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LETTER FROM OUR CEO AND BOARD CHAIR

When we were founded in 1989, on the San Diego piers with books, a camcorder, and VHS tapes, we couldn’t have imagined that 30 years later there would be over 390 Story Stations around the world and a free and secure mobile reading app, turning every smartphone or tablet into a story station to help keep military families “United Through Reading.”

Over the last 30 years, we have connected over 2.4 million military family members and 2019 proved to be a tremendous year of celebration to mark these important milestones. It was also a year of positive change as we built new partnerships and focused on new ways to deliver stories. Parents, aunts and uncles, grandparents, godparents, and friends now have even more ways to share in the ritual of storytime to stay connected — no matter the distance.

Families time and time again share the tremendous impact United Through Reading has had on them. For LCDR Graham Van Hook, US Navy, it is fondly remembering the stories his dad read to him during deployments in the early 1990s. Today, LCDR Van Hook uses our program to read to his own children:

“UTR is maintaining a connection, because I know it did that for me as a kid. It was important to me, I know these will be important to my kids,” said LCDR Van Hook.

Over generations, United Through Reading continues to connect military families, and we know, none of this would be possible without the generous support from you and partners like Reader’s Digest Foundation, BAE Systems, Dollar General Literacy Foundation, USAA Bank, and Carter’s Charitable Foundation.

We are honored to join you in being a part of these family connections for the last 30 years and for many years to come.

With profuse gratitude,
Sally and Brian
30 YEARS OF IMPACT

- 585,000 books read to military children
- 1,700 story station recording locations worldwide
- 2.4 million military family members connected through shared storytime
- $24 million raised to help military families stay connected
- 159,000 volunteer hours supporting military families
In April 2019, the USS Abraham Lincoln (CVN 72) left Norfolk, VA, on what was supposed to be a seven-month deployment ending at their new homeport of San Diego, CA. Due to unforeseen circumstances, including an escalation of tensions in the Middle East and emergency maintenance on the ships coming to relieve them, their deployment was indefinitely extended. The Sailors and families grew disheartened as the deployment went on with no end in sight.

Despite the delayed return to the U.S., United Through Reading was available every day aboard the carrier. UTR Active Duty Coordinator, RP2 Ashley Fonseca sent stories home to her 11-year-old brother to share a bit more about why she was away from home, as did other sailors who thanked her. “It helped ease their minds a little bit,” she said, “that they could personally tell their loved ones what was going on.”

UTR provided important connections for the Taylors as well. Hospital Corpsman Third Class (HM3) George Taylor III recorded Bippity Bop Barbershop by Natasha Anastasia Tarpley for his two sons, George IV, 8, and Ryan, 5.

“It definitely helped with the deployment, especially for our youngest,” said Cherrel Taylor. “He could go and sit and be quiet while reading with his dad.” While the deployment was longer than they expected, the recording helped connect father and sons while oceans apart.

*Thanks to support from USAA Bank and our volunteers onboard, the Lincoln’s Sailors and families were always connected through storytime. RP2 Fonseca shared, “We had the resources the entire time; we never missed a day of UTR.”*
OPERATION STORY STATION EXPANDS ACCESS FOR ALL SERVICE BRANCHES

In 2019, we built upon the highly successful 40 Million Stories Campaign by executing Operation Story Station, designed to increase access to United Through Reading for service members, Veterans, and military families throughout all six service branches. Reader’s Digest Foundation believes every child deserves a bedtime story. They partnered with United Through Reading to provide a variety of program access points to deliver those bedtime stories to military children as Founding Sponsor of the campaign.

As part of this successful initiative, we launched the United Through Reading App providing program access anytime, anywhere. The UTR App augments our program delivery in military commands, fixed locations convenient to Veterans and military families, at events across the country, and around San Diego onboard our Mobile Story Station.

LAUNCH OF UTR MOBILE READING APP

In May we unveiled the United Through Reading App at our annual Tribute to Military Families. The App is free and secure, allowing service members and their families to access it anytime, anywhere from the convenience of their phone or tablet. Veterans and retirees are also able to use our app thanks to support from TroopID, a company that verifies military service and meets strict security guidelines.

From launch to the end of 2019, nearly 1,000 stories were recorded and sent to loved ones around the world using the new App. We partnered with the American Legion Child Welfare Foundation to send free books to children so they can follow along with the video-recording made through the App! The App was named one of the best military apps by Military.com – quite an accomplishment for being less than a year old!

