

A YEAR IN REVIEW

2016 ANNUAL REPORT




UNITED
THROUGH READING®

LETTER FROM OUR BOARD CHAIR AND CEO

We surpassed two million beneficiaries this year!

This is incredibly heartwarming and important for us at United Through Reading (UTR) because we reached this goal with your help — corporate sponsors like BAE Systems, trustees like Dwayne Junker, advocates like Mrs. Ellyn Dunford, partners like the USO, individual donors, and our National Program Managers who work directly with our men and women in uniform. Tirelessly, the Program Managers train and equip our uniformed volunteers to take UTR to the Persian Gulf in USS Dwight D. Eisenhower (CVN 69), the Horn of Africa, Guantanamo Bay, and remote places in Southwest Asia. We thank each of you for collectively propelling us to reach this incredible milestone.

UTR has received noteworthy accolades over the years, but this year we were honored and humbled by the **Congressional Medal of Honor Society** when they selected us to receive their **inaugural Community Service Hero Award**. The award recognized us as a community-based organization for our exceptional impact and mission in supporting our nation's service member community. We were selected because of our innovative response to a critical need in the armed forces' community for more than 27 years, and our international impact on military families.

But we can't rest on our laurels as deployments and separations due to military assignments continue. In fact, each year **more than 100,000 military parents are deployed leaving nearly 250,000 children at home**. With a conservative 6-month deployment, these children have 180 nights without their parent home for bedtime stories. That's **40 million missed bedtime stories each year by military children**.

With Reader's Digest Foundation as the Founding Sponsor of the 40 Million Stories campaign, launched in 2017, our goal is to increase program participation across all services by 10% and save 10 million stories. Moving forward, we must address and close the gap through further outreach and aggressive fundraising. Our military families count on us to keep them connected during separation, especially in this 15th year of conflict.

You'll hear more about our 40 Million Stories campaign but, for now, please enjoy the 2016 Year in Review. It has been a great year with strong achievement in both fundraising and our service to military families. We would not be the nationally recognized organization we are without your belief in our mission and your confidence in us to deliver on our mission.

With profuse gratitude,



Jeff Mader
Board of Trustees
Board Chair



Sally Ann Zoll, Ed.D.
Chief Executive Officer

We were honored and humbled
by the Congressional Medal of
Honor Society's Community
Service Hero Award.

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STORIES FROM PARTICIPANTS



Left: The Driscolls, a UTR family. **Middle:** The first time baby Cadence met her dad. **Right:** The first Driscoll family photo after Cadence was born. Dad watching via Skype.

Cleo Driscoll

U.S. ARMY SPOUSE AND UNITED THROUGH READING MOM

Cadence Driscoll was born into this world without meeting her father, U.S. Army Captain Alex Driscoll, who was deployed to Afghanistan for his second tour. Although Capt. Driscoll was Skyped in for the birth from miles away, the distance still took a toll on him and his growing family.

The family relied on United Through Reading (UTR) to bridge the distance which was something Skype couldn't quite do for them. Capt. Driscoll surprised his wife, Cleo, and unborn baby by making his first UTR recording while enroute to Afghanistan. His second video arrived after Cleo had given birth to their baby girl.

“He was under a lot of pressure so while making the video he was able to relax a little bit, I think. It was a little break for him where he could feel connected to us in the midst of all the craziness going on.” –Cleo Driscoll

As a comfort mechanism for Cleo and a way for Cadence to virtually get to know her father's face and voice, the two watched the UTR videos every night while Capt. Driscoll was away from home.

“I would put the UTR video in our laptop and sit her up on my chest to play it for her. I really think that helped her become comfortable with him when he came home. She was so fascinated with looking at him when he talked to her when they finally met. No fussing or crying, she just watched him. You could definitely tell she was used to his voice.”

Even now that Capt. Driscoll is home, the family continues to read together every night — thanks to UTR.

“Thank you so much for what you do,” said Cleo. “It really does mean a lot to families who are separated.”



Left: The Embers Family. **Right:** The Embers children, Sarah, Jonny and Gabriel.

Major Zach Embers

U.S. MARINE CORPS AND UNITED THROUGH READING FAMILY

“United Through Reading saved the night yesterday. Our baby girl was crying and screaming for her daddy and it broke my heart. So I let her stay up and watch videos of Daddy reading. Thank you for saving our night!” –Emily Embers

When Major Zach Embers, USMC, was deployed with the 13th Marine Expeditionary Unit in 2016, UTR allowed the Embers’ family to stay connected, no matter what time of night his daughter Sarah needed him. The videos of Major Embers reading aloud to his children created a special bond and helped wife and mom, Emily, as she cared for their three young children at home.

“One night my daughter Sarah was having a hard time and was crying for her Daddy,” said Emily. “I was at a loss for what to do so I let her come downstairs to watch Daddy talk and read to her while she curled up on the couch and drifted slowly back to sleep. It was very soothing for her!”

