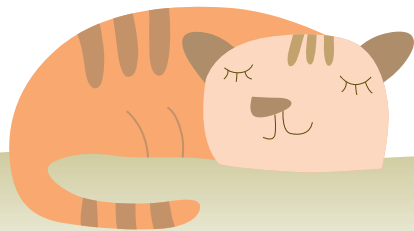


# A Year in Review



## 2014 ANNUAL REPORT



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*A UTR video from LS2 Charles Morris, USS Peleliu*

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# Prologue

## Letter from our Board Chair

### DEAR FRIENDS,

In 2014, United Through Reading began a year-long celebration of 25 years of service to military families. Over these 25 years, UTR has served nearly two million beneficiaries, providing countless bedtime stories in military households, sustaining critical family bonds during difficult separations and creating a love for reading in our military children.

United Through Reading's Board meetings are always opened with a statement from someone who has used the program. Commanding Officers write to us to tell us of the positive morale impact when Soldiers, Sailors, Airmen, Marines, Reservists, Guardsmen, and Coasties participate in the program. Active duty service members, missing their families, write to us to say thank you for allowing them to be home for bedtime stories. Young spouses send us photos of their children reading along with their father while he's away. Young mothers and fathers, veteran military spouses, grandparents and even classroom teachers share stories with us about how much this simple program means to them.

We start our Board meetings with these statements because they ground us in the real meaning of the work

we do and remind us of the importance of it. We begin with our beneficiaries and the sacrifices they make for all of us. We'd like to share some of those stories with you in this report. We hope you enjoy them as much as we do.

Nothing we do in the boardroom, though, would be possible without the support of our volunteers running the cameras in the field, our donors who consistently come through for military families, our event supporters who share our mission with others, and our staff who provide the foundation for every command that offers United Through Reading. To all of you, from my colleagues and me on the Board, thank you, we are so grateful.



**Dwayne N. Junker**  
**USN (Ret)**

*United Through Reading  
Board of Trustees Chair  
Senior Advisor,  
Office of the President  
Epsilon Systems Solutions, Inc.*

## Letter from our CEO



Dearest United Through Reading Friends,

Each year, when I review the drafts of our Annual Report, I see your names, and I think "thank you, thank you, thank you."

In different ways, each of you lifts us up and extends our reach to more families, more places our troops are serving and more people who can help us. In this report, you will read a few stories of volunteers, donors and families who have used our program. We bring you these stories because they represent you - your commitment, your generosity and your good work to support military families - and we want to celebrate you.

Every day, military service members, charged with more urgent and important work than we can imagine, make sure that a quiet room or corner is set up with a camera and some good books so that their fellow service members, teammates and colleagues can be a part of their children's lives at home.

Right now, a service member, missing his family, is foregoing precious downtime and choosing a book to read to someone at home; and later, a child, missing his dad, will have storytime with Daddy just like when he was home.

Again and again, generous people put checks in their mailboxes, put the flag up, and become a part of bringing storytime to military families. Again and again, thoughtful people click Give Now, send a text to donate \$10 or buy a ticket to one of our events.

So I say, to all of you who lift us up, thank you, thank you, thank you.



**Sally Ann Zoll, Ed.D.**  
**CEO**



# United Through Reading Stories

## VERONICA BOBLETT

### United Through Reading US Navy Mom

“When my husband Rex is deployed, there is a very large hole in the family dynamic, and he feels he isn’t as connected to our family. It’s hard on Rex, and it’s hard on the kids.

Last Christmas was our third year in a row with Rex being away, so we were all feeling pretty down. When the kids wrote to Santa, the only thing they asked for was for Daddy to be home. All four of them did that to me! I had to tell them that there was no way that Daddy could be here for Christmas, so they would have to come up with a few other ideas.

Christmas came, and we had an okay day. The day after Christmas we walked down the street to check the mail. We all got excited when we saw a small package with the postmark from the USS Dewey. As soon as the kids saw the United Through Reading sticker on the back they took off running for home to watch Daddy read to them.

They were all piled up on the floor watching Rex with big smiles and Louanna, our six-year-old, turned around, with the happiest look on her face, and said “we got Daddy for Christmas.” I immediately got tears in my eyes. The one



*The Boblett Family*

thing that the kids wanted more than anything, I could not give them—but United Through Reading did. It is truly an amazing gift that UTR has given to our family, and words will never be enough to express our gratitude.”



Scan this QR code to hear from the entire Boblett family.

## SSG CHRISTOPHER FLORES, USA

### United Through Reading Participant

“As a Special Agent for the Criminal Investigation Command (CID), I am currently assigned to the Protective Services Battalion, Fort Belvoir, VA. My wife, Christina, and I have been married eight years and are blessed with two beautiful boys, Joaquin, who is four, and Xavier, almost two.

