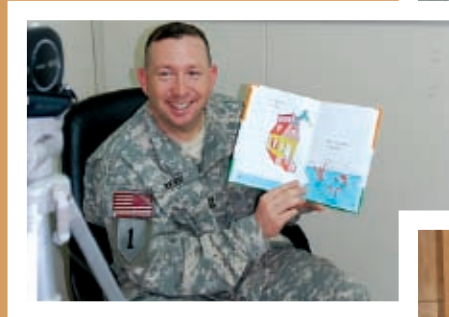




United Through Reading[®] Spring 2009



20 years 
United Through Reading[®]

UNITED THROUGH READING
Celebrates Twenty Years
OF UNITING FAMILIES THROUGH READING ALOUD

Dear friends of United Through Reading,

I am always delighted to have the opportunity to share the good news of United Through Reading with you, our wonderful supporters and advocates! This newsletter is no exception.

Our programs continue to expand to reach more and more families through the excellent execution of our wonderful staff. And although we have had some changes in our team, the program excellence hasn't wavered. Kara Dallman, former Director of the Military Program, returned to her home in Virginia and is now our liaison to our great partner, the USO. She is also our staff lead for developing a roadmap for new technology implementation. Upon Kara's departure, Army Program Manager, Lori Turley, was promoted to Director and is leading the Military team with great vision and determination. Navy Program Manager, Kate McDevitt, was promoted to Assistant Director of the Military Program, and in addition to her program responsibilities, manages all marketing as it relates to the Military Program. New Army Program Manager, Melissa Malloy,

joined us in February, and is a terrific addition to United Through Reading. Her husband is currently serving in the US Army so Melissa brings us much needed Army expertise.

I am pleased to tell you that we will be participating in Jumpstart's Read for the Record on October 8, 2009, as we did last year. Presented in partnership with the Pearson Foundation, Jumpstart's Read for the Record is an opportunity for hundreds of thousands of children across the United States to read together Eric Carle's illustrated classic The Very Hungry Caterpillar in a record-breaking celebration of reading. Due to the generosity of the Pearson Foundation, United Through Reading families will be able to read The Very Hungry Caterpillar on this day too, although separated by miles and circumstances.

And finally, this year is our 20th anniversary! Twenty years since Betty Mohlenbrock envisioned every child feeling the security of caring family relationships and developing a love of reading through the read-aloud experience. Twenty years since she founded Family Literacy Foundation (our former name). Twenty years since she began a simple but profound program that has benefitted over a

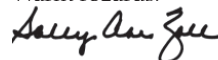
half million beneficiaries. It is through Betty's vision, passion and persistence that we find ourselves where we are today! We hope that you can join us on November 15 when we celebrate this 20 year milestone at the Storybook Ball to be held at the La Jolla Hyatt at Aventine.

The testimonials we receive from our beneficiaries say it all.

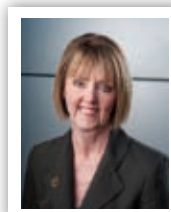
"The main idea for this program is simply to keep soldiers in touch with their families. The greatest reward, however, is the knowledge that someone back home will cry, smile, or laugh as they see their loved one in living color, live before them on TV." - Chaplain (CPT) Mark Olson, Camp Taji, Iraq.

On behalf of Chaplain Olson and all of the families served by our programs, I thank you for your interest, your support and your generosity. You are a blessing to us.

Warm regards,



Sally Ann Zoll, Ed.D.
Chief Executive Officer



MESSAGE FROM CHAIR OF THE BOARD DIANNE RATZEL

Greetings

I am writing this message to you as the new Chair of the Board of United Through Reading, effective January 2009. I am proud to tell you that on January 12, 2009, at its annual meeting, the Board of Trustees bestowed the honor of Chair Emeritus upon Founder, Betty Mohlenbrock, for her commitment and service to United Through Reading, including serving as Board Chair for 19 years.

