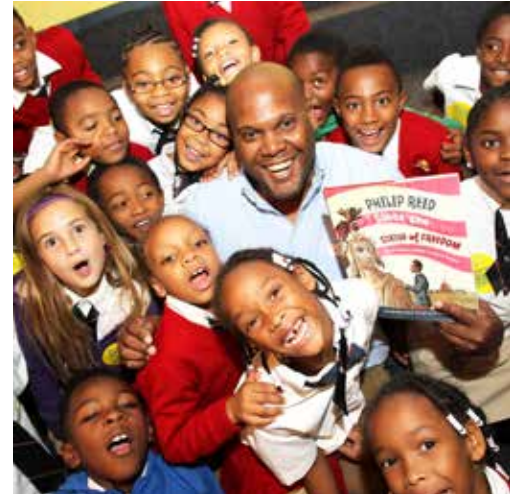


Reading Is
Fundamental



CELEBRATING 50 YEARS OF INSPIRING CHILDREN TO READ

2016 ANNUAL REPORT



MISSION

RIF is committed to a literate America by inspiring a passion for reading among all children, providing quality content and resources to make an impact, and engaging communities in the solution to give every child the fundamentals for success.

2016 RIF IMPACT

STATES	BOOKS	STATES	BOOKS
Alabama	95,506	Montana	29,941
Alaska	29,501	North Carolina	40,651
Arkansas	37,190	North Dakota	29,471
Arizona	64,817	Nebraska	28,349
California	158,305	New Hampshire	31,180
Colorado	36,564	New Jersey	39,585
Connecticut	46,655	New Mexico	30,089
DC	42,758	Nevada	33,597
Delaware	36,114	New York	88,012
Florida	77,146	Ohio	62,989
Georgia	43,298	Oklahoma	40,977
Guam	32,090	Oregon	40,578
Hawaii	52,006	Pennsylvania	128,802
Iowa	31,346	Puerto Rico	46,369
Idaho	33,262	Rhode Island	29,520
Illinois	46,793	South Carolina	68,205
Indiana	57,098	South Dakota	28,836
Kansas	30,373	Tennessee	52,249
Kentucky	38,106	Texas	127,901
Louisiana	43,558	Utah	30,871
Massachusetts	57,193	Virginia	85,791
Maryland	40,207	Vermont	29,336
Maine	49,058	Washington	55,572
Michigan	54,372	West Virginia	28,971
Minnesota	41,305	Wisconsin	32,573
Missouri	42,045	Wyoming	28,901
Mississippi	38,232	TOTAL BOOKS	2,624,214

RIF DISTRIBUTED A TOTAL OF
2,624,214
BOOKS
TO CHILDREN IN 2016



A READING REVOLUTION

2016 was a year of reflection, impact, and change for Reading Is Fundamental. We celebrated our 50th anniversary with friends and supporters, we impacted the lives of children in communities nationwide, and, as the year concluded, we changed leadership to help maximize RIF's impact for the next 50 years.

In 1966, RIF founder Margaret McNamara had a simple yet innovative idea—deliver new, free books to children who might not otherwise have any to call their own. And during the past 50 years, the spirit of charity and ingenuity behind that idea has transformed countless lives, helping to forge a more literate America.

To date, in partnership with a grassroots network of more than 1 million RIF volunteers and programs in schools and communities nationwide, RIF has given away more than 412 million books to more than 40 million kids in need.

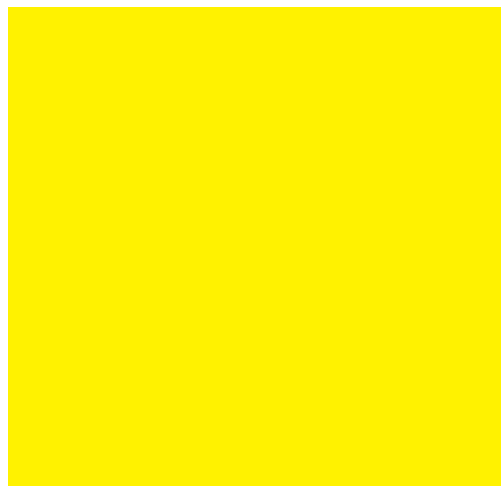
In 2016, RIF carried on its remarkable journey of impact under the longtime leadership of Carol Rasco. Since the turn of the 21st century, Carol has been RIF's champion for children's literacy, leading the organization through remarkable changes that have had a lasting impact. Her legacy spans a career dedicated to children's literacy. The accomplishments outlined in this annual report are a direct result of Carol's leadership and expertise. I am honored to follow in her footsteps and also inspired by her kindness, commitment, and generosity.

