

2014 ANNUAL REPORT

TRANSFORMING LIVES THROUGH INNOVATION



Reading Is
Fundamental



**OUR VISION IS
A LITERATE AMERICA
IN WHICH ALL CHILDREN
HAVE ACCESS TO BOOKS**

AND THE OPPORTUNITY TO
EXPERIENCE THE JOYS AND
LIFE-CHANGING VALUE
OF READING.

2014 RIF AT A GLANCE

RIF DISTRIBUTED A TOTAL OF

1,876,023
BOOKS

TO CHILDREN IN 2014

STATES	BOOKS	STATES	BOOKS
Alabama	117,397	Montana	2,640
Alaska	2,014	North Carolina	52,195
Arkansas	4,366	North Dakota	3,728
Arizona	24,156	Nebraska	6,021
California	145,565	New Hampshire	1,474
Colorado	78,428	New Jersey	30,543
Connecticut	87,920	New Mexico	11,596
DC	68,829	Nevada	12,071
Delaware	10,992	New York	75,065
Florida	51,386	Ohio	48,607
Georgia	36,138	Oklahoma	10,906
Guam	2,875	Oregon	27,379
Hawaii	19,271	Pennsylvania	107,859
Iowa	14,221	Puerto Rico	5,985
Idaho	3,885	Rhode Island	17,512
Illinois	40,772	South Carolina	9,159
Indiana	74,509	South Dakota	13,535
Kansas	5,957	Tennessee	80,822
Kentucky	59,886	Texas	177,212
Louisiana	8,728	Utah	10,469
Massachusetts	22,859	Virginia	119,476
Maryland	20,826	Vermont	5,121
Maine	10,735	Washington	14,533
Michigan	35,236	West Virginia	366
Minnesota	8,402	Wisconsin	15,921
Missouri	16,443	Wyoming	680
Mississippi	43,352	TOTAL BOOKS	1,876,023

EXECUTIVE SUMMARY



THE STORY OF RIF BEGAN NEARLY HALF A CENTURY AGO WITH A SIMPLE YET INNOVATIVE IDEA—

deliver new, free books to children who might not otherwise have any to call their own. And over the years, the spirit of charity and ingenuity behind that idea has blossomed into a true reading revolution!

Since 1966, RIF has given away more than 412 million books to more than 40 million kids in need across the country. But our work is far from over, as two-thirds of the 16 million children currently living in poverty in the United States continue to have no books to call their own.

That's where you come in. With the unwavering commitment of our many supporters, volunteers, and fellow book lovers, RIF has been able to continue providing impoverished children with essential learning resources—and continue tapping the well of innovation that first sparked our mission all those years ago.

This year, RIF completed its evaluation of a new Department of Education-funded, evidence-based program model aimed at combating the profound summer learning loss experienced by an average of more than 80% of students from economically disadvantaged communities. And we've seen some amazing results.

With the distribution of more than 760,000 books to 33,000 children at 173 schools across the country, RIF's Read for Success research project has demonstrated that in addition to reducing the summertime learning slide, increased access to books can lead to significant gains in reading proficiency.

RIF also continues to empower and inspire children in need with our annual Multicultural Book Collections of specially selected titles designed to foster interest and learning in topics ranging from science, technology, engineering, arts, and mathematics (STEAM) to history and social studies. These collections include standards-based activities that are ready for use in both the classroom and at home.

Through these exciting projects and many others, RIF was able to achieve great results in 2014. And in the fall of 2015, we will begin celebrating our 50th year of motivation and innovation! Our achievements and our reach are a testament to the power of ideas to make a real, lasting difference. We thank you for standing by our side over these years and for many more to come.

JACK REMONDI
Chairman, Board of Directors

CAROL H. RASCO
President and CEO

PARTNERSHIPS

MACY'S

In 2014—the 11th year of a partnership that has provided more than 10 million books to children in need—Macy's and RIF's Be Book Smart campaign raised \$2.6 million to provide nearly 900,000 new, free books to kids in underserved communities.

From June 18 through July 13, customers at Macy's stores across the country were once again invited to help spark the imagination of local youth. With the simple purchase of a \$3 coupon, customers received \$10 off a Macy's purchase and put a new book into the hands of a child in need.

In conjunction with the launch of the 2014 campaign was Macy's and RIF's release of the results from a new cosponsored survey evaluating parents' perceptions of children's summer reading habits. Despite research that supports the importance of continuing to read during the summer months, only 17 percent of the 1,000 parents participating in the Harris Poll-conducted survey identified reading as a top summer priority for their kids.

