


A YEAR IN REVIEW

2018 ANNUAL REPORT




UNITED
THROUGH **READING.**



*“Fill your house with
stacks of books, in
all the crannies and
all the nooks.”*

Dr. Seuss

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LETTER FROM OUR CEO AND BOARD CHAIR

At United Through Reading (UTR) we love looking at those stacks of books pile up in the homes of military families as service members send home video recordings from our 200 sites around the world. And in 2018 we saw a record number of stories sent home, far surpassing our goals of our 40 Million Stories campaign.

Last year UTR, along with our program partners, saved 16,216,920 stories, exceeding our 40 Million Stories overarching campaign goal of saving 12 million stories. Our 40 Million Stories campaign was also successful when it came to fundraising, growing by 42%, raising over \$3.8 million in two years. We couldn't have exceeded our goals so quickly without support from you and donors like the campaign's founding sponsor, Reader's Digest Foundation, our longstanding partners BAE Systems and USAA, and new major sponsors MLB Player's Trust and Dollar General Literacy Foundation.

Thanks to the tireless work of our staff, board of trustees, volunteers, and supporters like you, we outfitted 72 new UTR sites, attended 71 events including Yellow Ribbon events that support the National Guard and Reserve, and launched our Mobile Story Station.

As we enter our 30th year in 2019, we are focused more than ever on increasing access to UTR. We intend to grow our sites embedded in military units, expand our vital partnerships with organizations like Armed Services YMCA and Military Child Education Coalition, make UTR available in more military communities like attending Yellow Ribbon Events, and, quite literally, be in the pockets of service members worldwide with the launch of our United Through Reading app.

Your generosity has helped over 2.4 million military family members stay connected through storytime since 1989, and we remain steadfastly grateful for your ongoing support.

With profuse gratitude,



Sally Ann Zoll, Ed.D.
Chief Executive Officer



Douglas Stewart, USA (RET),
Chair, BAE Systems, Inc. (RET)

STRENGTHENING STEADFAST PARTNERSHIPS

We are grateful to BAE Systems for serving as the Title Sponsor for both the 5th annual Tribute to Military Families and 10th annual Storybook Ball. The evenings celebrate the service members and their families who serve our country.



5TH ANNUAL TRIBUTE TO MILITARY FAMILIES

At our Tribute to Military Families we heard inspiring and emotional stories from behavioral health specialists, moms to be, and military kids about how important connecting over stories are for the entire military family - service members, spouses, and children.

We honored Congressman Brad Wenstrup (OH - 2), the Department of Defense's Office of Military Community and Family Policy, and the Reader's Digest Foundation with awards for their shared passion and dedication to military families. General Paul Selva, USAF, Vice Chairman of the Joint Chiefs of Staff introduced the keynote speaker, military teen Lauren Colt - 15.

As she said, "While we can't make up for all the bedtime stories missed due to deployment and separation – we can make up for many of them with UTR and bring Dad or Mom home 'on demand' any time we miss them."



10TH ANNUAL STORYBOOK BALL

Isabelle Richards, 16, from Jamul, CA, shared how United Through Reading has kept her entire family connected for 12 years - from the first video recording her dad made to the follow-on recordings her brothers, who now serve in the military, made as well. From Isabelle:

"When I was seven we found out that I had dyslexia. I really didn't like reading and struggled to find a balance of doing what I had to do and wanting to enjoy reading like my brothers. My Dad sent me a package with a series of books called the "Cupcake Diaries." He started reading the first book and then read several chapters throughout. But left some unread so I would read them and we could talk about the books' adventures when he was finally able to call. Now, this may not seem like a normal thing to do but it was the best way my Dad could help me learn to read and love it while he was so far away serving our country! It was a connection that I would have been lost without."

