

A YEAR IN REVIEW

2020 ANNUAL REPORT





TABLE OF CONTENTS

2	IMPACT AT A GLANCE	5	INCREASING OUR FOCUS ON VETERANS, NATIONAL GUARD, AND RESERVES	8	SIGNATURE EVENTS GO VIRTUAL
3	UPDATES TO UTR APP ALLOWS FOR RECORDINGS ANYTIME, ANYWHERE	6	PARTNERING TO KEEP MILITARY FAMILIES CONNECTED & RESILIENT	10	STATEMENT OF ACTIVITIES
4	LAUNCH OF READING AND RECORDING CHALLENGES	7	STEMMING THE COVID-19 SLIDE	11	DONORS

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LETTER FROM OUR CEO AND BOARD CHAIR

The last year was trying for our entire world. As we all faced COVID-19 head-on, our world shifted quickly to include stay-at-home orders, quarantines, virtual schooling, and time away from our loved ones. Our military families faced the compounding challenges of even longer periods of separation with added quarantines to deployment, stop movement orders, National Guard and Reserve activations to support our communities, and families at home navigating virtual schooling.

As an experienced remote workforce, United Through Reading (UTR) was well-positioned to execute our mission even during a pandemic. Every step of the way, UTR staff supported by our Board of Trustees, our generous donors, and hand-in-hand with our program partners, found innovative ways to continue reaching our families. We pivoted to virtual events, not only for our gatherings but also virtual Yellow Ribbons, military spouse conferences, and Veteran support events. We launched Reading and Recording Challenges to encourage UTR video-recordings and military family readiness. For our military members who no longer had access to physical books due to COVID-related temporary Story Station closures, quarantines, short-notice deployments, and mail stoppages, we added digital options to our offerings - starting with PDFs and then launching eBooks in our App. No matter what, we found a way to help our military and Veteran families.

We launched READiness365 thanks to the generosity of our Keystone Partner, Readers' Digest Foundation. Our focus is, aptly, how reading is a key component of military family readiness and resilience. With USAA's support, we were able to expand App-based services and reach more military families in the face of a global pandemic. Our longtime partners BAE Systems, Veterans United Foundation, Dollar General Literacy Foundation, and many other investing partners remained steadfast in their commitment to military families even in the face of economic uncertainty. Because of their generosity, military and Veteran families continued and will continue to share the many benefits of shared story time, no matter the distance between them!

This year, we are truly grateful for our health and everyone who stood shoulder-to-shoulder with United Through Reading throughout this chaotic and challenging time to ensure military and Veteran families stay ready and resilient. There is nothing we can't do when we do it together.

With gratitude,
Sally and Brian



Sally Ann Zoll, Ed.D.
Chief Executive Officer



Brian J. Roehrkas
Board of Trustees Chair
Vice President, Communications, Facebook



31,093

BOOKS DISTRIBUTED
BENEFITING MILITARY
AND VETERAN
HOUSEHOLDS



419

MILITARY COMMANDS
AND MILITARY/
VETERAN SERVICE
ORGANIZATIONS
REACHED

IMPACT AT A GLANCE



124,372

MILITARY AND
VETERAN FAMILY
MEMBERS UNITED
THROUGH READING



653

STORY STATION
RECORDING LOCATIONS
& EVENTS WORLDWIDE

UPDATES TO UTR APP ALLOWS FOR RECORDINGS ANYTIME, ANYWHERE

While the world shut down and we began isolating in March, our service members and families were in the midst of deployments, away from home training, and fulfilling other military commitments keeping them apart. These periods away from family not only meant separation but often included isolation. Service members spent time alone in hotel rooms and barracks without access to physical books. Overseas service members had mail stopped as well, meaning no United Through Reading books were reaching them. Our team worked with Elva Resa Publishing to quickly make PDF copies of books available so all service members could continue to read to and make video-recordings for the children they love.