Emily says her kids—5-year-old Gabriel, 2-year-old Sarah, and 6-month-old Jonny—love “seeing” their dad and getting to read stories along with him on the videos. **Time for phone calls and video chats was scarce, and the kids aren’t yet old enough to read letters or emails from their dad. Through UTR, the Embers family found a special way to stay connected.**

Major Embers is grateful for the opportunity to remain a part of his kids’ daily lives through the videos. He uses funny voices and sounds, makes silly faces, and tells jokes to keep his family laughing.

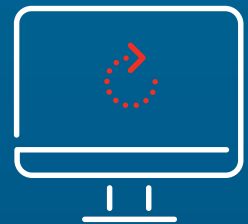
“[UTR] is perfect for the current age group of my children,” said Major Embers. “It’s an investment in them and a great way for me to connect to them in a way that is hard over the phone or Skype since there is no delay in video feed for them, and they just get to sit back and watch ‘the Daddy show.’”

Why UTR vs Skype?



Reliable

When internet connection isn’t.



Repeatable

Kids can watch again and again.



Accessible

To a child any time they need their service member, day or night.

STORIES FROM VOLUNTEERS



UTR volunteer, Master Sergeant Marcus Sydw, with his daughter (**left**) and with all three children (**right**).

Master Sergeant Marcus Sydw

U.S. AIR FORCE AND UTR ACTIVE DUTY COORDINATOR

“The best part about offering United Through Reading (UTR) at Diyarbakir Air Base in Turkey is the increase in morale. This is a remote base with limited services so setting up UTR provides members a very constructive activity that benefits them and their loved ones.

I absolutely see service members benefit from the program. Sometimes folks tend to be a little apprehensive about the idea – I think the camcorder is what some are most concerned about – but once they try it and hear how much the recipient enjoyed it, they quickly return to record another. That interaction is priceless!

Children of deployed service members miss their parents and with UTR they are not only getting the interaction they yearn for but they are also engaging in a very valuable activity which is important for their brain development. UTR has a global presence that enables military to take advantage of the services they provide virtually anywhere they go. In preparation for deployment, many members read books on video for their children prior to departure at their home station. This gives them and their children peace of mind going into the deployment.

My family’s experience with UTR has been great, especially with my youngest. She is very excited to talk about my sending her books. When we talk, her first question is, ‘When will you send me another book?’ She is still in kindergarten but is already reading. Her brothers are both excelling in reading also which I feel is a reflection of UTR enabling us to encourage them to read, and read often.

I am very glad that we were able to get UTR up and running during my deployment. It has become an amazing addition to the limited morale activities available at this location. Also because we have joined forces with the Chapel, this will be a long running program at Diyarbakir, and I am confident the positive rewards will be reaped for years to come.”

“Children of deployed service members miss their parents and with UTR they are not only getting the interaction they yearn for but they are also engaging in a very valuable activity which is important for their brain development.”

–Master Sergeant Marcus Sydw

STORIES FROM DONORS

Reader's Digest Foundation

CORPORATE FOUNDATION DONOR

Reader's Digest Foundation awarded a \$125,000 grant to United Through Reading (UTR) as a part of their four year R.E.A.D. (Read, Engage, Advance, Develop) Together campaign launched in 2014. The campaign promotes the benefits of parent involvement in childhood literacy because of the evidence-based research that points to parental intervention as a crucial factor in a child's future for academic and career success. The funds supported our work to ensure military parents understand the importance of reading to their children from an early age while making it possible for them to do so despite deployments and other challenging separations.

"Reader's Digest Foundation knows parent and caregiver involvement in the early development of a child's reading skills has been shown to be one of the most crucial interventions for a child's high school and career success. We were so pleased to support United Through Reading's important mission to promote this role for military service members and their children, giving them every opportunity to encourage early literacy, despite separations that might make that difficult." – Paul Gillow, President, Reader's Digest Foundation.

"I read about your organization in the Reader's Digest Magazine. This is such a brilliant and warming action in a time when so many of us feel helpless to make any difference at all. The more people know about what you are doing the more help will be forthcoming. Thanks again and many blessings for making such a wonderful difference in the lives of our service families." –Beth and Dan House

Reader's
—digest—
FOUNDATION



Peer to Peer Fundraiser

SEAN MCHUGH, UTR BOARD OF TRUSTEES' CHIEF FINANCIAL OFFICER

When United Through Reading's Trustee and Vice President and Treasurer at Carter's, Inc., Sean McHugh, and his colleague, York Rasmusson, decided to sign up for the 2016 Tough Mudder in Atlanta, they knew they might need a little extra motivation. A Navy Veteran, Sean knew military deployments were tough on service members and their families — tougher than the 10-12 miles and 20+ obstacles in the Tough Mudder so he and York decided to use the event as a platform to raise money for UTR on behalf of these geographically separated families.

Sean and York set a fundraising goal of \$3,500 to support UTR. With their hard work, the kindness of friends, family, and colleagues, and the Carter's employee matching gift program, they blew past that goal and raised \$8,670 to connect military families separated by distance through the read-aloud experience.

