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ANNUAL REPORT



# From the Chief Executive Officer and Chair of the Board

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In 2022 United Through Reading continued its extraordinary 33-year journey with our partners, investors, volunteers and, most importantly, our military families. Together, we've embarked on a mission to bring the magic of shared storytime to military children, fostering resilience and connection despite the miles that separate military families.

The significance of our work has never been more evident. As military families face unparalleled challenges in preserving family bonds, mitigating pandemic-related learning loss, and combating mental health issues, reading together fosters hope and strength. It not only nurtures the literacy and emotional well-being of our military children but also fortifies the familial ties that bind.

In 2022, we celebrated an awe-inspiring milestone — **connecting our 3 millionth military family member** through reading! Our far-reaching network of Story Stations, spanning ships at sea, pre-deployment events, community gatherings, and beyond via our mobile app, has enabled us to touch lives in all corners of the globe. We are immensely grateful to First Lady Dr. Jill Biden for championing our cause and establishing a Story Station at Mihail Kogălniceanu Air Base in Romania.

Through our alliance with the Department of Defense Morale, Welfare and Recreation Libraries, we've extended our reach to more than 150 library locations worldwide.

Our annual signature events, Tribute to Military Families and Storybook Ball, have served as platforms to unite military and civilian communities in celebrating the transformative power of reading.

But our work is far from complete, and that's why we made one-time investments in 2022 in research and strategic planning that helped us clarify how we'll evolve United Through Reading's focus and impact for our next 30 years and beyond. This analysis and recommendations led to our new and exciting 3-year campaign, Operation Storytime.

As we embark on our Operation Storytime campaign in 2023, we are poised to impact #TheNextMillion military family members. Our four campaign Missions — **READ, RECONNECT, READY, and REACH** — are designed to evolve and amplify our influence for generations to come.

None of this would be possible without the unwavering generosity and trust of our friends and investors. Your support enables military-connected families to experience the joy of reading together every day, with fresh books and storytime recordings, even when duty calls their loved one far from home.

As we conclude our READiness365 campaign, we extend our deepest gratitude to Reader's Digest Foundation, Veterans United Foundation, BAE Systems, Dollar General Literacy Foundation, Carter's Charitable Foundation, Gillette, USAA Federal Savings Bank, Northrop Grumman, Pilot Company, and countless others who have invested in the lives of military families through their support of United Through Reading.

Together, we are  
creating a brighter  
future for our  
military children,

# ★ one story at a time.



A handwritten signature in black ink, reading "Tim P. Farrell".

**TIM FARRELL**  
Chief Executive Officer



A handwritten signature in black ink, reading "Sean Mchugh".

**SEAN MCHUGH**  
Chairman, Board of Trustees



# 3 MILLION MILLION MILLION



## 3 MILLION MILITARY FAMILY MEMBERS AND COUNTING

Through our READiness365 campaign, generously anchored by our Keystone Partner Reader's Digest Foundation, we were able to serve more military family members faster than ever before. In 2022, we reached the incredible milestone of **connecting our 3 millionth military family member** through the power of reading together no matter the distance. Nearly 700,000 of those were served in the last three years while families experienced prolonged time apart due to pandemic-related quarantines and continued high operations tempo for military training and deployments.

Recently deployed Chief Warrant Officer Sean Campbell learned about our program aboard the USCGC Kimball. He shared,



“I was blown away by this unique method to be able to remain grounded and connected to my boys while on deployment. I would highly suggest UTR for families deployed because the Coast Guard is a family-oriented service, and this tool helps keep the Coast Guard member connected to those back home. While on deployment, it gives you just a few minutes to be able to connect with your children and those who you most love.”





# 85,992 BOOKS

## 85,992 BOOKS INTO THE HANDS OF MILITARY FAMILIES

With the support of our Books for Ownership partner Dollar General Literacy Foundation, we distributed a record-breaking number of books around the world in 2022. Research shows the more books in the home, the higher the literacy rates of children in that home.

Books sent to our Story Stations, distributed at community events, shared as part of library summer reading programs on military bases, and sent through our App Book Request helped support strong literacy skills. We pride ourselves in including books for all ages so our families can pick the perfect title to read together in person and on the UTR App.





## 921 STORY STATIONS AROUND THE WORLD



Our Story Stations are the perfect place for service members to make their storytime recordings before or during their time away from home. In 2022, we served service members around the world, on land and sea. We are incredibly grateful to Dr. Jill Biden for helping us open a Story Station in Romania for service members deployed to the region to support allies in Eastern Europe. **The First Lady recorded a story with SSG Rogers for her son to enjoy at home during this deployment.** SSG Rogers reads nightly with her son when she's home, helping him develop his literacy skills.

“

“For your child to hear your voice, it’s a keepsake; a little connection makes a difference,” said Rogers.