As RIF's new president and CEO, I am excited to build on the powerful legacy of Reading Is Fundamental and work with RIF programs, partners, and advocates to ensure all children have access to the fundamental opportunities that literacy provides.

As our children grow and learn in a digital age, literacy remains the foundation for a sustainable future. RIF is committed to delivering innovative literacy solutions with evidence-based impact—solutions that inspire a passion for reading among all children and empower them to learn, grow, and succeed.

Reading Is Fundamental is the leading champion for children's literacy and, as we reflect on our past through this annual report, we are excited to look toward the future and break ground in the ways that we innovate, collaborate, and inspire a new generation of children, partners, and literacy advocates with the life-changing power of literacy.

Alicia Levi
President and CEO



PARTNERSHIPS



MACY'S

Over the past 13 years, Macy's has provided unparalleled support to RIF and the children we serve, helping raise more than \$34 million to bring new books and big smiles to kids in undeserved communities across the country.

In 2016, Macy's continued its generous support of RIF through the Thanks for Sharing campaign. Between August 31 and December 31, Macy's donated \$10 for every credit card customer enrolling in the program to nine select charities, including RIF! In return for their participation and \$25 enrollment fee, customers received 10% of their spending back in the form of a rewards card for all Macy's credit card purchases made during the four-month campaign.

Through the Thanks for Sharing initiative, Macy's and its customers raised an incredible \$15 million for the charities involved, with RIF receiving \$1.7 million in donations to continue sharing even more stories and sparking the imaginations of children nationwide through the power and magic of books.

MCDONALD'S

For the third consecutive year, McDonald's USA inspired a new generation of readers by including special mini-books in their kid-friendly Happy Meals. From February 2 through February 15, each Happy Meal included one of three Valentine's Day-themed titles (*Clark the Shark Takes Heart*; *Happy Valentine's Day, Mouse!*; and *Pete the Cat: Valentine's Day Is Cool*), as well as the children's classic *Paddington*. McDonald's also donated 100,000 Happy Meal Books directly to children in RIF programs. As a result of RIF's collaborative effort with McDonald's, a total of more than 50 million books have been distributed to children—enough to provide a book to every child in America under the age of 12!

DOLLAR GENERAL LITERACY FOUNDATION

Since 2004, Dollar General has proven to be one of RIF’s most consistent and enthusiastic funding partners. Through the foundation’s generous support of RIF programs in 14 states across the country, Dollar General helped to meet the needs of more than 30,000 underserved children with over 100,000 books this year.

RALPH LAUREN

The Ralph Lauren Children’s Literacy Program supported RIF again in 2016 with their Global Literacy T-shirt designed to celebrate the importance of reading and writing. The shirts were available in both English and Spanish at Macy’s stores from July 15 - November 15. With 25 percent of the purchase price donated to RIF, over \$18,000 was raised to help get literacy resources to the children who need them most!

PITNEY BOWES

Pitney Bowes and the Pitney Bowes Foundation have been proud supporters of RIF since 2004. Through their signature “Share The Message: Read!” program, Pitney Bowes employee volunteers led STEAM-based activities and distributed books at RIF programs and schools in communities across the country. In October, as part of Pitney Bowes’ Global Volunteer Month program, the company hosted a Family Literacy Night at the Stepping Stones Museum for Children in Norwalk, CT, where more than 1,700 books were distributed to local families in need.

NAVIENT

Through the Delaware Community Foundation, Navient provided a grant to support RIF programs in Delaware, New York, Pennsylvania, and Virginia. This contribution helped put more than 8,000 books into the hands of thousands of children who need them most.