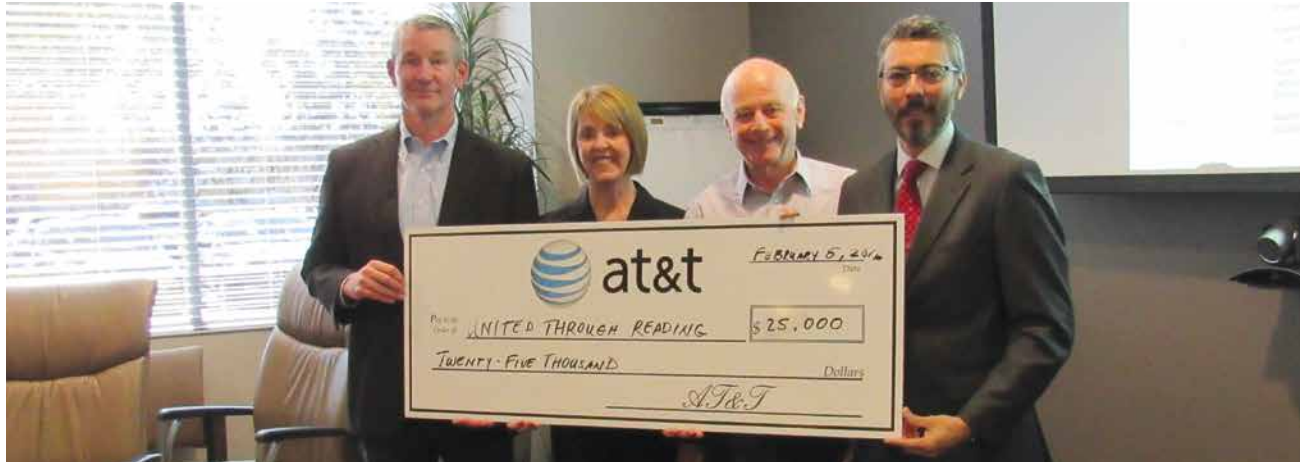
Sean had the following to say about the experience, "Tough Mudder isn't about how fast you can cross the finish line. It's about pushing yourself. It's about teamwork, camaraderie, and for York and me, it was also about giving back. It was a life changing experience, made even sweeter knowing the number of military children who could still have a bedtime story read by a deployed loved one because of our hard work and persistence."

Sean, York, and 20 new teammates recently completed the 2017 Tough Mudder and raised an additional \$11,000 for UTR via CrowdRise.



Sean McHugh and a Carter's colleague, York Rasmusson, made it through 11 miles and 22 obstacles to raise funds for UTR.

STORIES FROM DONORS



AT&T presented a check for \$25,000 to UTR. **Left to right:** UTR Board Chair, Jeff Mader; UTR CEO, Dr. Sally Ann Zoll; UTR Trustee, Dwayne Junker; and Regional Vice President at AT&T, Ignacio De La Torre.

AT&T

CORPORATE DONOR

United Through Reading (UTR) and AT&T joined forces to help military parents “STEM the Summer Slide.” The “summer slide” happens during the summer break when young minds sit idle without formal education in school. Statistics indicate that children who don’t read over the summer lose more than two months of reading achievement. To prevent the summer slide, UTR and AT&T encouraged military parents to choose a Science, Technology, Engineering, and Math (STEM) themed book to read and video-record during those months when their kids are most at risk of experiencing a dip in their reading achievement. AT&T donated a total of \$35,000 with \$10,000 earmarked for the campaign. The result — military parents were able to inspire their children to read over the critical summer months, build their childrens’ natural curiosity, encourage imagination and innovation, and stay connected to their children through the read-aloud experience.

In a pro-bono effort, AT&T widened UTR’s audience by airing a 30-second public service announcement (PSA) on AT&T Sports Networks. As background, DirecTV Sports Networks were rebranded under the AT&T name and consist of five regional “Root Sports” networks in Pittsburgh, the Rocky Mountains, the Northwest, Utah, and the Southwest.

Kara Dallman, UTR’s Senior Director for Development and Strategic Alliances shared, “Since AT&T started running the PSA, we have received donations from individuals who were inspired by our mission and interested in supporting military families. It’s impossible to put a price tag on the visibility we have received through AT&T’s generosity, and we are grateful for our strong partnership.”

“I saw your ad on TV and, as a retired English teacher who strongly believes in the value of parents reading to children, I thought this was a wonderful program.” –Karen Whiteacre

STORIES FROM DONORS

BAE Systems, Inc.

CORPORATE DONOR

United Through Reading (UTR) is exceptionally grateful to BAE Systems for being the Title Sponsor of our Tribute to Military Families in Washington, D.C., and our Storybook Ball in San Diego. From coast to coast, their commitment to our mission is visceral starting with the leadership of their CEO, Jerry Demuro; strengthened by Brian Roehrkasse, Vice President of Communications and UTR trustee; and made absolutely palpable by individual donations from plant workers in Nashua, New Hampshire, to Anniston, Alabama, and all across our great country. Their hearts are behind their giving; their dedication is obvious; and their passion is contagious.