“[The app is] easy to download and easy to use. It’s great because you can record any time you want and it’s free!” – App Store Review

MOBILE STORY STATION COVERS SAN DIEGO

Our San Diego-based Mobile Story Station made more than 100 stops in 2019. From military housing community events to pop-up recordings for deploying military units to Petco Park for San Diego Padre games, our Mobile Story Station was all over San Diego, sharing United Through Reading’s mission and helping service members make almost 900 recordings to use during times of military separations. We are grateful to BAE Systems, the Parker Foundation, Johanna Anderson Trueblood Foundation, and The Patriots Connection, a program of the Rancho Santa Fe Foundation, for their support of the Mobile Story Station and our San Diego military families.
NEW STORY STATIONS AROUND THE WORLD

In 2019 we had over 200 new sites around the world. These included 11 sites supported by Veterans United Foundation in Florida, Missouri, Oregon, Michigan, and Illinois. The Carter’s Charitable Foundation helped us serve military children and families in Georgia and Alabama. We also attended 57 Yellow Ribbon events to raise program awareness and provide direct services to our National Guard and Reserve families, expanding our reach into these underserved segments of the military community.

DOLLAR GENERAL LITERACY FOUNDATION CONTINUES AS BOOK FOR OWNERSHIP SPONSOR

Dollar General Literacy Foundation continued their support as our Book for Ownership Sponsor in 2019, helping us get 28,747 books into the hands of military children worldwide. They also generously included United Through Reading in their annual Dollar General management meeting, with regional leaders packing 150 boxes of 15 books each and 1,500 backpacks filled with books and other goodies to go to our sites and partners in select locations across the country. “Our students are so fortunate to have such a great way to start off the year!” shared Glynis Broy Riccio, lead administrator at Dahlgren School in Virginia.

“My nieces and nephews love it when I read to them; this was a perfect opportunity to ensure I’d still get to while deployed.” – US Army Soldier
30 YEARS UNITING MILITARY FAMILIES

1989
FAMILY LITERACY FOUNDATION FORMED
Betty Mohlenbrock forms Family Literacy Foundation and begins making video recordings on VHS tapes of Sailors reading to their children prior to deployment.

1991
UNITED THROUGH READING ONBOARD
Our program, United Through Reading, begins to deploy onboard Navy ships serving Sailors and Marines.

2006
FIRST LADY SERVES AS HONORARY CHAIR
First Lady Laura Bush serves as the Honorary Chair of our Military Program.

2009
TARGET CORPORATION SPONSORS STARTER KIT
Target sponsors our inaugural Starter Kit with books, DVDs, and bookplates to send to UTR recording sites.

2010
ONE MILLION BENEFICIARIES
UTR reaches our one millionth beneficiary and receives the National Book Foundation’s Innovation in Reading Award.

2011
INVITED TO JOINING FORCES LAUNCH
We accepted an invitation to the Joining Forces initiative led by First Lady Michelle Obama and Dr. Jill Biden.

2013
LAUNCHED STEM CAMPAIGN
UTR launches our inaugural STEM the Summer Slide campaign, encouraging literacy and interest in STEM subjects.

2015
AWARDED AMERICAN PRIZE
We receive the American Prize of the Library of Congress Literacy Awards Program.

2016
AWARDED COMMUNITY SERVICE HERO AWARD
UTR surpasses two million beneficiaries and receives the inaugural Community Service Hero Award from the Congressional Medal of Honor Society.

2017
40 MILLION STORIES CAMPAIGN LAUNCHED
We launch our 40 Million Stories Campaign with Reader’s Digest Foundation as the Founding Sponsor to highlight the number of missed stories by military children each year.

2018
MOBILE STORY STATION LAUNCHED
With support from BAE Systems, UTR launches the first Mobile Story Station in San Diego to serve military communities where they are, at work and in the community.

2019
APP LAUNCHED
We introduced the United Through Reading App to connect more service members with their families during times of military separation. Anytime. Anywhere.
At this year’s Tribute to Military Families we honored Representative Rob Wittman (VA-1) for his steadfast support of military families; celebrated Ellyn Dunford for her tireless volunteerism for United Through Reading; and presented Cal Turner, Jr., former Chairman and Chief Executive Officer of Dollar General, a flag flown over USS John S. McCain to honor his Navy service and his unwavering support of literacy initiatives.

The 15th Sergeant Major of the Army, Daniel Dailey, introduced Campbell and Caitlin Chase, whose father happened to be a platoon leader when Dailey was serving as First Sergeant. The two girls have watched their “daddy books” over his 11 deployments, allowing them to continue the family reading routine with their dad and know that he was safe.

And finally, we kicked off our 30th birthday a little early by hearing from LCDR Desmond Walker, US Navy, who made his first recordings 20 years ago for his daughter and planned to make a few more on the app for his 11 year old twins.