Storybook Ball's Military Guest of Honor was Vice Admiral John D. Alexander, USN, Commander, Third Fleet. Mike Berenstein accepted the Audrey Geisel Friend of Military Children award on behalf of his family, creators of children's literature franchise, **The Berenstain Bears**, which he now writes and illustrates. Founding United Through Reading board member Alex G. Kelley posthumously received The Angel Award accepted by Jay and Carrie Kelley.



CHASE FAMILY STAYS CONNECTED THROUGH THEIR “DADDY BOOKS”

Thanks to our partnership with Readers Digest Foundation, an Army family was featured in two Trusted Media Brand Inc. magazines - Country Woman and Farm & Ranch Living.

Army Lieutenant Colonel Jeff Chase has deployed 11 times in his 22 year career. His four children - Campbell, 12, Caitlin, 10, McKenna, 6, and Connor, 4, have been getting their “Daddy books” ever since they can remember.

As Campbell says, “Just to see my dad—to hear his voice and see him reading a story that we fell in love with— was perfect. It made me feel like he was almost here.”

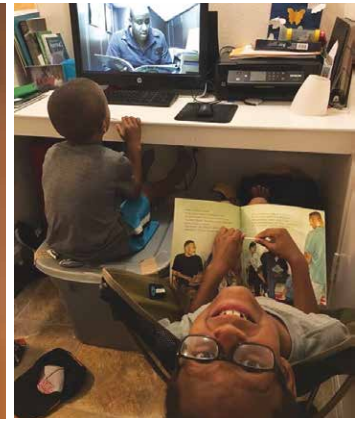
LTC Chase’s wife, Lauren, shared these are some of their best memories during those times of separation. The older girls now help their younger siblings with their own “Daddy books” as Jeff deployed again last year. Campbell and Caitlin credit UTR with their having positive memories with deployment.

Reader’s Digest Foundation is the founding sponsor of the 40 Million Stories campaign that ensures military children around the world, like the Chases, share bedtime stories with their loved ones no matter the distance.

STEM THE SUMMER SLIDE

Every year United Through Reading chooses a selection of the best children’s books built around Science, Technology, Engineering, and Math (STEM) themes to appeal to children of all ages and reading levels. These books are sent out to UTR video recording sites to support literacy and STEM learning throughout the summer months when children tend to take backward steps in academics. Northrop Grumman Corporation, a 16-year UTR partner, knows how vital maintaining and extending STEM learning is during the months when children tend to be out of school so they made a donation in 2018 to support UTR’s 2019 STEM campaign. The goal is for children to turn the hazy, lazy days of summer into exciting days exploring science, engineering, technology, and math!





USAA

USAA has been a steadfast partner of United Through Reading for 20 years. Through USAA's generous 2018 grant, UTR will focus efforts in the Hampton Roads, VA, area and throughout North Carolina in 2019 ensuring military members and the children they love can share storytime no matter the distance between them! USAA's commitment to helping military children cope with deployment and maintaining military family connections during periods of family separation aligns perfectly with UTR's mission.

"I had never heard of United Through Reading prior to my husband's last deployment. This deployment was different, we were going to have a little girl. She was going to be born while her daddy was still underway. We were fortunate to run into a friend that mentioned UTR to us as a way to stay connected during the separation. Within days of being on the ship, he recorded his first DVD to his unborn daughter. It was a Sesame Street book, and he was emotional while talking to a human he'd never met. A few weeks later I received it, watched it, and cried. The dogs, who hadn't heard his voice in a month, were going crazy trying to find their dad. It was a wonderful way to feel like he was home with us! The DVDs kept coming, the dogs kept freaking out, and I kept crying.

Then our baby girl was born. When she and I finally left the hospital, we watched all the DVDs. She got to hear her daddy's voice. We watched and listened to the stories every single day.

Six weeks later she finally got to meet her daddy, the crazy, goofball guy that she had heard in the DVDs. She had heard his voice so much already that it felt like she already knew him."