Thanks to a grant from USAA, our team was able to work quickly to update our App to support ebooks so that service members could read anytime, anywhere. With support from Houghton Mifflin Harcourt, we uploaded our first five eBooks in the App in September and more through the rest of the year.

We continue to provide a free physical copy of the book to families to read along with their service member and are excited to add more eBooks in 2021.

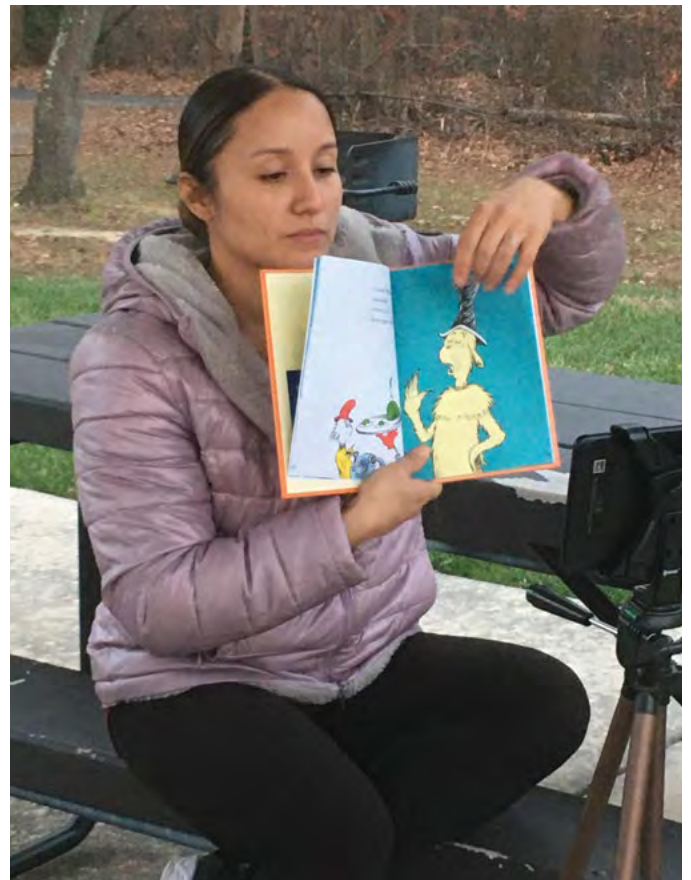
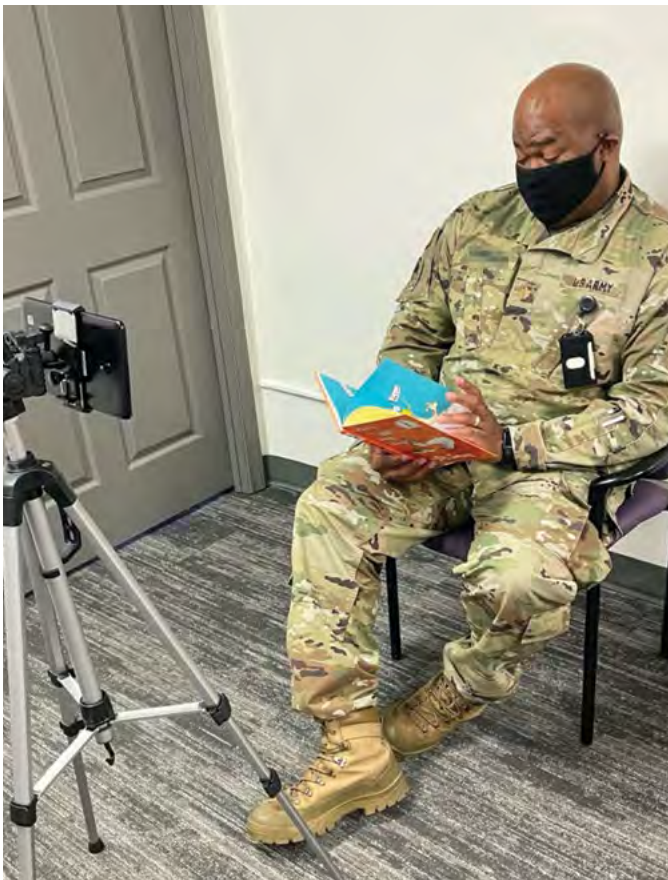