The survey's findings underscore the need to keep children engaged in reading and learning all year round—a message that Macy's has proudly championed as a decade-plus supporter of RIF and our ongoing efforts to enhance children's literacy.





MCDONALD'S

RIF united with McDonald's to share the joy of reading with millions of kids. During a two-week period, McDonald's put one of four limited-edition books in every Happy Meal to the tune of 20 million books. McDonald's also gave 100,000 books to kids in RIF programs around the country.

GERBER LIFE

At the beginning of the year, Gerber Life Insurance Company and RIF launched the Inspired Reading Giveaway—a month-long campaign designed to unite book lovers nationwide. For a chance to win a \$10,000 Gerber Life College Plan for their child, Gerber Life and RIF Facebook fans were simply asked to take RIF's Book People Unite pledge. Gerber Life generously donated a new, free book to a child in need for every pledge made—with the goal of reaching 10,000 books!

BARNES & NOBLE COLLEGE

How do you turn used college textbooks into new children's books? At the end of each semester, Barnes & Noble College offered students at campuses across the country the option of donating the net profits from recycling their used textbooks to RIF. These proceeds allowed us to buy new books for children in need and help set them up for a lifetime of achievement.

PITNEY BOWES

This year, RIF teamed up with the Pitney Bowes Foundation for a successful "Dedication to Education" program, developing literacy kits that included activity guides, STEAM-themed books, and craft materials. In October, as part of Pitney Bowes' Global Volunteer Month program, employees visited classrooms across the country to distribute the literacy kits and new, free books.





STATE FARM

In September, RIF partnered with State Farm for the ZooFiesta event at the Smithsonian National Zoo in Washington, D.C. Through a State Farm Good Neighbor Citizenship Grant, RIF distributed 3,000 children's books about wildlife, fun activity sheets, and book bags to families visiting the zoo.

SALLIE MAE

Through the Community Foundation for the National Capital Region, Sallie Mae provided a \$52,288 grant to support RIF programs in Delaware, Indiana, New York, Pennsylvania, and Virginia. This contribution helped put books into the hands of children who need them most.

UGI UTILITIES, INC.

In its 23rd year of generous support, UGI awarded RIF a \$170,000 grant that enabled us to distribute more than 53,000 brand-new books to elementary school students in Pennsylvania. UGI employees also promoted the company's commitment to literacy by donating their time and energy to help local children discover the joy of reading.

USA FUNDS

Through a \$75,000 grant, RIF partnered with USA Funds to provide book collections to classrooms at five elementary schools in Indianapolis, as well as books and literacy materials to individual students. USA Funds volunteers also made a notable contribution to children's literacy this year—sharing their joy of reading with students by participating in fun activities and read-alouds.

GROUND-BREAKING RESEARCH

Summer is the perfect time for kids to kick back and relax... and to keep up with their reading. With research showing that students who lose reading ability over the summer during their formative years rarely catch up, it is essential that the summer break doesn't also mean a break from the books.

In 2014, RIF completed the evaluation of a two-year, Department of Education-funded program model designed to prevent the dangerous "summer slide" that disproportionately affects children in underserved communities. Through the evidence-based Summer Reading Success program, we've given more than 760,000 books with an emphasis on science, technology, engineering, arts, and mathematics (STEAM) themes to 33,000 second-, third-, and fourth-grade students at 173 schools in 16 states.

Our study findings showed that over half of the participating children saw significant reading gains.

To learn more about Read for Success and our plans to continue to improve reading proficiency for today's students, visit www.RIF.org/ReadForSuccess.





BOOKING TIME WITH INNOVATION AND DIVERSITY

RIF's 2014 Multicultural Book Collection featured 40 titles with diverse characters and themes that promote science, technology, engineering, arts, and mathematics (STEAM) learning, so it's only appropriate that the collection was released in high-tech style.

This year's collection of highly recommended books for children in pre-K through 5th grade was launched during a vibrant webcast from Barcroft Elementary School in Arlington, Va. In celebration of Black History Month, Barcroft students—along with hundreds of students from RIF programs across the country—participated in a lively discussion with *Philip Reid Saves the Statue of Freedom* co-author Steven Sellers Lapham and illustrator R. Gregory Christie.

With the generous support of Macy's, more than 600 of the book collections were donated to RIF programs serving children in low-income communities throughout the U.S. Also included with each collection were free standards-based activity guides for educators, community coordinators, and families to use with each book.

HONORING THOSE WHO SERVE WITH HONOR

The thousands of volunteers who dedicate their time and energy to organizing successful book distributions and finding new ways to get kids excited about reading are truly the backbone of RIF. This year, we honored three Volunteers of the Year, whose communities were thrilled to recognize their accomplishments. We were proud to see these same volunteers profiled as part of American Graduate Day, a broadcast highlighting how community organizations can keep kids on the path to graduation.

