

# A YEAR IN REVIEW

2017 ANNUAL REPORT





***“Education begins a person,  
but reading, good company,  
and reflection complete  
a person.”***

*John Locke*

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## LETTER FROM OUR CEO AND BOARD CHAIR

To paraphrase John Locke, a 17th-Century English philosopher and physician, “education begins a person, but reading, good company, and reflection complete a person.” As we reflect on the past year, we can report it was exceptionally strong—filled with education, good company and a lot of reading! United Through Reading® (UTR) accomplished much, but our work is far from ‘complete’.

In 2017, we launched our 40 Million Stories campaign to address a gap in our service delivery to military families. The data indicate tens of thousands of military parents, uncles, aunts, and grandparents continue to be separated from the children they love every year due to deployment and military assignment. We acknowledged there was an 80% gap in service delivery to these families in 2016 so we launched a 3-year campaign. Our goals are to increase service members’ access to UTR by 30% and to increase fundraising by 20% by the close of 2019.

The campaign blueprint is vibrant and relies on the generosity of individual donors like you as well as sponsors like BAE Systems; Reader’s Digest Foundation, Founding Sponsor of the campaign; USAA; and Veterans United Foundation. UTR also has an expanding network of program partners including USO, First Book, Armed Services YMCA, and the Department of Veterans Affairs.

Our campaign chair, Bonnie Kintzer, CEO of Trusted Media Brands and Chairman of Reader’s Digest Foundation, is joined by a passionate cadre of Storytime Champions—LTG and Mrs. Dave Halverson USA (Ret); VADM and Mrs. Mark Fox, USN (Ret); and Maj Gen and Mrs. Roger Teague, USAF (Ret)—and an unwavering supporter, Mrs. Ellyn Dunford.

After more than 28 years of building bridges through storytime, we are working harder than ever during our country’s 17th year of conflict because every family member benefits from UTR recordings —caregivers at home don’t feel as alone in their parenting; the children can settle into the normalcy of a bedtime routine with their faraway parent; and service members step away from the operational stress and into a quiet space where they can focus on their families back home. The psychological impact of this unhurried time with their families is significant.

As we focus on saving 11 million stories in 2018, we will ramp up our outreach to military families. We will launch our app, welcome additional National Program Managers, and continue to build our network of supporters with a new recurring donor initiative, THE BRIDGE. For now, though, please know how grateful we are for your continued support as we reflect on another remarkable year for UTR and the military families we serve.

With profuse gratitude,



**Sally Ann Zoll**, Ed.D.  
Chief Executive Officer



**Douglas Stewart**, USA (RET),  
Chair, BAE Systems, Inc. (Ret)

# UNITED THROUGH READING'S FOUR PILLARS OF IMPACT

The impact of United Through Reading (UTR) is both complex and enduring. To demonstrate the impact, we have aligned UTR survey results with research by the RAND Corporation and the National Academies and tied

the results to the stories of individual service members and their families. It's powerful. In the following stories, you will immediately recognize the extent to which UTR video recordings and the precious books accompanying

## PROMOTES FAMILY WELLNESS

97%

of UTR participants reported that using the program reduced their own stress during deployments and separations

“Effects of Soldiers’ Deployment on Children’s Academic Performance and Behavioral Health,”  
The Rand Corporation, 2011

## STRENGTHENS FAMILY TIES

99%

of UTR participants reported that using the program increased their connection with their deployed service member

“The Deployment Life Study: Longitudinal Analysis of Military Families Across the Deployment Cycle,” The Rand Corporation, 2016

the recordings promote family wellness, strengthen family ties, reduce stress and anxiety, and cultivate early childhood literacy and a love of books.



REDUCES STRESS  
AND ANXIETY

98%

of UTR participants  
reported that using  
the program  
decreased their  
children’s anxiety  
during deployment

“Trauma Faced by Children of Military Families,”  
National Center for Children in Poverty, 2010

CULTIVATES EARLY  
CHILDHOOD LITERACY

99%

of UTR participants  
reported that using  
the program  
increased their  
child’s interest in  
reading books

“Parenting Matters: Supporting Parents of  
Children Ages 0-8,” National Academies  
of Sciences, Engineering, and Medicine, 2016



## PROMOTES FAMILY WELLNESS

### The Colt Family

UNITED STATES ARMY FAMILY

United Through Reading impacts the psychological and emotional well-being of EVERY member of the family. Here, LtCol Ross Colt, USA, shares the Colt's family story from his perspective.