UGI

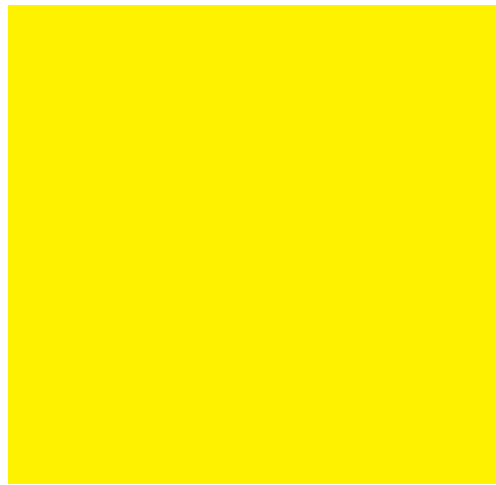
UGI Utilities, Inc. continued its generous 25-year support of RIF programs with a \$170,000 grant that enabled RIF to distribute more than 53,000 brand-new books to elementary school students in Pennsylvania this year. UGI employees also promoted the company's commitment to literacy and their communities by donating their time and energy to help children discover the joy of reading. In April, RIF joined UGI at the Pennsylvania State Capitol Rotunda to distribute 1,600 books to first-grade students. During the event, RIF was honored with UGI's Energy To Do More award.

STATE FARM

In October, RIF partnered with State Farm for an event at Beers Elementary School in Washington, DC, for a fun-filled lesson about the importance of safety during Fire Prevention Week. DC Fire Department Engine 19 paid a visit to the students, along with certified fire investigator Scott Wilson and his canine partner Roo. Through a State Farm Good Neighbor Citizenship Grant, RIF distributed safety activity sheets that included a section for children to design a fire evacuation plan for their family. RIF also distributed 1,600 books, and treated each student to a State Farm fire hat, coloring book, and crayons.

KAPPA KAPPA GAMMA

Since 2004, RIF has been proud to serve as the national philanthropy for Kappa Kappa Gamma. RIF and Kappa work together to serve children and families in communities nationwide. Through our work together, Kappa promotes a love of reading and inspire kids to read and succeed. To date, Kappa chapters have provided more than 268,000 books to RIF kids and have held countless local events in support of children's literacy. In 2016 alone, Kappa Kappa Gamma provided more than \$180,000 in donations to RIF.



IMPACT



BELOVED CHILDREN'S SERIES AUTHORS DONATE BOOKS TO RIF

In February, RIF received a donation of 5,000 children's books from bestselling authors Mary Pope Osborne and Natalie Pope Boyce. The donated books included Osborne's *High Tide in Hawaii*, the 28th book in the award-winning Magic Tree House series, and her sister Boyce's *Tsunamis*, the accompanying title in the nonfiction *Magic Tree House* Fact Tracker series. The books were distributed to underserved children in RIF programs at 13 schools in Florida, Georgia, Pennsylvania, and Washington, DC.

DC SCHOOL SCORES RIF DONATION, CELEBRITY VISIT

In March, acclaimed actress, director, and producer Elizabeth Banks visited Moten Elementary School in Washington, DC, a school that she mentors as part of the national Turnaround Arts program. RIF donated nearly 3,000 new books to the school's newly refurbished library and to students to select and take home. During the visit, Banks and National Endowment for the Humanities (NEH) Chairman William Adams conducted a read-aloud with first and second grade students. Turnaround Arts brings arts education resources into priority schools as a strategic tool for targeting larger school challenges and opportunities.

RIF RECOGNIZED FOR RAMPING UP READING PROFICIENCY

The Campaign for Grade-Level Reading honored RIF for its work to help combat the "summer learning slide." Research shows that up to 80 percent of students from economically disadvantaged communities are at risk of falling behind academically during the summer months. RIF's evidence-based program model, Read for Success, is proven to minimize these learning losses and improve reading proficiency for early grade school students. Starting in the summer of 2017, RIF and the Campaign are partnering to implement Read for Success at 10 sites across the country.

**A BLACK TIE EVENT FOR
A GOLDEN ANNIVERSARY**

On May 5, RIF celebrated five decades of inspiring children to read with our festive 50th Anniversary Black Tie Birthday Bash with Angie Goff, anchor and reporter for NBC4, as Master of Ceremonies. With a theme inspired by the artwork of acclaimed children’s book author and illustrator Eric Carle, the event celebrated RIF’s history, legacy, and future. Longtime RIF advocates and friends Margaret McNamara Pastor, Lynda Johnson Robb, and Dr. Carol B. Sisco served as the event’s honorary co-hosts. Special guests and honorees included Dick Robinson, president, CEO, and event chair of sponsor Scholastic, Inc., and Legacy of Literacy Award winners Alpha Kappa Alpha, AR Kids Read, Arkansas Campaign for Grade-Level Reading, Club RIF, Delta Sigma Theta, Kappa Kappa Gamma, and UGI Utilities, Inc.