LAUNCH OF READING AND RECORDING CHALLENGES

To build a culture of reading and encourage our military families to be ready 365, we launched Reading and Recording Challenges. These challenges last about six weeks and reward families at specified video-recordings levels via the United Through Reading App. Pre-recording stories ahead of a time of separation is a great way for families to be prepared for whenever the military calls, supporting military family READiness365. It also improves reading proficiency for all ages, provides children with a variety of reading options, and keeps reading fun - ultimately building lifelong readers.

“I'm getting ready to deploy at the end of the year, so I am trying to record a number of videos prior to my departure. I will miss 3 of my children's birthdays, Thanksgiving and Christmas. Since I am missing so many memories with them, it is a comfort to know that at least once a day, I can be there for my kids. My wife also appreciates the gesture as she says it makes her feel that I will still be supporting her efforts to raise the children even though I'm gone. This is a wonderful service that I cannot say enough good words about.”

– An Air National, Guard Member





Sean Doolittle, MLB pitcher, at an Illinois Yellow Ribbon event with UTR staff and volunteers in February 2020.

INCREASING OUR FOCUS ON VETERANS, NATIONAL GUARD, AND RESERVES

With a record number of National Guard and Reserve members activated to help with COVID-19 response and social unrest across our country and the increased isolation of Veterans and their families, it was even more important to encourage them to participate in UTR family storytime. This family connection is essential to the literacy development of military-connected children and the well-being of military families. With support from the Bob Woodruff Foundation, we expanded our partnership and outreach through these communities in 2020. We reached Veterans, National Guard members, and Reservists at resource fairs, Yellow Ribbon Events, and COVID vaccine clinics.

With the help of Pilot Company, we were also able to support Veterans, National Guard members, and Reservists in the Transportation Industry. These Veterans spend countless days away from home supporting our country's infrastructure even during a pandemic. We can't think of a better way to thank them for their continued service to our country than to keep them connected to their families while they are on the road.

“Thank you!! It helps me feel connected to my family during deployment. The App is very user-friendly, and it was easy to get started recording the stories.”

– A Deployed USAF Reservist

PARTNERING TO KEEP MILITARY FAMILIES CONNECTED AND RESILIENT

To support military families in need around the country, many of our partners set up drive-thru events to provide food, household necessities, and supplies for the upcoming school year. We worked closely with these organizations to help feed the minds and imaginations of our military families, supplying books at baby showers, food distributions, and back-to-school events. We also kept our Embedded Story Stations supplied with books during many extended deployments. As our Books for Ownership Partner, Dollar General Literacy Foundation was instrumental in getting more than 22,000 books into military households. Our partnership also allowed us to continue to expand our book selection to feature more bilingual books and books featuring diverse characters by diverse authors, ensuring military children and families can share stories that reflect a variety of experiences while at the same time fostering culturally competent citizens who value and respect others.

United Through Reading remained committed to our core program of supporting service members preparing for or in the midst of deployment. Our partner, Veteran's United Foundation, supported 12 Embedded and Location Story Stations in Florida, Louisiana, Michigan, Oklahoma, Texas, and overseas. These Story Stations kept deployed service members and their families connected through storytime throughout this very uncertain time.

Carter's Charitable Foundation also continued their stalwart support. They are helping children remain connected to their service members while supporting their educational development at six Story Stations in Georgia, Hawaii, Texas, and overseas. Carter's Charitable Foundation also helped us engage almost 2,000 military spouses attending six MilSpouseFest events. These events were an excellent way for our staff to reach military spouses worldwide to let them know how using United Through Reading video-recordings as part of their family reading routine helps children feel grounded, secure, and loved.