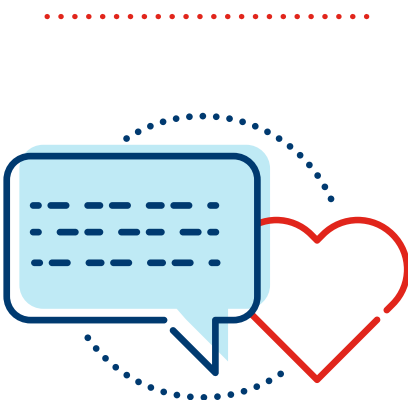
"Thank you, United Through Reading (UTR), for providing a unique and priceless way for me to maintain a virtual connection with my loved ones despite being in a war zone. I was blessed by this program at both Camp Buehring, Kuwait, and later at Camp Victory in Baghdad, Iraq.

One of the greatest emotional hardships of deployment for me was a feeling that while I was away, I was no longer a part of my children's day-to-day life. There was a fear that in my son's or daughter's memory, the image of 'Daddy' might be slowly fading with each passing day of separation. UTR offered this deployed Soldier great relief and satisfaction in knowing I could still be part of our family's bedtime story tradition.

'Daddy' was fresh in their memory again, just like I was right there with them, reading in funny voices, blowing kisses, making them laugh, and 'tucking them in at night.' We were spending time together, even though I didn't have the direct experience of seeing their reactions to our story time together. I could imagine their delight, though, and this knowledge brought me happiness by proxy.

Although this time-delayed experience of quality time together is not the same as a live experience, it is a wonderful way to break up the separation in deployment situations. These DVDs allowed me to stay in close daily touch with my family even when the nature of the mission or the austerity of the theater made live communication through Skype or phone calls problematic. My children watched my reading video daily while I was deployed.

The UTR recordings recharged their 'Daddy-batteries,' and recharged my 'family batteries' knowing that even though I was on a different continent, I was still providing leadership and extending love to my family on the home front. Knowing that my son and my daughter had seen Daddy's face and heard Daddy's voice each day we were apart brought me joy in the middle of a war zone. What a gift those UTR recordings were for all of us!"



### Promotes Family Wellness

97% of surveyed UTR participants reported that using the program reduced their own stress during deployments and separations





## STRENGTHENS FAMILY TIES

### The Marchand Family

UNITED STATES AIR FORCE FAMILY

With United Through Reading (UTR) videos, military families are strengthened through enhanced bonds and a special connection formed through positive parenting activities—such as shared book reading and bedtime routines. The Marchand family’s UTR recordings are cherished memories that they revisit whenever duty takes their Airman away from them.

“My husband is active duty in the USAF and spent two long deployments away from us in both 2009 and 2012. We had four kids at that time, ranging from 11 months to 8 years old the first time, and then 3 years old to 11 years old the second. In an email, my husband told me about the books and UTR videos he was sending since we couldn’t speak to him on the phone often because of the time difference and other factors.

When the UTR package arrived, the children were absolutely thrilled! He read two or three books each time and made little comments to each child as he read. We especially loved when he read poems from Shel Silverstein’s *Where the Sidewalk Ends*. The kids would get so excited to hear their names and to read along with their dad. He sent four UTR videos and multiple books over the course of the two deployments. The funny thing is, we never stopped watching them! We had a new addition to our family in 2015; a beautiful baby girl. She and I often sit and watch daddy’s reading videos to this day!

Although my husband hasn’t had to deploy since 2012, over the past 5 years he is often TDY or just busy at work. We have continued to cherish these videos, and we are so thankful that we have memories to last a lifetime. We still watch them now in 2017! I imagine that someday our grandchildren will watch them, too. These videos meant the world to us then, and we are so happy to still enjoy them to this day!”



### Strengthens Family Ties

99% of surveyed UTR participants reported that using the program increased their connection with their deployed service member







## REDUCES STRESS AND ANXIETY

### Erik Brazzell

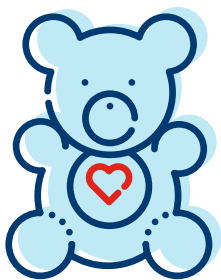
MACHINIST MATE (NUCLEAR) 1ST CLASS, UNITED STATES NAVY

Military families face unique challenges including frequent relocation and separations like deployment. Longitudinal research by the RAND Corporation indicates military children experience significantly higher levels of stress and anxiety during family separations than children in the general population.