Prior to joining the Board, I volunteered for the Transitions Program in detention facilities throughout San Diego County. It was through volunteering that I experienced firsthand the power of United Through Reading.

In 2008, three new Trustees joined our Board: Debbie Bell, Phil Pekras and Dwayne Junker. Debbie is a United States Air Force Reserve Colonel and has served since 2003 as the Technical Director, Senior Corrections

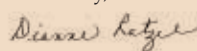
Specialist and Advisor to the military corrections command for Naval Consolidated Brig at Miramar. Phil Pekras retired as a Greek Orthodox clergyman and has successfully started new ventures in a variety of businesses, bringing an entrepreneurial spirit to the Board. Dwayne Junker understands the value of the mission firsthand, having served in the Navy for 30 years. Since his retirement he has started and grown two new technology companies and currently serves as Executive VP and COO at Epsilon Systems Solutions, Inc. These new Trustees bring a wealth of diverse talent and dedication to United Through Reading. With new term limits in place, Trustee Zena Grant Kolenda, rotated off of the Board. We are pleased to have experienced her enthusiasm and support during her tenure and welcome her advocacy as a community advisor.

At our April 2009 Board meeting, we wel-

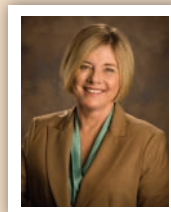
comed new Trustee Jeff Mader. Jeff is vice president of technology services for Target and is responsible for the oversight of technology services and business systems. He joined Target in 1991 and held various management roles prior to assuming his current position. He will be an invaluable asset as we develop our technology strategy.

I want to extend heartfelt thanks and appreciation for the commitment and dedication of our trustees, our volunteers, near and far, our wonderful, generous donors, and our amazing staff who delivers a quality program with passion and fervor.

Sincerely,



Dianne R. Ratzel
Chair of the Board of Trustees



After 20 years and more than a half million beneficiaries, it is time to celebrate!

On November 15, 2009, United Through Reading will present the Storybook Ball at the Hyatt Regency La Jolla at Aventine—a black tie dinner and fundraiser to show our deepest appreciation for the philanthropists who support us and our continued commitment to our beneficiaries worldwide.

Best-selling author, James Patterson, will act as the Honorary Chair for our Storybook Ball and Target will be the *Maximum Ride* sponsor. They will help in honoring Founder and Chair Emeritus, Betty Mohlenbrock, at the gala in celebration of a remarkable 20 years.

The Storybook Ball Committee, led by Chair, Carol Raiter, is working tirelessly to plan a

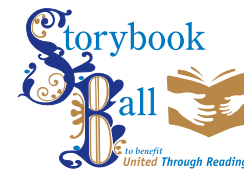
fantastic evening for us all. We look forward to a welcome reception and silent auction with entertainment followed by a sumptuous meal and fine wines, with the opportunity to bid on many unique experiences in what is shaping up to be an extraordinary live auction.

There are still more fantastic sponsorship and underwriting opportunities available, from the \$50,000 *Curious George* sponsor to the *Where The Wild Things Are* wine underwriting for \$15,000; or you can join pro golfer, Rory Sabbatini and his wife, Amy, as *Giving Tree* sponsors, which provides opportunities for military service members and their guests to join you at your table. A complete list of opportunities is below.

Your participation, through attendance at the gala, a donation to our auction, or through underwriting or sponsorship, will go far to

help us reach more deployed military service-men and women and their families, more vulnerable, at-risk children whose parents are incarcerated, and more grandchildren separated from generational love and learning offered by their grandparents.

For more information on sponsorship or underwriting, to purchase tickets or to make a donation to the auctions, please contact development staff at 858-481-7323 ext. 215 or development@unitedthroughreading.org.



