

BOOK PEOPLE UNITE



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.



LEADERSHIP MESSAGE

This year, RIF celebrated its 45th anniversary. That’s nearly half a century of providing books to children in need and helping them discover the lifelong joy of reading!

To date, we have delivered more than 400 million new books into the welcoming hands of children in all 50 states, three U.S. territories, and our nation’s capital. And with these gifts of learning, lives have been transformed.

With all of our great accomplishments, it’s truly incredible to recall RIF’s humble beginnings. It was in 1966 that RIF founder Margaret McNamara began sharing children’s books from the back of her car with kids in need at an elementary school in Washington, D.C. She understood that if children are going to become better students, they need access to and ownership of these essential tools of learning. And from her passion and ingenuity, RIF was born.

Yet despite the commitment of a like-minded legion of children’s literacy champions over the years, we now find ourselves with significantly reduced resources to fulfill our mission. The loss of federal funding for RIF’s signature Books for Ownership program has significantly affected our ability to reach every child in need.

Our response? RIF has remained unyielding. This year, we reorganized to achieve efficiency at our new core level of \$8.5 million. We strengthened our partnerships with corporate, foundation, and individual donors. And we re-energized the RIF brand by launching our new Macy’s-funded PSA campaign, “Book People Unite.” Most importantly, we continued to deliver books to those children who need them most.

So now, for the 45th time, we offer thanks to all of the generous partners and donors whose continued support guarantees a brighter future for the children we serve.

JOHN REMONDI
Chairman, Board of Directors

CAROL H. RASCO
President and CEO

2012 RIF BY THE NUMBERS

STATES	CHILDREN	BOOKS	SITES
ALABAMA	75,584	188,959	595
ALASKA	11,653	29,132	95
ARIZONA	91,004	227,511	362
ARKANSAS	26,428	66,070	229
CALIFORNIA	494,299	1,235,748	1,675
COLORADO	65,476	163,690	295
CONNECTICUT	55,498	138,745	124
DELAWARE	8,086	20,214	28
DISTRICT OF COLUMBIA	51,772	129,431	174
FLORIDA	247,701	619,252	1,030
GEORGIA	59,523	148,807	449
GUAM	2,432	6,080	2
HAWAII	20,671	51,677	74
IDAHO	10,441	26,101	39
ILLINOIS	165,818	414,544	711
INDIANA	114,014	285,034	320
IOWA	23,052	57,630	184
KANSAS	50,609	126,522	236
KENTUCKY	65,809	164,524	260
LOUISIANA	43,378	108,446	167
MAINE	19,898	49,746	94
MARYLAND	33,619	84,048	103
MASSACHUSETTS	106,886	267,216	422
MICHIGAN	124,713	311,781	654
MINNESOTA	57,382	143,454	305
MISSISSIPPI	66,381	165,952	212
MISSOURI	72,101	180,253	333
MONTANA	10,094	25,235	89
NEBRASKA	3,401	8,503	58
NEVADA	31,968	79,921	59
NEW HAMPSHIRE	3,664	9,160	55
NEW JERSEY	75,172	187,930	305
NEW MEXICO	32,458	81,146	102
NEW YORK	327,941	819,853	867
NORTH CAROLINA	48,438	121,095	335
NORTH DAKOTA	8,164	20,409	53
OHIO	58,748	146,870	493
OKLAHOMA	27,415	68,538	131
OREGON	44,093	110,233	390
PENNSYLVANIA	157,481	393,702	801
PUERTO RICO	30,125	75,312	79
RHODE ISLAND	35,994	89,984	102
SOUTH CAROLINA	49,441	123,602	134
SOUTH DAKOTA	5,430	13,575	89
TENNESSEE	101,297	253,244	439
TEXAS	593,315	1,483,287	1,355
UTAH	15,618	39,045	89
VERMONT	7,187	17,967	62
VIRGIN ISLANDS	4,027	10,067	11
VIRGINIA	121,514	303,784	372
WASHINGTON	65,505	163,763	145
WEST VIRGINIA	12,160	30,401	64
WISCONSIN	53,422	133,556	258
WYOMING	4,362	10,904	38

4,092,662
CHILDREN

10,231,655
BOOKS

16,147
SITES

PARTNERSHIPS

Dear RIF and Macy's,

I just want to thank you for what you both did. I know you did a lot of work to get the books for us. So I want you to feel happy. Now when you read this you will feel happy and warm inside.