Mary Ellen Cravotta, an elementary librarian at Irwin Intermediate School in Fort Bragg, N.C., knows just how to make RIF events memorable for her students, most of whom have had a parent deployed multiple times. Mary Ellen's star-studded events have featured basketball legend Kareem Abdul-Jabbar and award-winning author Kelly Starling Lyons.

Ramon Gonzalez, assistant director of the Education Clinic at St. Aloysius in Harlem, has loved RIF since he was 7 years old—when he appeared in one of our very first PSAs. Now, nearly four decades later, he helps serve 2,000 children in seven different schools and a summer program.

JoEllen Leech, former vice president of corporate affairs for Mellon Financial Corporation, joined the RIF family in 2010. Since becoming RIF Pittsburgh's volunteer recruitment coordinator, she has restructured her local Storymobile program, established new RIF sites, and rallied 80 new literacy mentors serving more than 200 children.



“It is fun to have fun but you have to know how.”

—Dr. Seuss

KAPPA KAPPA GAMMA IS VERY, VERY SPECIAL

This year marked the 10th anniversary of RIF’s partnership with collegiate women’s fraternity Kappa Kappa Gamma, serving as their national philanthropy. To date, Kappas have helped raise more than \$435,000 for RIF National—above and beyond funds they have raised for local RIF programs!

In October, we honored Kappa Kappa Gamma as our donor of the month for all that the organization and its members do to bring the joy of reading to children. And over the summer, we joined the Kappas at their convention in Houston, where we celebrated our decade-long partnership, discussed the impact of Kappas’ volunteering and fundraising, and launched a Kappa-inspired RIF classroom collection, books for ownership, and literacy activity sheet.

THE CAT IN THE HAT GOES TO BAT FOR RIF

Thanks to our many friends and supporters, RIF’s 2014 *The Cat in the Hat* gala raised more than \$600,000 in unrestricted funds! All those in attendance had a grand time celebrating the legacy of Dr. Seuss—a playful author with the perfect prescription for bringing smiles to children’s faces and light to their eyes.

The evening was fun-filled and star-studded, with former CNN correspondent Jeanne Meserve serving as our master of ceremonies and longstanding children and youth advocate Alma Powell as our special good night story reader. It was truly a special night of imagination and celebration.

CORPORATE, FOUNDATION, AND ORGANIZATION SUPPORT

INCLUDES SUPPORT OF \$1000 OR MORE RECEIVED OCTOBER 1, 2013 - SEPTEMBER 30, 2014

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.

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FINANCIAL STATEMENTS

SUMMARY STATEMENTS OF FINANCIAL POSITION

SEPTEMBER 30, 2014 AND 2013 (DOLLAR AMOUNTS IN THOUSANDS)

	2014	2013
ASSETS		
Cash and cash equivalents	\$4,418	\$4,628
Investments	7,928	7,385
Pledges receivable, net	63	382
Receivable from the U.S. Department of Education	357	761
Prepaid expenses and other assets	230	201
Property, net	321	489
TOTAL ASSETS	\$13,317	\$13,846
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$1,433	\$1,091
Deferred rent and lease incentives	397	414
TOTAL LIABILITIES	1,830	1,505
NET ASSETS		
Unrestricted	5,936	5,451
Temporarily restricted	4,959	6,298
Permanently restricted	592	592
TOTAL NET ASSETS	11,487	12,341
TOTAL LIABILITIES AND NET ASSETS	\$13,317	\$13,846

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, 2014 AND 2013 (DOLLAR AMOUNTS IN THOUSANDS)

	2014	2013
REVENUE AND SUPPORT		
U.S. Department of Education:		
Innovative Approaches to Literacy Program	5,146	3,259
Contributions	6,292	7,368
Donated public service announcements	8,672	14,249
Investment income	564	516
Other revenue	52	21
TOTAL REVENUE AND SUPPORT	20,726	25,413
EXPENSES		
Program Services:		
Literacy Research	4,854	3,158
Books for Ownership	2,860	4,659
Community Literacy Awareness	10,042	15,532
Literacy Services and Other	1,207	1,276
TOTAL PROGRAM SERVICES	18,963	24,625
Supporting Services:		
Management and general	1,163	1,413
Fundraising	1,453	1,576
TOTAL SUPPORTING SERVICES	2,616	2,989
TOTAL EXPENSES	21,579	27,614
Change in net assets	(853)	(2,201)
NET ASSETS, BEGINNING OF YEAR	12,340	14,541
NET ASSETS, END OF YEAR	\$11,487	\$12,340