SPONSORSHIP OPPORTUNITIES

MAXIMUM RIDE SPONSOR

\$100,000 - SOLD TO TARGET™

- Three tables (24 tickets) with premier seating and premier wine selection
- Special tribute in honoree video to be shown at event
- Private tour of United Through Reading on a US Navy ship
- Full page four-color tribute in event program
- Podium recognition
- Premier logo placement including honoree video, event signage, on screen display during the event, live auction bid paddles, event webpage, all printed event materials, all advertising

CURIOUS GEORGE SPONSOR

\$50,000

- Two tables (16 tickets) with premier seating and premier wine selection
- Special tribute in honoree video to be shown at event
- Private tour of United Through Reading on a US Navy ship
- Full page four-color tribute in event program
- Podium recognition
- Premier logo placement including honoree video, event signage, on screen display during the event, live auction bid paddles, event webpage, all printed event materials, all advertising

PETER RABBIT SPONSOR

\$25,000

- One table (eight tickets) with premier seating and premier wine selection
- Private tour of United Through Reading on a US Navy ship
- Full page four-color tribute in event program
- Logo placement including event signage, on screen display during the event, event webpage, all printed event materials, all advertising Corduroy Sponsor \$15,000
- One table (eight tickets) with priority seating and special wine selection
- Private tour of United Through Reading on a US Navy ship
- Half page four-color tribute in event program
- Logo placement including event signage, on screen display during the event, event webpage, all printed event materials, all advertising

THE GIVING TREE SPONSOR

\$10,000

A unique opportunity to honor a member of the US Armed Services by providing space for a service member and his or her guest to join you at your table.

- Six tickets with priority seating plus two tickets for a

- service member and guest and special wine selection
- Half-page black and white tribute in the event program
- Name recognition including event signage, on screen display during the event, event webpage, all printed event materials Go, Dog, Go! Sponsor \$5,000
- Six tickets with preferred seating and special wine selection
- Quarter-page black and white tribute in the event program
- Name recognition including event signage, on screen display during the event, event webpage, all printed event materials

CHARLOTTE'S WEB SPONSOR

\$2,500

- Four tickets with preferred seating and special wine selection
- Name recognition in event program and event webpage

GOODNIGHT MOON SPONSOR

\$1,000

- Two tickets with preferred seating and special wine selection
- Name recognition in event program and event webpage

UNDERWRITING OPPORTUNITIES

THE VERY HUNGRY CATERPILLAR

Dinner Underwriting \$15,000

Logo recognition on all menus and bars, half-page 4-color tribute

CHICKA CHICKA BOOM BOOM

A/V and Music Underwriting \$7,500

Logo recognition in reception area and on video, half-page 4-color tribute

CARS AND TRUCKS AND THINGS THAT GO

Valet Parking Underwriting \$5,000

Premier logo recognition at valet stand and on car gift

CLICK CLACK MOO, COWS THAT TYPE

Administrative Underwriting \$2,500

Logo recognition at registration and auction check-out United Through Reading staff's most sincere gratitude

WHERE THE WILD THINGS ARE

Wine Underwriting \$15,000

Logo recognition on all menus and bars, half-page 4-color tribute

MOUSE PAINT

Design Underwriting \$7,500

Back cover 4-color tribute on event program

IF YOU GIVE A MOUSE A COOKIE

Dessert Underwriting \$5,000

Logo recognition on all menus and dessert and coffee bar

ROBERT THE ROSE HORSE

Centerpiece Underwriting \$2,500

Name recognition during live auction and on centerpieces which will be sold for patrons to take home and enjoy Underwriting Opportunities

GRANDPARENT PROGRAM

Grandparents Share Stories and Much More with the Grandparent Program

The Grandparent Program continues to enjoy exciting growth with approximately a dozen sites throughout San Diego county that now offer the program on a regular basis. Along with this growth have come extraordinary stories of family bonding and connection that clearly reflect the value and significance of this young but flourishing program.

Molly Cohen, age 91, (pictured on the cover) is one such example. A resident of Seacrest Village in Rancho Bernardo, Molly has enjoyed reading to her great-grandson who resides in Ohio.