In April 2010, while Christina was six months pregnant with Joaquin, I deployed to Iraq. The base I was assigned to had an amazing USO which hosted United Through Reading. I made my first recording while Christina was still pregnant with Joaquin because I wanted him to know my voice. I continued to read and send the books and DVDs home throughout that deployment.

UTR not only allowed me to build a bond with Joaquin, it also allowed me to stay connected with Christina – I know she looked forward to receiving the books and DVDs in the mail too. Our ultimate goal was to make a smooth transition back home from the deployment, and UTR made my homecoming easier. Joaquin was six months old when I returned home, he was never shy or fussy with me, and I was able to jump right into his daily routine.

Christina and I wholeheartedly believe in the power of reading, and this love has been passed on to Joaquin and Xavier. Now neither will go to sleep at night unless we read them a book, no matter how exhausted Momma and Dadda are.”

## CS1(SW) STEPHEN HARRIS OF THE USS MILIUS (DDG-69)

**United Through Reading Active Duty Coordinator**

"I learned about UTR during my last deployment. I have two nieces who I thought would really enjoy receiving a video from me. They absolutely loved it! I'm currently deployed on an eight-month deployment, and now I have a son at home. Over the last two deployments, I've made about 25 videos.

UTR is such an easy sell! I tell Sailors that this is their chance to read to their child and the child can watch the video over and over and not lose that personal connection while they are apart. The kids can see you and they can hear you, and that means they won't forget you! For me, it's pure joy knowing that what I am providing to the crew has a huge impact on the wellbeing of their families.

On this deployment, our crew has made close to 150 videos. I hear all the time how much the Sailors love this program. They feel connected just knowing that their child is able to see them and hear them, and it helps our Sailors with the difficulties of separation by providing them with

a sense of family. Just knowing that their child is having a positive response to the videos puts their minds at ease and allows them to concentrate on the mission. One of our Sailors received a video of her daughter watching the recordings she'd made. It was so sweet to see this little girl sitting there, following along. At the end of the video the little girl said "Play Mommy again, Daddy!"—very sweet!"



Scan this QR code to see UTR in action.



*CS1(SW) Stephen Harris of the USS Milius (DDG-69), Active Duty Coordinator recording a United Through Reading video.*

## THE YEE FAMILY

**United Through Reading Participant,  
National Guard**

In 2014, Ingrid Herrera-Yee wrote to us about the surprising impact of her experience with UTR. "Two of my boys have challenges. My youngest was nonverbal at the time we received that wonderful package from UTR. My middle child was diagnosed with Autism Spectrum Disorder. The way they see the world is precious and beautiful. Their challenges are a unique part of who they are. I expected this DVD with Daddy reading books to be a wonderful way for them to connect with him and to feel comforted when they missed him. It certainly was. But an unexpected benefit was just how much the simple act of having Daddy read aloud to them on demand would also help improve their language skills, reading skills and social interactions—three hallmarks of their challenges and struggles. This is a simple gift I will treasure always."



Scan this code to read the full story online.

## Donors: Our Foundation

### GEER FAMILY

#### United Through Reading Donor

In early 2013, we began receiving automatic monthly donations from John and Ann, who have said that they decided they “liked what you do for families and thought we should make a small regular contribution to help in the effort.”

With two Navy pilots in the family, John Geer and his wife, Ann, have seen the impact of frequent separations for military families. Two of John and Ann’s daughters married Navy pilots and have endured long and difficult deployment separations.

The Geers first learned about United Through Reading in 2012 when their son-in-law, CDR Chris Hurst, CO of the Kestrels, an F-18 squadron, made UTR recordings for his children, Anna, Connor and Maya, while deployed onboard the USS Ronald Reagan. John recalls that the recordings meant the world to his daughter Mary, and the kids.



*The Geer Family*

Another of John’s sons-in-law, CDR Brian Schrum is also the CO of an F-18 squadron, the Stingers, and is currently in his seventh month of deployment onboard the USS Carl Vinson.

Whether through monthly gifts, annual giving, event sponsorship or estate gifts, donors at all levels make a real difference in the lives of the military families we serve. To make your gift to United Through Reading, visit us online at [www.unitedthroughreading.org](http://www.unitedthroughreading.org) and click Donate Now or scan this QR code.



