



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.**

RIF DISTRIBUTED A TOTAL OF
1,781,794
BOOKS
TO CHILDREN IN 2015

STATES	BOOKS	STATES	BOOKS
Alabama	78,143	Montana	2,872
Alaska	654	North Carolina	41,354
Arkansas	4,663	North Dakota	3,889
Arizona	62,464	Nebraska	2,043
California	202,684	New Hampshire	3,651
Colorado	17,776	New Jersey	22,449
Connecticut	38,647	New Mexico	13,289
DC	42,736	Nevada	8,346
Delaware	5,406	New York	98,500
Florida	70,356	Ohio	37,065
Georgia	22,296	Oklahoma	12,326
Guam	1,690	Oregon	30,730
Hawaii	16,072	Pennsylvania	100,393
Iowa	4,029	Puerto Rico	34,950
Idaho	7,188	Rhode Island	3,544
Illinois	36,845	South Carolina	14,254
Indiana	88,329	South Dakota	2,863
Kansas	5,924	Tennessee	30,201
Kentucky	16,453	Texas	252,882
Louisiana	19,708	Utah	7,144
Massachusetts	31,549	Virginia	57,570
Maryland	14,615	Vermont	1,886
Maine	11,744	Washington	28,796
Michigan	62,227	West Virginia	33,171
Minnesota	15,223	Wisconsin	1,913
Missouri	20,100	Wyoming	823
Mississippi	37,369	TOTAL BOOKS	1,781,794

EXECUTIVE SUMMARY



FOR 50 YEARS, RIF HAS BEEN AT THE FOREFRONT OF CHILDREN'S LITERACY—

changing lives one book at a time. As we honor and reflect on the past, we also keep our eyes determinedly on the future, maintaining a steadfast commitment to educating, motivating, and inspiring our nation's children.

RIF sparked a literacy movement half a century ago with the simple yet innovative idea of providing kids from underserved communities with the opportunity to choose books to call their own. And over the years, we have continued to develop new approaches to enhancing literacy and providing help and hope to those in need.

In 2015, RIF launched Read for Success—an evidence-based reading intervention program designed to help early elementary school students excel at reading. Tested over a two-year period, this evidence-based program has proven to increase students' reading proficiency and curb the summer learning slide—a contributing factor to the achievement gap which affects millions of children in the United States.

It is now clearer than ever that access to high-quality books, enriching resources, books for summer reading, and professional development can make a real, lasting difference. And with Read for Success, children across the country now have access to these essential tools of learning in their homes, classrooms, and community organizations.

This is great news. And we are so very proud of Read for Success and all of our innovations and achievements to date. But our work is far from done. There are still children all across the country who need access to and choice of new, free books and associated literacy resources to help them open their minds, broaden their horizons, and achieve their full potential.

We remain committed to ensuring that all children have the opportunity to benefit from the world of wonders that awaits them in the pages of a great book. Thank you to all of our generous supporters for helping us share the joy of reading with children across America.

JACK REMONDI
Chairman, Board of Directors

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President and CEO

PARTNERSHIPS



MACY'S

Over the past 12 years, Macy's and RIF's Be Book Smart campaign has raised \$34 million to provide more than 11 million books to children in need. In 2015 alone, the campaign resulted in the donation of nearly 580,000 new, free books to kids in underserved communities across the country.

From June 18 through July 12, customers at Macy's stores nationwide were invited to donate \$3 to receive \$10 off a Macy's purchase and put a new book into the hands of a child in need. Macy's and RIF also released lists of children's favorite books to inspire young readers and provide parents with an easy reference guide for summer reading.

The 2015 campaign was launched on the heels of a new survey from RIF and Macy's, which found that 90% of parents surveyed acknowledged that most children do in fact lose reading skills during the summer months, reinforcing the need for children to remain engaged and reading while they are out of school.

MCDONALD'S

In the beginning of the year, McDonald's USA helped RIF spread the joy of reading with the second installment of Happy Meal Books. With a new collaboration with HarperCollins Children's Books, McDonald's included books as the surprise in their kid-friendly Happy Meals during a two week period in January. The promotion resulted in the distribution of more than 17 million co-branded books to families across the country and 100,000 books to RIF programs. Each Happy Meal-sized book (*If You Give a Mouse a Cookie*, *Big Nate: In a Class by Himself*, *Pete the Cat and His Magic Sunglasses*, and *Flat Stanley Goes Camping*) also included a fun reading-related activity.