UTR recordings are reliable, repeatable, and accessible when military children need to spend time with their deployed parent. Connecting with loved ones when there isn't connectivity makes United Through Reading the 'go to' resource to mitigate the stress and anxiety of military children. Facebook and Skype didn't work for the Brazzell children; United Through Reading did.

"Reading to my kids while deployed is a very emotional event. At first, it's hard not to tear up because it's really the only connection while at sea. Yeah, I can email and Facebook messenger my wife, but for my kids, it's a totally different situation. The videos were the only way I could communicate with them! Deploying with such young kids was a major concern I had. Fear of the reunion upon return was always on my mind. My son who was less than six months at deployment really changed while I was deployed and I was afraid he would not respond well to my return. However, upon my return, he ran up to me hugged me and was so glad I was home. Come to find out he had watched me read to him well over 100 times while I was deployed, and it became an almost nightly occurrence to 'read with daddy'. Watching the videos also gave my wife some downtime while both kids intently watched me reading to them or they 'read' along with the books I sent.

This program helped out drastically as noted above with my return to homeport and has greatly reduced my apprehension and fears of this upcoming deployment. I currently am a volunteer to operate the camera, schedule recording times, and enlist more volunteers for this program. With 16 years in the Navy and as a parent of 2 (3rd is on the way!) I can't think of a program that compares in its ability to maintain parent/child relationships while away for such long durations. It alleviates home stressors to allow me to perform my duties at my highest ability and allows my children to get updates on how I am and know I still think about them and love them."



### Reduces Stress & Anxiety

98% of UTR participants reported that using the program decreased their children's anxiety during deployment







## CULTIVATES EARLY CHILDHOOD LITERACY

### MJ Sumrall

MILITARY SPOUSE AND UNITED STATES ARMY VETERAN

You are never too young for United Through Reading (UTR)! Stories abound of fathers recording DVDs to send home to their children in the womb. Edwin Sumrall was just three months old when his father deployed. Watching UTR recordings every night meant Edwin, at 18 months old, could pick out his Dad in a sea of uniforms when he returned from his 15-month deployment. That alone is reason enough to participate in UTR, but it gets better!

**The time Edwin spent watching the UTR recordings and reading along with his father, created a love of reading his parents now credit for his advanced, academic track in school as well as the special bond between father and son.**

“When my husband, Dick, was deployed our youngest son was only three months old. Dick’s biggest fear about deployment was his son would forget him.

While visiting the USO at the DFW Airport (which hosts UTR), we were told about UTR. Dick was in uniform and read a Dr. Seuss book on camera to our son.

I played that video every night at bedtime. Every time Edwin heard his Dad’s voice on the phone, Edwin would recognize it immediately.

Edwin was about 18 months by the time Dick’s tour was over. When we went to pick him up, Edwin ran right to him. Even though he was in a sea of uniforms, Edwin could pick his Dad out of the crowd because he had seen and heard from his Daddy in uniform every night.

Now, Edwin is nine years old, and he and his Daddy have an unbreakable bond. Edwin still loves to be read to every night and is in advanced classes at school. UTR has had a greater effect on our son than we could have ever imagined.”



### Cultivates Early Childhood Literacy

99% of surveyed UTR participants reported that using the program increased their children’s interest in reading books



## EVENTS

United Through Reading has two major events each year — the Tribute to Military Families in May near Memorial Day at the Andrew Mellon Auditorium in Washington, DC, and the Storybook Ball at the Coronado Marriott Resort and Spa over Veteran's Day Weekend in Coronado, CA. While the Tribute is mid-week and business dress, the Storybook Ball is a black-tie event with a silent and live auction. Both events, however, provide a powerful opportunity to showcase UTR beneficiaries and the stories they have to tell as well as to honor and steward UTR individual donors, sponsors, and other organizations supporting military families.

### Tribute to Military Families

UTR's 4th annual Tribute to Military Families was held in Washington D.C. with BAE Systems as the Title Sponsor. The Leadership Committee was co-chaired by UTR Trustees, Doug Stewart, owner of B.W. Consulting, and Brian Roehrkaske, Vice President of Communications at BAE Systems. The Host Committee was chaired for the second year by Mrs. Ellyn Dunford, spouse of the Chairman of the Joint Chiefs of Staff.