-Megan L, Military Spouse and new Mom

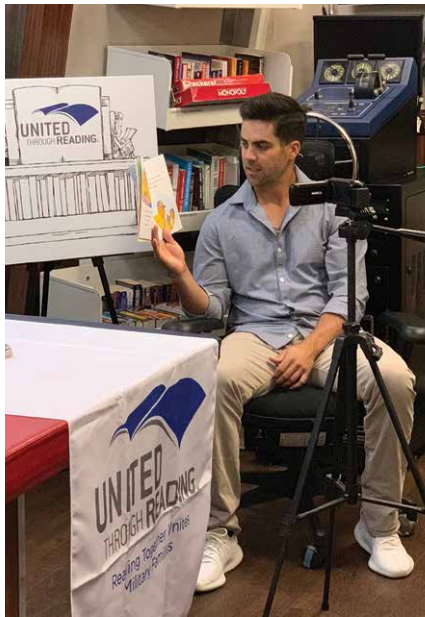


ARMED SERVICES YMCA

United Through Reading enjoys an important partnership with Armed Services YMCA (ASYMCA) locations in southern California, Texas, and Oklahoma. ASYMCA provides support services to military members and their families with a focus on Youth Development, Healthy Living, and Social Responsibility. ASYMCA serves over 250,000 service members annually, this partnership leverages the opportunity to provide robust support and impact to military families already utilizing their locations.

"Our partnership with United Through Reading has been a great experience. What we've been able to do is not only provide a recording studio, but also an opportunity for on-site recordings at several of our family events. The literacy connection that UTR provides is exceptional, and we look forward to continuing our partnership," said Maria Paige, Program Director at ASYMCA, Camp Pendleton.

EMBARKING ON EXCITING INITIATIVES



MLB PLAYERS RECORD STORIES IN HAWAII

In May 2018, MLB Players Trust awarded United Through Reading a grant to associate Players with UTR recording sites and drive program participation by service members. The players know first hand the impact of separation from their families and their countries and felt it was important to acknowledge the service and sacrifice of our men and women in uniform.

This new partnership led to an incredible event in Hawaii in November. On their way to the MLB Japan Series, the MLB, MLB Players Association, and UTR worked together to host players on USS Wayne E Meyer (DDG 108) and USS William P Lawrence (DDG 110), homeported at Joint Base Pearl Harbor-Hickam. Nine players, three alumni, spouses, and MLB staff were greeted by each ship's Captain and crew, given a quick tour, and an opportunity to read and record a storybook for military children. The players read *Goodnight Baseball* by Michael Dahl and Christina E. Forshay; *The Berenstain Bears' We Love Baseball*; and *Buenas Noches, Luna* by Margaret Wise Brown. A few players were animated getting laughs from the other players and even sang "Take Me Out to the Ball Game."

MEET THE MOBILE STORY STATION

Active duty volunteer Petty Officer First Class Bethany Littlemoses made 10 United Through Reading recordings on her first deployment and now serves as a volunteer for her ship.

She said, "My girls love the recordings, they felt like I was there at night, they felt like I was still around even when I was deployed or underway."

She is particularly excited about the opportunity the new Mobile Story Station (MSS) presents adding, "The MSS has many benefits, one of them being the accessibility to our Sailors. For the ships that don't have the program on board, they can have the MSS go to the pier and the Sailors can go and read to their kids to stay connected. It makes it great and is an opportunity to stay connected to their families while they are away."

Thanks to the generosity of BAE Systems, The Parker Foundation, and the County of San Diego, United Through Reading launched the Mobile Story Station in November 2018 to take our mission on the road. The custom Ford Transit van is outfitted with a recording studio, books, and a comfy chair to meet service members where they are - at work, in their communities, and at military-connected events.





DOLLAR GENERAL READING AND RECORDING BOWL

Army Captain James Hall first participated in United Through Reading during a deployment in 2017, sending three books home to his daughter Abigail. He was excited to use it again at the end of 2018 in conjunction with the Dollar General Reading and Recording Bowl prior to heading to the National Training Center for a month long training.