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 eight states across the country, Dollar General helps meet the needs of more than 29,000 underserved children. In 2015, Dollar General provided nearly \$250,000 in support of these critical programs. Dollar General was also honored with the annual Legacy of Literacy Award at RIF's 2015 *Z Is for Moose* Gala.

RALPH LAUREN

The Ralph Lauren Children's Literacy Program supported RIF in 2015 with the introduction of stylish new children's T-shirts designed to celebrate the importance of reading and writing. The shirts were available at Macy's from July 15-November 15, with 25 percent of the purchase price donated to RIF. Pan movie star Levi Miller modeled one of the Polo tees during an in-store appearance at Macy's Herald Square in New York City.

BOOKS-A-MILLION

In September, Books-A-Million teamed up with RIF on a fundraising campaign to help provide free books and literacy resources to impoverished children and families throughout the United States. From September 13 through September 19, customers at Books-A-Million stores across the country made donations in support of RIF, receiving an exclusive bookmark in recognition of their contribution. The campaign ultimately raised more than \$65,000 for RIF and children in need.

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 help celebrate reading at RIF programs and schools in communities across the country, providing more than 2,000 books to children through a variety of engaging events and activities.





STATE FARM

A fun day was had by all on Sunday, September 20, when RIF teamed up with State Farm for the ZooFiesta, an annual celebration of Hispanic culture at the Smithsonian National Zoo. During the event, Girl Scouts, Kappa Kappa Gamma members, State Farm volunteers, and RIF staff distributed thousands of children's books, bilingual activity sheets, string bags, and animal masks to children and their families. RIF's participation in the event was made possible by a Good Neighbor Citizenship Grant from State Farm.

UGI

Each year, UGI Utilities, Inc. provides RIF with 50,000 books for 16,000 academically vulnerable first-graders throughout the company's many service areas. Since the start of UGI's partnership with RIF in 1991, the company has helped distribute more than 1 million books to children in need and held countless read-aloud events for underserved children and their families in Pennsylvania and Maryland.

KAPPA KAPPA GAMMA

Since 2004, RIF has been proud to serve as the national philanthropy for Kappa Kappa Gamma. RIF and Kappas continue to work together in service of their local communities—promoting literacy and inspiring lifelong readers. To date, Kappas have provided more than 180,000 books to RIF and held countless local events in support of children in need. In 2015 alone, KKG supported RIF with more than \$140,000 in donations.

BARNES & NOBLE COLLEGE BOOKSELLERS

In August, as children and their families around the country prepared to return to school, Barnes & Noble College Booksellers collaborated with RIF on the launch of a backpack-bursting, back-to-school fundraising campaign. With a shared commitment to sending kids back to school with bags full of books and a future full of promise, Barnes & Noble generously doubled all gifts to RIF up to \$50,000 from mid-August through the end of September.



READ FOR SUCCESS

On May 12, RIF released the results of Read for Success: Combating the Summer Learning Slide in America, a two-year research study that tested a new model for reducing summer learning loss. Implemented in 16 states across 173 schools with more than 33,000 students participating, Read for Success proved that increased access to books and enrichment opportunities can lead to significant gains in reading proficiency and curb the “summer slide”—a contributing factor to the achievement gap. Author, journalist, and educator Jessica Lahey touted the success of RIF’s program model in a passionate post on the *New York Times* parenting blog Motherlode. Jessica also served as moderator at an event on Capitol Hill to introduce Read for Success to members of Congress.

In June, RIF joined forces with Macy’s and DC Public Schools to launch a pilot reading program based on the Read for Success model, with RIF distributing nearly 100,000 books to 7,500 students at 30 schools throughout the District.

In November, RIF and *Education Week* hosted a free interactive webinar on the research and efficacy of Read for Success, including testimonials from educators using the program and tips for school systems interested in implementing Read for Success.

G IS FOR GALA ... AND F IS FOR FUN!