Use your smartphone QR CODE APP to Donate Now

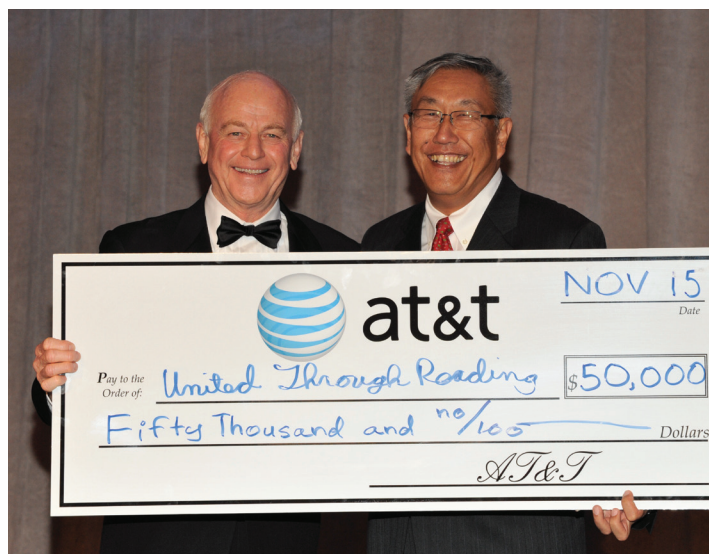
### AT&T

#### United Through Reading Donor

For 100 years, AT&T has been committed to serving those who serve. They believe in honoring the sacrifices our active-duty military, veterans and their families make while protecting our country and our freedom. It is this commitment that led AT&T to United Through Reading.

In 2014, AT&T gave \$50,000 to support UTR, with \$20,000 of this gift reserved to match AT&T employee gifts in a company-wide online employee book drive slated for May 2015. The book drive will provide essential funding to ensure the best children’s books, books for special occasions, and books with themes for military families are available around the world at UTR recording locations.

AT&T provides critical operating funds to United Through Reading and other military service organizations and they also place great emphasis on recruiting veterans not only because it’s the right thing to do, but because it’s good for business. United Through Reading is pleased to be a part of AT&T’s holistic commitment to our military community.



*Randal Okamura Director External Affairs San Diego/Imperial Counties, AT&T California, presenting a check to Dwayne N. Junker USN (Ret), Chair, UTR Board of Trustees at the 2014 Storybook Ball.*



# Bookmarks

## By the Numbers

In **2014**, with the help of more than **500 volunteers**, United Through Reading served more than **100,000 beneficiaries** at nearly **200 recording locations** around the world distributing more than **25,000 books** to military children

One recording, with one story on it, may be watched more than **250 times** during a **ten-month deployment**.

**25,000 recordings**, with an average of **two children** at home, over the course of a year of deployments add up to more than a **million bedtime stories** each year.



Sgt Christopher Flores and his son

### IN 2014, FAMILIES STAYED CONNECTED USING UNITED THROUGH READING'S PROGRAM AT:

- 67** US Navy Ships, Submarine, Aviation and Special Forces commands
- 27** US Marine Corps Commands and Libraries
- 13** Army Units serving Active Duty, National Guard and Reserve
- 20** US Coast Guard Cutters and Commands
- 4** US Air Force Commands serving Active Duty, National Guard and Reserve
- 7** Joint Bases
- 48** USO Host Sites