The 37th Commandant of the Marine Corps, General Robert Neller, offered remarks and introduced the evening's keynote speaker, Ryan Boblett, a 13-year-old UTR beneficiary who shared his family's story. Ryan's dad, MA1 Rex Boblett, U.S. Navy, had been away for Christmas three years in a row. Last year was different though—UTR helped bring dad home for Ryan and his three sisters through a UTR video recording fulfilling their family's Christmas wish. Ryan said opening that UTR package on Christmas helped heal the pain of their family being separated for yet another Christmas.

As part of the program, UTR recognized Congressman Steve Womack (AR-3) for his extraordinary service to our country and the Chris Kyle Frog Foundation (CKFF) for their work to support strong military and first responder families. The CKFF award was accepted by founder Taya Kyle, widow of Chris Kyle,

the American Sniper, who encouraged the audience to “be present, stand up, and be accounted for” in their support of military families.

### Reader's Digest Foundation

We were especially honored to have Bonnie Kintzer, CEO of Trusted Media Brands, Inc. (TMBI) and Director and Chairman of Reader's Digest Foundation, join us to launch our 40 Million Stories campaign and announce the Foundation's incredibly generous commitment of \$500,000 to UTR over 2017 and 2018. Bonnie said from the podium, “UTR brings together two elements of great importance to the Foundation—the military and literacy. We are honored to play a significant role in helping UTR reach more military families.” Later in 2017, Bonnie agreed to be the Campaign Chair, advocating personally on behalf of military families separated by deployment or military assignment.

As we celebrated the kickoff of the campaign, we did so with great anticipation for the military families we will be able to serve and with sincere gratitude to the supporters who enable us to bring these military families together through the magic of storytime. In 2018 we will continue our work to bridge the 40 million story gap.



## Storybook Ball

UTR's 9th annual Storybook Ball was held on Veteran's Day in Coronado, CA, with BAE Systems as the Title Sponsor. Chaired for the third year by UTR Trustee Charlie Van Vechten, all fundraising goals were exceeded.

We had the honor and privilege of hosting supporters from all over the nation including our military guest of honor, Vice Admiral Dixon Smith, USN, Deputy Chief of Operations, Fleet Readiness and Logistics. Vice Admiral Smith spoke of the tremendous impact UTR's mission has on military families and called for a standing ovation for UTR's Chief Executive Officer, Dr. Sally Ann Zoll. In short order, he introduced the evening's keynote speaker, Lauren Colt, a 15-year-old beneficiary of UTR. An exceptionally poised speaker, Lauren shared how her Dad's UTR videos helped her and brother Jack know their Dad was safe.

## USAA

Among those recognized during the evening were USAA Bank for their support of UTR over the years.

USAA Bank is dedicated to serving military members and their families by offering more benefits than any other major financial service provider. As part of their support of the military community, The USAA Foundation, Inc. has supported UTR with more than \$255,000 since 2000, and USAA Bank has gifted nearly \$300,000 since 2009. This year, USAA Bank's support is focused on UTR's program growth in the Hampton Roads, Virginia, area.

With USAA's support, UTR will establish 10 additional recording sites serving the diverse and specialized commands in this area of Virginia providing convenient program access for the warriors and their families that call this community 'home.' UTR's goals for the Hampton Roads area by June 30, 2018: 1. 30 recording sites 2. Increase program participation by 10%.

USAA's Assistant Vice President of Corporate Responsibility, Justin Schmitt, accepted an award recognizing the long-standing support of USAA. Their incredible generosity has allowed UTR to succeed in our goal of ensuring every military child has the opportunity for a bedtime story each night.



Every Storybook Ball is special but 2017 was the first year we had representatives from EVERY branch of the military in our midst to celebrate. VADM Smith acknowledged, "We know the hardships you and your families face, and United Through Reading is honored to be able to unite military families through the bonding experience of reading aloud".



## PROGRAM UPDATE

United Through Reading is provided without charge to military families from all branches of service including the Reserves and National Guard regardless of rank or duty status to reach as many military children as possible. We are unaware of any similar service that focuses exclusively on the military population.

With the help of 899 volunteers, United Through Reading served 116,428 parents and children in military families in 2017—a 26% increase above the number served in 2016! More than 29,000 videos crossed oceans and time zones, to arrive straight into the homes of U.S. military children living in communities across America and on military installations throughout the world. Military families stayed connected using United Through Reading from 358 recording locations in the U.S. and at overseas locations such as Afghanistan, Egypt, Germany, Iraq, Turkey, United Arab Emirates, Japan, and the United Kingdom.