LEADERSHIP

AS OF SEPTEMBER 30, 2014

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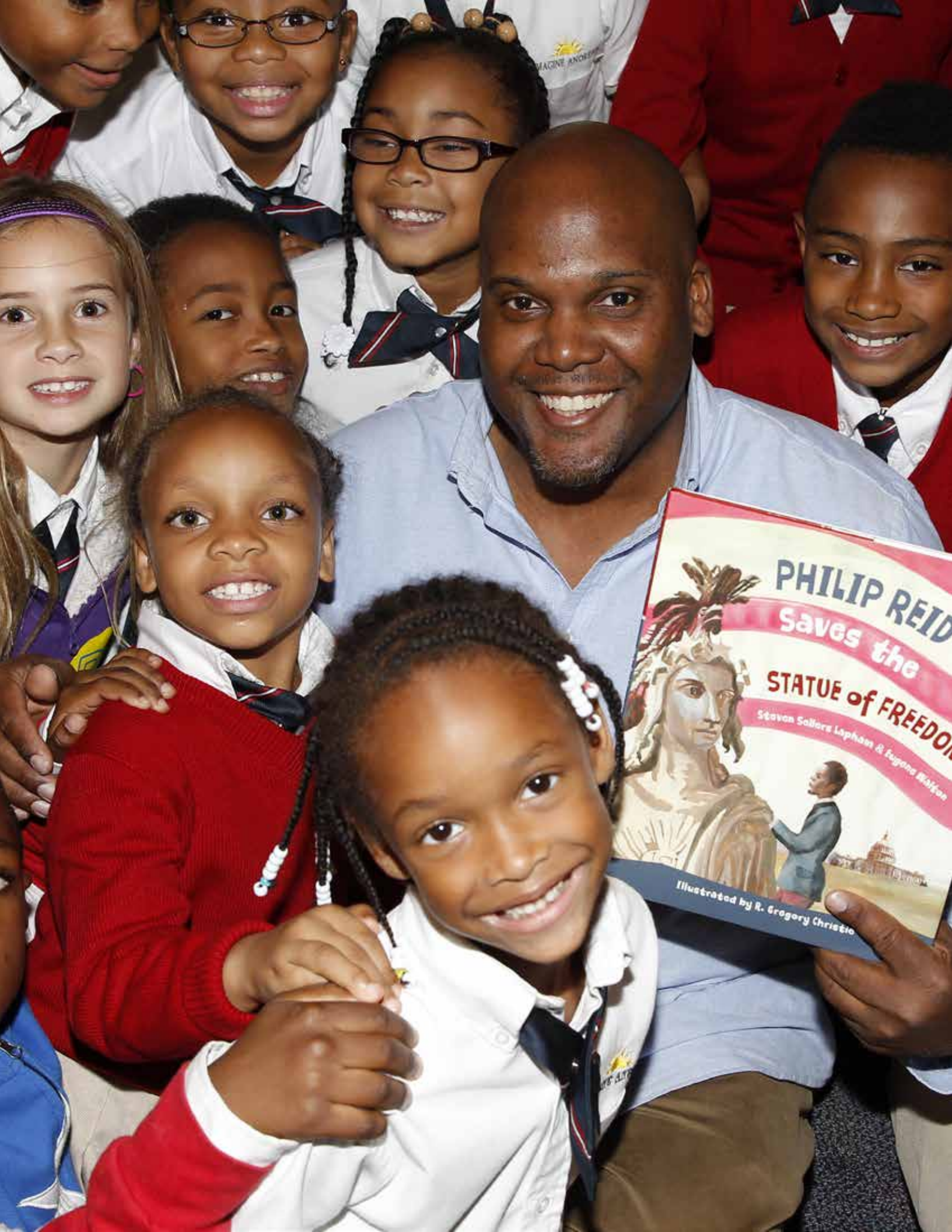
Lynda Johnson Robb

Women's and children's advocate

Ruth Graves (deceased)

Former RIF President and CEO

Kathryn W. Lumley (deceased)



MOVING FORWARD WITH FORWARD THINKING

RIF would not be where it is today—poised to celebrate our 50th year of motivating young children to embrace reading and learning—without the steadfast commitment and loyalty of our legion of supporters and friends. But equally critical to the sustainability of our mission has been RIF's longstanding embrace of innovation.

As we look ahead, we will continue to break new ground in ensuring that all children have access to the books and learning materials that are essential to their growth and future success. Our ongoing pursuit of new and exciting ways to educate and inspire is what makes a difference in how we make a difference. We thank you for taking this journey with us.



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