**Sincerely,
Kyle**



MACY'S

Macy's has been a committed supporter of RIF's mission since 2004, and our partnership has had a real and lasting impact on children in communities across the nation. In our ninth year working together, Macy's helped raise more than \$26 million for RIF, which has been used to purchase new books for children in need and to promote literacy at all reading levels. Through customer-supported fundraising campaigns, in-store events, and volunteer activities, Macy's donated funds, resources, and employee time to further the important message that literacy is a key to future success.

Macy's 2012 "Be Book Smart" campaign kicked off with special reading celebrations in five select stores, with the help of several local professional football players. By the end of the year, Macy's

helped raise \$4.8 million for RIF through 1.6 million coupons sold in 673 stores. And for every coupon sold by Macy's dedicated associates, a brand new book was provided to one of the hundreds of thousands of at-risk kids across the nation—many of whom live near the very stores that helped raise these critical funds.

Macy's is also the founding sponsor of RIF's Multicultural Literacy Campaign, a multi-year effort to promote and support early childhood literacy in African American, Hispanic, and American Indian communities—where reading scores are often the lowest in the nation. And as RIF's lead partner for volunteer engagement, Macy's continues to help foster a spirit of volunteerism in communities nationwide.



NESTLÉ

For nearly 20 years, Nestlé has supported RIF through donations of more than \$5 million, which has been used to help hundreds of thousands of children.

Through Nestlé's "Share The Joy of Reading" Program, Nestlé donates \$.10 to RIF for every valid promotional code entered from specially marked packages of Nestlé and Wonka candy.

To help launch National Reading Month in March, actress Kate Beckinsale teamed up with the Nestlé "Share the Joy of Reading" Program to raise awareness of the importance of children's literacy. She visited the Barnes & Noble bookstore at The Grove in Los Angeles to read to young children and their families, and to talk about her love of books and learning.

BUDDIG

To promote children's literacy and family reading time, Carl Buddig & Company partnered with RIF for a second year in 2012 to support the "Be a Reader" campaign and helped raise \$100,000 for RIF. The cause marketing campaign invited consumers to join the fun through purchases of Buddig products and by taking part in key campaign activities that help support RIF and its literacy programs throughout the year.

Like good nutrition, reading nourishes young minds and sets the stage for future success in life. Through the "Be a Reader" campaign, our goal is to encourage families to read together while providing needed resources to underserved communities.

Dear RIF,

I am very thankful for you giving me a book and letting me keep it. Thank you from the people who need the books and the people that don't have enough money for books.

Aireyonna

PITNEY BOWES

RIF's "Share the Message: READ!" family literacy events partnership with Pitney Bowes continued in 2012. The support of Pitney Bowes has helped RIF reach countless children and families—inspiring new generations of lifelong readers.

This year's partnership supported children's literacy with a Family Literacy Night celebration at Stepping Stones Museum for Children in Norwalk, Conn. As part of Pitney Bowes' annual Global Volunteer Month program (April), employees joined RIF and a record-breaking 1,000-plus children and parents, giving away 2,000 free books and participating in numerous activities, including read-alouds centered on the theme of global communications. Rep. Jim Himes of Connecticut's 4th District and Norwalk Mayor Richard Moccia also joined the festivities, with Rep. Himes reading to a roomful of children and families.

Pitney Bowes employees also brought the program to schools and after-school programs in more than 15 U.S. cities, as well as the United Kingdom, Canada, Australia, and India. For their outreach, volunteers used "Share the Message: READ!" volunteer activity guides developed by RIF with funding by the Pitney Bowes Foundation.

PINE-SOL

In March, a study commissioned by Pine-Sol concluded that a clean-smelling house might help contribute to higher grade point averages. In response to this finding, Pine-Sol teamed up with RIF and donated \$50,000 to help children gain access to the books they need to achieve. In addition, Pine-Sol hosted a "Like" campaign on the brand's Facebook page to create awareness of the partnership.