He shared, “I’m doing this ahead of training so I am prepared for the next time I’m separated from my family. For my daughter, she loves reading, and I think part of that passion is not only reading with mom at home but also with me even when I’m away.”

In 2018 Dollar General Literacy Foundation became United Through Reading’s Books for Ownership Sponsor to help advance literacy opportunities for military families. Their generous donation enabled UTR to purchase and distribute approximately 15,500 books for military units and commands around the world.

In conjunction with the Dollar General Bowl game on December 22 between the Buffalo Bulls and the Troy Trojans, UTR held their inaugural **Reading & Recording Bowl** – working with military units and commands across the Gulf Coast to make video recordings ahead of the holidays to record 431 stories at 28 events. Units that recorded 25 stories or more got a pizza party to enjoy the game together at a ‘watch party’ thanks to Dollar General.



YELLOW RIBBON EVENTS

Yellow Ribbon (YR) events are a Department of Defense wide program to help National Guard and Reserve members connect to vital resources in their community before, during, and after deployment. Service members and their families spend a day, usually at a local hotel, getting information they and their family need to thrive during deployment, including financial information, local resources, and United Through Reading. At these events, we promote our program, explaining the benefits of making a recording for the children in their lives. We have books available that day and service members are able to video record themselves reading the book on the spot to take home to their loved ones. In just 2 months, 200 service members recorded 328 books for their family members at YR events.

Since YR events happen all over the country, we rely on our incredible volunteers. Jim Lathan, an employee at Dell, lives in South Carolina and attends events, including YR events, for UTR in the region.

He says, “I joined UTR because I saw the importance of family and how it impacts those who are affected by separation. UTR is the perfect bridge to maintain family bonds.”

BY THE NUMBERS

INCLUDES ALL 2018 PROGRAM PARTNERS



332
SITES



609
VOLUNTEERS



16,216,920
STORIES SAVED



45,208
VIDEOS (55% INCREASE)



59,330
BOOKS DISTRIBUTED



71
POP-UP EVENTS



**91%
INCREASE**

IN CORPORATE &
CORPORATE FOUNDATION
DONATIONS



**35%
INCREASE**

INCREASE IN
FOUNDATION & CIVIC
GROUP DONATIONS



**11%
INCREASE**

INCREASE IN
INDIVIDUAL DONATIONS



**42%
INCREASE**

IN OVERALL REVENUE

FINANCIAL UPDATE

For 29 years United Through Reading has been committed to accountability, efficiency, and transparency with a dedication to good stewardship of the funds entrusted to us by our extremely generous donors. Our organization manages funds with great care, prudent annual budgeting, and analysis of current trends and projections in today's world.

United Through Reading is audited by an external auditor on an annual basis and has consistently received unqualified reporting noting that financials fairly state the affairs in all material aspects. As UTR continues to grow, we will remain fiscally responsible and accountable to our donors, supporters, and the thousands of military families we serve.

STATEMENT OF ACTIVITIES

Year ended December 31, 2018

SUPPORT & OTHER REVENUE

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Corporations and Corporate Foundations	\$801,745	\$351,608	\$1,153,353
Foundations and Civic Groups	\$233,413	\$35,420	\$268,833
Individuals	\$267,579	–	\$267,579
In-Kind Contributions	\$238,697	–	\$238,697
Net Assets Released from Restrictions	\$37,964	(\$37,964)	–
TOTAL CONTRIBUTIONS	\$1,579,398	\$349,064	\$1,928,462
Special Event Revenue	\$594,855	–	\$594,855
Investment Income	\$1,094	(\$4,019)	(\$2,925)
TOTAL OTHER REVENUE	\$595,949	(\$4,019)	\$591,930
TOTAL SUPPORT AND OTHER REVENUE	\$2,175,347	\$345,045	\$2,520,392

