



United Through Reading®

reading  
together unites families

2010 Annual Report



2010 Annual Report

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# foreword

## What does it take to make this organization a bestseller?

It takes you, our donors, the supporting authors, our corporate partners, and our volunteers, trustees and staff. This annual report is our big THANK YOU to all of you.

We're excited to share with you updates about our three programs for our military service members, grandchildren and children of the incarcerated. You'll see each highlighted individually, but it's important to remember that they really are one and the same program. All of these programs serve children who are in circumstances beyond their control that separate them from the adults they love.

We serve children and families who need the reassurance of being loved from afar. The powerful connection offered through the gentle act of reading a story lets children know that they are loved while nurturing a love of reading.

The children of our military moms and dads feel the pain of separation and uncertainty. Countless letters and emails from parents on the homefront tell us that these children are less anxious and better behaved after receiving these precious DVDs from their mom or dad who is so far away. Likewise, we know that children of the incarcerated, some of the most vulnerable in our nation, are less fearful and uncertain about the welfare of their parent when they are able to connect through the United Through Reading program. Finally, how many of us would give anything to have had this sort of connection to our grandparents with a link to our past in story form, when we were little?

To grow these programs and reach more children, we must stand on the shoulders of others. We're happy to highlight in this report, how we build relationships and alliances which enhance our ability to reach more children. These relationships with corporations and organizations leverage resources and expertise that we could not



afford on our own. These relationships with authors and the books they write have enhanced our mission and encouraged a love of reading. Through the leadership of our CEO, Sally Ann Zoll, and our Strategic Planning Committee, United Through Reading has become a leader in nonprofit/corporate alliances.

It has been an honor and a privilege to serve as the Chair of the Board of Trustees since 2008. My term as Chair, which ended in December, has brought with it many personal gifts derived from working with people who are dedicated in their selfless quest to make a difference. United Through Reading has allowed me to work with some of the finest people I have ever been associated with—staff, volunteers and trustees who want to give something back.

I am passing the baton to our new Chair, Admiral Fran Holian, who has served as Vice Chair and Chair of the Executive Committee and Strategic Planning Committee during these past two years. It truly has been an honor to partner with Fran to serve even more beneficiaries. Fran is a fine leader and has a passion for our mission that will serve us all well.

I couldn't be more thankful for the opportunity to have served as Chair, and while this is my last official report in this role, I will remain involved with United Through Reading as a trustee and volunteer. I look forward to the continued growth in our mission to unite more and more children and their parents and families through the love of books.

Sincerely,

Dianne Ratzel  
Chair of the Board of Trustees



United Through Reading  
Military Program...

**Unites families separated  
by deployment.**



United Through Reading  
Transitions Program...

**Unites families separated  
by incarceration.**



United Through Reading  
Grandparent Program...

**Unites families separated  
by geography.**



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Sally Ann Zoll, CEO



Use your smartphone  
QR CODE APP to access  
additional information  
throughout this report.



# military program

Offers Mommy or Daddy on Demand

## More than 20 years ago,...

United Through Reading began by serving the Navy, recording Sailors reading stories on VHS to leave behind when they deployed. Our strong tradition of serving Sailors and their families continues today with robust training worldwide with all branches of our military. Also following our tradition of support to the Marine Corps, our program manager has reestablished program support with the 31st MEU and continues to work closely with the 11th, 13th, 15th, 22nd, and 26th MEUs, bringing the United Through Reading program to 72 US Marine Corps commands in 2010.

With expanded staff resources in 2010, United Through Reading has been able to grow our support of the US Army with many new opportunities to work with deploying units from Fort Stewart, Fort Campbell and Fort Hood as well as National Guard and Reserve Commands. Through a strategic awareness effort, we are receiving more inquiries from Army units during pre-deployment stages. In 2010, 70 Army units in Iraq and Afghanistan were providing Soldiers in the field with the opportunity to stay connected in a meaningful way to their families and the children who are special to each of them back home.

In addition to in-roads with the Army, we are now offering Air Force units the opportunity to record stories for their children before deployment, beginning with Ellsworth Air Force Base, San Diego and Moffett Federal

Air Fields. We are currently working with seven Coast Guard units and joint commands in Djibouti, Africa; Kabul, Afghanistan; and at Camp Victory, Iraq.

Before deploying, military units and commands undergo intense training, participate in comprehensive exercises and meet the requirements to reach a battle-ready status. More so than ever before, all services are striving to ensure the highest level of Family Readiness as well. The scope of services available to families during deployment has increased tremendously over the past 10 years because leadership recognizes the strain extended deployments, multiple deployments, and limited dwell time have on military families, particularly the children.

Preparing to participate in United Through Reading is one way that families can get ready. Some parents think about the special occasions that will be missed during the deployment and pack a book for that purpose, like *Curious George and The Birthday Surprise* by Margaret and H. A. Rey. Other families have a tradition of pre-selecting favorite books from their bookshelves during pre-deployment that already have special meaning like *The Kissing Hand* by Audrey Penn or *Llama Llama Red Pajama* by Anna Dewdney. When these books are read aloud on DVD, the child has Mommy or Daddy on demand whenever they are missing the deployed parent or need that special bedtime story.

## Books in the Target Starter Kit

Pre-deployment is a busy time, however, so for the past four years Target Corporation has generously donated 25 classic children's titles to each deploying unit or command's onsite library so that there is always a birthday book or a book about sports or a book that gets to the heart of separation that the service member can read aloud on DVD from the deployed location.