The relationship we have forged with BAE Systems over the last eight years has evolved purposefully according to the tenets of Peter Drucker's *Collaboration Challenge: How Nonprofits and Businesses Succeed Through Strategic Alliances* (Jossey-Bass, 2000). Our alliance extends well beyond the philanthropic dollars BAE Systems has most generously donated and is mutually beneficial.

One of the most important aspects of the alliance for UTR is the opportunity for us to build our individual donor support through Virtual Book Drives, Employee Giving Campaigns, Fun Runs, visits to BAE Systems facilities, and stewardship at our annual events. Over the past five years, approximately 1,400 BAE Systems employees have made personal donations totaling more than \$216,000. And the majority of these donations have been matched or double matched by BAE Systems to maximize the impact for UTR.

UTR has enjoyed a culture of strong support from BAE Systems from senior leadership to generous individual donors. Brian Roehrkasse sums up the company's passion for our mission:

“Like my colleagues at BAE Systems, I have an extremely strong affinity for the men and women who make incredible sacrifices going into harm's way to defend our liberty and freedom. For military moms and dads, this often means many months spent thousands of miles from the children they love. My wife and I are expecting our first child early next year, and the understanding of the emotional bond between a parent and child is becoming more real for me every single day. Recording my first UTR video at Association of the United States Army (AUSA) 2016 Annual Meeting and Trade Show gave me a whole new perspective and appreciation for the important mission UTR fulfills to connect and strengthen military families.” –Brian Roehrkasse



BAE Systems' Vice President of Communications, Brian Roehrkasse, making a UTR video for his son at Association of the United States Army (AUSA) 2016 Annual Meeting and Trade Show.

FINANCIAL REPORT

For 27 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.



From an accounting perspective, 2016 revenues were 12% greater than expected and expenditures were lower by 9%. We thrive in a virtual work environment with nine full time equivalent employees to maximize our efficiency as we continue to do more with less.

As a result, the United Through Reading brand equates to a service that improves the lives of military families. Our brand has been acknowledged with highest honors from the Library of Congress and the Congressional Medal of Honor Society. UTR received the Congressional Medal of Honor Society's 2016 Community Service Hero Award and the Library of Congress Literacy Awards Program's 2015 American Prize. Diligence is the path to excellence, and UTR is singularly focused on connecting military families through the read aloud experience.

In this review, we have highlighted the opportunities for individuals, companies, and organizations to participate in the life-changing work of our mission. These opportunities included the options for gifts to be given with an array of tax-wise and beneficial charitable gift options as well as national employee giving initiatives to leverage the impact of individual donations through employer gift match programs. These gifts positively impacted thousands of children and adult beneficiaries.

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. Our board appointed Finance Committee meets twice yearly at a minimum and is made up of national financial experts. This committee ensures the organization has a sound and prudent financial management system that results in the efficient and effective management of resources.

As UTR continues to grow, we will remain fiscally responsible and accountable to our donors, supporters, and the thousands of military families we serve.

Development

UTR's Development team has continued to utilize the cloud based services implemented in 2016 to move to a metrics driven model for tracking and forecasting revenue. This has also improved our capabilities in the area of donor communication and stewardship. The full time access to critical, real time information has had a significant positive impact on all of our fundraising capabilities.

STATEMENT OF ACTIVITIES

Year ended December 31, 2016

SUPPORT & OTHER REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Corporations and Corporate Foundations	\$649,738	\$1,914	–	\$651,652
In-kind contributions	\$307,235	–	–	\$307,235
Foundations and Civic Groups	\$171,025	–	–	\$171,025
Individuals	\$104,442	–	–	\$104,442
NET ASSETS RELEASED FROM RESTRICTIONS	\$50,083	(\$50,083)	–	–
TOTAL CONTRIBUTIONS	\$1,282,523	(\$48,169)	–	\$1,234,354
Special Event Revenue	\$531,395	–	–	\$531,395
Investment Income	\$906	\$1,867	\$1,599	\$4,372
TOTAL OTHER REVENUE	\$532,301	\$1,867	\$1,599	\$535,767
TOTAL SUPPORT AND OTHER REVENUE	\$1,814,824	(\$46,302)	\$1,599	\$1,770,121
EXPENSES	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Program Services	\$1,054,955	–	–	\$1,054,955
Management and General	\$228,134	–	–	\$228,134
Fundraising	\$129,482	–	–	\$129,482
TOTAL PROGRAM AND SUPPORTING SERVICES	\$1,412,571	–	–	\$1,412,571
Special events	\$253,929	–	–	\$253,929
TOTAL EXPENSES	\$1,666,500			\$1,666,500
CHANGE IN NET ASSETS	\$148,324	(\$46,302)	\$1,599	\$103,621
NET ASSETS AT BEGINNING OF YEAR	\$439,380	\$68,710	\$45,311	\$553,401
NET ASSETS AT END OF YEAR	\$587,704	\$22,408	\$46,910	\$657,022