EXPENSES

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Program Services	\$1,403,699	–	\$1,403,699
Management and General	\$251,507	–	\$251,507
Fundraising	\$139,370	–	\$139,370
TOTAL PROGRAM AND SUPPORTING SERVICES	\$1,794,576	–	\$1,794,576
Special events	\$349,176	–	\$349,176
TOTAL EXPENSES	\$2,143,752	–	\$2,143,752
Change In Net Assets	\$31,595	\$345,045	\$376,640
Net Assets At Beginning Of Year	\$648,293	\$111,068	\$759,361
NET ASSETS AT END OF YEAR	\$679,888	\$456,113	\$1,136,001

STATEMENT OF FINANCIAL POSITION

Year ended December 31, 2018

ASSETS

	TOTAL	LIABILITIES	TOTAL
Cash & Cash Equivalents	\$1,008,123	Accounts Payable & Accrued Expenses	\$145,028
Investments	\$1,081	Deferred Revenue	–
Contributions Receivable	\$139,424	TOTAL LIABILITIES	\$145,028
Prepaid Expenses	\$15,660	NET ASSETS	TOTAL
Beneficial Interest in Endowment Funds	\$59,066	Without Donor Restrictions	\$679,888
Furniture & Equipment, net	\$57,675	With Donor Restrictions	\$456,113
TOTAL ASSETS	\$1,281,029	TOTAL NET ASSETS	\$1,136,001
		TOTAL LIABILITIES AND NET ASSETS	\$1,281,029



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Sorooptimist International of Coronado
Mr. Paul Sparks
Mr. and Mrs. J. Steven Emerson
Mr. Scott Sulich
Mr. and Mrs. Bob Sulier

CAPT Maureen Fox-Sylvester, USN and Mr. Todd Sylvester
Mr. Tom Tate
Mr. Thomas Teach
Ms. Britney Teeple
Tidewater Officers' Spouses' Association
Ms. Erica Tofson
Tyndall Spouses Club
Mr. John Van Note
Mr. and Mrs. Charles Van Vechten
Mr. and Mrs. Doug Van Vechten
West Point Spouses' Club
Women's Club of Orange
Mr. and Mrs. Alfred J. Woodbridge
CAPT and Mrs. Herb Zoehrer, USN (Ret)

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Alvarado Institute of Skin Care
Art For Every Palette
Ms. Josie Beets
Birds Eye Aerial Drones, LLC
The Boeing Company
Rev. Dr. C. Earnest Brooks
Buchanan Brand + Design
Candlewick Press
Coronado Yacht Club
CAPT Peter Dallman, USN (Ret) and CDR Kara Dallman, USN (Ret)
Dell EMC | Federal Deploy Services
Ms. Janet de Merode
Diamond Boutique
Mr. and Mrs. Daniel Donoghue
E&J Gallo Winery
Epsilon Systems Solutions
Facebook
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HarperCollins Children's Books
Houghton Mifflin Harcourt
IAmElemental
Ms. Gaby Juergens
Mr. and Mrs. Dwayne Junker
Kane Miller Books
Mr. Scott Kuyper and Mrs. Anne Murphy-Kuyper
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Mr. and Mrs. Billy Starkey
Thomas Fallon Photography
TPC Stonebrae Country Club
Mr. Robert Watkins
Weber Shandwick

WAYS TO GIVE



SPAGHETTI DINNERS SERVED UP FOR UNITED THROUGH READING

An 18-year-old Minnesotan, Jessica Chacich, first heard about United Through Reading from her Uncle Jeff Mader, a member of our Board of Trustees. Her grandfather served in World War II and two of her uncles served in Vietnam. The stories she heard of currently serving military families at the Storybook Ball in 2015 inspired her to take action. She started her first fundraiser doing chores for family, friends, and neighbors for donations. Later, she was inducted into the National Honor Society at her high school where she joined forces with a classmate to fundraise for UTR. The last two years they have partnered with the local VFW to put on a spaghetti dinner. Through the dinners, she has raised \$2,000 and total donations generated by this ambitious young woman total \$4,000, not including matching donations from Bay Equity, her dad's company.