"My only great-grandson lives in far away Cleveland," said Molly. "We have never met, so my being able to read to him is very special to me."

Art and Shirley Miller, also residents of Seacrest, share the same sentiment about the program. According to Art, the Grandparent Program "is a marvelous way to keep my relationship with my grandchildren who live hundreds of miles away." Their grandchildren

live in northern California and New Mexico, and Shirley was quick to add that her grandchildren all love the program as well.

Faustina Niebla of St. John's Plaza took full advantage of the visual side of the program by bringing in her 10 foot-by-12 foot family portrait and propping it behind her as she read to her grandchildren. As a result, her grandchildren received a double treat – having grandma read a special story to them while their mother (as a teenager) posed gracefully in the portrait behind her.

At the Imperial Beach Library, Barbara Lane enjoyed sharing her life as a young girl growing up on a farm. By reading excerpts from her childhood diary, she was able to pass along precious memories of her love of horses -something her granddaughter enjoys today.

Paula Bayless at Luther Tower has used the Grandparent Program to interact with her adolescent-age grandson, a tenuous age with most families. But with Paula and her youthful spirit, she has enjoyed reading excerpts from the Artemis Fowl series by Eoin Colfer, and

even the now popular, *How to Talk to Girls*, by nine-year-old author, Alec Greven.

Last but certainly not least, Adelle Engel left a double legacy for her grandchildren by reading excerpts from her father's journal that he kept as a soldier in the Russian Army. Reciting notes from his riveting experiences, Adelle's recording is now a priceless keepsake for her entire family.



Art Miller shares a story with his grandchildren who live in New Mexico and Northern California.

GRANDPARENT PROGRAM BENEFICIARIES

May 2008-March 2009

Grandparent Participants	191
Recipients (Grandchildren/parents)	739
Total Beneficiaries to date	930

TRANSITIONS PROGRAM

Transitions Program is now in county, state, federal and military sectors.

The beginning of 2009 marked a tremendous growth in the number of beneficiaries, workshop sites, and community exposure to the Transitions Program. In the first three months of 2009, we served 1,591 beneficiaries - compared to 380 the same time last year. A remarkable 318% increase! We currently average 24 workshops a month held at 16 different San Diego county locations, ably led by over 40 dedicated volunteers. In the first quarter, our volunteers provided 427 hours to the Transitions Program.

So much of our success is dependent on the volunteers who take time from their personal schedules to lead workshops and share the program with the community. Our volunteers' remarkable work to help parents connect with their children is impressive. They take the time to go into each facility and spend an average of two and a half hours conducting a work-

shop and recording session, sometimes two or more times a month.

New workshop sites include the Bureau of Prisons Metropolitan Correctional Center in San Diego and the State Correctional Conservation Camps in Fallbrook and Warner Springs.

We received a beautiful letter and donation from a participant; our first donation from an incarcerated participant. He writes,

"I decided to dedicate the video to all my nieces and nephews ranging from ages four up to 21 who is the oldest. There are a total of eight: four boys and four girls. Six of them were born while I've been incarcerated. Out of those six, four have never met me in person. They only know me through pictures and letters as well as an occasional phone call. After they received the DVD and actually saw me in the flesh talking and laughing as I read them a book that had a strong and moral message, they began to develop

a genuine affection for me. From what I hear, they really loved the video which they play over and over every day. The youngest one refused to let go of the book. But it wasn't until I spoke with them on the phone that I noticed the difference just from the manner they greeted me. I sensed the sincere love and concern in their voice immediately. Since then, our relationship has really improved and it was primarily due to the video I recorded thanks to United Through Reading. I had the chance to actually connect and be united to my nieces and nephews for the first time. I am eternally grateful to you and believe this is a magnificent program that brings families together."

Finally, we are very pleased to share that our Transitions Program debuted on San Diego County Television Network (CTN) from April 1 through April 30. If you missed it, visit our website at www.unitedthroughreading.org, Transitions Program, and take a look.



