



Strengthening Bonds, Expanding Reach

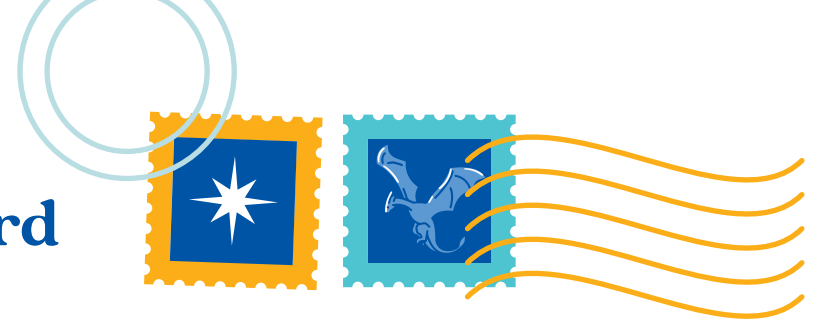
➤ OUR 2025 IMPACT



✦ Magic Moments ✦



From the Executive Chair of the Board and the Chief Executive Officer



Dear Friends of United Through Reading,

As we reflect on 2025, we are filled with gratitude and hope. Thanks to the generosity of our donors, volunteers, military partners, and advocates, United Through Reading (UTR) reached more than **600,000** military family members around the world—our greatest impact yet. Together, we distributed more than **104,000** books, expanded access to literacy resources, and facilitated thousands of storytime recordings that kept military families connected despite the distance.

Behind every number is a meaningful moment—a deployed loved one reading a favorite book, a child finding comfort in that familiar voice at bedtime, and a family staying connected despite the distance.

This year, we expanded services across the Pacific Northwest with support from partners like the JTMF Family Foundation, launched a redesigned website to better

serve families and supporters, and celebrated our most successful Giving Tuesday campaign to date. National recognition, including a feature on Fox & Friends, helped introduce our mission to new audiences.

We also celebrated an important leadership transition. After more than two decades of visionary leadership, Dr. Sally Ann Zoll became Executive Chair of the Board, continuing to promote our mission. In December, we welcomed Carrie Valentine Fuller as CEO, bringing extensive experience in nonprofit growth, strategic partnerships, and philanthropy to the organization. Together with our Board of Trustees, they are leading UTR into a future built on innovation, sustainability, and service.

Thank you for believing in the power of shared storytime and for standing with military families. Your support helps us keep families connected, one story at a time.

With gratitude and appreciation,



SALLY ANN ZOLL, Ed.D.

Executive Chair



CARRIE VALENTINE FULLER, MBA

Chief Executive Officer

UTR Family Snapshots

Military families are the heart of our mission. Here are two we had the honor to serve in 2025:

GANT FAMILY

“It created a lasting memory and helped my children feel my presence, even when I wasn’t physically there.”

– MAG.GEN. ANTOINETTE GANT, USA

Her daughter, Lauren, was eight at the time.

“It reminded me she was still part of our lives. It helped me feel less alone.”

– LAUREN GANT

PEREZ FAMILY

Military spouse Stephanie Perez calls storytime recordings a lifeline for her family. Each evening, she gathers her boys in pajamas for “daddy daycare,” listening to their deployed father’s recorded stories while she finishes evening tasks. His familiar voice bridges miles, bringing comfort and connection to their daily routine.



The Power of Partnership



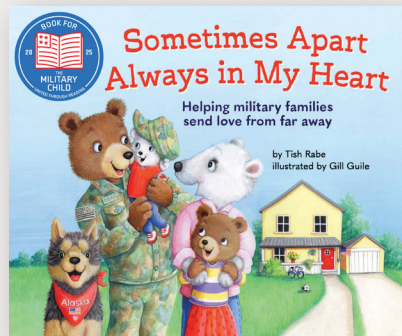
In 2025, we partnered with **Reach Out and Read** to get **6,800** books into the hands of military

children during visits to medical clinics on military installations. Books were distributed at Reach Out and Read sites across Alabama, California, Colorado, Georgia, Texas, and Washington. This was such a natural fit for both organizations and we are thrilled to see this partnership continue—**talk about an Rx for success!**