Annually more than 100,000 military parents deploy leaving nearly 250,000 children at home. With a conservative 180-day deployment, these children are missing 40 Million stories each year! UTR beneficiaries tell us most children watch their UTR video-recorded story every day during a deployment. Based upon this viewing frequency during an average 180-day deployment, we estimate that UTR recordings provided more than 10,478,000 stories for military children in 2017! This is wonderful progress, but it is clear there is much work to be done to provide more stories to military children.



### Courtney DeGroot

YEOMAN 2ND CLASS, UNITED STATES COAST GUARD

United Through Reading serves ALL military families—immediate, extended, and in any way the service member chooses to define family—like Courtney DeGroot and her ‘niece and nephew’.

“We organized a United Through Reading event for Coast Guard Headquarters. I was so excited to get a day set up for my shipmates to make recordings for their children. I was hoping to take advantage of this opportunity as well but I was unsure if I would qualify.

I do not have any children of my own, but I had some children in mind I wanted to read to. I met my best friends, Lyndsey and Kyle Fowler, while Lyndsey and I were stationed together in Charleston, SC. We quickly became inseparable and incredibly close. One of the hardest things about being in the military is being away from your family so usually the people you are stationed with become your family, and this could not be more true for myself and the Fowlers. When they first had Daitonah, now 4, I was there to greet them when they returned from the hospital. From the moment I met Dai, we had a connection. I spent many holidays, weekends, and most of my free time with the Fowlers so I became Daitonah’s aunt, Te Te. Right before the Fowlers departed SC to go back home to Indiana, Lyndsey had Sawyer, now 20 months, and I got to become an ‘aunt’ again.

On the day of the UTR event, I asked if I could do a recording for my ‘niece and nephew’, and the UTR Program Managers were so happy to help me accomplish this. Being far away from people you are close to is hard, so having this program available really helps close the distance. It was so heartwarming and one of the greatest feelings to hear the positive effects this had on Daitonah and Sawyer. They recognized me right away and pointed to the TV saying ‘it’s Te Te!’. I think UTR is a great resource for anyone and I am extremely thankful for what it has done for my ‘niece and nephew’ and our relationship.”





## FINANCIALS

For more than 28 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. We are recognized with a Platinum Seal of Transparency, GuideStar's highest level of recognition first awarded in 2017.

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. These reports are available to the public on our website. As UTR continues to grow, we will remain fiscally responsible and accountable to our donors, supporters, and the thousands of military families we serve.

## Strategic Initiative

United Through Reading's strategic initiative, the 40 Million Stories campaign, set a fundraising goal of five million dollars over three years. Why? Because we only sent home 20% of the 40 million stories missed in 2016, and we knew we had to increase our support base to ensure all service members have an opportunity to share storytime with their children, nieces, nephews, grandchildren, etc. when deployed or separated by military duty. This year with the support of corporations, foundations, civic groups, and individuals, we increased funds raised by 10% and saved more than 25% of the 40 million missed stories!

## Program Logistics

While United Through Reading's (UTR) mission is both simple and profound, our daily operation has a unique complexity. We must educate, engage, train, supply, and support multiple levels of the military from the most senior commander to the very junior enlisted service members in each branch of service, including the Coast Guard. Our program management approach is systematic and accounts for changes in military leadership, the transient nature of military families, program locations at sea and in war zones, as well as the logistics of supplying video cameras, tripods, and brand new children's books selected especially for service members who may miss a child's birthday or the first day of school while deployed.

UTR's Program Managers and our partners set up programs in 358 locations annually. It is vital they engage the leadership of military units prior to deployment to explain the role the

program plays in maintaining the morale of military moms and dads; supporting caregivers (usually military spouses) by providing a brief respite from single parenting during deployment or separation; boosting literacy skills in military children; and, keeping families connected. All of these factors play a critical role in the retention of an all-volunteer force which is of primary concern to military commanders.

**In addition to top ratings from Guidestar and Charity Navigator, UTR is humbled to have received the following prestigious recognition:**

- Congressional Medal of Honor Society's Community Service Hero Award for innovative response to a critical need in the armed forces community and exceptional impact on military families.
- Library of Congress Literacy Program American Prize for outstanding contribution to children's literacy and parents' involvement in literacy.
- GuideStar's 2017 Platinum Seal of Transparency
- Innovations in Reading Prize from the National Book Foundation.
- Fleet and Family Champion Award from US Navy Region Southwest.
- Kaleidoscope Award for Exceptional Governance, USD School of Leadership and Education Sciences.