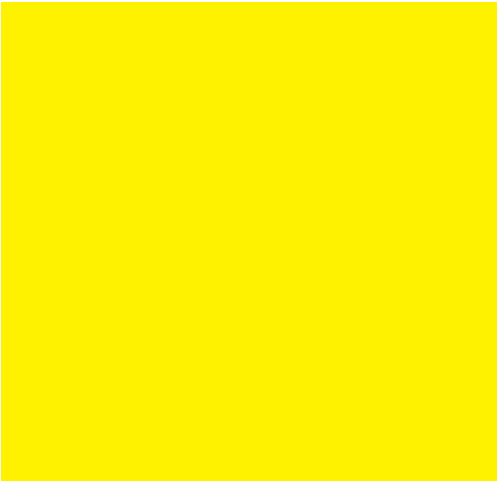
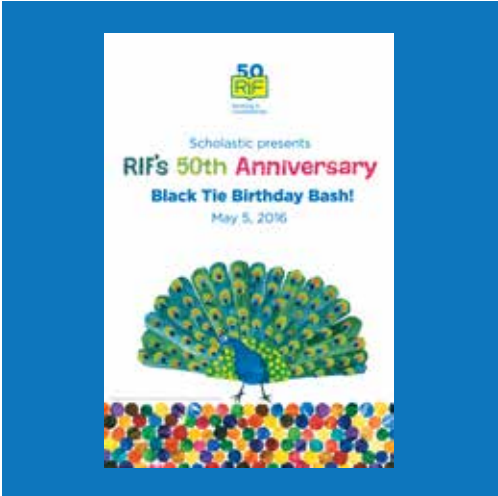
U.S. Senator Thad Cochran (R-MS) was honored with RIF’s Book Champion Award for his advocacy work on behalf of children’s literacy.

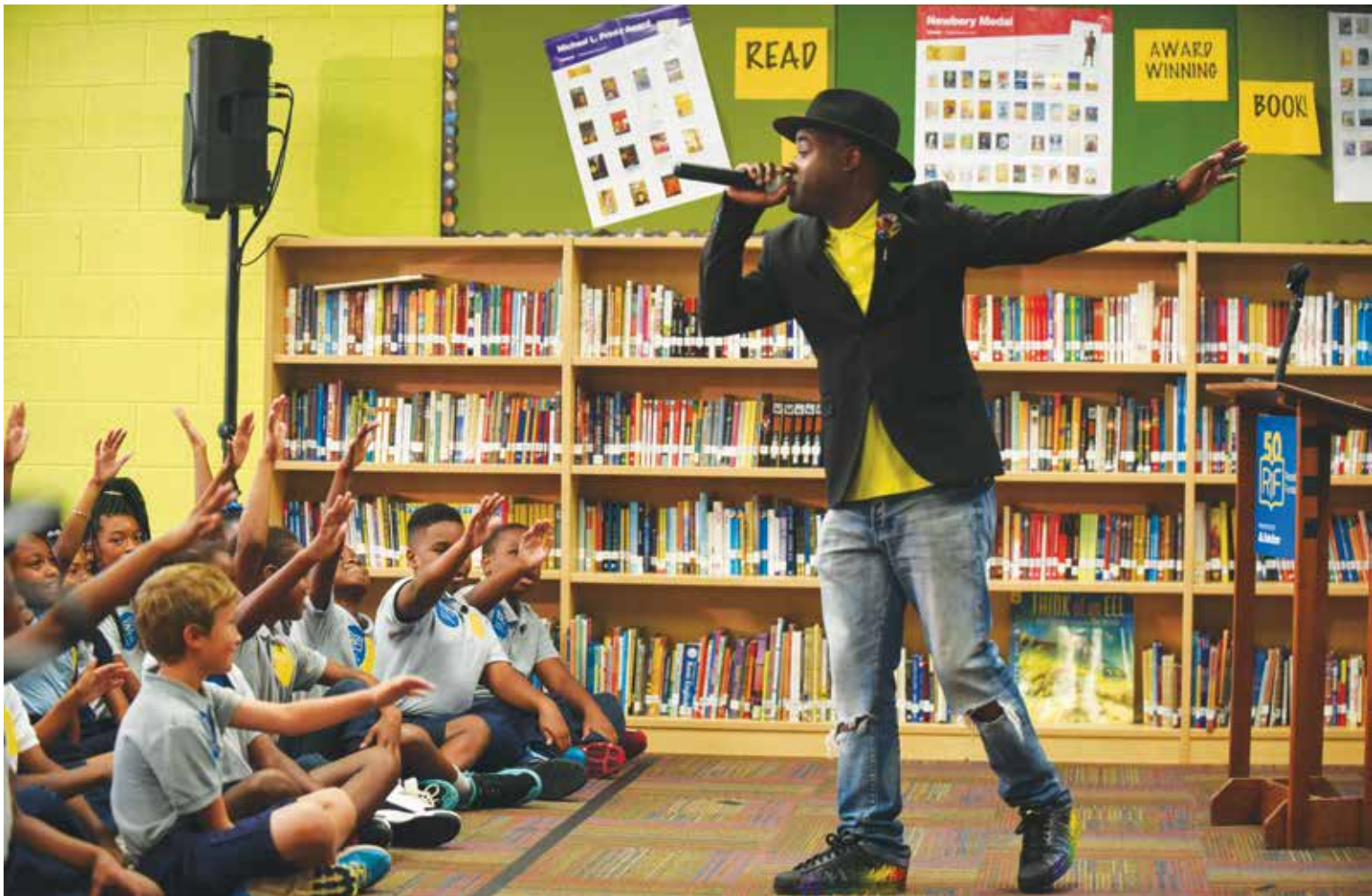
**INSPIRATIONAL PSA ILLUSTRATES
POWER OF READING ALOUD**