“I’ve learned a lot about leadership, and it was really rewarding because I knew exactly where the money was going,” she said.

Her Uncle Jeff is incredibly proud of his niece who was adopted from China by his sister and brother-in-law.

“More than any young person I know, Jessica understands the great privilege that it is to live in this great country. Jess has always been very interested in U.S. History and through her knowledge of our country's history developed a profound understanding and gratitude for those who serve our country and protect the freedom we all enjoy,” he said. “Jessica has been involved with United Through Reading for many years and has made supporting military Families her thing. My entire family is very proud of Jessica's commitment to UTR and her effort to make a positive difference for military families.” Jessica is beginning college at Winona State University this Fall to become a social studies teacher, her favorite subject in school.



ALEX G. KELLEY PLANNED GIVING SOCIETY: MAKE A LEGACY GIFT TO UNITED THROUGH READING

The late Alex G. Kelley believed giving made a difference in the world. As a founding board member of United Through Reading, Alex had a special passion for UTR's mission and continually showed it by supporting the organization for nearly 30 years through volunteering and financial contributions.

“When Alex specifically named UTR in his estate he was making a promise to those who remained that he believed in them and their vision and the longstanding effect that this organization has on military families,” said Carrie Kelley, his daughter-in-law.

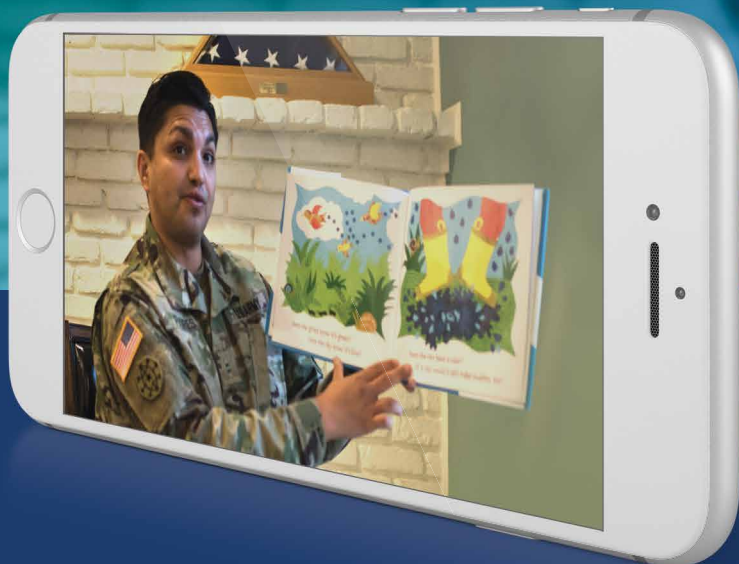
In honor of Alex's service, support, and exceptionally generous planned gift, UTR has established the Alex G. Kelley Planned Giving Society. The Society invites you to remember UTR in your estate plans, and like Alex, consider a gift that continues after your lifetime.



BECOME A MEMBER OF THE BRIDGE

United Through Reading launched THE BRIDGE last year for passionate world-changers who provide steady, monthly donations to UTR. Their support allows us to build new bridges for military families through the read-aloud experience and maintain the 200+ program sites we already have in operation.

Member of THE BRIDGE, Stephanie Kuchinsky, shares why she donates monthly to UTR: “Growing up the daughter of a Marine, I know firsthand the importance of having a connection between a child and a deployed parent. A video of a parent reading a favorite book is a heartwarming connection to a loved child. My passion for books and reading AND pride in our US Armed Forces inspires me to support UTR.”



Share Story Time... *No Matter the Distance*

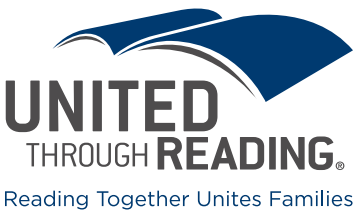
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