On May 19, RIF celebrated children’s literacy excellence and honored the contributions of notable advocates, supporters, and volunteers at the 2015 *Z Is for Moose* Gala. U.S. Senator Roger Wicker (R-MS) and Congressman Rubén Hinojosa (D-TX-15) were presented with the inaugural Book Champion Award for their leadership on behalf of RIF and its legislative priorities on Capitol Hill, while the Dollar General Literacy Foundation received RIF’s Legacy of Literacy Award for its commitment to investing in children’s lives. RIF’s Volunteer of the Year Award recipients included Maira Burns of McAllen, TX; Wanda Dawson of Bayboro, NC; Ellen Halliday of Brooklyn, NY; and Justina Johnson “JJ” Head of Northern Virginia.

**RIF COMES TO A
TELEVISION NEAR YOU**

On October 3, RIF was proud to play a part in American Graduate Day 2015, a live television event broadcast hosted by Soledad O’Brien on PBS member stations. The all-day telecast celebrated the personal stories of individuals and organizations committed to keeping students on the path to graduation. The program reached more than 86% of U.S. households on more than 50 PBS member stations. RIF Volunteer of the Year Award winner Ellen Halliday was highlighted in an interview about her 15 years of dedicated work as the RIF coordinator for the Brooklyn Public Library.

**STEAMING FORWARD WITH NEW
BOOK COLLECTION**

On May 20, RIF announced the launch of its 2015 Multicultural Book Collection, featuring books on topics ranging from architecture

to women’s rights to natural history. Each book in the collection includes at least one science, technology, engineering, the arts, and mathematics (STEAM) theme, while emphasizing multiculturalism and diversity in content and character development. RIF also produces companion learning resources for parents, teachers, and caregivers to enhance reading and learning opportunities for children.

**UP AND AWAY AT THE
AIR AND SPACE MUSEUM**

On June 19, noted author and historian Reeve Lindbergh, daughter of famed aviator Charles Lindbergh, joined RIF for story-time events and a meet and greet at the National Air and Space Museum in Washington, DC. Nearly 100 children and their families listened to Reeve read from one of her books, *Nobody Owns the Sky*, the story of the first African-American female pilot, Bessie Coleman. Each child attending the event received a copy of the book to take home and cherish.



CORPORATE, FOUNDATION, AND ORGANIZATION SUPPORT

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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, 2015 AND 2014 (DOLLAR AMOUNTS IN THOUSANDS)

	2015	2014
ASSETS		
Cash and cash equivalents	\$1,669	\$ 4,418
Investments	7,801	7,928
Pledges receivable, net	80	63
Receivable from the U.S. Department of Education	-	357
Prepaid expenses and other assets	223	230
Property, net	184	321
TOTAL ASSETS	\$9,957	\$13,317
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$684	\$1,433
Deferred rent and lease incentives	333	397
TOTAL LIABILITIES	1,017	1,830
NET ASSETS		
Unrestricted	5,405	5,936
Temporarily restricted	2,943	4,959
Permanently restricted	592	592
TOTAL NET ASSETS	8,940	11,487
TOTAL LIABILITIES AND NET ASSETS	\$9,957	\$13,317

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, 2015 AND 2014 (DOLLAR AMOUNTS IN THOUSANDS)

	2015	2014
REVENUE AND SUPPORT		
U.S. Department of Education:		
Innovative Approaches to Literacy Program	946	5,146
Contributions	5043	6,292
Donated public service announcements	-	8,672
Investment income	(113)	564
Other revenue	80	52
TOTAL REVENUE AND SUPPORT	5,956	20,726
EXPENSES		
Program Services:		
Literacy Research	956	4,854
Books for Ownership	3,163	2,860
Community Literacy Awareness	440	10,042
Literacy Services and Other	1,220	1,207
TOTAL PROGRAM SERVICES	5,779	18,963
Supporting Services:		
Management and general	1,192	1,163
Fundraising	1,532	1,453
TOTAL SUPPORTING SERVICES	2,724	2,616
TOTAL EXPENSES	8,503	21,579
Change in net assets	(2,547)	(853)
NET ASSETS, BEGINNING OF YEAR	11,487	12,340
NET ASSETS, END OF YEAR	\$8,940	\$11,487

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LOOKING BACK AND MOVING FORWARD

RIF would not be where we are today—celebrating 50 years of delivering new, free books to children who might not otherwise have any to call their own—without the passionate and generous commitment of our countless friends and fellow book lovers. Every individual and organization that has offered support over the years has played a part in transforming RIF from an innovative idea into a true reading revolution!



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