LETTER FROM OUR CEO & BOARD CHAIR

As we report on another year’s progress, we are grateful for the opportunity to serve our military and Veteran communities through shared storytime. Despite continued challenges presented by COVID-19, we broke our own records, serving nearly 200,000 military family members and distributing nearly 50,000 books to military children.

In 2021, we were able to return to in-person events around the country, including our celebrations honoring our reading families, Tribute to Military Families and Storybook Ball. Additionally, we continued to improve and grow our UTR App usage so that service members and Veterans could make storytime recordings anytime, anywhere in the world.

All our work is made possible because of friends like you. Your steadfast support means that military-connected families are able to read together every day, with a new book and storytime recording, even when military service takes their loved one far from home. United Through Reading is particularly grateful to Readers Digest Foundation, BAE Systems, Inc., Dollar General Literacy Foundation, USAA Federal Savings Bank, Veterans United Foundation, Carter’s Charitable Foundation, Northrop Grumman, Pilot Company, and many more for their years of support for our program.

Our year ended on a very high note when we hosted a holiday party with First Lady Jill Biden for the families of the USS Delaware. We were honored to help Dr. Biden spread holiday cheer to these Navy families while their Sailors were out to sea, making sure each military child had a book to go home with to remember their time together.

Since 1989, we have connected more than 2.7 million military family members – we could not do this work without your support. Thank you for all you do to help United Through Reading keep military families reading together every day no matter the distance.

With gratitude,
Sally and Sean

Sally Ann Zoll, Ed.D.  
Chief Executive Officer

Sean McHugh  
Chair, Board of Trustees
UNITED THROUGH READING APP CONTINUES GROWTH

With the world still facing a global pandemic, United Through Reading continued to focus on growing our mobile reading app. Thanks to support from BAE Systems, Inc., we were able to grow our number of users as well as the number of stories recorded on the UTR App. Our users recorded and shared over 5,000 stories on the app to stay connected with their family, no matter the distance. We also reached a milestone in November when the 10,000th story was shared by a Navy sailor for his 8-month-old son prior to deployment.

“He won’t remember the deployment, but United Through Reading makes me feel more connected to him,” he said.

Our team focused on improving the app for our users by introducing new features thanks to investment from USAA. We added new spotlight videos featuring stories from special VIPs, festive frames, and the ability to edit recipients. The app is also now available on Kindle devices through the Amazon Appstore.

The United Through Reading App was named the winner of the Ed Tech Cool Tool “New Product or Service” category, and a finalist in the Cool Tool “Mobile App Solution – Early Childhood, Elementary” category.

5,094
RECORDED BOOKS
SHARED VIA UTR’S APP

Hitomi McAbee, a military spouse born and raised in Japan, doesn’t always know the American nursery rhymes and stories that her 2-year-old son asks to hear. That’s where the UTR App has come in for their family.

“It was very helpful for me to have my husband record those rhymes and songs so that both my son and I could listen to them over and over again. It is culturally important for us to have United Through Reading,” she said. “The app helps me learn more about American culture, and feel more connected to it. I’m inseparable with this app and am very thankful for what it provides us.”
UNITED THROUGH READING
EVENTS & STORY STATIONS

We love helping service members and Veterans in person, so we were excited to get back to events and stocking our Story Stations with new books around the world in 2021.

Carter’s Charitable Foundation supported six Story Stations for service members stationed in Georgia, Texas, Bahrain, Germany, Greece, and Hawaii. These Story Stations alone recorded 656 stories, supporting the family bonds of 2,624 service members, children, and caregivers (typically spouses). Carter’s support also helped United Through Reading staff educate 1,486 military and Veteran spouses about United Through Reading’s free services at six MilSpouseFest events.

Our Mobile Story Station was out and about across San Diego but also ventured to Fort Irwin, CA thanks to the Henry L. Guenther Foundation. Our team brought the Mobile Story Station to this remote California Army training base for their Harvest Festival, where we distributed over 600 books. The Fort Irwin Library is now a Story Station, available to the community to make United Through Reading storytime recordings for their families.

Our staff started a new program called Storytime with a Service Member at bases across the United States. These events are a great way for families to join together as a community to read together, complete craft activities, and connect.

Iliana, a military spouse and mom, attends each Storytime with a Service Member at Joint Base McGuire-Dix-Lakehurst with her toddler. She said, “It’s marked on our ‘kid calendar’ and he looks forward to it every week. Right after nap time we head over to the playground down our street, filled with excitement, to listen as service members read the most entertaining books. It’s a wonderful event that breaks up the day with learning, friends, and fun!”
A major highlight this year was our visit to the Tomb of the Unknown Soldier to lay a wreath ahead of the 100th Anniversary of the Tomb. We were joined by Twenty-One Steps author and illustrator Jeff Gottesfeld and Matt Tavares, who joined us throughout the year both at Tribute to Military Families and Storybook Ball, where they received the Audrey Geisel Friend of Military Children award for their support of the military community.