SPOTLIGHT: MARCIA ELLIS, REGIONAL VOLUNTEER COORDINATOR FOR HAMPTON ROADS, VA

It has been United Through Reading's great fortune to have Marcia Ellis as part of the Military Program's Regional Volunteer team since the Fall of 2007. As the Regional Volunteer Coordinator (RVC) for Hampton Roads, Virginia, Marcia provides an invaluable local presence for United Through Reading in an area of heavy military concentration. She oversees a dynamic team of volunteers in Hampton Roads who are able to assist the organization in a multitude of ways.

"We are truly amazed by Marcia's endless energy and passion for helping military families stay connected through United Through Reading" commented Military Program Assistant Director, Kate McDevitt. "The impact that she has been able to make in the Hampton Roads area has been phenomenal."

The below outlines a few of the significant contributions Marcia has made for United Through Reading in the Hampton Roads area:

PROGRAMMATIC IMPACT. Marcia works with Headquarters staff in San Diego to support work with Navy deployers in her area. She provides a consistent Norfolk presence to execute follow up tasks with the commands. As such, she ensures that United Through Reading is represented at pre-deployment briefs for Sailors and their families, at trainings for military spouse volunteers, and at Family Readiness Group meetings. In addition, she coordinates the United Through Reading book locker in Norfolk which provides deploying ships with much needed donated books for their onsite library for the Sailors who will be making DVD recordings while underway.

REGIONAL OUTREACH. Marcia has also been building bridges with military installations and military support organizations in the Hampton Roads area. Recently she has been bringing greater awareness of our program to Naval Hospital Portsmouth, Naval Station Norfolk, Navy Mobilization Processing Site Norfolk, Fleet and Family Support Centers of Hampton Roads, Navy Marine Corps Relief Society.

"Marcia is a role model in outreach, "according to National Volunteer Program Manager, Tricia Schuler. "She has a natural ability to connect with others, a strong desire to share information about the United Through Reading Military Program, and a professionalism that makes her an outstanding representative of our organization."



The Military Program Staff and Regional Volunteer Coordinators at United Through Reading's 2009 RVC Conference in San Diego, CA

TARGET TEAMWORK. Over the past few months, Marcia has been helping to coordinate a joint effort between United Through Reading Headquarters, Target* of Hampton Roads and the USO at NMPS Norfolk. Through her efforts, local Target store employees are now helping to facilitate United Through Reading recordings for Sailors at NMPS' USO Canteen.

Marcia and her family reside in Chesapeake, Virginia. Marcia has been married to CDR Chuck Ellis, USN, for 22 years. CDR Ellis is stationed at Portsmouth Naval Hospital in Virginia and was deployed in the USNS COMFORT during Operation Smile 2007. They have two children, Katie (18) and Kevin (15). Marcia saw the impact United Through Reading had on Yokosuka Navy families

when her husband was assigned to USS KITTY HAWK in Japan.

Says Marcia, "After being a Navy spouse for 19 years, we have lived the life of separation and the challenge to keep ones family united can be daunting; especially when you are forward-deployed and far from any other family. While stationed in Japan, I saw firsthand the strength of United Through Reading. I find it so rewarding to work in a way that really makes a difference. My advice for anyone who wants to wake up every day and be able to say "I helped someone" is to get involved and see where it takes you!"

In addition to all of the significant volunteer work this past year, Marcia found time to refer a great new RVC for the Army at Fort Bragg, NC. This candidate, who is now in training

for her role as our first RVC for the Army, is none other than Marcia's sister, Laura Hunt.

Our other talented Regional Volunteer Coordinators around the country include Marge Nordman, RVC for Oahu, HI; Leanne Venema, RVC for NAS Lemoore, CA; and Susie Hay, RVC for NAS Whidbey Island, WA. Each one provides an enormous contribution to the Military Program Team by volunteering their time, skills, and talents to help bring awareness of United Through Reading Military Program to more military families.

