

A YEAR IN REVIEW

2019 ANNUAL REPORT





30
YEARS

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In Memoriam
Audrey Geisel, Dr. Seuss Foundation

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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



Sally Ann Zoll, Ed.D.
Chief Executive Officer



Brian J. Roehrkaske
Chair, VP, Communications, Facebook

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

USS ABRAHAM LINCOLN NEVER MISSED A DAY OF UTR THROUGH EXTENDED DEPLOYMENT

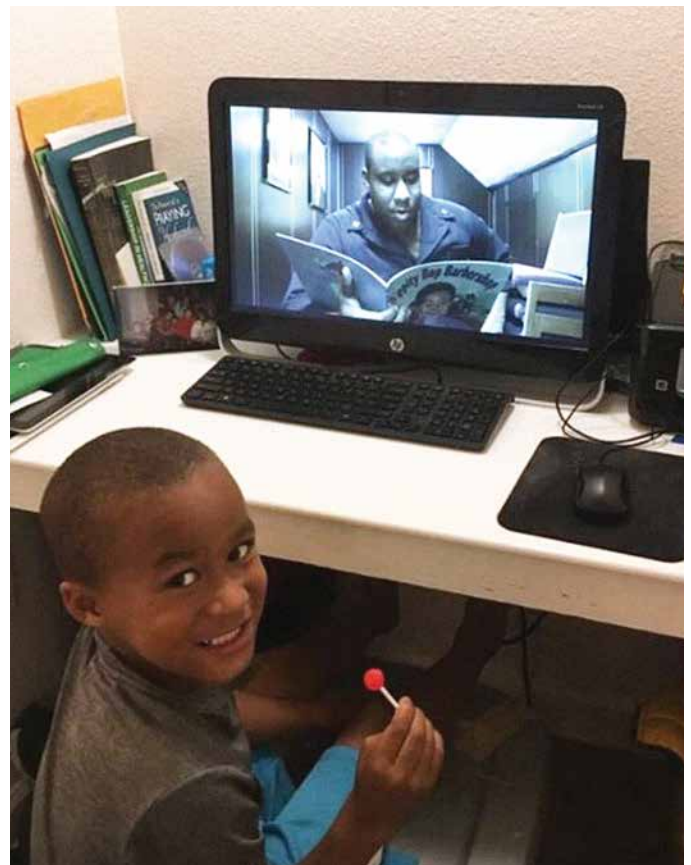
In April 2019, the USS Abraham Lincoln (CVN 72) left Norfolk, VA, on what was supposed to be a seven-month deployment ending at their new homeport of San Diego, CA. Due to unforeseen circumstances, including an escalation of tensions in the Middle East and emergency maintenance on the ships coming to 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.

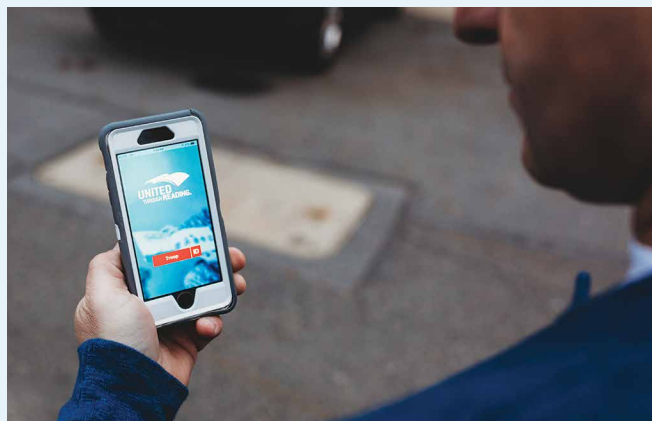
Thanks to support from USAA Bank and our volunteers onboard, the Lincoln’s Sailors and families were always connected through storytime. RP2 Fonseca shared, “We had the resources the entire time; we never missed a day of UTR.”



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.



2006

FIRST LADY SERVES AS HONORARY CHAIR

First Lady Laura Bush serves as the Honorary Chair of our Military Program.



2007

OFFICIALLY UNITED THROUGH READING

Our organization's name officially changes to United Through Reading.



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.



2013

LAUNCHED STEM CAMPAIGN

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



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.



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.

1991

UNITED THROUGH READING ONBOARD

Our program, United Through Reading, begins to deploy onboard Navy ships serving Sailors and Marines.



2006

UTR GOES GLOBAL

We enter into partnership with the USO to expand our reach to all branches of service around the world.



2007

FEATURED ON OPRAH

We're featured on The Oprah Winfrey Show's "Cheers to You" episode.



2009

AWARDED PETER F. DRUCKER AWARD

We are awarded the Peter F. Drucker Award for Nonprofit Innovation.



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.



2015

AWARDED AMERICAN PRIZE

We receive the American Prize of the Library of Congress Literacy Awards Program.



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.



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.



6TH ANNUAL TRIBUTE TO MILITARY FAMILIES

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.



30TH BIRTHDAY CELEBRATION AT THE 11TH ANNUAL STORYBOOK BALL



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.”

STATEMENT OF ACTIVITIES

Year ended December 31, 2019

SUPPORT & OTHER REVENUE	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Corporations and Corporate Foundations	\$534,828	\$356,691	\$891,519
Foundations and Civic Groups	\$205,458	\$12,356	\$217,814
Individuals	\$159,404	–	\$159,404
In-Kind Contributions	\$281,799	–	\$281,799
Net Assets Released from Restrictions	\$375,003	(\$375,003)	–
TOTAL CONTRIBUTIONS	\$1,556,492	(\$5,956)	\$1,550,536
Special Event Revenue	\$668,530	–	\$668,530
Less: Cost of Direct Benefits to Donors	(\$144,257)	–	(\$144,257)
Investment Income	\$1,916	\$9,349	\$11,265
TOTAL OTHER REVENUE	\$526,189	\$9,349	\$535,538
TOTAL SUPPORT AND OTHER REVENUE	\$2,082,681	\$3,393	\$2,086,074
EXPENSES	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Program Services	\$1,664,516	–	\$1,664,516
Management and General	\$218,104	–	\$218,104
Fundraising	\$390,620	–	\$390,620
TOTAL PROGRAM AND SUPPORTING SERVICES	\$608,724	–	\$608,724
TOTAL EXPENSES	\$2,273,240	–	\$2,273,240
Change In Net Assets	(\$190,559)	\$3,393	(\$187,166)
Net Assets At Beginning Of Year	\$679,888	\$456,113	\$1,136,001
NET ASSETS AT END OF YEAR	\$489,329	\$459,506	\$948,835

STATEMENT OF FINANCIAL POSITION

Year ended December 31, 2019

ASSETS	TOTAL	LIABILITIES	TOTAL
Cash & Cash Equivalents	\$869,845	Accounts Payable & Accrued Expenses	\$101,694
Investments	\$1,676	Deferred Revenue	–
Contributions Receivable	\$31,881	TOTAL LIABILITIES	\$101,694
Prepaid Expenses	\$32,868	NET ASSETS	TOTAL
Beneficial Interest in Endowment Funds	\$68,415	Without Donor Restrictions	\$489,329
Furniture & Equipment, net	\$45,844	With Donor Restrictions	\$406,464
TOTAL ASSETS	\$1,050,529	Perpetual in Nature	\$53,042
		TOTAL NET ASSETS	\$948,835
		TOTAL LIABILITIES AND NET ASSETS	\$1,050,529

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

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Target

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 Manchester Grand Hyatt San Diego
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