“How do you connect with this young child who you want to be there for? I turned to my own life experiences. I can close my eyes and see myself listening to my dad reading Black Beauty until I fell asleep...It’s United Through Reading that creates that bridge,” LCDR Graham Van Hook shared at Tribute to Military Families. United Through Reading has connected three generations of his family, from his father’s recordings for him, to his recordings for his young son.

We honored Veterans United Home Loans and Veterans United Foundation for their longstanding support of military families, including United Through Reading.

199,892
MILITARY FAMILY MEMBERS SERVED
“United Through Reading makes a difference every day, connecting families and building literacy,” said Patricia Barron, Deputy Assistant Secretary of Defense for Military Community and Family Policy. She shared how literacy and education are an important focus of the Department of Defense’s support of families.

Amylia loved reading with daddy all day long and I loved having him with us even if virtually,” said Christy VanVleck, a Navy spouse. At Storybook Ball, the VanVleck family shared how the UTR App has kept their family connected during a trying year, which included a deployment.

To have someone who is deployed, especially at the holidays, I think it’s really, really very hard,” said First Lady Jill Biden at a holiday party hosted by United Through Reading for the USS Delaware families. “I teach English and I teach writing. So I know how important it is that you read so that you become good readers and writers.” Navy Secretary Carlos Del Toro joined Dr. Biden, the ship’s sponsor, at the Submarine Veterans Club to bring holiday crafts and cheer to every family. Each military child went home with books to read with their family, a special reminder of a special day.

Vice Admiral Stephen Koehler, 31st Commander of the United States Third Fleet, joined us as our military guest of honor and reminded us all that, “One of the biggest burdens our service members face is being separated from their families. Being apart makes you realize the importance of routine like reading together.”
Nearly all families faced obstacles with their children’s educational development due to the impacts of COVID-19. Military families were no exception. In fact, their challenges came with added complications, such as moves mandated by military service causing academic disruptions and stressful family separations due to deployments, mobilizations, and duty-required quarantines.

“The teacher was saying how Mackenzie’s confidence was boosted,” says Kelly Cheeseman. “She started to volunteer to read out loud in school after participating in United Through Reading.”

With support from Reader’s Digest Foundation, we convened doctors, educators, elected officials, and military advocates to discuss how reading is attainable, accessible, and adaptable for every child in our diverse military community. We released a white paper, “Reading and Resiliency: Making Literacy a Military Community Priority,” and held a webinar series in Spring 2021.

With support from Reader’s Digest Foundation, our READiness365 Keystone Sponsor, we also focused on increasing our books distributed to United Through Reading families around the world. We broke records when we sent out nearly 50,000 books this year with substantial help from Dollar General Literacy Foundation, our Books for Ownership Partner.
### Support & Other Revenue

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<tr>
<th>Source</th>
<th>Without Donor Restrictions</th>
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<td><strong>TOTAL SUPPORT &amp; OTHER REVENUE</strong></td>
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### Expenses

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<td><strong>TOTAL EXPENSES</strong></td>
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### Change In Net Assets

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### Statement of Financial Position

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<td>Investments</td>
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<td><strong>TOTAL ASSETS</strong></td>
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<th>Liabilities</th>
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<td>Deferred Revenue</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
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<table>
<thead>
<tr>
<th>Net Assets</th>
<th>Total</th>
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<tr>
<td>Without Donor Restrictions</td>
<td>$1,294,247</td>
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<tr>
<td>With Donor Restrictions</td>
<td>$373,497</td>
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<td>Perpetual in Nature</td>
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<td><strong>TOTAL NET ASSETS</strong></td>
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| TOTAL LIABILITIES & NET ASSETS           | $1,933,982  |
FINANCIAL STATEMENT

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 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 meets all 20 of the Better Business Bureau’s Standards for Charity Accountability, receives a Charity Navigator coveted 4-star rating, and ranks at the Platinum level on the Guide Star Seal of Transparency.

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 we seek to grow the number of military families we serve, we will remain prudent in our fiscal management and accountable to our donors, supporters, and the thousands of military families we connect through the act of reading stories.

Like countless organizations, United Through Reading 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, United Through Reading, 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 21 jobs, with 96 percent of those jobs belonging to Veterans and military spouses.