## STATEMENT OF ACTIVITIES

Year ended December 31, 2017

SUPPORT & OTHER REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Corporations and Corporate Foundations	\$584,893	\$20,000	–	\$604,893
In-kind contributions	\$410,963	–	–	\$410,963
Foundations and Civic Groups	\$183,436	\$16,000	–	\$199,436
Individuals	\$150,956	–	–	\$150,956
NET ASSETS RELEASED FROM RESTRICTIONS	\$1,914	(\$1,914)	–	–
TOTAL CONTRIBUTIONS	\$1,332,162	\$34,086	–	\$1,366,248
Special Event Revenue	\$646,934	–	–	\$646,934
Investment Income	\$907	\$4,066	\$3,598	\$8,571
TOTAL OTHER REVENUE	\$647,841	\$4,066	\$3,598	\$655,505
<b>TOTAL SUPPORT AND OTHER REVENUE</b>	<b>\$1,980,003</b>	<b>\$38,152</b>	<b>\$3,598</b>	<b>\$2,021,753</b>
EXPENSES	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Program Services	\$1,219,214	–	–	\$1,219,214
Management and General	\$258,125	–	–	\$258,125
Fundraising	\$126,308	–	–	\$126,308
TOTAL PROGRAM AND SUPPORTING SERVICES	\$1,603,647	–	–	\$1,603,647
Special events	\$315,767	–	–	\$315,767
<b>TOTAL EXPENSES</b>	<b>\$1,919,414</b>			<b>\$1,919,414</b>
CHANGE IN NET ASSETS	\$60,589	\$38,152	\$3,598	\$102,339
NET ASSETS AT BEGINNING OF YEAR	\$587,704	\$22,408	\$46,910	\$657,022
<b>NET ASSETS AT END OF YEAR</b>	<b>\$648,293</b>	<b>\$60,560</b>	<b>\$50,508</b>	<b>\$759,361</b>

## STATEMENT OF FINANCIAL POSITION

Year ended December 31, 2017

ASSETS	TOTAL	LIABILITIES	TOTAL
Cash And Cash Equivalents	\$748,491	Accounts Payable & Accrued Expenses	\$84,756
Contribution Receivable	\$44,022	Deferred Revenue	\$25,000
Prepaid Expenses	\$13,519	TOTAL LIABILITIES	\$109,756
Beneficial Interests in Endowment Funds	\$63,085	<b>NET ASSETS</b>	TOTAL
<b>TOTAL ASSETS</b>	<b>\$869,117</b>	Unrestricted	\$648,293
		Temporarily Restricted	\$60,560
		Permanently Restricted	\$50,508
		TOTAL NET ASSETS	\$759,361
		<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$869,117</b>





## 899 Volunteers

helped stories reach  
as many families as  
possible in 2017



## 116,428 Beneficiaries

were served in 2017 – a 26%  
increase above the number  
served in 2016



# 10,478,000 Stories

were provided for military children in 2017

# 33%

increase in in-kind  
contributions

# 16%

increase in contributions  
from foundations and  
civic groups

# 44%

increase in contributions  
from individuals



# 29,107 Videos

crossed oceans and timezones to arrive at homes



Families stay connected with  
358 recording locations worldwide

# 10%

Increase in  
total revenue

# BOARD OF TRUSTEES

## Officers

Douglas Stewart, USA (RET), CHAIR  
BAE SYSTEMS, INC. (RET)

Brian J. Roehrkas, VICE CHAIR  
VP COMMUNICATIONS, BAE SYSTEMS, INC.

CMSgt Denise M. Jelinski-Hall  
USAF/ANG (RET), SECRETARY  
3RD SENIOR ENLISTED ADVISOR  
NATIONAL GUARD BUREAU

Sean McHugh, CFO  
VICE PRESIDENT AND TREASURER  
CARTER'S INC.

## Members

Josie Beets  
SAFE PROJECT, NATIONAL COORDINATION

Rebecca B. Hall, CFP®, APMA®, CHFC®, CASL®  
CEO OF RBH GLOBAL WEALTH PARTNERS  
AN AMERIPRISE PRIVATE WEALTH ADVISORY PRACTICE

Christi Ham  
EDUCATOR AND MILITARY SPOUSE

RADM Fran Holian, USN (RET)  
NORTHROP GRUMMAN CORP. (RET)

Dwayne N. Junker, USN (RET)  
SENIOR ADVISOR, OFFICE OF THE PRESIDENT  
EPSILON SYSTEMS SOLUTIONS, INC.

