MARGARET MCNAMARA GIVING CIRCLE - SUPPORTER \$500-\$999 - CONTINUED

Michele Girault  
Michael Gnade Jr.  
Pirojsa Godrej  
Gabriel Goffman  
Lynda and Richard Goldberg  
Meredith Goodnight  
Frank Grobman  
Mr. and Mrs. Ian Gutterman  
Rachel Hall  
Elsie P. Hall  
Randall Harbert  
Marguerite Hark  
Dena Harris  
Joanne Hawkins  
Joan E. Hekimian  
Molly Herr  
Miss Barbara J. Hillman  
Stephen A. Holve  
Nancy S. Horie  
Eleanor A. Hughes  
Rebecca Hughes  
Schuyler Huntoon  
Victoria Jones  
Jonathan Jones  
Marilyn Katzman  
Roy L. Kaufmann  
Meghan Kelly  
Lore Kirchheimer  
Erik & Shari Kjerland  
Derek F. Knerr  
Dr. and Mrs. Jeffrey J. Kovan  
Janet M. Krueger  
Rick Lanoha  
Claudia Lazzaro  
Sarah Leonard  
Jenna Levine  
Dorothy J. Lewis  
Chi-Ping Li  
Jack Liu  
Barbara Lowe  
Mr. and Mrs. Wayne Macomber  
Ethan Magdovitz  
Harald Mangold  
Richard Mayeux  
Ruth A. Mazzella  
Todd McCafferty  
Mitchel McClaran  
Mr. and Mrs. Shawn McLaughlin  
Kevin McNeff  
Matthew McShane

Christopher A. Miller  
Nell Minow and David Apatoff  
Mark and Susan Monroe  
Raymond Muchinsky  
Rodney A. Nielsen, Jr.  
Radha Nilakantan  
John Nims  
Alex Okun  
Mr. and Mrs. Brian K. Orcutt  
Evelyn Padnos  
Virginia Palus  
Frank Pepp  
Gail Perley  
Elizabeth M. Pfriem  
Steven Pierson  
General Colin L. Powell and Alma Powell  
Gay A. Roane  
Peter Robinson and Buffy Shutt  
Lucy B. Rorke-Adams  
Anne Rossi  
Roberta L. Rubin  
Nancy T. Russell  
Jordan Scheiman  
Elizabeth B. Schildkraut  
Debra and Donald Schmid  
Carol Scot  
Mr. and Mrs. Robert D. Shoup  
Gary M. Sernovitz and Molly Pulba  
Mary Shirley  
Robert G. Siegel  
Laura Sims  
Christopher T. Smith  
Stephen H. Spargo  
Nancy Stegens  
Bonnie Stephens  
Andrew Stern  
Mr. and Mrs. Steven M. Swartzlander  
Karel L. Tabor  
Jane Taylor  
Anita Taylor  
Miss Janice Torbet  
Robert P. Smith and Kathy L. Van Stone  
Suzanne N. Viemeister  
Diane Vigliarolo  
Daniel Wahl  
Tony Waller  
Amanda Waugh and Daniel A. Cantor  
Robert Wegner and Renate Wegner  
Aaron Wilkinson  
P.J. Williams  
Mr. and Mrs. Paul C. Wilson  
H. Stanley Windham

Richard Wolfen  
Tze M. Wong  
Marilyn J. Workman  
Rick Zimmerman  
Jeriad Zoghby

## MARGARET MCNAMARA GIVING CIRCLE - FRIEND \$250-\$499

Mr. and Mrs. Andrew L. Addison  
Mr. and Mrs. Alan W. Akerson  
Emogene Alexander  
Loretta J. Alois  
John Anderson  
Laura Andima  
Suresh Annavarapu  
Gerald Applefield  
Kelly Armstrong  
Donna Artz  
Mr. and Mrs. Richard A. Askey  
David Bacon  
Lee Bacon  
Linda J. Barbour  
Alan Bell  
Ryan Bendell  
Ashok Bharathan  
Dileep Bhat  
Mrs. Peter Bickers  
Joseph Blessing  
Mr. and Mrs. Stuart S. Blumner  
Aaron Bobb  
Elspeth Bobbs  
Barbara Bohne  
Marsha and Larry Booker  
Mr. and Mrs. James A. Borger  
Dr. and Mrs. Gerald M. Borsuk  
Lauren C. Bowie  
Mary L. Bowman  
Carole A. Bragg  
Ruth E. Braswell  
Ann Marie Breaux  
Peter R. Broner  
Virginia Brooks  
Jay Brown  
Roger Bruggemeyer  
Mr. and Mrs. David Bryant  
Mary C. Bucholtz  
Michael Burnett  
Mr. and Mrs. John W. Burns  
Sandy M. Cademartori  
Sarah A. Cahill  
Thomas F. Callan  
Yvonne T. Cappello