2021 DONORS

$500,000+
Reader’s Digest Foundation

$100,000-499,999
BAE Systems, Inc.
Dollar General Literacy Foundation
USAA Federal Savings Bank
Veterans United Foundation

$50,000-99,999
Carter’s Charitable Foundation
Ms. Gwynne Jamieson

$25,000-49,999
American Legion Child Welfare Foundation
The California Wellness Foundation
Henry L. Guenther Foundation
Ms. Janet Holian
Navy Federal Credit Union
Northrop Grumman
Veterans United Home Loans
The Walter J. and Betty C. Zable Foundation
Amazon Military
Birdies for the Brave, PGA TOUR Charities, Inc.
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The Dr. Seuss Foundation
Epsilon Systems Solutions
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The Jel Sert Company
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Pilot Company
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Viasat Inc.
VADM and Mrs. James M. Zortman, USN (Ret)
Ms. Lisa Zygmont

$5,000-9,999
American Legion Auxiliary Unit 270, Inc (Angels of Mercy)
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Cushman Foundation
The Dr. Scholl Foundation
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General Atomics Aeronautical Systems, Inc.
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Dr. Andrew Viterbi
Warrior Assist Foundation
Winnebago Industries Foundation

$1,000-2,499
Air Force Officers’ Spouses’ Club of Washington, D.C.
Ameriprise Financial, Inc.
LTC and Mrs. Kevin P. Arnett, USA
Association of Bragg Spouses
Mr. and Mrs. Damon Barnett
Mrs. Josie Beets and MAJ Sean Zehab, USA
Mr. and Mrs. Robert C. Bellas, Jr.
Ms. Gwyneth Bent
Boutiki Gift Shop
Mr. and Mrs. Michael Bradshaw
Mr. and Mrs. Robert A. Brewster
The Brooke Foundation Fund at the Rancho Santa Fe Foundation
Mr. and Mrs. Anthony Cerqueira
Mr. and Mrs. David Choate
Mr. and Mrs. Ron Colby
CAPT and Mrs. Pete Collins, USN
Coronado Community Foundation
Dr. Cheryl S. Cox and Mr. Gregory R. Cox
Ms. Marilyn Crouther
CAPT and Mrs. John C. Ensch, USN (Ret)
Financial Communications Society
The Florence B. Kilworth Foundation
Fort Bliss Spouses’ Association
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Dr. and Mrs. Ned Garrigues
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and Dr. AnneMarie Gumataotao
The Heller Foundation of San Diego
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Beth Leedham
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M2 Strategy
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Ms. Sarah Meyer
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Mountain Post Spouses’ Club
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Mrs. Linda Odierno
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Reyes Beer Division - Harbor Distributing
Ms. Lori Riley
Rotary Club of Coronado Foundation
Simi and Edison Rush
Ms. Jan Rutherford
Mr. Jack Sears, Sr. and Mrs. Bonnie Rice-Sears
Mr. and Mrs. Douglas Stewart, USA (Ret)
CAPT Maureen Fox-Sylvester, USN and Mr. Todd Sylvester
Mr. and Mrs. Thomas Teach
TPC Stonebrae Country Club
Mr. and Mrs. Jan Twardowski
Mr. and Mrs. Charles Van Vechten
Wiesbaden Community Spouses Club, Inc.
Winnebago Industries
Mrs. Britt E. Zeller

In Kind $1,000+
Buchanan Design
Candlewick Press
Becca Crookston
CAPT Peter Dallman, USN (Ret) and CDR Kara Dallman, USN (Ret)
Mr. Donald Driver
FOCUS (Friends of Children United Society)
HarperCollins Publishers
Houghton Mifflin Harcourt
Ruth Owens
VADM and Mrs. Dixon R. Smith, USN (Ret)
Ms. Lorraine Tschaeche

For a list of lifetime cumulative giving, please visit unitedthroughreading.org/lifetime-donors
Since 2007, Dr. Sally Ann Zoll has served as United Through Reading’s CEO. For the past 15 years, she has served as the chief guardian, helping to build, grow, and sustain our program through technology changes, the end of the war on terror, and a global pandemic. On behalf of the Board of Trustees and staff at United Through Reading, we want to express our heartfelt thanks for her service to military families as she retires this year.

Sally led a team of remote staff long before it was the norm and oversaw the launch of an app that makes our program accessible to all service members and Veterans, no matter where they are in the world. She built long-lasting relationships and friendships with our partners and donors that will last for years to come. Her commitment to military-connected children’s education is always at the forefront of everything she does.

We are honored to have worked alongside Sally for as long as we have and we are excited for her to enjoy her retirement with her family. Thank you, Sally!