STATEMENT OF FINANCIAL POSITION

Year ended December 31, 2016

ASSETS	TOTAL	LIABILITIES	TOTAL
Cash And Cash Equivalents	\$843,712	Accounts Payable & Accrued Expenses	\$89,602
Contribution Receivable	\$17,010	Deferred Revenue	\$185,500
Prepaid Expenses	\$15,981	TOTAL LIABILITIES	\$275,102
Beneficial Interests in Endowment Funds	\$55,421	NET ASSETS	TOTAL
TOTAL ASSETS	\$932,124	Unrestricted	\$587,704
		Temporarily Restricted	\$22,408
		Permanently Restricted	\$46,910
		TOTAL NET ASSETS	\$657,022
		TOTAL LIABILITIES AND NET ASSETS	\$932,124

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DR. SEUSS FOUNDATION

Founder

Betty J. Mohlenbrock, M.Ed.

*Completed Service in 2016

DONORS

Thank you to our donors. Donors who have contributed \$25,000 or more in their lifetimes are listed with their lifetime giving.

\$1 MILLION AND ABOVE

BAE Systems
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\$500,000–999,999

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VADM and Mrs. James M. Zortman

"I've known and loved United Through Reading almost from its founding. I'm the Executive Director of the National Military Family Association and we are old acquaintances! I give to UTR because it combines two of the things I love most—military families and reading! I've been so proud to witness how UTR has grown and managed to keep its simple fundamental theme: deployment goes better for kids and parents if they remain connected and nothing connects them better than reading, watching, and listening to a good book together!" –Joyce Wessel Raezer

2016 Donations

\$10,000-24,999

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Mr. and Mrs. Michael Bradshaw

"I was the Office Manager for the USO NorthWest for 3 years and saw firsthand what a great organization United Through Reading is. I got to witness many of our service members stay connected with their families through this great project."
–Shannon McManus

“Instead of “traditional” gifts this year during the holiday season, my family has opted to get each other books. My father is not a reader so I opted to donate to a reading charity in his honor and in memory of my grandfather who served in the USMC during Korea and was a proud Marine until the day he passed earlier this summer. Keep on with the honorable work you all at United Through Reading are doing. I think this is an amazing program and will donate whenever possible.” –Nikki L. Sobell

\$1,000-2,499

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Michelle Greene, USA (RET)
Guilford Whitney Foundation Fund
at the San Diego
RADM Pete and Dr. AnneMarie
Gumataotao
Rebecca and Michael Hall
Ms. Denee Hammonds-Dinardo
Captains Jim and Susan Hardy, USN (RET)
Harold R. and Winifred R. Swanton
Foundation
LTC and Mrs. Cory Henry
Mr. and Mrs. Jerry Henry
Mr. and Mrs. Josh Holly
I See Me! Inc.
Immersion Consulting
CMSgt Denise M. Jelinski-Hall, USAF (RET)
and Major Gary L. Hall, USMC (RET)
Mr. Arthur J. Remillard, III
Mr. Byron Johnston

Mr. Thomas Kendra
Mr. and Mrs. Dean Lohmeyer
Mr. and Mrs. Wesley Mader
Mr. and Mrs. Brian McKechnie
CDR Ben Miller, USN
Mr. and Mrs. Rick Moore
Mr. and Mrs. Sidney William Morris
Mr. and Mrs. Jason Mrozek
Mr. Scott Kuyper and Mrs. Anne
Murphy-Kuyper
Naval Officers' Spouses' Club of
San Diego, Inc.
Naval Officers' Spouses' Club of
Washington, DC
Ms. Dawn Onsgard
The Paula B. and Oliver W. Jones
Family Foundation
Pratt & Whitney
Mr. and Mrs. Joseph Quinn
LCDR and Mrs. Edison Rush
Mr. and Mrs. Kurt Schwend
Mr. Alexander Silbey
Ms. Shelly Snook
Soroptimist International of
Oceanside-Carlsbad
CAPT Chandler Swallow and CDR
Tina Swallow
Sycuan Band of the Kumeyaay Nation
Torrey Pines Bank
VADM Patricia Tracey, USN (RET)
Mr. and Mrs. Jan Twardowski
Mr. and Mrs. Charles Van Vechten
WD-40 Company
Mr. John Zimmerman
CAPT and Mrs. Herb Zoehrer

\$500-999

Mr. and Mrs. R. Neil Ablitt
Mr. and Mrs. Damon Barnett
Mr. Jamie Baxter and Mrs. Lauren
Loeffler
Dr. McPherson S. Beall, III and
Mrs. Jennifer Heldmann
RDML Christian Becker, USN
Ms. Gwyneth O. Bent
Mr. and Mrs. Chad Bramwell
Mr. Gregory J. Pfister and
Ms. Rebecca Brewer
Mr. and Mrs. Terry Buys
Carter's Cares
The Chacich Family
Delphi Private Advisors
The Honorable Jeh Johnson and
Dr. Susan DiMarco
Ms. Mary Doyle
DynCorp International
ADM and Mrs. Leon A. Edney
Mr. and Mrs. J. Steven Emerson
Enlisted Spouses' Club Fort Meade
Mr. and Mrs. Evan Faris
Mr. Michael Fierro
Mr. and Mrs. Richard Franks
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Graphiques, Inc.
Griffin Capital
Holland & Knight LLP
RADM and Mrs. William J. Holland
Mr. Keith Kollar
Mr. Lawrence H. Ganzell
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Mr. and Mrs. Chris Loeffler
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Mr. Chad Mikula
Mr. Robert Moore
VADM and Mrs. John W. Nyquist
Officers' Spouses' Club Marine Corp
Ground Combat at Twentynine
Palms
Optimist Club of Coronado, Inc.
Mr. and Mrs. Donald Panek
Precision Dialogue
Mr. and Mrs. Jason Pritchett
Ms. Jocqueline Protho