Jeff Mader  
CIO, SUN COUNTRY AIRLINES

Tony Mitchell  
EXECUTIVE VP  
JUSTICE HOMELAND SECURITY & TRANSPORTATION  
CLIENT SERVICES OFFICER  
BOOZ ALLEN HAMILTON

Anne Murphy  
CIO, GREATCALL, INC.

Charles Van Vechten  
MANAGING DIRECTOR, BUCHANAN BRAND + DESIGN  
OWNER, VAN VECHTEN CREATIVE ADVISORS

VADM Jim Zortman, USN (RET)  
NORTHROP GRUMMAN CORP. (RET)

Sally Ann Zoll, Ed.D.  
CEO, UNITED THROUGH READING

### HONORARY ADVISOR

Audrey Geisel  
DR. SEUSS FOUNDATION

### FOUNDER

Betty J. Mohlenbrock, M.Ed.



## LIFETIME DONORS

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

### \$1 million and above

BAE Systems

Target

### \$500,000-999,999

Birdies for the Brave, PGA TOUR Charities, Inc.

Iraq Afghanistan Deployment Impact Fund

Dr. and Mrs. William C. Mohlenbrock

### \$250,000-499,999

The Carter's Charitable Foundation

The Colwell Family Fund at  
The San Diego Foundation

Conrad and Christa Burke Fund at  
The San Diego Foundation

The Donald C. and Elizabeth M.  
Dickinson Foundation

Mrs. Audrey Geisel

Dr. Seuss Fund at  
The San Diego Foundation

Girard Foundation

Mr. and Mrs. Alexander G. Kelley

Northrop Grumman Corporation

Reader's Digest Foundation

TriWest Healthcare Alliance

The USAA Foundation

USAA Federal Savings Bank

### \$100,000-249,999

Boys and Girls Foundation

Downing Family Foundation

Mr. and Mrs. John C. Downing

Dr. and Mrs. Andrew Viterbi

The Viterbi Family Fund of the  
Jewish Community Foundation

Helmstetter Family Foundation

The Kellogg Company

The Kenneth T. and Eileen L.  
Norris Foundation

Lockheed Martin Corporation

Martha S. Cole Trust

Navy Federal Credit Union

Reuben H. Fleet Fund at  
The San Diego Foundation

Ms. Amy Sabbatini

Mr. Rory Sabbatini

San Diego Gas & Electric

Special Operations Warrior Foundation

Wells Fargo



"Kids are our country's greatest resource and their nurturing parents are helping to provide a brighter future for all of us. Thank you again to your organization for recognizing the importance of the bond between parents and children through reading."

- Nancy J. Lourens, BAE Systems

### \$50,000-99,999

AT&T

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"I came to you after watching your public service ad during a Seattle Mariners game on ROOT Sports. I am an avid reader, and I have no doubts about how it can fuse families. I did 4 years in the Navy, but I was young and unmarried and no children. My wife's dad was a 33-year submarine sailor, who was always away from home. He would have loved this program. I went on the internet after the ad to learn about your mission. I was sold. You now own me. Marvelous mission with a viable association. Keep up the great work!"

- Len and Cathy Eddinger, AT&T

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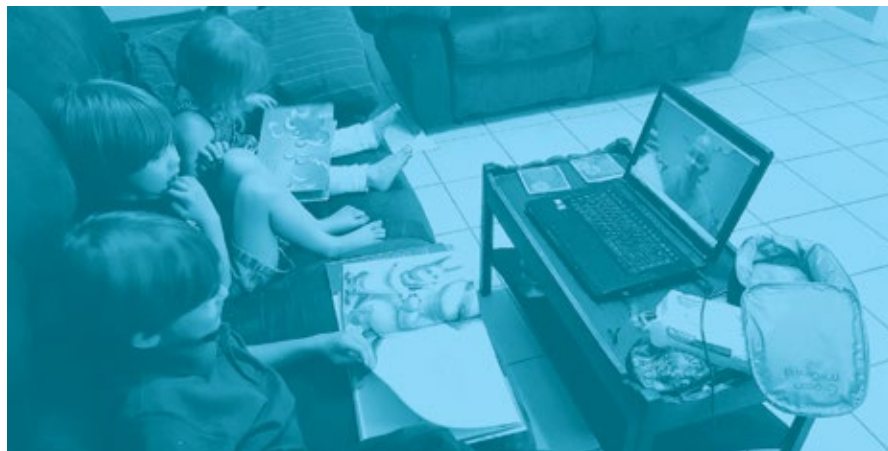
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“As a note, I am on travel this morning and when I went to kiss my daughter goodbye, she started to cry and say how much she would miss me. I am only leaving for two nights so can only imagine the impacts of being deployed for six to eighteen months. Her reaction reminded me to email you when I got on the plane (confirming Willow's and my commitment of \$25,000 over two years).”