This Target Starter Kit also contains 100 mini-DVDs and 100 DVD mailers which means that the trained Active Duty Volunteer Coordinator can get started offering United Through Reading as soon as the ship pulls away from the pier or the unit arrives in-theatre.



## > military program continued

In addition to the generous donation of Starter Kits from Target, we would like to thank the many authors and illustrators who were inspired by the service and sacrifice of our military and their families and wrote books specifically for the children who are separated from their military parents.

“I felt compelled to become involved with United Through Reading because their mission of uniting families facing physical separation so closely mirrored my own mission in writing *My Daddy Is A Soldier* for my nephew and nieces, who were struggling to cope with the deployment of their dad, my brother. When families spend time snuggled up in their favorite spot reading a book together, noticing the tiny details of each page, making up funny voices, giggling and sharing along the way, it bonds them together. The moments are magical, but more importantly, they are irreplaceable. I love that United Through Reading is creating opportunities for families to experience the kind of close, intimate moments they would normally share at home, even though they may be thousands of miles apart. It's what makes this program exceptional, and it fills me with pride to be a part of it.”

**ANNE STRATFORD,**  
author of *My Daddy Is A Soldier*



“When I was deployed to Iraq in 2008, my son was only two months old. United Through Reading helped me connect with him from across the world. Reading a book to your child is one of the most precious moments that a parent can experience and it is one of the simple pleasures that service members forego when they deploy. United Through Reading bridges the gap and brings Daddy or Mommy home every time you turn on the television or the computer. I am proud to support this program with my book *A Salute to Our Heroes: The U.S. Marines*.”

**BRANDON W. BARNETT,**  
author of *A Salute to Our Heroes: The U.S. Marines*





“The reason I became extremely interested in connecting with United Through Reading is actually very simple: I was fortunate enough to see first-hand what a profound and important effect this program has had, and is having, on the service members stationed all over the world. When I joined nine other cartoonists (i.e., “Band of Boneheads”) on a USO trip to visit the troops in Iraq and Kuwait this past fall, I was struck by the power of technology, and the good it was doing on a personal level. Every single Soldier I met was able to keep in touch with family via the USO Centers on base, and many of those soldiers also had children. Many of them told me how they were able to read a book on DVD then send the DVD home, and it blew me away - thousands of miles apart, and these families still had the ability to do one of the most basic and important things possible: read together. Now that I’m creating children’s books of my own, I knew I had to be a part of this small miracle.”

**DAVE COVERLY,**  
illustrator of *Sue MacDonald Had a Book*

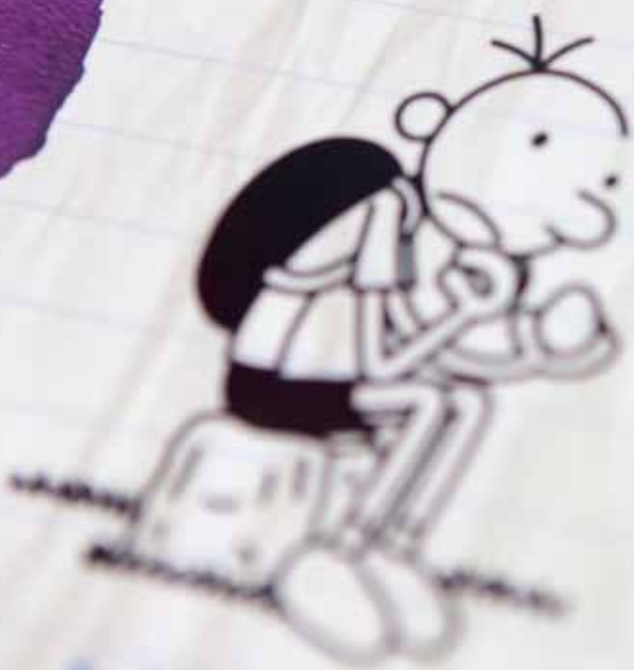


“Ross H. Mackenzie is an active duty Navy pilot, former instructor of English literature and writing at the U.S. Naval Academy, and father of two young boys. His book, *My Sailor Dad*, is a loving tribute to all families – Navy and non-military. The book uses lively text and beautiful illustrations to celebrate the sacrifices of today’s Sailors, to showcase the awesome scale of today’s Navy, and to serve as an invaluable resource to Navy families. “My Sailor Dad has found the pulse of today’s Navy, today’s kids, and the challenges facing today’s Navy families. This book will help youngsters understand why the dedicated service of their parents on ships at sea is so important to our nation.” Admiral Robert H. Natter, USN (Ret), Former Commander U.S. Fleet Forces Command. *My Sailor Dad* was awarded a Gold Medal for Children’s Literature by the Military Writer’s Society of America.

**ROSS H. MACKENZIE,**  
author of *My Sailor Dad*

DIARY  
of a  
Wimpy Kid

THE UGLY TRUTH



Jeff Kinney

FIND OUT MORE:  
[www.wimpykid.com](http://www.wimpykid.com)

"United Through Reading provides a service that is close to my heart... putting kids in contact with their overseas parents through the magic of a book. I'm excited and honored to be associated with the organization and I am in awe of the dedicated staffers who make it all possible."

**JEFF KINNEY,**  
*author of the  
Wimpy Kid series*



# grandparent program

Oh, the Places You'll Go!