*Target Corporation is a major sponsor of the United Through Reading Military Program.



Lieutenant Florence Bacong Choe had a beautiful smile that would light up any room. In photos, it communicated her energy and enthusiasm to her loved ones and even strangers thousands of miles away. LT Choe was a Navy Medical Service Corps Officer stationed at the Naval Medical Center San Diego (NMCS), but serving as an Individual Augmentee at the Afghan National Army Regional Hospital in Mazar-e-Sharif, Afghanistan, as a Mentor from the U.S. Navy Medicine Embedded Training Team. Tragically, she lost her life on March 27, 2009, when she was shot by an Afghan National Army Soldier.

LT Choe was also one of our most wonderful, giving, involved Active Duty Coordinators for the United Through Reading Military Program. She first used the program at the Pat Tillman Memorial USO in Bagram, where she recorded DVDs for her three year old daughter, Kristin.

The USO World Headquarters put us in touch with her in early October 2008. She enthusiastically took on the role as Command Liaison, setting up the site at Camp Mike Spann. She recruited the help of others on the base to build bookshelves, and she accessorized the reading room with stuffed animals, pictures and lamps. She also volunteered to serve as the Volunteer Active Duty Coordinator for the program, responsible for the day to day operation of the site. The site opened with a ribbon cutting ceremony on Thanksgiving Day. The site at Camp Spann has served Army, Navy, and civilian personnel assigned to the base. LT Choe recruited her husband, LCDR Jay Choe, a Navy physician assigned to NMCS, to be a United Through Reading

Homefront Coordinator. He worked with the hospital librarian to get donated books sent to Camp Spann's United Through Reading Military Program site.

While traveling to other bases in Afghanistan, LT Choe represented our program well and spread the word about United Through Reading's impact to others, and let us know where there was interest in setting up additional sites.

LT Choe was known by many for her enthusiasm, warm smile and unwavering professionalism. All of us at United Through Reading commemorate her passionate dedication to helping deployed military families stay connected by offering parents the opportunity to be recorded on DVD reading storybooks to their children at home. We salute her as a hero to all, but particularly to the children of all deployed military personnel.

MARKETING AND COMMUNICATIONS UPDATE

The United Through Reading Marketing and Communications Committee has been hard at work this last quarter. With the expert guidance of Marketing Consultant Rebecca Heyl, several special projects such as developing a strategy for corporate alliances and developing and enhancing partnerships with the San Diego Padres and Kellogg's have been top priorities.

STRATEGIC ALLIANCES – THE DRUCKER WAY

Spearheaded by the Strategic Planning Committee, a group of board and staff members have taken a deliberate look at the way United Through Reading develops and participates in strategic alliances. Using the Drucker Foundation Workbook: "Meeting the Collaboration Challenge – Developing Strategic Alliances Between Nonprofit Organizations and Businesses," the group had the goal of creating partnerships that:

- Acknowledge United Through Reading assets and capabilities.
- Provide benefits for our beneficiaries and further our mission.
- Align with our strategic plan and core values.
- Allow us to build upon current alliances.
- Provide us with direction about unanticipated corporate alliance proposals.

A six-month process ensued as the committee took a critical look at United Through Reading's assets and needs, reviewed our current relationships, identified potential new relationships and utilized the expertise and personal connections of the Board of Trustees to make those connections. The results of the process were shared with the Board of Trustees at its April 13 meeting by Trustee and Vice Chair RADM Fran Holian, USN (Ret.).

MILITARY OPENING AT THE PADRES

United Through Reading Military Program made a debut at the April 8 Military Opening of the San Diego Padres. Thanks to the Padres Military Programs Manager Brigid Cranmer and Director of Military Programs Capt. Jack Ensich, USN (Ret.), several United Through Reading public service announcements were shown before and during the game and will be shown at military Sundays throughout the season. United Through Reading and the Padres are also working on developing a player-based public service series for the future.

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LIFETIME GIVING**

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Ms. Tammi Naumann
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