BAE SYSTEMS

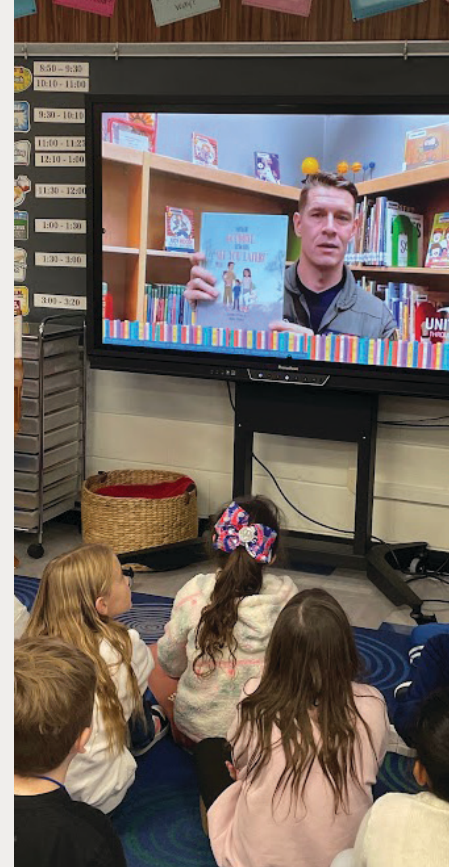
BAE Systems remains a valued strategic partner of United Through Reading—serving as a dedicated philanthropic supporter and board-level champion of our mission. Their investment has strengthened military family connections, expanded literacy opportunities through books and shared storytime, and kept more children connected to the service members they love.

2025 Book for the Military Child



Sometimes Apart, Always in My Heart helped military-connected children navigate separation and deployment through a story of enduring love and connection unique to military families. More

than **13,000** copies were distributed through installations, commands, family support offices, and community organizations worldwide.



Veterans Day ♦ ♦ ♦ Triumph!

1,501 classrooms in all 50 states and beyond participated in *Storytime with a Service Member*. What a thrill to have students, educators, and military families celebrate service, the joy of reading, and the importance of connection—**together!**

Congratulations 2025 UTR Awardees!



AUTHOR TISH RABE

Tish Rabe, Author of *Sometimes Apart, Always in My Heart*



DOLLAR GENERAL LITERACY FOUNDATION

Dollar General Literacy Foundation for their deep commitment to children's literacy and their incredible, ongoing partnership with UTR.

2025: A BANNER YEAR FOR UTR!

Turning distance into connection—one story at a time.

In 2025, United Through Reading reached more families than ever—from bases around the world to homes waiting for a familiar voice and beloved face—strengthening bonds through the power of shared storytime.

600,000+

military family members reached—the largest reach in UTR history!

2,128
new app users

96,000+
reading resources
distributed

1,569
events supported

75
MSS visits

3,636
story recordings



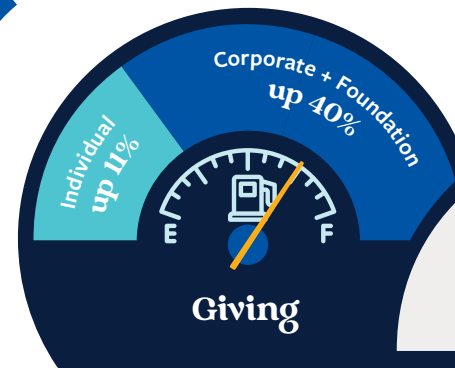
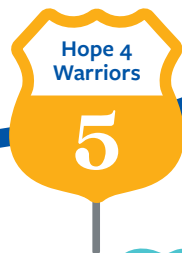
Story Stations:

73 Live, **+26** net new, multiple sites launched inside Military Support Centers strengthening our reach right where military families already turn for help.