“You have brains in your head.  
You have feet in your shoes.  
You can steer yourself  
any direction you choose...”

So begins Dr. Seuss's *Oh, the Places You'll Go!*, one of the last books written and illustrated entirely by Dr. Seuss. In it, Dr. Seuss, then 86, shared the lessons of his life in his own whimsical way, leaving a treasure appropriate for readers of any age.

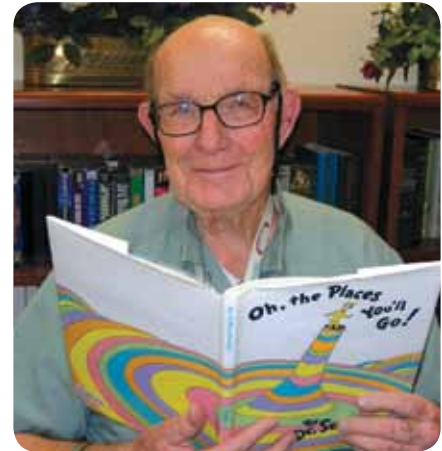
It's always a privilege to be with our grandparent participants while they read this book to their grandchildren. They share their own wisdom through Dr. Seuss's work and encourage their grandchildren to glimpse their future with earnestness and high expectations. They are encouraged to understand that no matter their age, today is the time to anticipate the future, whatever it may hold.

Dr. Seuss's wisdom in *Oh, the Places You'll Go!* is appropriate to the Grandparent Program too. Like children, the Grandparent Program continues to grow and evolve into a model that meets participants' needs to bridge the miles that separate them from their grandchildren.

In 2010, our Grandparent Program added nine new sites for a total of 25, and reached nearly 2,500 new beneficiaries, bringing the cumulative beneficiary total to over 5,000 in just two and a half years. The Grandparent Program continues to explore new paths and new program models which will help us serve even more people each year. As we continue to grow we will keep in mind Dr. Seuss's good advice:

“Just never forget to be dexterous and deft.  
And never mix up your right foot with your left.

And will you succeed?  
Yes! You will, indeed!  
(98 and 3/4 percent guaranteed.)”



*Sharing life lessons from the Chula Vista Veteran's Home of California*



*Grandmother reading from Luther Tower, downtown San Diego*

ave brains in your head.  
ave feet in your shoes.  
can steer yourself  
direction you choose.  
your own. And you know what  
are the guy who'll decide wh

# Oh, the Plac



# transitions program

Favorite Book: *Love You Forever*

Each and every aspect of the Transitions Program has grown from expansion into more than 20 sites and an increase to more than 70 volunteers and nearly 7,000 beneficiaries. This growth has been supported in part, by new Volunteer Coordinator, Susan Davis. Susan has been an integral part of our expansion within California by overseeing volunteer clearances and placement as we continue to grow, especially in San Diego and the Bay Area. We are so pleased to have her on board to support the work of our volunteers every day.

This also marks our second successful year of a wonderful partnership with Point Loma Nazarene University and their students who volunteer in our juvenile detention facility. Because they are college students, their presence in the workshops has been inspiring and motivating to the detained youth who see them as positive role models. We have since developed opportunities for criminal justice students at San Diego State University to complete their practicum course by giving them an opportunity to volunteer with the Transitions Program.

In each of our workshops, we tell our participants that as parents, separated from their children, they need to reassure them and tell them they are loved. The simplicity of the program is the method used to accomplish this – the selection of a book, the reading of the story, and the special bonding experience that follows.

One of the most popular books selected to read by incarcerated mothers is *Love You Forever* by Robert N. Munsch. The book started as a song with the lyrics,

“I’ll love you forever,  
I’ll like you for always,  
As long as I’m living  
My baby you’ll be.”

It illustrates the love between a parent and child at all stages of the life cycle.

As Judy Yates, a Transitions Program volunteer says of *Love You Forever*, “I think whether you’re incarcerated or not, it’s natural for a parent to want their child to know they love them and they will forever, no matter what. But when you’re incarcerated you have an even greater desire to communicate this to your child. It’s a hug from the parent whenever the child reads the book. *Love You Forever* is a hard book for them to read on camera without tears.”

Board Chair and Transitions Program volunteer, Dianne Ratzel, related her story of *Love You Forever* with a recounting of the separation from her son when he was stationed in Iraq as a young 23-year-old sergeant. While chatting on a webcam, he looked directly into the camera and said, “Mom gotta go. I’ll love you forever. I’ll like you for always.”

It’s a wonder how the words in books can connect people through separation. Something as simple as reading a book can be so profound.



Mom reads favorite book from Las Colinas Detention Facility, *Love You Forever*



...te des pous-  
... le contemplan  
... qu'il dormait  
...ait tendrement  
... lui chantait ton  
... berceuse :  
...ent cette berceuse,  
...'aimerai toujours,  
...La nuit comme le jour,  
...Et tant que je vivrai,  
...Tu seras mon bébé.



# LOVE YOU FOR

WRITTEN BY ROBERT MURPHY  
ILLUSTRATED BY SHEILA MURPHY



ES PATTERSON  
& NED RUST

DANIEL Y  
WATCH THE SKI





# storybook ball

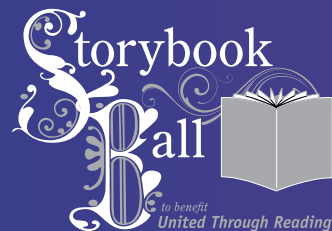
United Through Reading celebrated serving more than one million beneficiaries at the 2nd Annual Storybook Ball on November 14th.