On June 13, RIF unveiled READ, a whimsical new public service announcement (PSA) designed to encourage parents and adults to read aloud to children. Created by RIF partner and short film producer Timber, the video PSA combines live action and animation to artfully envision the magic and power of books and the endless possibilities of imagination. Timber gifted the PSA to RIF in honor of our 50 years of inspiring children to read, learn, and grow. The PSA, in its first three months of airing on TV, gained nearly 35 million audience impressions valued at over \$360,000 of donated time. Facebook garnered more than 286,000 views, showing that reading aloud is fun and fundamental.

**PBS PROMOTES SUMMER LEARNING
ADVENTURES WITH RIF**

In June, PBS KIDS launched its annual summer learning initiative to help address the achievement gap between lower- and higher-income children, more than half of which can be attributed to unequal access to summer learning opportunities. PBS KIDS partnered with RIF and the Association of Children’s Museums to encourage families and children in underserved communities to explore reading and learning through a variety of fun and educational summer activities. RIF provided resources to PBS KIDS to help keep kids reading and learning throughout the summer and all year long!





RIF'S 50TH YEAR CELEBRATED ALL YEAR LONG

With a focus on celebrating RIF's legacy of impact and our bold vision for the future, RIF engaged in a yearlong campaign to mark the milestone of our 50th anniversary with volunteers, partners, and supporters across the country, including the launch of a 50th anniversary microsite to share the tale of RIF's history and collect RIF impact stories.

The year culminated in a nationwide celebration of RIF's anniversary on September 14, with 18 governors' and mayors' offices across the country proclaiming the date as Reading Is Fundamental Day.

Also on September 14, RIF hosted a virtual birthday party at Amidon-Bowen Elementary School in Washington, DC, which was streamed to and celebrated by viewers nationwide. Among those joining city council members, parents, and local public school officials to commemorate the milestone were singer and actress Jordin Sparks, actor and musician Tray Chaney, and children's author Tara Lazar. The event featured live performances, a "Happy Birthday" sing-along, a children's story read-aloud, and birthday cake. In addition, all of the students at the school received birthday-inspired activities and free books, including *Lazar's Normal Norman* and Dr. Seuss's *Happy Birthday to You!* The anniversary celebration was sponsored by State Farm, which also made a \$10,000 donation for books, e-reader devices and e-books for the school library.