Claire D. Carmichael  
Norman Cash  
John Casson  
Mr. and Mrs. Brian J. Chappelle  
Anthony Charuvastra  
Alice M. Chesley  
Cynthia M. Clarke  
Dr. Linda M. Clary and Mr. Owen Clary  
Nancy Clayton  
Eleanor L. Cobb  
Bernel Connelly-Thomas  
Barbara Copeland Buenger  
Caroline M. Corbin  
Brian G. Cors  
Eileen Cowin  
Jennifer W. Craft  
Susan M. Crawford  
Peter H. Crawford  
Steven Croom  
Suzanne R. Crosley  
Tom J. Cunniff and Barbara Berezowski  
Meredith Dabberdt  
Drs. Sharon and Douglas Dailey  
Emily- Dalgarno  
Kenneth C. Daly  
John E. Davies  
Kimberly J. Davis  
Mr. and Mrs. Joseph P. Denny  
Brian Detters  
Denise DeVore  
Michael Diaz  
Alan W. Duncan  
Smita Dutta  
Frank Dwyer  
Christine M. Earl  
Marjorie C. Eddy  
Howard S. Edelstein  
Birgit Ehlers-Renzi  
Thomas E. Eicher  
Andrew Eiseman  
Charles M. Epstein  
Susan S. Fainstein  
Sophia Faskianos  
Robin Feinman-Marino  
Kara Finck  
Mr. David and Mrs. Melody Finkelstein  
Saul Finkle  
Deborah Flynn  
Barbara J. Foote  
Jeffrey P. Foster  
Michelle Foth  
Marjorie R. Fowler

# INDIVIDUAL DONORS CONTINUED

INCLUDES SUPPORT OF \$250 OR MORE RECEIVED OCTOBER 1, 2012 – SEPTEMBER 30, 2013

## MARGARET MCNAMARA GIVING CIRCLE - FRIEND \$250-\$499 - CONTINUED

Peter Franks  
Julian Friedman  
Bradley Fross  
Huntley Garriot  
Ms. Susan R. Garthwaite  
Mary Giarda  
Suzanne Gitomer  
Katherine A. Godfrey  
David Goldstein  
Dianne B. Goodrich  
Mark Gregory  
Catherine A. Griffin  
Clare Gropp  
Gregg Grose  
Robert W. Gruska  
Lawrence Guthrie  
Alice N. Hall  
Mr. and Mrs. Joseph Hanley  
Janice M. Harrison  
Mr. and Mrs. William Hartley  
Joel C. Hedberg  
Julia J. Henderson  
Denise Henderson  
Susan Henoach and Jay Coggeshall  
Matt Henry  
Cynthia Hibbert  
John Hirschi  
Stephen Hoffman  
Dr. Bok Hoke  
Jean Holden  
Alan W. Holmes  
Sharon L. Howell  
Kim W. Huish  
Robert D. Huxley  
Sonia W. Hyman, M.D.  
Carolyn L. Ireland  
Mr. and Mrs. Christopher M. Isaacs  
Wendy and Neil Jaffe  
Phyllis Jaffee  
Ann Jenkins  
Nancy Jerdan  
Geoffry Jones  
Judith Jozefiak  
Christian H. Jurinka  
Mark J. Justison  
Adam Kalikow  
Barbara Kalman  
Julie Kant  
Jonathan R. Kaplan  
Fuat J. Kavak

Patricia A. Keating  
Jon Keller  
Malcolm D. Kelly  
Allan Klepfisz  
Carole Klyce  
Karen A. Knudson  
William A. Laing  
Marjorie Lamport  
Leslie G. Landrum  
Christine Lanphere  
Richard H. Lansing  
Mr. and Mrs. James H. Larsen  
Marilyn J. Larson  
Steve Lazzareschi  
Denise S. Levine  
Clara C. Li  
Mr. and Mrs. Jan Lodal  
Lisa Logsdon  
Mary Chrysa Long  
Robert V. Longo  
Richard Lopez  
Alice P. Lupton  
Margaret Lysaght  
Ken Maher  
Jay A. Mandell  
Wendy Markee  
Mr. and Mrs. Thomas J. Marlowe  
Rozetta M. Marple  
Debbie Marshall  
John A. Mastapeter  
Katherine Mathews  
Christopher A. McEniry  
Lori J. McGuire  
Cynthia McInnis  
Christina D. Mead  
John R. Melson  
Karen E. Michael  
Mr. and Mrs. Roger F. Millay  
Ann E. Miller and George A. Komatsoulis  
Donalyn Miller  
Tamika Mitchell  
Diana Morabito  
Susan L. Morey  
Elaine A. Murphy  
Richard Nessary  
Marjorie R. Niswander  
Paul and Katherine Noran  
Caitlin Oppenheimer  
Nancy Ozard  
Jean Pace  
Jody L. Page  
Linda W. Parks