Honorary Chair, Jeff Kinney, autographs books from his Wimpy Kid series.



Jan Krystkowiak, author of *You're Never Far Away* and *Storybook Ball Chair for 2011*



The gala fundraising event, chaired by Carol Raiter with Honorary Chair, Jeff Kinney, author of the bestselling *Diary of a Wimpy Kid*, was a fantastic success with more than 300 friends of United Through Reading attending.

We were pleased to be able to honor the USO and the President and CEO of the USO, Sloan Gibson, for the power of a partnership that has allowed us to reach thousands more service men and women; United Through Reading liaison for the USO at Joint Base Balad in Iraq, Bettie Stone; and title sponsor, Target, whose commitment to military families and belief in the bonding power of reading continues to make our good work possible.

On the heels of our first Storybook Ball Honorary Chair bestselling author James Patterson, United Through Reading was thrilled to welcome this year's Honorary Chair Jeff Kinney. Taking a break from the book tour for his fifth Wimpy Kid book, Kinney kicked off the evening by sharing his commitment to writing books kids love with his own brand of humor and illustrations. Through the Wimpy Kid series, Kinney has made books accessible for many children who have otherwise been intimidated by them. His work is getting good books into kids' hands, creating a lifelong love of reading and transforming otherwise reluctant readers into enthusiasts.

We were pleased to have Jeff Mader, Vice President, Technology Services, Target and United Through Reading Trustee, on hand to



*Jeff Mader, Vice President,  
Technology Services, Target and  
United Through Reading Trustee*



*Bettie Stone, Angel Award recipient*



*Sloan Gibson, USO President and  
Chief Executive Officer*

honor the work of the volunteers who give legs to our mission in the field, our donors who sustain the mission year in and year out, as well as staff, trustees and friends.

President and CEO of the USO, Sloan Gibson, spoke eloquently about the partnership between United Through Reading and the USO and the USO's commitment to supporting the fulfillment of our mission.

A highlight of the evening was the portrayal of the stories of families who have participated in United Through Reading programs. Guests listened with rapt attention, laughter and tears,

to stories of moms and dads reading bedtime stories to their children from camps in Iraq, USOs around the world, deployed Navy ships, jails, and public libraries in San Diego.

Following these stories, the organization honored United Through Reading liaison at USO Joint Base Balad in Iraq, Bettie Stone, who traveled from Iraq, to accept the Storybook Ball Angel Award.

The board and staff of United Through Reading are grateful for the support of our donors and honored by the service of our volunteers. Thanks to all who had a part in making this year's Storybook Ball another amazing chapter in the story of United Through Reading.



*Sally Ann Zoll, CEO and Carol Raiter, Storybook Ball  
Chair, 2010*



*Silent Auction items made possible by Target*

# bookshelf

## Our Strategic Planning

In April, members of the Board of Trustees, Advisory Council members and staff came together for a day of focused work to assess the strategic position and direction of United Through Reading. The group revisited the mission, vision, goals and core competencies, while utilizing the group's collective energy in considering those issues that will be most critical to the organization's ability to effectively fulfill its mission in the years ahead. In doing so, the Board laid a thoughtful path that can guide the organization forward.

The following goals, determined at the offsite session, are being used to guide governance, program planning, and organizational priorities to best serve our beneficiaries.

### **TECHNOLOGY:**

We are proactive in identifying and incorporating the technology relevant to the internal and external accomplishment of the United Through Reading mission.

### **FINANCIAL SUSTAINABILITY:**

We will achieve a sound, ongoing and diversified national funding base to support national program expansion goals and organizational sustainability.

### **AWARENESS:**

We will secure national brand recognition and favorability to advance our mission.

### **TECHNOLOGY AND THE WORK OF THE TECHNOLOGY COMMITTEE**

United Through Reading's Technology Committee is tackling what is likely the most important issue facing our organization in the next few years and for the last several months the committee has been developing a plan to address changing technologies. Several years ago we made the switch from videotapes to DVDs, but we know that the next step isn't simply about moving from DVDs to the next delivery system. Rather, we must develop the organizational capacity to adapt to changing technologies and deliver our services via several technologies on parallel tracks.

Because of limited bandwidth and security concerns, military bases and installations and Navy ships often have limited access to certain types of technologies, specifically online video delivery. There are similar concerns in the delivery of our services to families of the incarcerated, namely available hardware and security issues. We know that we must be technologically flexible in order to best meet the needs of our constituents. Additionally, we remain committed to providing a way for families to store their recordings so that their children can watch them again and again—anyone who has read the same bedtime story to a three-year-old every day for an entire month will understand this—many of the children we serve watch the video recordings every day at bedtime.

We're on track for this technological change, with an outstanding Technology Committee comprised of many of the best in industry. Chairing our Technology Committee is Trustee, Jeff Mader, VP Technology Services, Target. Based in Minneapolis and working closely with our Director of Business Development, Kara Dallman, based in DC, they are able to bring in some of the smartest people

Google™



in the field through virtual committee meetings using WebX and video and teleconferencing. We are pleased to be in partnership with representatives of Google, Onix, Akamai Technologies, and Cisco Systems on this effort. Through their good work, we will be able to continue to serve hundreds of thousands more beneficiaries more efficiently in the coming years.