None of this would have been possible without BAE Systems who served as the Title Sponsor for the 6th year in a row, as well as USAA Bank, our Presenting Sponsor.
What’s a 30th birthday without a party?! We celebrated in San Diego with an epic Storybook Ball complete with supporters, beneficiaries, and a birthday cake cut by our founder Betty Mohlenbrock alongside a number of our former board members.

We honored the USS Midway Foundation for their faithfulness to those who serve and their families. Author Megan McDonald received the Audrey Geisel Friend of the Military Children Award and reminded us all that, “Story connects us in absence and cuts across the miles, the oceans, and the deserts.”

Coast Guard ADM (Ret) Paul Zukunft and his wife Fran Denino shared how storytime is important to their family and has kept Coast Guard families connected over the years. ET1 Bethany Littlemoses, US Navy, and her two girls recounted how reading with mom’s recordings kept them close — despite the two deployments. LCDR Patrick Sullivan, US Navy, said it best, “United Through Reading gave our family a few minutes of intimate connection no matter the thousands of miles and literal oceans between us and a renewed hope in the future of a storytime reunited.”
### SUPPORT & OTHER REVENUE

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<td>Corporations and Corporate Foundations</td>
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<td>Individuals</td>
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<td>In-Kind Contributions</td>
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<td>Special Event Revenue</td>
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<td>Less: Cost of Direct Benefits to Donors</td>
<td>($144,257)</td>
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<td>$526,189</td>
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<td>$2,082,681</td>
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### EXPENSES

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<td>Program Services</td>
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<td>Management and General</td>
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<td>Fundraising</td>
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<td><strong>TOTAL PROGRAM AND SUPPORTING SERVICES</strong></td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td>Change In Net Assets</td>
<td>($190,559)</td>
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### STATEMENT OF ACTIVITIES Year ended December 31, 2019

### STATEMENT OF FINANCIAL POSITION Year ended December 31, 2019

#### ASSETS

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<td>Prepaid Expenses</td>
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<td>Beneficial Interest in Endowment Funds</td>
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<td>Furniture &amp; Equipment, net</td>
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<td><strong>TOTAL ASSETS</strong></td>
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#### LIABILITIES

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<td>Accounts Payable &amp; Accrued Expenses</td>
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<td>Deferred Revenue</td>
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#### NET ASSETS

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<td>With Donor Restrictions</td>
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<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
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FINANCIAL UPDATE

For 30 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.

LIFETIME DONORS

Donors who have cumulatively contributed $25,000 or more in their lifetime.

$1 MILLION AND ABOVE
BAE Systems
Target

$500,000-999,999
Birdies for the Brave, PGA TOUR Charities, Inc
Iraq Afghanistan Deployment Impact Fund
Dr. and Mrs. William C. Mohlenbrock
Northrop Grumman Corporation
Reader’s Digest Foundation
USAA Bank

$250,000-499,999
The Carter’s Charitable Foundation
The Colwell Family Fund at
The San Diego Foundation
Conrad and Christa Burke Fund at
The San Diego Foundation
Dollar General Literacy Foundation
The Donald C. and Elizabeth M. Dickinson Foundation
Dr. Seuss Fund at The San Diego Foundation
Mrs. Audrey Geisel
Girard Foundation
Mr. and Mrs. Alexander G. Kelley
The Kenneth T. and Eileen L. Norris Foundation

$100,000-249,999
Alexander G. Kelley and Patricia A. Kelley Living Trust
Booz I Allen I Hamilton
Boys and Girls Foundation
County of San Diego
Downing Family Foundation
Helmstetter Family Foundation
The Kellogg Company
Lockheed Martin Corporation
Major League Baseball Players Trust
Martha S. Cole Trust
Navy Federal Credit Union
Reuben H. Fleet Fund at
The San Diego Foundation
Mr. Rory Sabbatini
San Diego Gas & Electric
Special Operations Warrior Foundation
TriWest Healthcare Alliance
Veterans United Foundation
Dr. and Mrs. Andrew Viterbi
Wells Fargo Foundation

$50,000-99,999
AT&T
Century Club of San Diego
Cobham Management Services, Inc.