“My daughter is 2 years old and gets a bedtime story every night. I love that you promote reading to children even from afar. It's such a great bonding experience that parents should not miss out on simply because they are overseas.” –Jennifer Taylor

“United Through Reading + Deployed Love Ones = Stronger Families.” –Claire De Lucchi

\$500-999

Quantico Officers’ Spouses’ Organization
Rotary Club of Coronado Foundation
Mr. and Mrs. Jeffrey Rounsaville
Ms. Joan Shalikashvili
RADM and Mrs. Kenneth D. Slaght
Mr. Rod Smith
SNCO Wives’ Club Camp Lejeune
Mr. Conrad Struckman
Mr. Will Sullivan
CAPT Craig Turley and CAPT Lori F. Turley
Ms. Ruth Van Vechten
Mr. and Mrs. John Wilks
Mr. and Mrs. Alfred J. Woodbridge
RADM and Mrs. R. Guy Zeller

\$250-499

Mr. and Mrs. David Allen
American Federation of State, County & Municipal Employees AFL-CIO Local 2355
American Legion Auxiliary, Maywood Unit 142
Mr. and Mrs. Jason Ball
Bank of America
Mr. and Mrs. David Baum
Ms. Jennifer Bennett
Ms. Amber Brister
Mr. Adrian Butler
Mr. and Mrs. Anthony Cerqueira
Ms. Linda L. Christen
Ms. Yenching Congtang
The Crosby Family
Mr. and Mrs. Stephen Derby
Ms. Linda Donahue
Mr. Daniel Donoghue
Mr. Robert Doyle
Ms. Katherine Dykes
Mr. Garry Elder
Mr. Erik Erlendsson
Ms. Caroline Faber
Ms. Thena Fantasia
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Ms. Phyllis Gebhardt
Mr. John J. Geer, Jr.
Mr. and Mrs. Andrew Gilcrest
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Ms. Amy Hanson
Mr. Michael Harrington
Hauppauge Middle School Yearbook
Mr. William Heaton
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Ms. Kara Jensen
Ms. Blair Jones

Mrs. Karina Jones
Mrs. Kathy Jones
Mr. Rob Jones
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Mr. Thomas Kindem
Mr. Charles E. Bradley and Mrs. Susan K. Bradley
VADM and Mrs. Conrad C. Lautenbacher, Jr.
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RADM and Mrs. Yancy Lindsey
Mr. Scott Lloyd
Mr. Brad Mader
Mr. Cam Mader
Mr. J. David Mahoney
Mammoth Lakes Women’s Club
Ms. Tara Martin
Ms. Sarah Meyer
DEL REY Systems and Technology, Inc.
Mr. Robert Miller, II
Mr. and Mrs. Michael Montijo
Mr. Hebert Mukhtarian
Mr. Matt Renn
Mr. and Mrs. Mark Rose
Dr. and Mrs. Scott Beall
Mr. and Mrs. John Shelton
VADM and Mrs. Mike Shoemaker
Mr. Terry Simokat
Ms. Alice K. Smith
Mr. and Mrs. Wesley J. Smith
Mr. and Mrs. George H. Sparks
Ms. Carol Stachwick
Mr. and Mrs. Allen Stanton
Mr. and Mrs. Matthew Kennedy Stewart
Mr. Tom Stillwell
Mrs. Suzanne Tofalo
Tri-Cities Pathfinder Society
Mr. Nicholas Underwood
Utica Community Schools
Mr. Thomas Vallez
Mr. John Van Note
Mr. and Mrs. Richard Westenberger
Ms. Kate Wheeler
Mr. James Williamson
Mr. Warren H. Shafer and Mrs. Pamela K. Willis
Women’s Club of Orange
Lt Gen and Mrs. John L. Woodward
Mr. and Mrs. Bill Wrobel