#### THE MARKETING AND DEVELOPMENT COMMITTEE

Based on the strategic goals determined by the Board in April, a Marketing Committee was created to assist the work of the full Board and staff on awareness and national brand recognition. Trustee, Doug Stewart, VP Legislative Affairs, BAE Systems, Inc., agreed to lead this effort as the chair of the Marketing Committee. Joining him were Board Chair, Dianne Ratzel, and Trustees Ann Sasaki-Madigan; Terry Magee and Annette Peck. They took up the work of the committee immediately and in November decided that marketing and development efforts for United Through Reading would best be served by a combined committee with complimentary purposes.

The newly formed Marketing and Development Committee was formed to greet 2011 with renewed purpose and energy which will enable them to create tremendous momentum toward national brand awareness and increased financial support for our mission.



**YOU'RE NEVER FAR AWAY**

by Jan Krystkowiak

Jan Krystkowiak

FIND OUT MORE:  
[www.wherethebooks.com](http://www.wherethebooks.com)

"I have written and done photography for a few personalized books and love the fact that United Through Reading's Military Program unites military families with kids through reading. Our military is a blessing to our country, our kids are a blessing to us and this is how I give back to the families of the military who keep our country safe and free."

**JAN KRYSKOWIAK,**  
*author of*  
*You're Never Far Away*



# bookends

## Our Partners and Alliances



2010 was a stellar year for United Through Reading as we strengthened strategic alliances and solidified new partnerships to move our mission forward. In particular, books, authors, book donations and alliances with prestigious literacy organizations enabled us to put meaningful literature into the hands of our participants and, in as many cases as possible, into the hands of children.

### FIRST BOOK

First Book provides new books to children in need, “addressing one of the most important factors affecting literacy – access to books.” The Transitions Program began purchasing books through the First Book Marketplace in 2010 at 50-90% off the market price. Also in 2010, First Book expanded their definition of children in need to include military children.

United Through Reading and First Book staff worked together to identify the best ‘read aloud’ titles in the First Book Marketplace inventory. In addition, First Book invited authors like Brenda Ehrmantrault, who wrote *Night Catch*<sup>1</sup>, a book about connecting during separation, to make their books available to United Through Reading.

“I am especially grateful that parents are able to read *Night Catch* and my other book *Hope Weavers* aloud on DVD through United Through Reading,” said Ehrmantrault.

Another author, Eileen Spinelli, authorized a special paperback printing of her book, *While You Are Away*<sup>2</sup>, for the First Book Marketplace. The book presented a beautiful story of three children anticipating the return of their deployed parent and captured their inquisitive natures with questions like “Who is bringing chicken soup to my daddy when he has a cold?”

### ZERO TO THREE

Zero To Three’s Military Family Projects included a project initiative that was aptly named Coming Together Around Military Families®. Dorinda Williams has written two books that resonate with our youngest beneficiaries, *Over There*<sup>3</sup> and *Coming Home*. With a Mommy version and a Daddy version, *Over There* normalizes the deployment experience for children.

“It’s important for children to know that Mommy has a place to brush her teeth on deployment, just as the child has a place at home; it’s also important to know that Mommy continues to think and care about her child. All of these messages can be very reassuring,” remarked author Dorinda Williams, also the spouse of a retired Marine.

### MILITARY CHILD EDUCATION COALITION

At a Tell Me A Story event at Fort Bragg in North Carolina, *The Three Questions*<sup>4</sup> by Jon Muth was included as part of a collaboration between Military Child Education Coalition (MCEC), Reach Out and Read, and United Through Reading. Dr. Mary Keller of MCEC explained “*Tell Me A Story* is an initiative that empowers military children by using literature and their own stories in a way that fosters skills for resilience, strong peer and parent connections, and a caring community.”

### TREVOR ROMAIN COMPANY

Trevor Romain donated 200 copies of his book, *How to Do Homework Without Throwing Up*<sup>5</sup>, to United Through Reading onsite libraries so that deployed parents can read his book aloud on DVD and parent from afar.

“How cool is it for the parent at home to get some help from the parent on deployment on issues like homework, bullying, and cliques using United Through Reading? My books have familiar scenarios and real solutions, so by reading the book on DVD, the parent can offer important perspective while keeping it real with humor,” said Romain.



### REACH OUT AND READ

Reading aloud is healthy. Our partners at Reach Out and Read know this to be the truth. At well-child visits, pediatricians in 41 military medical facilities gave each child a new book from Reach Out and Read. In a pilot at Naval Medical Center San Diego (CA), Naval Hospital Camp Pendleton (CA), and Tripler Army Medical Center (HI), Reach Out and Read collaborated with United Through Reading so that parents received a *healthy prescription*<sup>6</sup> that instructed them to read to their child for a recommended amount of time and to use United Through Reading when one of the parents deploys.

### PEARSON FOUNDATION We Give Books/Penguin Group

In April 2010, Penguin Group and the Pearson Foundation announced the launch of We Give Books. United Through Reading benefitted as Pearson Foundation mailed 10,000 new books from Penguin Group's classic children's literature to over 150 program site coordinators around the world. Seasonal Book Packs were sent in advance of holidays, birthdays, or important occasions that might be missed, like the first day of school, so that the parent could be recorded reading the book aloud with enough time to mail the DVD home. One of the favorite titles was Ezra Jack Keats' *The Snowy Day*<sup>7</sup>.