Dr. and Mrs. Michael Kelley
Ella Fitzgerald Charitable Foundation
GE Aviation
General Dynamics Corporation
The Hamilton-White Foundation
Mr. and Mrs. Dave Herrington
Hilton Hotels Corporation
Insperity
Kimberly-Clark Charitable Foundation
The Legler Benbough Foundation
Library of Congress
Macy’s
Mr. and Mrs. Jeffrey Scott Mader
Maurice J. Masserini Charitable Trust
and the French Fund
NBCUniversal Foundation
Northrop Grumman Corporation
The Parker Foundation
Pilot Flying J
Price Philanthropies
S. Mark Taper Foundation
Mrs. Dianne Sparks
Mr. and Mrs. Gregg Steinhafel
Mr. and Mrs. Stephen P. Swinton
TRW Foundation
UnitedHealth Group
USS Midway Foundation
USS Midway Museum
W.K. Kellogg Foundation
VADM and Mrs. James M. Zortman, USN (Ret)
$25,000-49,999
3M Foundation
American Defense International
American Freedom Foundation, Inc.
American Honda Foundation
American Legion Child Welfare Foundation
Bob Woodruff Foundation
The Boeing Company
Callaway Golf Company
Cisco Systems, Inc.
The City of San Diego
County of San Diego Probation Department
Cubic Corporation
Mr. and Mrs. John Curiel
Cracker Barrel Old Country Store Foundation
CW Cares for Kids Fund
The Daily Transcript
The Deer Run Fund at The San Diego Foundation
The De Falco Family Foundation
Dollar General
Engility
Epsilon Systems Solutions
Google
HarperCollins Publishers
The Heller Foundation of San Diego
RADM and Mrs. Fran Holian, USN (Ret)
Hugh Stuart Center Charitable Trust
Mr. and Mrs. Richard Hunter
The J.M. Long Foundation
Mr. and Mrs. Carl Johnson
Mr. and Mrs. Dwayne Junker, USN (Ret)
Mr. Scott Kuypers and Mrs. Anne Murphy-Kuypers
Mr. John Langan and Ms. Judith Nadell
Las Patronas
RADM and Mrs. Steve Loeffler, USN (Ret)
Lothenbach Family Foundation
CAPT and Mrs. Terry Magee, USN (Ret)
Mr. and Mrs. Sean McHugh
The Meyer Charitable Foundation
Monster Worldwide Inc.
Motorola Solutions Foundation
Nordson Corporation Foundation
Nordstrom, Inc.
Pacific Life Foundation
The Paula B. and Oliver W. Jones Family Foundation
Peter F. Drucker & Masatoshi Ito Graduate School of Mgmt.
Pratt Memorial Fund
READERLINK, LLC
Rice Family Foundation
SAIC
Samuel I. and John Henry Fox Foundation at Union Bank of California
The San Diego Padres
Sidney Stern Memorial Trust
Mr. and Mrs. Howard Spetter
Mr. and Mrs. Douglas Stewart
Sycuan Band of the Kumeyaay Nation
Mr. and Mrs. Tyler Sylvester
Tutor.com
Mr. Bruce Twickler and Mrs. Janet Holian
Union Bank of California
The Walter J. and Betty C. Zable Foundation
Weingart Foundation
Dr. James G. and Sally Ann Zoll

2019 DONORS
$10,000-24,999
Amazon Web Services
Ellen G. and Edward G. Wong Family Foundation
Fluor Foundation
Greatcall, Inc
Halfaker and Associates, LLC
Johanna Anderson Trueblood Foundation
OptumServe
The Nora Roberts Foundation
The Patriots Connection
Ms. Lisa Zygmunt

$5,000-9,999
Air Force Officers’ Spouses’ Club of Washington, D.C.
Mr. Paul Bingham and Ms. Julie St. Marie Cushman Foundation
General Atomics Aeronautical Systems, Inc.
Mr. and Mrs. Terry Graham, USAF (Ret)
Haselton Family Foundation, Inc.
Immersion Cykor LLC
Mr. and Mrs. Jay Kelley
McMillin Management Services
Medtronic, Inc.
Oshkosh Defense
Rheem Manufacturing
Mr. Brian J. Roehrkasse and Mrs. Megan Gerking
Mr. Jim Tiffany and Mrs. Patricia Roscoe
Teague Insurance Agency
May. Gen. and Mrs. Roger W. Teague, USAF (Ret)
The Thursday Club

$2,500-4,999
The Allison Foundation
Mr. and Mrs. Michael Barbero, USA (Ret)
CAPT Tom Barnett, USA (Ret) and Mrs. Margaret M. Maguire
Bell Helicopter Textron Inc.
Capital One
DCG Communications
Dell EMC
Ms. Deborah Edwards