USTYME, RIF PARTNER ON DIGITAL LEARNING INITIATIVES

In October, RIF joined forces with family-friendly digital platform developer Ustyme to get free e-books and reading activities into the hands of children with the greatest need. Ustyme's novel platform transforms families' existing smart phones, tablets, and computers into a library of hundreds of digital storybooks that children can share with adults either side by side or via a real-time video experience. To date, more than 1.5 million e-books have been distributed to children in need through RIF programs and other channels.

LITERACY IN AMERICA IN USA TODAY

In December, the international content marketing group Mediaplanet launched the second edition of Literacy in America—a campaign highlighting U.S. literacy rates and discussing ways in which illiteracy affects people of all ages, races, and socioeconomic backgrounds. The print component of the campaign was distributed within the weekend edition

of USA Today in the New York, San Francisco, DC, Baltimore, and Boston markets, with an estimated readership of 750,000. The campaign's digital component was distributed nationally through social media and across a network of news sites and partner outlets. RIF lent its expertise by contributing to the publication with articles about the importance of book access and digital technology.

RIF PARTICIPATES IN AMERICAN GRADUATE DAY

As the culminating event of a week of primetime education-themed programming on PBS, American Graduate Day 2016 featured news segments, mini-documentaries, performances, and interviews, as well as the airing of RIF's new READ public service announcement. The theme of this year's televised event, which counted RIF among its more than 25 like-minded nonprofit partners, was the importance of mentorship as a tool to help increase graduation rates, especially among at-risk youth. The broadcast aired on 100+ public media stations, including 47 of the top 50 markets, along with 67 million impressions of the #AmGrad hashtag on social media.

**READ FOR SUCCESS MARKS
A YEAR OF SUCCESSES**

In 2016, RIF officially launched Read for Success, an evidence-based program designed to improve reading proficiency that was tested over two years as part of an Innovative Approaches to Literacy grant from the U.S. Department of Education. Read for Success was implemented through matching grant applications, foundation funding, and standard sales.

During the year, 14 matching grant recipients in 11 states served 2,140 children, with the distribution of more than 22,000 books to children and learning resources to their classrooms and media centers.

In addition through foundation funding, RIF distributed a total of 41,408 books to children in the following regions:

- In Lewiston, Maine, Bingham Trust began a three-year commitment targeting 1,353 students in kindergarten through second grade.
- Duke Energy focused on the Pee Dee region of South Carolina, helping RIF serve 3,315 second graders across 10 regional school districts.
- And Marchon Eyewear designated Pennsylvania's Chester Community Charter School as a program recipient, serving 200 students in first through third grade.



CORPORATE, FOUNDATION,
AND ORGANIZATION SUPPORT

INCLUDES SUPPORT OF \$1000 OR MORE RECEIVED OCTOBER 1, 2015 – SEPTEMBER 30, 2016

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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\$1 MILLION PLUS

Macy’s, Inc.

LITERACY STEWARD

\$100,000 - \$249,999

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FINANCIAL STATEMENTS

SUMMARY STATEMENTS OF FINANCIAL POSITION

SEPTEMBER 30, 2016 AND 2015 (DOLLAR AMOUNTS IN THOUSANDS)

	2016	2015
ASSETS		
Cash and cash equivalents	\$743	\$1,669
Investments	6,430	7,801
Pledges receivable, net	1,940	80
Prepaid expenses and other assets	199	223
Property, net	103	184
TOTAL ASSETS	\$9,415	\$9,957
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$486	\$684
Deferred revenue	40	-
Deferred rent and lease incentives	244	333
TOTAL LIABILITIES	770	1,017
NET ASSETS		
Unrestricted	4,813	5,405
Temporarily restricted	3,240	2,943
Permanently restricted	592	592
TOTAL NET ASSETS	8,645	8,940
TOTAL LIABILITIES AND NET ASSETS	\$9,415	\$9,957

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, 2016 AND 2015 (DOLLAR AMOUNTS IN THOUSANDS)

	2016	2015
REVENUE AND SUPPORT		
U.S. Department of Education:		
Innovative Approaches to Literacy Program	-	946
Contributions	5,433	5,043
Donated public service announcements	1,641	-
Contract revenue	515	-
Investment income	604	(113)
Other revenue	111	80
TOTAL REVENUE AND SUPPORT	8,304	5,956
EXPENSES		
Program Services:		
Literacy Research	-	956
Books for Ownership	1,753	3,163
Community Literacy Awareness	2,723	440
Literacy Services and Other	1,226	1,220
TOTAL PROGRAM SERVICES	5,702	5,779
Supporting Services:		
Management and general	1,286	1,192
Fundraising	1,611	1,532
TOTAL SUPPORTING SERVICES	2,897	2,724
TOTAL EXPENSES	8,599	8,503
Change in net assets	(295)	(2,547)
NET ASSETS, BEGINNING OF YEAR	8,940	11,487
NET ASSETS, END OF YEAR	\$8,645	\$8,940