### BECAUSE OF UNITED THROUGH READING:

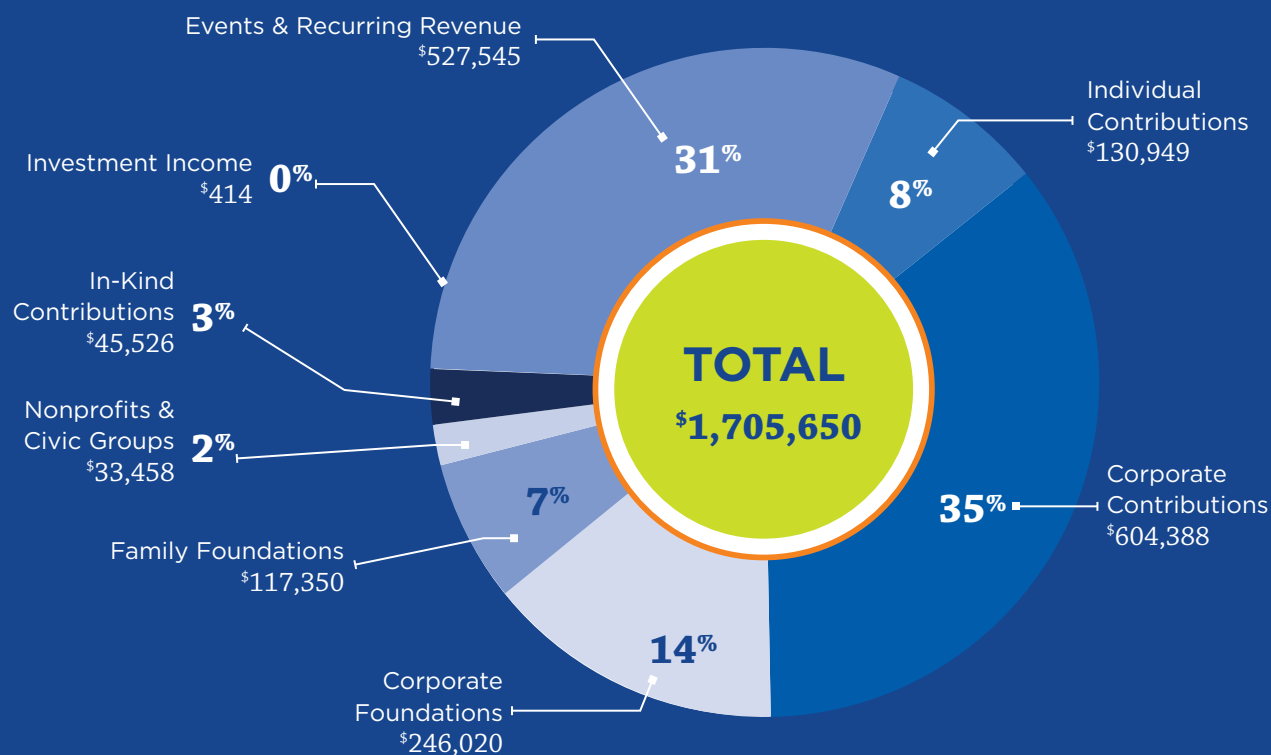
- 90%** of participants report that participation reduced their own stress during deployment
- 88%** of participants report an increase in connectedness with deployed service members
- 83%** of recordings are watched nearly every day or more often
- 81%** of participants report a decrease in their children's anxiety about the deployment
- 78%** of participants report increases in their child's interest in reading and books

# Bookkeeping

## Statement of Financial Position

ASSETS	2014	2013	LIABILITIES & NET ASSETS	2014	2013
<b>CURRENT</b>			<b>LIABILITIES</b>		
Cash and Cash Equivalents	765,336	895,439	Accounts Payable	24,840	54,519
Investments	-	-	Payroll & Employee Benefits Payable	54,092	45,071
Contributions Receivable	58,710	25,000			
Fee for Service Receivable	-	-			
Prepaid Expenses	34,388	59,964	<b>TOTAL LIABILITIES</b>	<b>\$78,932</b>	<b>\$99,590</b>
<b>TOTAL CURRENT ASSETS</b>	<b>\$858,434</b>	<b>\$980,003</b>	<b>NET ASSETS</b>		
Endowment Held by Others	53,762	51,183	Unrestricted	719,944	846,861
Property and Equipment	-	7,599	Temporarily Restricted	70,255	47,719
Accumulated Depreciation	3,008	-	Permanently Restricted	47,193	44,615
Security Deposit Held by Others	1,120	-	<b>TOTAL NET ASSETS</b>	<b>\$837,392</b>	<b>\$939,195</b>
<b>TOTAL ASSETS</b>	<b>\$916,324</b>	<b>\$1,038,785</b>	<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$916,324</b>	<b>\$1,038,785</b>