-Helo Mustafa, Vice President, M2 Strategy

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"As a Marine on my first shipboard deployment over 25 years ago, I used to record myself reading books on cassette tapes. I would then mail home the tapes and accompanying books so my very young sons could at least hear my voice. It is great to know that in a world of instant communication there is an organization that sees the value in helping provide military personnel a means to give their children lasting gifts like this. My sons are both young men on their own now, and they both still have the books and tapes I sent them throughout numerous deployments over the years."

- Stephen Motsco



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“United Through Reading is a simple, easy way to ensure the continuity of strong family ties by facilitating parents’ abilities to read to their children even while deployed — either near or far. The security instilled in the children from hearing their parents’ voices is invaluable. I am pleased to support this program.”

-Kathryn E Crossley

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## PROGRAM PARTNERS

United Through Reading (UTR) leans on our program delivery partners who help us cast our net wide to bring our program to military members across the country and around the world. Through our strong alliances, we amplify our impact.



### Armed Services YMCA

The Armed Services YMCA provides hands-on, innovative, specialized programs and support services to military service members and their families. Programs are offered at low cost and require no dues or membership fees. United Through Reading and the Armed Services YMCA are focused on the resiliency of military families. They provide both in-house and event based opportunities for service members to make UTR recordings.



### First Book

First Book provides new books to children in need, addressing one of the most important factors affecting literacy – access to books. Through the First Book Marketplace, qualifying organizations like United Through Reading may purchase brand-new books at 50-90% off the market price. UTR works with First Book to provide Storytime Libraries and quarterly book shipments – including support for reading campaigns such as Read Across America and STEM the Summer Slide – to military commands so that participating military members have access to high quality and thematically appropriate titles to read to their loved ones at home.



### U.S. Department of Veterans Affairs Veterans Health Administration

The U.S. Department of Veterans Affairs' Veterans Health Administration (VA) is committed to working closely with United Through Reading to support the VA's commitment to care for those who "have borne the battle" and their families. Through our partnership, Veterans build connections with their children and grandchildren, enhancing their relationships and well-being. The recorded reading sessions help Veterans create that "everyday" moment when they are separated from their families during extended medical treatment or while in residential care. UTR has become an additional tool for increasing family engagement and reaching individualized treatment goals. Our partnership is focused on bridging physical separations, encouraging literacy, creating connections and enhancing family support systems to wounded, ill, and injured Veterans in VA residential programs.



### USO

United Through Reading expanded our nationally recognized program in 2006 to include additional recording locations by partnering with the USO to make the program available at select USO centers worldwide. Over the years, more than 378,000 service members have participated in the UTR program at more than 110 USO host-sites including airport locations, military installations, and centers overseas. We are so grateful that through our collaboration agreement, the USO delivers UTR to military families all over the world — expanding our reach and making it even easier for military families to be united through reading.



## BECOME A MEMBER OF THE BRIDGE

THE BRIDGE is a passionate community of world-changers who provide steady, monthly donations to United Through Reading. Their support allows us to build new bridges for military families through the read-aloud experience and maintain the 200+ program sites we already have in operation.

## 2018 RECOGNITION

- Guidestar's 2018 Platinum Seal of Transparency
- Charity Navigator's 2018 List of Top-Rated Charities Serving Military Members and their Families



## UPCOMING EVENTS

### 10th Annual Storybook Ball Saturday, November 10, 2018

5:30 PM GENERAL RECEPTION 7:00 PM DINNER AND PROGRAM  
MANCHESTER GRAND HYATT HOTEL  
1 MARKET PLACE, SAN DIEGO, CA 92101

Please join us at our 10th Annual Storybook Ball to support United Through Reading's service to military families during an exciting evening of celebration featuring a cocktail reception, sumptuous dining, and luxury silent and live auctions.

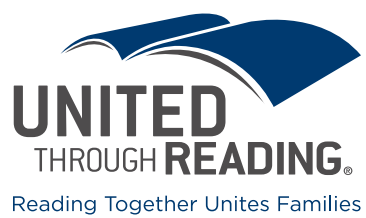


### 6th Annual Tribute to Military Families Wednesday, May 15, 2019

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