In addition to the direct benefit to United Through Reading, Pearson's collaboration with Penguin gave parents, caregivers, and educators access to Penguin Group's growing digital collection of classic children's literature. For every book read online, the Pearson Foundation donated a book to exceptional literacy organizations.

Pearson Foundation's President Mark Nieker said he recognized the power of United Through Reading in connecting families. "United Through Reading is a best in class organization serving military families. We are grateful to support them with We Give Books."

### USO

The USO has differentiated their offering of United Through Reading by sending the book home from their brick and mortar facilities with the DVD every time. In 2010, over 70,000 Soldiers, Sailors, Airmen, Marines, and Coast Guardsmen participated at one of the more than 70 USO locations worldwide that host United Through Reading's Military Program.

At USO's gala at the Marriott Wardman Park Hotel in Washington DC in October, they saluted military families. Truly a star-studded event with honorees in and out of uniform, USO paid special tribute to United Through Reading's Military Program. Chaplain (Cpt) Peter Hofman, U.S. Army, deployed in Kandahar, was the man of the hour for his children, Mark, Petra, Andrew, and Isaac who were in the audience with their mom. Chaplain Hofman was life-sized on the Jumbotron explaining why it was important to select the right book for Mark and Petra who were on the cusp of being readers themselves. He also stressed how important it was for Isaac to hear his voice and see his face since Isaac was only one month old when he deployed. In the midst of everything, including an introduction of the video by 12-year-old actress Madison Pettis, Petra was waving wildly and smiling widely at her dad who was reading Dr. Seuss's *Oh, the Places You'll Go!*

### READKIDDOREAD

James Patterson has been a tremendous friend to United Through Reading. In the early years, we received his prestigious PageTurner Awards (2004, 2005, 2007, and 2008). In 2009, James Patterson served as the Honorary Chair of the first Storybook Ball and approved the idea to power United Through Reading's booklist with [www.readkiddoread.com](http://www.readkiddoread.com), which serves his personal mission to make kids readers for life. In 2010, we continue our work together with ReadKiddoRead updates to our booklist and reviews that adhere to strict read aloud criteria.



# dedication

## Our Volunteers

Without the tireless dedication of our volunteers, United Through Reading would not be able to celebrate the service to more than one million beneficiaries.

### from the TRANSITIONS PROGRAM:

“

*When it comes to helping children of incarcerated parents, there is no shortage of volunteers to help parents stay connected to their children and family. After all, United Through Reading unites not just families, but volunteers too.*

*Leilani Stone,  
Transitions Program Manager*

“

*It's a good feeling to witness the positive experience the inmates receive from this valuable program.*

“

*I enjoy giving back to the community. I have had family members incarcerated and I didn't have this very worthwhile opportunity.*

“

*I liked all the stories I heard about the men and women in jail/prison being able to communicate in the special way of reading to the children in their family. And knowing I have a hand in helping bring a smile and comfort to a child is a great gift.*

“

*I am very passionate about family and through experiences of my own I have been disconnected from my family through incarceration. I know the emptiness along with the many issues and trials one feels when they are torn apart from family members.*

“

*I value the efforts that United Through Reading put forward in helping families reconnect with each other by reading a book.*

“

*Reading is so important for happiness, success in life, and for one's self esteem. This program reinforces the importance of reading, school and spending time together.*

“

*It is such a simple but powerful concept. The women walk in not knowing what to expect and are guarded and doubtful. They sit with the book in front of the small camera and are transformed into mothers, grandmothers or aunts. They always leave with gratitude and a lighter heart. I love watching that happen and I love being a part of it.*

### from the GRANDPARENT PROGRAM:

“

*Wonderful program! Our grandchildren look forward to receiving their 'reading' DVD. I asked my 12-year-old grandson if he liked the DVD. He said 'Oh, yes!' But after his little sister played it 30 times, he is ready for a new one!*

“

*I see a profound effect on the participants of the Grandparent Program. The repeat participants show me that this is working. They return again because of the response they receive to the DVD. They feel closer to their grandchildren who live far away.*

“

*My involvement with the Grandparent Program through United Through Reading has been a truly fulfilling experience. I enjoy being a part of creating family legacies and lasting memories of loved ones as they enter the golden years of their lives. Some of the best memories I have as a child were reading with my family members, which set me up for a lifelong passion for reading and writing. This is a fantastic program and one that brings families together through a love of reading and brings me closer to our community.*

“

*One of the participants in the program told me that his son watched the DVD he made before he gave it to his children. He then called to tell him that he wanted a DVD for himself. He's 50 years old!*



## from the MILITARY PROGRAM:

“

*Away from homeport and their loved ones for 105 days, Jarvis crew members have been able to remain in contact with their families across the nation, remaining a vital part within the household and forming strong emotional bonds with their loved ones. Connecting children, spouses and family through reading, United Through Reading provides the opportunity to deflate the emotional tension and stress on families while a loved one is on deployment, encouraging a healthy home environment and love for reading.*

### **US COAST GUARD**

*Active Duty Coordinator,  
USCGC JARVIS*

“

*When I got here I got the contact information and contacted the UTR representative to get the ball rolling. It wasn't easy, communication from here to the States is hard and the time difference didn't help, but with perseverance and patience we managed. I've seen grown men and women cry, and laugh. It's truly been a blessing to so many soldiers here. Looking back at it, I've had to do this all on my free time, and it was worth every second of it. People here are so thankful for being able to do this; just seeing their faces afterwards is my enjoyment. Thank you UTR for all the support you have given me here in Shindand.*