STEMMING THE COVID-19 SLIDE

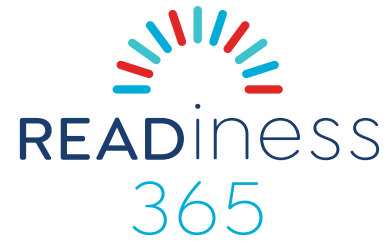
In a typical year, we see learning loss over the summer months when children are not in school. With the challenges associated with educating children during a pandemic, we knew the summer slide would be compounded. With the help of our STEM the Summer Slide Sponsor, Northrop Grumman, 4,765 science, technology, engineering, and mathematics themed books were shipped to 100 Story Stations providing additional education support for almost 10,000 military children! With Northrop Grumman's help, service members were able to help their children stem the COVID-19 Slide while developing an interest in STEM topics.



SIGNATURE EVENTS GO VIRTUAL

Every year we celebrate our military families at our two signature events – Tribute to Military Families in Washington, D.C. and Storybook Ball in San Diego, CA. In 2020, both of these events were held virtually to ensure the health and safety of our community.

Our READiness365 Campaign launched at **Tribute to Military Families** in May. This campaign encourages military families to be reading and mission-ready through the establishment and maintenance of family reading routines.



We were honored to be joined by Hollyanne Milley, wife of Joint Chiefs of Staff Chairman General Mark Milley, who shared how military readiness relies on family wellness, “When military families feel strong, fulfilled and connected, our service members have fewer distractions to do the best job they can. United Through Reading hopes to promote military wellness by increasing morale, reducing stress, and helping military families remain connected.”

Bonnie Kintzer, President and Chief Executive Officer of Trusted Media Brands and Chairman of Reader’s Digest Foundation, shared that Reader’s Digest Foundation is continuing and increasing their support of United Through Reading with a transformational gift of \$2 million over the next three years. Their tremendous generosity will ensure our military families stay reading ready and connected through the magic of shared storytime.

MLB pitcher Sean Doolittle also joined us in a conversation with a fellow military kid about military life and how reading helps kids today stay connected during deployments and also decompress.

At **Storybook Chapters**, we spent five weeks focusing on the separate themes of READiness365. We heard how important FAMILY CONNECTIONS are from the family of Army Major Darrell Fawley. Weeks of separation turned into a month because of a mandatory quarantine. Then a stop movement order caused another separation, sending Lindsey and then 4-year old Darrell ahead of Major Fawley to their new home and duty station. Thankfully, UTR was there to help them stay connected.



Storybook chapters

PRESENTED BY
UNITED THROUGH READING



SATURDAY, NOVEMBER 14

The family of Navy Hospital Corpsman George Taylor told us that because of UTR, COMMUNICATION is made easier even when separated by oceans. Cherrell Taylor found out about UTR during a visit that our Mobile Story Station took to 8-year-old George and 5-year-old Ryan's elementary school. Cherrell told her husband to make sure he found UTR onboard the USS Abraham Lincoln. "It definitely helped with the deployment, especially for our youngest," said Cherrell. "He could go and sit and be quiet while reading with his dad."

Jennifer Fontana, the wife of U.S. Air Force Technical Sergeant Vince Fontana, shared how they maintain the FAMILY ROUTINE of bedtime stories using the UTR App for 6-year-old Henry. As an Air Force loadmaster, Vince is sometimes home for only two weeks at a time before going on another mission. Using the UTR video recordings Vince makes for Henry maintains the bedtime routine and helps Henry go to sleep much faster when his dad is away.

ABH3 Ciaira Meyers shared that when her son was ten months old, she had to leave him with her mom to serve aboard the USS Abraham Lincoln (CVN 72). "This was my hardest deployment because I'm a new mom. It wasn't easy; my fear was that he wouldn't know who I was," Ciaira said. After the deployment and securing leave which had been denied several times due to COVID travel restrictions, Ciaira was able to reunite with her son... As she greeted him, the now almost two-year-old said, "Hi, Mama!" Ciaira knew instantly that DAILY READING with her son, via her UTR video recordings, meant her son remembered her. He knew her immediately!