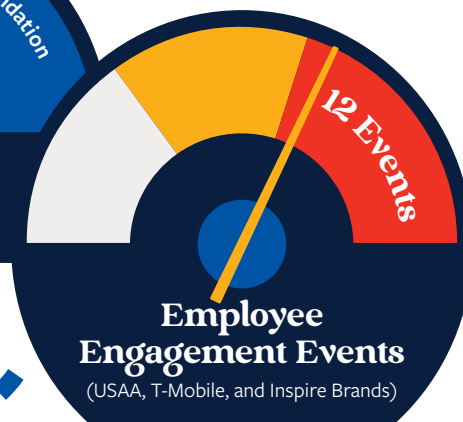
104,000
books distributed

Stops Along the Way – Supporting Partners

No road is traveled alone! We're proud to provide books and resources to our valued partners for events nationwide, helping us expand our reach and serve more families.



Generosity in Motion



Giving Tuesday (GT) raised over **\$126K**, thanks to a match from the Ripples 4Ever Fund and the Board. Our biggest GT campaign ever will fund a brand-new Mobile Story Station!



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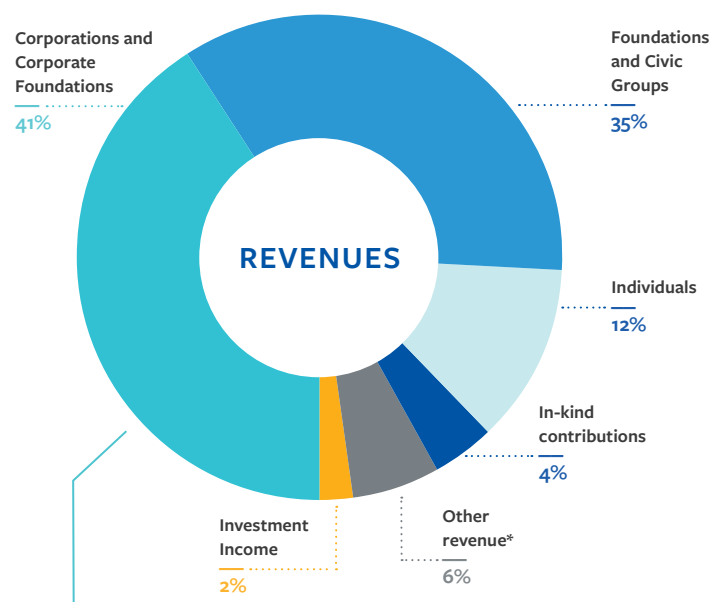
990 Overview

For more than 35 years, United Through Reading has upheld the highest standards of accountability, efficiency, and transparency. We steward every dollar with care through prudent budgeting, thoughtful financial planning, and ongoing analysis of trends shaping today's nonprofit landscape.

Our finances are audited annually by an independent firm, and 2025 produced another clean report. The Form 990 is available on our website, with key highlights below:

- ▶ **Program spending** remained the priority, with the majority of total expenses going directly toward mission-driven work.
- ▶ **Revenue and assets** stayed strong and in line with sector benchmarks, underscoring our commitment to financial transparency.
- ▶ **These results earned us top marks** from independent evaluators, including a 4-Star rating from Charity Navigator and GuideStar's Platinum Seal of Transparency.