2016 Gifts in Kind

AirBoss Defense
Alvarado Institute of Skin Care
Mr. and Mrs. Allan Arendsee
AT&T
BAE Systems
Ms. Leslie Bahn
Barnes & Noble, Inc
MA1 and Mrs. Rex Boblett
Buchanan Brand + Design
Caliber, The Wealth Development Company
Candlewick Press
Congressional Medal of Honor Society
Mr. and Mrs. Tim Corcoran
Coronado Island Marriott Resort & Spa
Crystal Cove Alliance
Curran
Cynthia Webb Designs
Del Mar Thoroughbred Club
Diamond Boutique
Disneyland Resort
Epsilon Systems Solutions
FOCUS (Friends of Children United Society)
FOX Sports San Diego
RADM Pete and Dr. AnneMarie Gumataotao
Ms. Patricia Hagan
Holland’s Bicycles
Hotel del Coronado
Houghton Mifflin Harcourt
Ms. Marilyn Kapp
Mr. John Kardos and Mrs. Karen Joy
Mr. and Mrs. Jeff Mader
Mr. and Mrs. Rick Moore
NBC 7 San Diego
Northrop Grumman Corporation
San Diego Chargers
San Diego Padres
Simon & Schuster
Mr. and Mrs. Douglas Stewart
TaylorMade Golf Co.
US Grant Hotel
Ms. Ruth Van Vechten
Veteran Tickets Foundation
Vintage Cinemas Inc.
Weber Shandwick

“I donated in memory of my husband of 56 years, Col. Habermehl. He was in the Korean and Vietnam wars, so I understand how wonderful it is for military children to see and hear their mother and/or father.” –Billie Habermehl

AWARDS



Left: Medal of Honor recipient and Society President Tom Kelley (left) and Medal of Honor recipient Barney Barnum (right) present the Community Service Hero Award to UTR in March, 2016. UTR CEO, Dr. Sally Ann Zoll (middle left) and UTR Board Chair, Jeff Mader (middle right) received on behalf of the organization. Photo Source: Event Digital. **Middle:** The Congressional Medal of Honor Award, Photo Source: Event Digital. **Right:** Soldier at Arlington National Cemetery lays a wreath at the Tomb of the Unknown Soldier on National Medal of Honor Day, March 25th.

Community Service Hero Award, Congressional Medal of Honor Society

In March 2016, United Through Reading (UTR) proudly accepted the Congressional Medal of Honor Society's inaugural Community Service Hero Award at a ceremony at Joint-Base Myer-Henderson Hall on National Medal of Honor Day. The award recognizes a community-based organization for its exceptional impact or mission in supporting our nation's service member community.

UTR was selected for this award because of an innovative and grassroots response to a critical need in the armed forces community for more than 27 years, and our exceptional international impact on military families. We were thrilled, humbled, and honored to have been selected as the first nonprofit organization to receive this award.

The Congressional Medal of Honor Foundation was established in 1999 by the Congressional Medal of Honor Society to perpetuate the legacy of the Medal. Through character development, scholarship, and citizen recognition programs based on the values embodied in the Medal — courage, sacrifice, selfless service, and patriotism — the Foundation teaches all citizens that they can make a difference in the lives of others.

Satellite Media Tour

To share the honor bestowed on us, UTR participated in a Satellite Media Tour allowing CEO, Dr. Sally Ann Zoll, the opportunity to be interviewed by TV and radio reporters around the country. Two Medal of Honor Recipients participated in the interview; Patrick Brady (awarded in 1968) and Harold Fritz (awarded in 1969). The tour resulted in prominent interviews including: KTBC-Fox TV Austin, TX; WFRV-CBS TV Green Bay-Appleton, WI; WJXT-IND TV Jacksonville; KOB AC Albuquerque; KDFW-Fox TV Dallas, TX; and NBC 7 San Diego.



ACCOMPLISHMENTS



Top left: General Joseph Dunford, USMC, Chairman of the Joint Chiefs of Staff, and Medal of Honor Recipient, Col Barney Barnum, USMC (Ret.), at UTR's third annual Tribute to Military Families. **Top middle:** Two military children share their story at UTR's 8th Annual Storybook Ball. **Top right:** UTR's 8th Annual Storybook Ball. **Bottom left:** The USS Midway Museum in San Diego Bay. (Photo Source: Scott Allison, San Diego Union-Tribune). **Bottom right:** UTR CEO and Board of Trustees accept a proclamation from the San Diego County Board of Supervisors. Left to right – Charlie Van Vechten; Supervisor Greg Cox; Sally Ann Zoll, Ed.D.; Dwayne N. Junker, USN (Ret); Deborah L. Bell, USAF (Ret); and RADM Fran Holian, USN (Ret).

Noteworthy

At this year's **3rd Annual Tribute to Military Families** more than 300 high ranking service members and their spouses, members of Congress, and industry sponsors joined us in Washington, D.C., to give recognition to those whose passion and provision for United Through Reading keep us delivering storytime to military children all year long. The evening honored Congresswoman Kay Granger, Representative of the 12th district in Texas, and UTR's decade long partnership with the USO which has resulted in more than 325,000 UTR recordings made by military men and women. The U.S. Marine Corps' 4th Medal of Honor recipient, Colonel Barney Barnum, USMC (Ret), also joined us to share the significance of our recognition from the Congressional Medal of Honor Society.