Ms. Kellie Fernandez
Fort Myer Thrift Shop
Mr. Lawrence H. Ganzell
Goldentree Asset Management
Rebecca and Michael Hall
LTG David and Mrs. Karen Halverson, USA (Ret)
GEN and Mrs. Carter F. Ham, USA (Ret)
Holly Strategies
IAmElemental
CMSgt Denise M. Jelinski-Hall, USAF/ANG (Ret) and Major Gary L. Hall, USMC (Ret)
Mr. and Mrs. Adam Lowry
Ms. Lisa McGuire
Mr. Anthony K. Mitchell and Dr. Michele Mitchell
Mr. and Mrs. Sidney William Morris
Mr. Arthur J. Remillard, III
Penn Power Group
CAPT Chandler Swallow, USN (Ret) and CDR Tina Swallow, USN (Ret)
Swinerton Builders
The Charitable Foundation
TPC Stonebrae Country Club
Mr. Bac Tran
Umpqua Bank
Unanet
Ms. Cyndi Wegerbauer

$1,000-2,499
Ameriprise Financial, Inc.
Assuage LLC
Austal USA
CAPT and Mrs. Joseph Beel, USA (Ret)
Ms. Josie Beets
Mr. and Mrs. Cory Beiriger
Mr. and Mrs. Robert C. Bellas, Jr.
Boston Properties
Boutiki Gift Shop
Mr. and Mrs. Michael Bradshaw
Mr. and Mrs. Don Cameron
Mr. Michael Casey
Mr. and Mrs. Ron Colby
Mr. Frank Crosby
Ms. Marilyn C. Crouther
CAPT Peter Dallman, USA (Ret) and CDR Kara Dallman, USA (Ret)
Mr. Gary DePreta
Dowling and Yahnke Wealth Advisors
Educational and Charitable Fund Committee
Fort Bliss Spouses’ Association
Friends of the Coronado Library
Dr. and Mrs. Ned Garrigues
Mr. and Mrs. Richard Gozon
Ms. Kim Graves
Lieutenant Colonels Craig and Michelle Greene, USA (Ret)
Mr. and Mrs. Jeff Heft
Mr. Mike Heider
RADM and Mrs. William J. Holland, USN (Ret)
IntegriTS
Mr. and Mrs. Brian Jamison, USN
Mr. and Mrs. Mike Kelly
RADM Terry Kraft, USN (Ret)
Mr. and Mrs. Lynn Lyall
M2 Strategy
Ms. Sarah Meyer
Military Spouses’ Association of Camp Pendleton
VADM and Mrs. DeWolfe H. Miller, III, USN
Naval Officers' Spouses' Club of San Diego, Inc.
PM Tec, Inc.
Prior Lake High School National Honor Society
Mr. Steven Sadler
Soapy Joe’s, Inc.
Society of American Military Engineers
CAPT Maureen Fox-Sylvester, USN and Mr. Todd Sylvester
The Brooke Foundation Fund at the Rancho Santa Fe Foundation
RADM David Thomas, USN (Ret)
Tidewater Officers’ Spouses’ Association
Mr. and Mrs. Robert Toomajian
Mr. Ernie Torgeson
Mr. and Mrs. Jan Twardowski
RADM Tim Weber, USN
RADM and Mrs. Richard Westenberger
ADM and Mrs. Leon A. Edney, USN (Ret)
Mr. and Mrs. Evan Faris
Mr. Joe Flynn
Fort Riley Spouses Club
VADM and Mrs. Mark Fox, USN (Ret)
Mr. Kenneth Garber
Mr. Tom Geisbush
Mr. Scott Hamstra
Mr. Ryan Harrington
Harrold Middle School
COL and Mrs. Cory Henry, USA
RADM and Mrs. Alvin Holsey, USN
Mr. Charles Hopkins
Mr. Ryan Howard
Mr. and Mrs. Byron Johnston
Kate Waller Barrett Chapter, NSDAR
KES Inc.
Mr. and Mrs. Mark Lee
Mr. and Mrs. Bruce Linder
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Mr. Cam Mader
Ms. Margaret Massey-Cox
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Mr. and Mrs. Brian McKechnie
Ms. Sonia Menon
Mr. Robert Miller, II
Mr. and Mrs. David Molinari
Mountain Home Officers’ Spouses’ Club
Mr. Thomas J. Murphy
Naval Officers’ Spouses’ Club of Washington, DC
Mr. and Mrs. Stephen C. Neff
Mr. and Mrs. Thomas Neville
New River Officers’ Spouses’ Club
Mr. Peter Norton
Mr. and Mrs. Bill Ober
GEN and Mrs. Raymond T. Odierno, USA (Ret)
Officers’ Spouses’ Club Marine Corp Ground Combat at Twentynine Palms
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Mr. Robert Pennoyer
Mr. and Mrs. Greg Kent
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