And on reading with Dr. Biden, she added,

“My son was very surprised and then said, ‘Oh my gosh, Mom, you made me famous!’ when he saw it on TV and Instagram.” He couldn’t wait to tell his classmates and teachers. “I can only imagine him describing what he saw and how the words came out of his mouth.”



+1



Tom Arseneault, president & CEO of BAE Systems, Inc., reads a book during the launch of the new Mobile Story Station.

## 1 NEW MOBILE STORY STATION

After the success of our first Mobile Story Station in San Diego, we introduced our Mobile Story Station East in Washington, DC in May, thanks to support from BAE Systems. This Mobile Story Station spent 2022 in and around the National Capital Region attending community events and helping service members and veterans make their own storytime recordings.

We unveiled the Mobile Story Station at our annual Tribute to Military Families, where the Boblett family shared how their family continues to use United Through Reading as their oldest son recently entered the US Navy. After growing up with his dad's United Through Reading recordings, Seaman Ryan Boblett now sends recordings to his younger sisters to remain connected and to support their educational development. This kind of connection is especially important as he begins his Navy career with the submarine service and will have limited communications with his family.



“That brings about new challenges. Those new challenges have the possibility of serving aboard a boat where I might be without any contact with my family for months on end. Yet, I’m not worried, for I have something that will give me a way to read my sisters a bedtime story every night with United Through Reading. My sisters will now get their big brother on that screen.”

Seaman Ryan Boblett





# 6,005

STORIES RECORDED



## 6,005 STORIES RECORDED ON OUR UTR APP

Our UTR App continues to be the most convenient way for families to record and share their story recordings, thanks to support from USAA. The UTR App is a great tool for service members and veterans to send stories to their families no matter where they are around the world, and to prepare for an upcoming time apart, be it training or deployment.

With the UTR App, we were also able to support over 650 classrooms and 21,000 students from preschool through high school seniors around the world with a virtual Story Time with a Service Member for Veterans Day. Teachers were sent a video from our Storybank that was age appropriate for their grade to watch during their Veterans Day lessons.

Shelly Stokes shared,

“

“My third-grade class and I from Wilder Elementary School in Sumter, South Carolina, wanted to thank you for the wonderful book read aloud to us by Master Chief Jason Knupp. It was amazing and my students were delighted! It really made my lessons on Veterans Day and our armed forces so much more meaningful!”







## CARTER'S BOOSTS MORALE WITH STORY STATION EVENTS

With support from Carter's Charitable Foundation, we were able to support 21 events in 13 states, including bringing our new Mobile Story Station East to the piers of Norfolk, Virginia, ahead of the deployment of the USS George H.W. Bush (CVN 77). Sailors and Marines made recordings on our App and took their new books home with them to gift to their families ahead of their deployment, meaning their children could continue storytime with their service member from "day one" of deployment.



**"It was a great opportunity to bring this event to our crew prior to our deployment,"** said Chief Religious Program Specialist Angel Pacheco at the event. **"Families will be able to have a recording during the first portion of deployment instead of waiting for Sailors to mail the first recording. It was a great morale-enhancing event."**



# 4,000

## BE DRILL READY KITS



### 4,000 BE DRILL READY KITS TO NATIONAL GUARD FAMILIES

As part of our Be Drill Ready kit project with Veterans United Foundation, National Guard families across the country received books and information about how to use United Through Reading for drill weekends, training, and deployments. Each kit had 2 books, information on the App, and other fun items to help families get excited about reading and use United Through Reading. We are proud to serve our Guard families across the country, especially when so many were deployed on short notice.





## STORYBOOK BALL CELEBRATES SERVICE

We closed out 2022 with our annual Storybook Ball in San Diego, where we celebrated families reading together every day no matter the distance. Navy Sailor and longtime United Through Reading volunteer CS2(SW) Robert Franklin “Frankie” Hard, III, encapsulated the essence of our mission, saying:



**“I’ve had a once-in-a-lifetime experience to provide families an experience that many of us didn’t have growing up. On the USS Essex [LHD-2] alone, we provided over 600 families an experience that cannot be replicated.”**



And Vice Admiral Kenneth Whitesell and his wife Melodye shared how reading continues to bring their family together. Admiral Whitesell recently recorded a childhood favorite for their daughter Hannah, now a Naval officer herself, while she was on deployment last year. The Kissing Hand was repeatedly played on VHS while Admiral Whitesell was deployed during Hannah’s childhood, so it was only appropriate to stay connected while she was deployed as an adult with the same story, just in time for her birthday!

Finally, we honored the achievements of retiring CEO Dr. Sally Ann Zoll. For 16 years, Sally led United Through Reading from a small San Diego organization to one that served all branches of service around the world. We are grateful for Sally’s leadership as we continue our work for years to come.