### **Army**

*Active Duty Coordinator, Shindand AB,  
Afghanistan*

“

*The thing that really stuck with me throughout providing United Through Reading to all of my guys on the front lines was the fact that it created a bridge for families in the smallest towns in the US to their loved ones in the mud. To see the toughest and finest men in America, smile at the thought of reaching out to their children, was a sight I personally will never forget. Being the Tip of the Spear in the War on Terror is not pleasant but the having the United Through Reading program always cheered the fathers up.*

### **USMC Command**

*Active Duty Coordinator,  
Deployed in Helmand Province 2010*

“

*My wish is to provide enough books to our military so that their families can build on the same cherished memories as mine has through this program. I love what United Through Reading provides to our military service members and their children. Deployments don't have to be a scary time for kids and the United Through Reading videos allow it to not be so by having your favorite service member show up in the living room at night.*

### **Navy**

*Homefront Coordinator,  
USS HALSEY DDG 97*

“

*I've had the honor of receiving supplies, books and letters of encouragement from people all throughout the US who feel as I do, that this program is uplifting, educational and a means of keeping connected to family. The reward for me is hearing the stories from the users on what this means to their family members, as well as the donations to help continue the program. It's been fun and exciting to watch the customers come back time and time again, because of the feedback they receive from their kids.*

### **Army**

*Active Duty Coordinator,  
FOB Union III, Iraq.*

“

*I heard somewhere that volunteers are paid in six figures "SMILES". I chose to volunteer for the United Through Reading program because, as a military spouse, I understand the difficulty of separation from your loved one. For a child, deployment can be a devastating time in their lives. I want to educate our command families about this magnificent program that will bring them all together from afar while promoting literacy skills and a love for reading.*

### **Navy**

*Homefront Coordinator,  
USS G.H.W.BUSH CVN 77*

“

*Volunteering to be the Regional Volunteer Coordinator (RVC) for my area was a great way to utilize my teaching skills, stay in touch with local military families, and best of all, share the importance and joy of reading. I live in Fayetteville, NC and my husband works on Fort Bragg. Every day we are reminded of the dedication, non-stop training, hard work, and the sacrifices that our military families make for our country. These soldiers are my friends, neighbors, and a huge part of this community. I am so happy to be able to share this wonderful program that helps them stay connected during deployments.*

### **Regional Volunteer Coordinator**



# LETTERS FROM HOME

a novel

"An absolutely  
brilliant debut novel."  
—Kirkus Reviews

MINA MEMO

FIND OUT MORE:  
[www.kristinamcmorris.com](http://www.kristinamcmorris.com)

"As a WWII novelist, I'm grateful for the opportunity to support an organization that not only promotes literacy, but brings together loved ones separated by tours of duty. My heart goes out to those who enable United Through Reading's diverse programs, as well as the families touched by this worthy cause."

**KRISTINA MCMORRIS,**  
*author of*  
*Letters From Home*



# yearbook

## Our Milestones

### JANUARY

1/  
10

#### USO TOUR IN KUWAIT AND GERMANY

CEO Sally Ann Zoll was asked to join the USO Board of Governors tour of Kuwait and Germany in January. Accompanied by USO board members Sue Timken and Dennis Swanson and escorted by USO regional vice presidents Gary Bibeau (SWA) and Walt Murren (Europe), she visited four camps served by the USO in Kuwait and several USO sites in Germany.



CEO Sally Ann Zoll in front of a painted T-wall at Camp Virginia, Kuwait.

### FEBRUARY

2/  
10

#### TARGET'S SUPER LOVE SENDER CAMPAIGN

United Through Reading was one of five national charities participating in Target's Super Love Sender campaign launched on Target's Facebook page in celebration of Valentine's Day and the Super Bowl. United Through Reading shared a portion of \$1 million donated by Target to five charities for their educational initiatives: St. Jude's Children's Research Hospital, Kids in Need Foundation, The Salvation Army, United Way, and United Through Reading. United Through Reading's Facebook fans propelled us to second place with 22% of the public vote, resulting in a contribution of \$220,000.

### MARCH

3/  
10

#### NATIONAL MEDIA EXPOSURE

United Through Reading received national coverage with two broadcast news features in March. The segments aired on NBC Nightly News and CNN, highlighting two families who participated in the United Through Reading Military Program.

### MAY

5/  
10

#### UNITED THROUGH READING RECEIVED NATIONAL BOOK FOUNDATION'S INNOVATION IN READING AWARD

United Through Reading was awarded the prestigious National Book Foundation's Innovations in Reading Award which demonstrates "passion, creativity, dedication, and leadership in the service of creating and sustaining a lifelong love of reading within their local community or beyond." United Through Reading was one of five organizations throughout the United States to receive the award.



**United Through Reading\***  
Military Program

Send some **Super Love** to someone special  
and **VOTE** for the United Through Reading  
Military Program on **Facebook.com/target**

JUNE

6/  
10

**USS RONALD REAGAN DISTINGUISHED VISITORS TOUR**

CEO Sally Ann Zoll and Target team members Gregg Steinhafel, CEO; Beth Jacob, Chief Information Officer; Troy Risch, EVP for Stores; Laysha Ward, President of Community Relations and the Target Foundation; Cory Birkemeyer, Director of Asset Protection; Naomi Cramer, VP for Human Services; and Jeff Mader, VP Technology Services had the trip of a lifetime when they were treated to a two-day Distinguished Visitor's Tour onboard the USS RONALD REAGAN.