In November we held the **8th Annual Storybook Ball** in Coronado, California, and it was an unqualified success! Thanks to so many ardent donors, dedicated trustees, and hard-working staff and volunteers, we raised more than \$250,000 to support our mission. We welcomed more than 300 guests to the Coronado Island Marriott – a SOLD OUT event! Honorees included Congresswoman Susan Davis (CA 53), NBC7 San Diego, and the Carter's Charitable Foundation. Three military families shared heartwarming, personal stories of the impact of UTR on their families.

Also in November, we were selected to receive a \$10,000 grant from the **USS Midway Foundation** to support our mission to connect military families. The USS Midway Foundation focuses on

organizations that serve those who have historically protected and currently protect America's freedoms; they ensure that those who serve are supported.

The same week in November, we were given our own day when the San Diego County Board of Supervisors named November 15th, "**United Through Reading Day**" throughout San Diego County. A proclamation was presented to UTR on the 15th at a ceremony led by Supervisor Greg Cox, commending UTR for our outstanding service, leadership, and commitment to the men and women of our military.

In 2016, UTR continued three annual reading campaigns to ensure service members had the chance to celebrate reading and stimulate the minds of the children in their lives throughout the year. In March, we helped our military families celebrate Dr. Seuss' birthday by reciting silly rhymes from one of America's favorite authors to their children with NEA's **Read Across America**. All summer we equipped our UTR recording locations with **Science, Technology, Engineering, and Math (STEM)** themed books in order to "STEM the Summer Slide" and prevent summer learning loss. And, on October 27th, we joined forces with Jumpstart and helped our military personnel **Read for the Record** in order to break the world record for the largest shared reading experience on a single day. We ensured service members and the military children they love had *The Bear Ate My Sandwich* by Julia Sarcone-Roach in hand and were able to share the story no matter the distance between them.

PROGRAM UPDATE

By the Numbers: Surpassing Two Million Beneficiaries

Our most valued program goal is to maximize the number of service members who have the opportunity to be video recorded reading bedtime stories for the children in their lives. Knowing that we surpassed two million beneficiaries this year is a sweet reward.

We have supported service members in every branch of the service, in commands large and small, and at bases and USO host-sites around the world including

the United States, Europe, Southwest Asia, Africa, Korea, and Japan.

In 2016, more than 500 UTR volunteers gave 16,379 hours and we served nearly 100,000 beneficiaries at 262 recording locations around the world. More than 23,000 recorded UTR stories crossed oceans and time zones to delighted military children and spouses at home.



Technology Update

Technology continues to enable United Through Reading (UTR) to expand our reach, improve our services, and efficiently meet the needs of our beneficiaries so staying on top of changes in technology is a critical piece of our program delivery strategy. As technology advances, we evaluate the needs of service members, their families, and our volunteers to find solutions that will provide the best possible experience for our beneficiaries while minimizing the burden on our volunteers. Two changes in technology that are driving program delivery processes are improvements in the embedded webcam and video capture software in low cost laptops and the increased availability in the home of equipment capable of playing videos via removable media such as SD Cards. These changes have allowed us to reduce site equipment requirements. We can now record, process, and produce a DVD without a

camcorder. Or, as an alternative, we can deliver our videos directly from a camcorder without the need of a laptop using an SD card. Commands and UTR sites can choose which option will work best for their unique situation. This has allowed us to cut the cost of technology kits in half and has opened up opportunities for hosting UTR in new commands and sites.

We continue to believe that direct online delivery will play a big part in the future of our program. With that in mind we continue to work with commands and sites to identify locations capable of supporting online delivery and we have taken the lessons learned from our 2016 online delivery pilots and are using them to guide the design and development of the UTR mobile app that will support both site based and self-service recordings.

2016 HIGHLIGHTS



889

UTR videos were made by Sailors on the USS Dwight D. Eisenhower (CVN 69)

435

Soldiers, Sailors, Marines, and Airmen stationed at Guantanamo Bay, Cuba used United Through Reading



1,577

Service members and families connected at Joint Task Force, Horn of Africa

UTR

Ensured Navy SEALs also had the opportunity to record stories during a private pre-deployment event in San Diego



81

UTR videos were sent by Minnesota National Guardsmen deployed to Egypt

14

Coasties aboard USCGC Waesche (WMSL 751) stayed United Through Reading with their families

2017

THE YEAR TO COME

40 Million Stories

More than 100,000 military parents are deployed annually leaving nearly 250,000 children at home. With a conservative 6-month deployment, these children have 180 nights without their parent home for bedtime stories. ***That's 40 million bedtime stories missed by military children each year.***

In 2017, we hope to increase program participation by 10% saving 10 million stories for the military families that count on us. After all, ***we believe every child deserves a bedtime story.***

Learn more about our #40MillionStories campaign by visiting 40millionstories.org



MILLION STORIES
UNITED THROUGH READING

Upcoming Events

9th Annual Storybook Ball on Veteran's Day, November 11, 2017, at the Coronado Island Marriot Resort & Spa, Coronado, CA.

5th Annual Tribute to Military Families on May 23rd, 2018, at the Andrew Mellon Auditorium in Washington, D.C.

1455 Frazee Road, Ste 500 San Diego, CA 92108



T 858.481.7323

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