KUMON

Kumon, the world's largest after-school math and reading enrichment program, partnered with RIF to raise funds to provide books to children in underserved communities. In March, Kumon donated \$10 to RIF (the equivalent of four new books) for each new student who enrolled in Kumon, totaling nearly \$70,000 in support of RIF's mission.

Kumon shares RIF's passion for improving childhood literacy to create lifelong readers who develop to their fullest potential and positively contribute to their communities.

STATE FARM

RIF and State Farm collaborated in hosting a "Flashlight Reading Night" event at Laburnum Elementary School in Richmond, Va. Volunteers from State Farm helped distribute flashlights, activity sheets, tote bags, and 1,100 books to 550 children participating in a number of motivational reading and safety activities. The children used their flashlights to follow along with an in-the-dark read-aloud led by local police officers and firefighters.

Prior to the event, teachers from the school participated in professional development from RIF on how to incorporate Science, Technology, Engineering, the Arts, and Mathematics (STEAM) into various kinds of books for children. Each teacher received a STEAM book to use in the classroom.

CUSTOM GIVING

RIF is fortunate to have many corporate and foundation supporters who continue to give generously each year. These partnerships allow RIF to serve more children with higher-quality books, as well as provide additional literacy services across the country. We are grateful to the following supporters for their commitment to children's literacy and to RIF's mission: Capital One Financial Corporation, Dollar General Corporation, Sallie Mae, Inc., UGI Utilities, Inc., Community Foundation for Southeast Michigan, Conoco Phillips, Barnes & Noble College Booksellers, Heart Sing Foundation, Rundgren Foundation, The Lawrence A. Sanders Foundation, Inc., and many more.

IMPACT

Dear Book People,

Thank you for my book *Walking to School*. It is a great book. You are so special to me and the whole class. I will always remember you for giving us books.

Shakiria



BOOK PEOPLE UNITE!

On April 17, RIF launched “Book People Unite,” a multi-year initiative that shines a spotlight on the children’s literacy crisis in America and urges those who believe in the transformative power of books to take action.

At the center of the awareness campaign is a public service announcement (PSA) featuring a montage of beloved children’s book characters come to life set to a star-studded soundtrack produced by Grammy Award-winning band The Roots. And Emmy award-winning actor, LeVar Burton, makes a special appearance.

The campaign also features online, radio, and print ads asking viewers to visit BookPeopleUnite.org to join the movement through an online pledge and receive action tools to help ignite a reading renaissance in their own backyard.

The campaign was funded by the generous support of Macy’s and developed in collaboration with creative agency Mother New York.



Emmy award-winning actor, LeVar Burton



SUPPORTING MILITARY FAMILIES

When duty calls, soldiers with children require innovative approaches to staying connected. On April 4, families with a parent ready to deploy met with RIF to discuss the strategy employed by U.S. Army Colonel Mike Fenzel and his wife Lisa, who recorded video of Mike reading aloud books to be watched while he was away by his 20-month-old son Marcus and baby brother Christopher.

More than 400 children and their parents joined RIF at Devers Elementary School in Fort Bragg, N.C., with each child receiving two free books and reading activity guides with tips for their parents, thanks to support from Macy's. The kids were also treated to read-alouds from soldiers, including Colonel Fenzel. RIF partnered with United Through Reading for the event.

At special reading celebrations in Fort Bragg and on the USS Bush, with First Daughter Doro Bush, of the Barbara Bush Foundation, hundreds of military families were also treated to read-alouds and free copies of *The Kiss Box*, a book that tells the story of how a mother bear and her child cope with separation. Families left with their own specially made "kiss box."

FULL STEAM AHEAD

STEAM is an acronym for Science, Technology, Engineering, the Arts, and Mathematics. And in 2012, RIF continued its multi-year initiative to inspire the next generation of innovators through STEAM-themed multicultural book collections; free activities related to STEAM, Common Core, and 21st Century initiatives; and professional development for educators.