LEADERSHIP

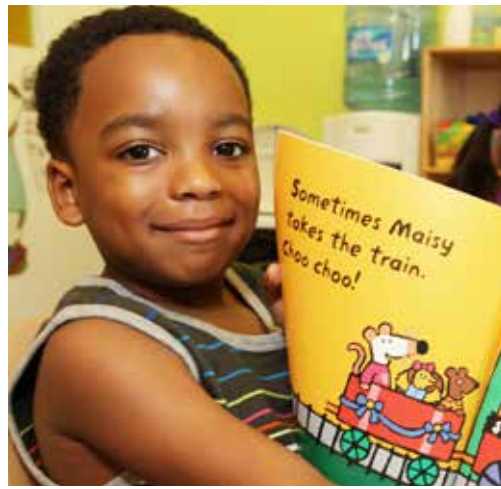
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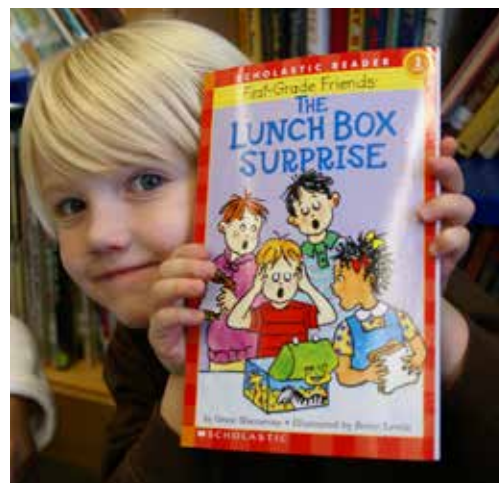
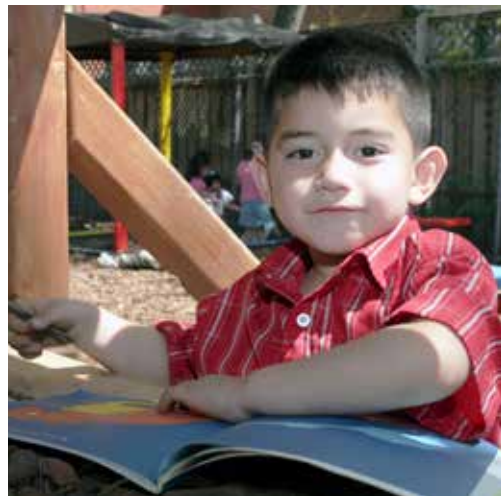
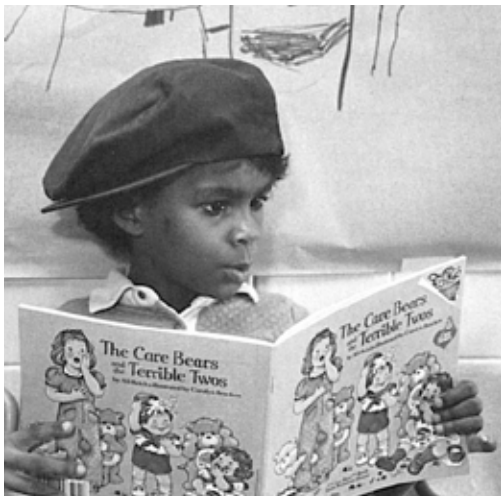
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CELEBRATING THE PAST, EMBRACING THE FUTURE

As we look back on 50 years of inspiring children to read, we look forward to continuing to engage all of our passionate supporters and advocates in new and innovative ways to ensure that every child has the opportunity to read and succeed. With the help of thousands of RIF volunteers and programs throughout the country, we remain steadfast in our commitment to providing books and other essential literacy resources to children wherever they are in need. We invite you to join our efforts to ensure that all children have the fundamental building blocks to reach their highest potential to become successful.





Reading Is
Fundamental

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