Bruce Pastor  
Pat T. Patterson  
Susan Patton  
David Patzer  
Sir Edgar C. Pears  
Lenore Pearlman  
Catherine Peichel  
Iva Perlman  
Kathy and Stefan Petrat  
Mr. and Mrs. Wayne K. Pipke  
Mary Quinn  
Kenneth B. Rabb  
Drs. Martin and Laura Rabinowitz  
Susan Rabinowitz  
M. Carolyn Raiser  
Narayanan Ramachandran  
Robert Raz  
Donna M. Rennie  
James W. Reynolds  
Lindsey Rhoads  
Janet G. Rich  
Joyce A. Rizzo  
Sharon P. Robinson  
Jennifer K. Robinson and Mheir Doursounian  
Sarah A. Robinson  
Edward W. Roloson  
Mr. and Mrs. Carl F. Romney  
Coen Rood  
Doris S. Rosenthal  
Leland Rosner  
Vincent Roth  
Dan C. Russell  
Sylvia Ruud  
Patricia Ryan  
Ahmed Sabet  
Kevin Sander  
Karen K. Schultz  
Jeffrey Segall  
Eleanor Sellstrom  
Ellen B. Senisi  
Veronica N. Seyd  
Lyle Shannon  
David Shannon  
Judith R. Shapiro  
Jay P. Shapiro  
Ruth Share  
Zoe Sherlick  
Dr. Anne M. Shewan  
Fumiko Shido  
Kirk Shryoc  
Dennis J. Signorovitch  
Ellie H. Simpson

John M. Slonieski  
J. Weston and Marilyn Smith  
Elske Smith  
Carolyn Snell  
Ivan T. Sondel  
Norman M. Spieler  
Cyrus W. Spurlino  
Kathleen A. Stacy  
Barbara Stampfl  
Troy Standish  
Marynell Steburg  
Susan K. Steif  
Teresa Stouffer  
Mary J. Strachan  
Joyce Stuber  
Wilson Susanto  
Thomas L. Tabatowski  
Beatrice C. Tangel  
Tara E. Tarpey  
Mr. and Mrs. Philip J. Tatar  
Martha J. Tebbenkamp  
Mr. and Mrs. Don E. Teddlie  
Mr. and Mrs. John W. Theis, Jr.  
Danielle Thu  
Mr. and Mrs. Gary B. Tranbarger  
Joan Trey  
Ura Uscott  
Niti D. Villinger  
Mr. and Mrs. Alberto A. Vitale  
The Smith & Walgamotte Family  
Mr. and Mrs. Gregory L. Wallace  
Sarita Warshawsky  
Joseph S. Weening  
Mary Jane Welter  
Margaret Wendlandt  
Mr. and Mrs. Michael White  
Betty Wiggins  
Elsie B. Wilkens  
Erin Willard  
Mr. and Mrs. George F. Williams  
John Williams  
Joseph Williams  
Mr. and Mrs. Paul C. Wilson  
Ann Wolf  
Elaine Wolf  
Mr. and Mrs. Frank A. Wolfe  
Delores F. Wunder  
Ernest V. Zoby

# FINANCIAL STATEMENTS

## SUMMARY STATEMENTS OF FINANCIAL POSITION

SEPTEMBER 30, 2013 AND 2012 (DOLLAR AMOUNTS IN THOUSANDS)

	2013	2012
<b>ASSETS</b>		
Cash and cash equivalents	\$4,628	\$7,387
Investments	7,385	6,670
Pledges receivable, net	382	626
Receivable from the U.S. Department of Education	761	0
Prepaid expenses and other assets	201	221
Property, net	489	663
<b>TOTAL ASSETS</b>	<b>\$13,846</b>	<b>\$15,567</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$1,091	\$547
Deferred rent and lease incentives	414	479
<b>TOTAL LIABILITIES</b>	<b>1,505</b>	<b>1,026</b>
<b>NET ASSETS</b>		
Unrestricted	5,451	5,174
Temporarily restricted	6,298	8,775
Permanently restricted	592	592
<b>TOTAL NET ASSETS</b>	<b>12,341</b>	<b>14,541</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$13,846</b>	<b>\$15,567</b>

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, 1730 Rhode Island Ave. NW, Suite 1100, Washington, DC 20036.