We also honored Brad Meltzer, award-winning author of the "Ordinary People Change the World" series, with the Audrey Geisel Friend of Military Children Award and presented the 2020 Storytime Champions Award to Vice Admiral and Ellen Miller for their dedication to military families.

STATEMENT OF ACTIVITIES

Year ended December 31, 2020

SUPPORT & OTHER REVENUE	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Corporations and Corporate Foundations	\$1,244,075	\$335,102	\$1,579,177
Foundations and Civic Groups	\$175,075	\$13,500	\$188,575
Individuals	\$235,058	-	\$235,058
In-Kind Contributions	\$110,657	-	\$110,657
Net Assets Released from Restrictions	\$379,066	(\$379,066)	-
TOTAL CONTRIBUTIONS	\$2,356,731	(\$30,464)	\$2,326,267
Special Event Revenue	\$339,428	-	\$339,428
Less: Cost of Direct Benefits to Donors	-	-	-
Investment Income	\$2,042	\$8,485	\$10,527
TOTAL OTHER REVENUE	\$341,470	\$8,485	\$349,955
TOTAL SUPPORT AND OTHER REVENUE	\$2,698,201	\$21,979	\$2,676,222
EXPENSES	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Program Services	\$1,959,921	-	\$1,959,921
Management and General	\$143,075	-	\$143,075
Fundraising	\$227,874	-	\$227,874
TOTAL PROGRAM AND SUPPORTING SERVICES	\$370,949	-	\$370,949
TOTAL EXPENSES	\$2,330,870	-	\$2,330,870
Change In Net Assets	\$367,331	(\$21,979)	\$345,352
Net Assets At Beginning Of Year	\$489,329	\$459,506	\$948,835
NET ASSETS AT END OF YEAR	\$856,660	\$437,527	\$1,294,187

STATEMENT OF FINANCIAL POSITION

Year ended December 31, 2020

ASSETS	TOTAL	LIABILITIES	TOTAL
Cash & Cash Equivalents	\$1,401,929	Accounts Payable & Accrued Expenses	\$165,652
Investments	\$3,490	Deferred Revenue	\$213,000
Contributions Receivable	\$96,773	TOTAL LIABILITIES	\$378,652
Prepaid Expenses	\$59,733	NET ASSETS	TOTAL
Beneficial Interest in Endowment Funds	\$76,900	Without Donor Restrictions	\$856,660
Furniture & Equipment, net	\$34,014	With Donor Restrictions	\$380,247
TOTAL ASSETS	\$1,672,839	Perpetual in Nature	\$57,280
		TOTAL NET ASSETS	\$1,294,187
		TOTAL LIABILITIES AND NET ASSETS	\$1,672,839

FINANCIAL UPDATE

Since our founding in 1989, 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 investing partners. 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 a discrepancy-free report, noting that financials fairly state the affairs in all material aspects. As UTR seeks to grow the number of military families we serve, we will remain fiscally responsible and accountable to our donors, supporters, and the thousands of military families we connect through the act of reading stories.

Like countless organizations, UTR experienced challenges stemming from the COVID-19 pandemic and worked hard to navigate the uncertainties of a potentially unstable economic environment. As a result of these factors, UTR, guided by its Board of Trustees, sought funds available under the Paycheck Protection Program to help maintain financial stability and program continuity during this unprecedented situation. Receiving these funds allowed us to maintain 19 jobs, with 95 percent of those jobs belonging to Veterans and military spouses.



LIFETIME DONORS

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

\$4 MILLION AND ABOVE

Target

\$2,000,000 - \$3,999,999

BAE Systems

\$1,000,000 - \$1,999,999

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