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## 2022 Financials: Growth and Strategic Investment

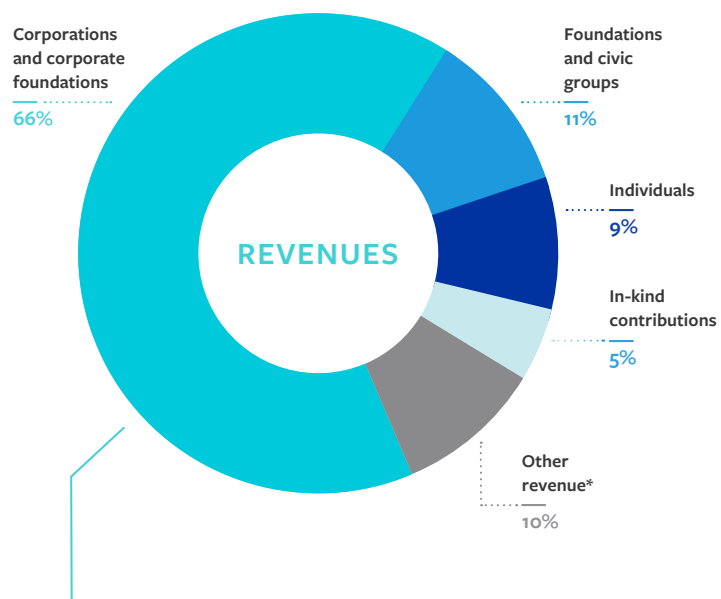
For more than 30 years, United Through Reading has been committed to accountability, efficiency, and transparency, with a dedication to good stewardship of the funds entrusted to us by our extremely generous donors. Our organization manages funds with great care, prudent annual budgeting, and analysis 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 a clean report, noting that financials fairly state the affairs in all material aspects. During 2022, United Through Reading's board-approved budget included a thoughtfully and intentionally planned deficit, through which United Through Reading strategically invested in one-time research, strategic planning, and other evolutionary improvement projects that will enable us to plan, deliver, evaluate, and continuously improve our programs and services with greater effectiveness, efficiency, and impact.

**As United Through Reading 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.**



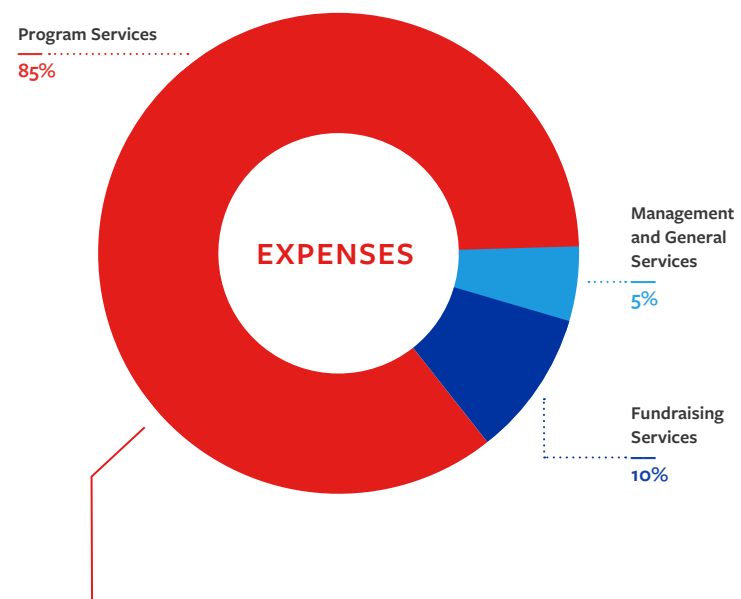
## FINANCIAL SUMMARY



### REVENUES

Corporations and corporate foundations	\$1,707,480
Foundations and civic groups	\$287,854
Individuals	\$228,756
In-kind contributions	\$130,751
Other revenue*	\$256,110
Investment income	\$-12,734
<b>Total</b>	<b>\$2,598,217</b>

\*Other revenue includes special event and program revenue and small losses on equipment disposal and direct event benefits



### EXPENSES

Program Services	\$2,746,192
Management and General Services	\$161,549
Fundraising Services	\$317,092
<b>Total</b>	<b>\$3,224,833</b>

### CHANGE IN NET ASSETS \$-626,616

Net Assets as of January 1, 2022	\$1,729,229
Net Assets as of December 31, 2022	\$1,102,613

## 2022 DONORS

### \$500,000+

Reader's Digest Foundation

### \$200,000-499,999

BAE Systems, Inc.

Dollar General Literacy Foundation

Veterans United Foundation

### \$50,000-199,999

Carter's Charitable Foundation

The Parker Foundation

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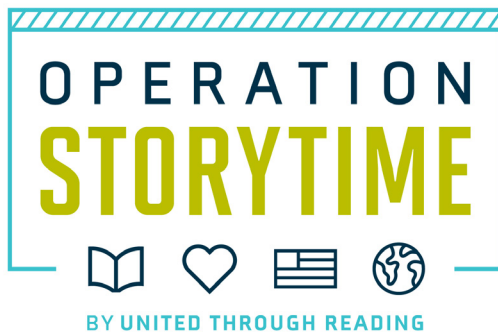
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