RIF's 2012-2013 Multicultural Book Collection is comprised of 40 children's books for grades K-5. Each book in the collection was carefully reviewed and selected by RIF's Literacy Services team with guidelines provided by RIF's Literature Advisory Board and Multicultural Advisory Committee, national panels of educators, and experts in books for children.

Thanks to the generous support of Macy's, more than 600 book collections will be donated to RIF programs serving children in low-income communities across the country.

INNOVATIVE APPROACHES TO LITERACY

In October, RIF announced plans to launch a new program to combat summer reading loss among children living in poverty through a \$4.18 million award by the Department of Education's Innovative Approaches to Literacy Program.

In year one, the program will reach 22,000 students in 145 schools — in districts where at least a quarter of the students are living below the poverty line — and in 15 states.

Students will select eight books to take home, along with age-appropriate activities, while families will participate in summer and fall reading celebrations, as well as receive weekly communications with tips and reminders during the summer.

Teachers in the 145 participating schools will receive STEAM-based professional development and a 40-title STEAM-based book collection, along with 200 pages of related teaching materials. Each library or media center will also receive a copy of the collection.

GIFT OF READING GALA

In May, RIF held a gala event celebrating 45 years of bringing 400 million books to children in communities throughout the country. The event made special note of RIF's invaluable partners, supporters, and volunteers, whose passion and commitment have been critical to our accomplishments over the years.

Loretta Barrett, Lynda Johnson Robb, and Arthur White were presented with the Legacy of Literacy Award for their 45 years of service as founding members of RIF's Board of Directors. Additional award recipients included Margaret McNamara Pastor, the daughter of RIF's founder, and Dr. Carol B. Sisco, who has continued her mother's longtime service on RIF's Board of Directors.

Multiple Emmy Award winner and *Reading Rainbow* host LeVar Burton served as the event's master of ceremonies. Reminding guests of the power of a book, Burton closed out the evening with a reading of *Stars*.



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, 2012 AND 2011 (DOLLAR AMOUNTS IN THOUSANDS)

	2012	2011
ASSETS		
Cash and cash equivalents	\$7,387	\$7,358
Investments	6,670	6,164
Pledges receivable, net	626	719
Receivable from the U.S. Department of Education	-	5,254
Prepaid expenses and other assets	221	236
Property, net	663	1,485
TOTAL ASSETS	\$15,567	\$21,216
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	547	\$3,876
Refundable advances	-	1,100
Deferred rent and lease incentives	479	1,364
TOTAL LIABILITIES	1,026	6,340
NET ASSETS		
Unrestricted	5,174	5,409
Temporarily restricted	8,775	8,825
Permanently restricted	592	642
TOTAL NET ASSETS	14,541	14,876
TOTAL LIABILITIES AND NET ASSETS	\$15,567	\$21,216

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, 11th Floor Washington, DC 20036.

SUMMARY STATEMENT OF ACTIVITIES

FOR THE YEARS ENDED SEPTEMBER 30, 2012 AND 2011 (DOLLAR AMOUNTS IN THOUSANDS)

	2012	2011
REVENUE AND SUPPORT		
US Department of Education:		
Inexpensive Book Distribution Program	\$14,234	\$28,236
Contributions	8,148	7,789
Donated public service announcements	11,131	-
Investment income	1	426
Royalties and Other Revenue	322	178
TOTAL REVENUE AND SUPPORT	33,836	36,629
EXPENSES		
Program services:		
Books for Ownership:		
Federally funded	13,639	25,386
Privately funded	2,463	1,751
Community Literacy Awareness	13,051	1,474
Literacy Services	56	311
Volunteer Recognition	62	81
Other	169	239
TOTAL PROGRAM SERVICES	29,440	29,242
Supporting services:		
Management and general	3,423	3,592
Fundraising	1,307	1,240
TOTAL SUPPORTING SERVICES	4,730	4,832
TOTAL EXPENSES	34,170	34,074
Change in net assets/(loss)	(334)	2,555
NET ASSETS, BEGINNING OF YEAR	14,875	12,320
NET ASSETS, END OF YEAR	\$14,541	14,875

LEADERSHIP

AS OF SEPTEMBER 30, 2012

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