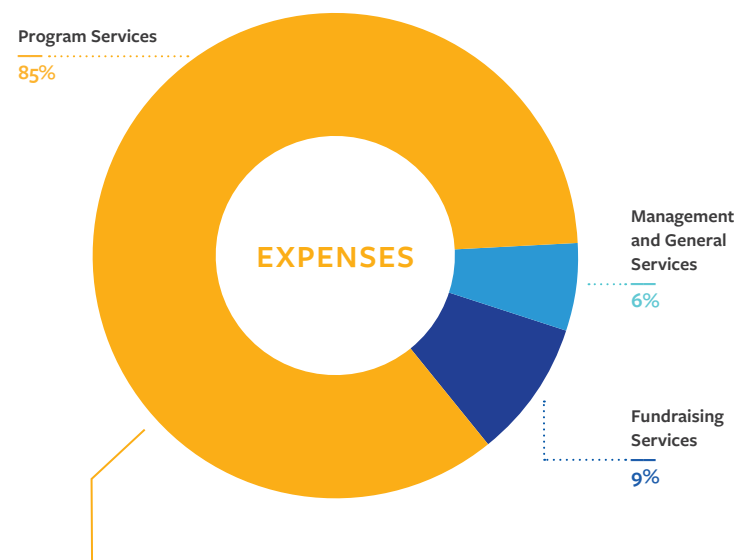
2025 Financial Overview



REVENUES

Corporations and Corporate Foundations	\$954,937
Foundations and Civic Groups	\$826,693
In-kind contributions	\$284,153
Individuals	\$93,031
Other revenue*	\$135,672
Investment income	\$51,819
Total	\$2,346,305

*Other revenue includes special event revenue.



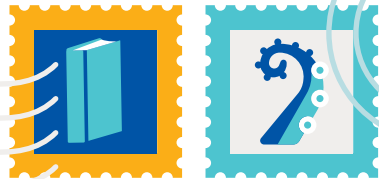
EXPENSES

Program Services	\$1,995,398
Management and General Services	\$131,188
Fundraising Services	\$220,214
Total	\$2,346,800

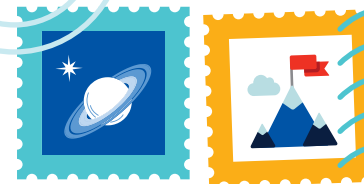
CHANGE IN NET ASSETS

\$-495

Net Assets as of Dec 31, 2024	\$2,606,714
Net Assets as of Dec 31, 2025	\$2,606,219



2025 Donors



Lead Institutional Partners

\$250,000+

Dollar General Literacy Foundation
Reader's Digest Foundation
USAA Federal Savings Bank

\$100,000-\$200,499

BAE Systems, Inc.
Carter's Charitable Foundation, Inc.
JTMF Foundation

\$25,000-\$99,999

The Chris and Melody Malachowsky Family Fund
Hallam Foundation Fund at Rancho Santa Fe Foundation
Northrop Grumman
Pilot Company
Ripples 4Ever Fund
Veterans United Foundation

\$25,000-\$49,999

The Walter J. and Betty C. Zable Foundation
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Pilot Company

\$10,000-\$24,999

Birdies for the Brave, PGA TOUR Charities, Inc.
Blue Star Families
Cushman Foundation
The Don and Lorraine Freeberg Foundation

Dr. Seuss Foundation
Macy's
Oluf C. Joynor Foundation Inc.
Rancho Santa Fe Foundation - Supporting Our Heroes
Ritchie Bros Auctioneers (America) Inc.

\$5,000-\$9,999

The Daniel V. and Ida J. McEachern Charitable Trust
The De Falco Family Foundation
The Dr. Scholl Foundation
Humana Inc.
The Nora Roberts Foundation
Oshkosh Defense
PNC San Diego
Readerlink, LLC
Robert and Allison Price Charitable Trust
T-Mobile
Warrior Assist Foundation

\$250-\$4,999

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Association of the United States Army
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Bethel No. 40 - Job's Daughters International
Bethel No. 292 - Job's Daughters International
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Impactful Giving

You brought storytime to military families who needed connection most. Thank you to everyone who gave through employee giving campaigns and in-kind donations this year. Through payroll deductions, workplace giving, donated goods and services, your generosity helped every gift go further. Because of you, more military families felt the comfort of a familiar voice, the joy of a shared story, and the reassurance of staying connected across any distance.

At United Through Reading, we envision a nation of thriving military families whose strength is amplified by a shared love for reading.

Thank you for helping us bring that vision to life, one story at a time.



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