## SUMMARY STATEMENT OF ACTIVITIES

FOR THE YEARS ENDED SEPTEMBER 30, 2013 AND 2012 (DOLLAR AMOUNTS IN THOUSANDS)

	2013	2012
<b>REVENUE AND SUPPORT</b>		
U.S. Department of Education:		
Inexpensive Book Distribution Program	\$ -	\$14,234
Innovative Approaches to Literacy Program	3,259	-
Contributions	7,368	8,148
Donated public service announcements	14,249	11,131
Investment income	516	1
Royalties and other revenue	21	322
<b>TOTAL REVENUE AND SUPPORT</b>	<b>25,413</b>	<b>33,836</b>
<b>EXPENSES</b>		
Program Services:		
Literacy Research	3,158	-
Books for Ownership	4,659	16,529
Community Literacy Awareness	15,532	13,470
Literacy Services and Other	1,276	1,241
<b>TOTAL PROGRAM SERVICES</b>	<b>24,625</b>	<b>31,240</b>
Supporting Services:		
Management and general	1,413	1,451
Fundraising	1,576	1,479
<b>TOTAL SUPPORTING SERVICES</b>	<b>2,989</b>	<b>2,930</b>
<b>TOTAL EXPENSES</b>	<b>27,614</b>	<b>34,170</b>
Change in net assets	(2,201)	(334)
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>14,541</b>	<b>14,875</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$12,340</b>	<b>\$14,541</b>



# LEADERSHIP

AS OF SEPTEMBER 30, 2013

## OFFICERS AND EXECUTIVE COMMITTEE

**John Remondi**  
**Chairman**

President and Chief Operating Officer  
SLM Corporation, Inc.

**Robert S. Diamond**  
**Vice Chairman**

Senior Consultant

**Loretta Barrett**  
**Secretary**

President  
Loretta Barrett Books, Inc.

**William M.E. Rachal, Jr.**  
**Treasurer**

Principal  
Hunter Bridge Group, LLC

**Bill Hansen**

President and CEO  
Madison Education Group

**Carol Hampton Rasco**

President and CEO  
Reading Is Fundamental, Inc.

**Carol B. Sisco, Ph. D**

Managing Partner  
Sisco Associates

## BOARD OF DIRECTORS

**Alexandra Armstrong**

Chairman  
Armstrong, Fleming & Moore, Inc.

**Kenneth Bentley**

Vice President of Community Affairs  
and Educational Programs  
Nestlé USA

**Christopher Cerf**

Founding Partner  
Sirius Thinking, Ltd.

**Crystal Echo Hawk**

Executive Director  
Notah Begay III (NB3) Foundation

**Roberta Horton**

Partner  
Arnold and Porter, LLP

**J.J. Johnson**

Executive Vice President,  
Government Relations and  
Public Policy Group  
Fidelity Investments

**Kitty Kelley**

Writer

**Marshall J. Lux**

Senior Partner & Managing Director  
The Boston Consulting Group

**Dr. Claude A. Mayberry**

Founder and CEO  
Science Weekly

**Matthew McCorry**

Global and National Leader of Insurance Risk  
KPMG LLP

**Christy Moberly**

Senior Vice President  
State Farm Insurance

**Michael Monahan**

Executive Vice President and Chief Financial Officer  
Pitney Bowes, Inc.

**Emily Moore**

Chief Commercial Officer  
TempTime Corporation

**Margaret McNamara Pastor**

Policy maker

**Lynda Johnson Robb**

Women's and Children's Advocate

**Carolyn Simpson**

Children's Advocate

**Arthur White**

Vice Chairman  
Yankelovich Partners

**Rick Zimmerman**

Senior Vice President, Marketing  
Sunny Delight Beverages Co.

## EMERITI MEMBERS

**James C. Curvey**

Vice Chairman  
Fidelity Investments

**Ruth Graves** (deceased)

Former RIF President and CEO

**Kathryn W. Lumley** (deceased)



**Every time RIF gives a child a new, free book, we open up a world of wonder and possibility.**

And your generosity and support is critical to making this happen. Together, we bring smiles to children's faces and light to their eyes. And together we must continue to ensure that every child across the country has the opportunity to experience the joy of reading, the power of learning, and the promise of a brighter tomorrow.



Reading Is  
Fundamental

1.877.RIF.READ  
**RIF.org**