## Income by Source

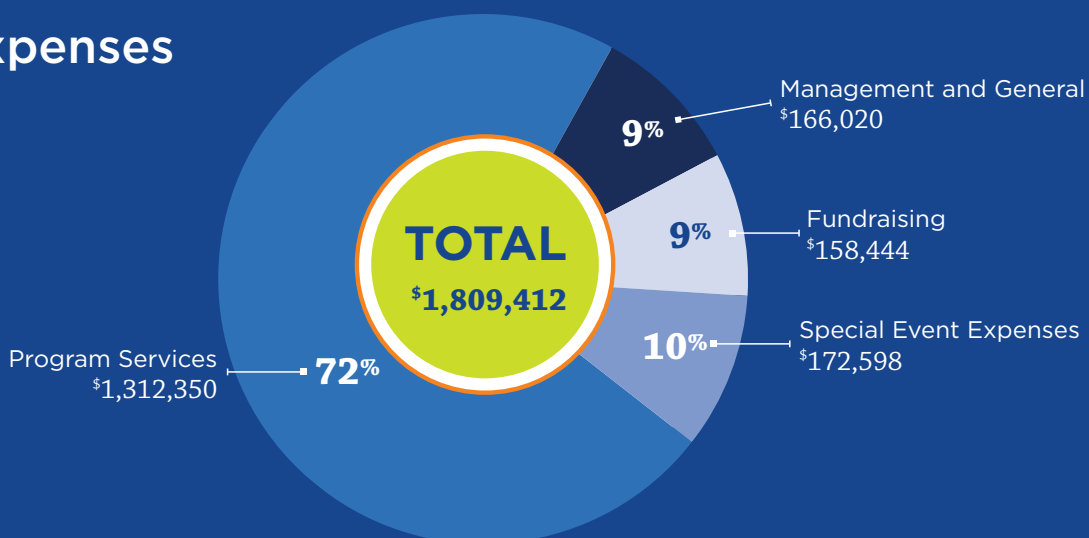




## Statement of Activities

REVENUE & OTHER SUPPORT	TEMPORARILY RESTRICTED	UNRESTRICTED	PERMANENTLY RESTRICTED	TOTALS DECEMBER 31	
				2014	2013
Contributions, Fee for Service, Other	51,400	1,080,765	-	1,132,165	1,233,526
In-Kind Contributions	-	45,526	-	45,526	183,098
Recurring Revenue/Special Event Revenue	-	527,545	-	527,545	387,885
Investment Income	-	414	-	414	6,418
<b>SUBTOTAL</b>	<b>\$51,400</b>	<b>\$1,654,250</b>	<b>-</b>	<b>\$1,705,650</b>	<b>\$1,810,927</b>
Net Assets Released from Restrictions	(27,306)	27,308	(2)	-	-
<b>TOTAL REVENUE AND OTHER SUPPORT</b>	<b>\$24,094</b>	<b>\$1,681,558</b>	<b>(2)</b>	<b>\$1,705,650</b>	<b>\$1,810,927</b>
EXPENDITURES & NET ASSETS	TEMPORARILY RESTRICTED	UNRESTRICTED	PERMANENTLY RESTRICTED	TOTALS DECEMBER 31	
				2014	2013
<b>EXPENDITURES</b>					
Program Service Expenses	-	1,312,350	-	1,312,350	976,577
Management & General	-	166,020	-	166,020	326,332
Fundraising	-	158,444	-	158,444	171,891
<b>TOTAL EXPENDITURES</b>	<b>-</b>	<b>\$1,636,814</b>	<b>-</b>	<b>\$1,636,814</b>	<b>\$1,474,800</b>
<b>OTHER REVENUE/EXPENSES</b>					
Special Event Expenses	-	(172,598)	-	(172,598)	(173,268)
Net Gain/(Loss) on Endowment/Investments	-	-	2,917	2,917	-
Loss of Disposal of Equipment	-	(619)	-	(619)	-
Fees on Endowment Funds	-	-	(338)	(338)	-
<b>TOTAL OTHER REVENUE/EXPENSES</b>	<b>-</b>	<b>\$173,217</b>	<b>\$2,579</b>	<b>\$(170,638)</b>	<b>\$(173,268)</b>
Changes in Net Assets	24,094	(128,473)	2,577	(101,802)	162,859
<b>NET ASSETS</b>					
Net Assets Beginning of Year	47,719	846,861	44,615	939,195	776,336
<b>Net Assets End of Year</b>	<b>71,813</b>	<b>718,388</b>	<b>47,192</b>	<b>837,393</b>	<b>939,195</b>

## 2014 Expenses



# Thank You

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**Betty J. Mohlenbrock, M.Ed.**

Our thanks to former Trustees MCPON Rick West, USN (Ret) and Sid Morris whose service on the board finished in the last year.

### Thank you to our donors.

Donors who have contributed \$25,000 or more in their lifetimes are listed with their lifetime giving.

#### \$1 million and above

BAE Systems  
Target

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Podesta Group  
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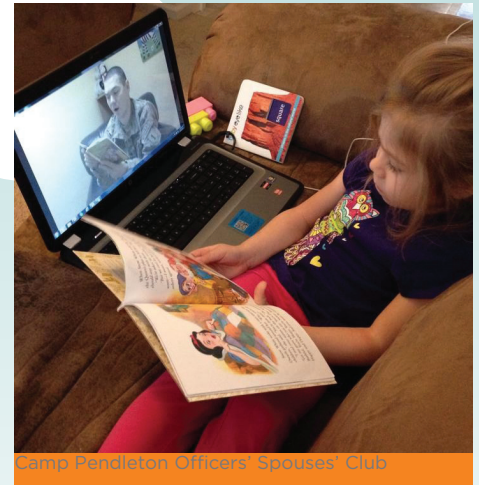
### \$1000-2499

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the Rancho Santa Fe Foundation

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### \$500-999

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