*Carrier landing on USS RONALD REAGAN*

**BOARD CHAIR DIANNE RATZEL RECEIVES YWCA TRIBUTE TO WOMEN AND INDUSTRY AWARD**

Board Chair, Dianne Ratzel, was a recipient of the prestigious YWCA Tribute to Women and Industry (TWIN) Award.

JULY

7/  
10

**UNITED THROUGH READING REACHES ITS ONE MILLIONTH BENEFICIARY SINCE OUR FOUNDING IN 1989**

By the end of 2010, United Through Reading's Military Program had served over one million beneficiaries; the Transitions Program more than 25,000; and the Grandparent Program more than 5,000.

OCTOBER

10/  
10

**UNITED THROUGH READING AND BAE SYSTEMS HOST A RECEPTION AT THE CAPITOL**

BAE Systems and United Through Reading hosted a reception at the Capitol Visitor's Center in Washington, DC to celebrate United Through Reading's service to more than million beneficiaries during 20 years of connecting military families.

**UNITED THROUGH READING PARTICIPATED IN TARGET LIBRARY MAKEOVER EVENT AT THE DORIS MILLER ELEMENTARY SCHOOL**

United Through Reading partnered with Target on an Extreme School Library Makeover at Doris Miller Elementary School in San Diego, where 95% of the student population are children of military families. United Through Reading was able to bring dads on board the USS PELELIU to the event via video conference on a big screen as a surprise to their families.



*Students at Doris Miller Elementary School celebrate their Extreme School Library Makeover from Target.*

NOVEMBER

11/  
10

**UNITED THROUGH READING HOSTED OUR 2ND STORYBOOK BALL**

Bestselling children's author and Honorary Chair, Jeff Kinney, creator of the *Diary of a Wimpy Kid* series helped United Through Reading recognize the USO, as well as USO President and Chief Executive Officer, Sloan Gibson. We were pleased to have United Through Reading liaison Bettie Stone, who traveled to San Diego from Iraq, to accept this year's Angel Award for her service to United Through Reading in the field.



*Director of Military Program, Cathy Jackman, CEO Sally Ann Zoll, BAE Systems VP of Legislative Affairs, Doug Stewart and Director of Business Services, Kara Dallman at the Capitol Reception.*

# bookkeeping

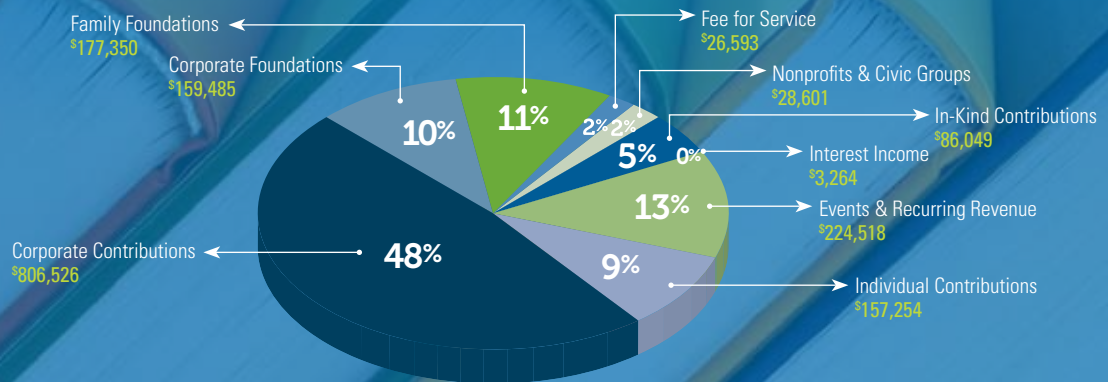
Our Financials

## Statement of Financial Position

Assets	2010	2009	Liabilities & Net Assets	2010	2009
<b>CURRENT</b>			<b>LIABILITIES</b>		
Cash	86,148	119,071	Accounts Payable	13,727	35,309
Cash Reserves-Board Restricted	509,242	466,344	Payroll & Employee Benefits Payable	44,407	36,796
Investments	192,743	191,946	Deferred Revenue	-	135,000
Contributions Receivable	-	-	<b>TOTAL LIABILITIES</b>	<b>\$58,134</b>	<b>\$207,105</b>
Fee for Service Receivable	5,800	16,253	<b>NET ASSETS</b>		
Prepaid Expenses	7,746	14,085	Unrestricted	183,305	301,326
Security Deposits	3,500	3,500	Temporarily Restricted	594,089	332,437
Other Current Assets	-	-	Permanently Restricted	36,675	36,432
<b>TOTAL CURRENT ASSETS</b>	<b>\$805,179</b>	<b>\$811,199</b>	<b>TOTAL NET ASSETS</b>	<b>\$814,069</b>	<b>\$670,195</b>
Endowment Held by Others	36,675	36,432	<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$872,203</b>	<b>\$877,300</b>
Property and Equipment	-	-			
-NET OF \$84,627	-	-			
Accumulated Depreciation	30,349	29,669			
<b>TOTAL ASSETS</b>	<b>\$872,203</b>	<b>\$877,300</b>			

TOTAL  
\$1,669,640

### INCOME by SOURCE

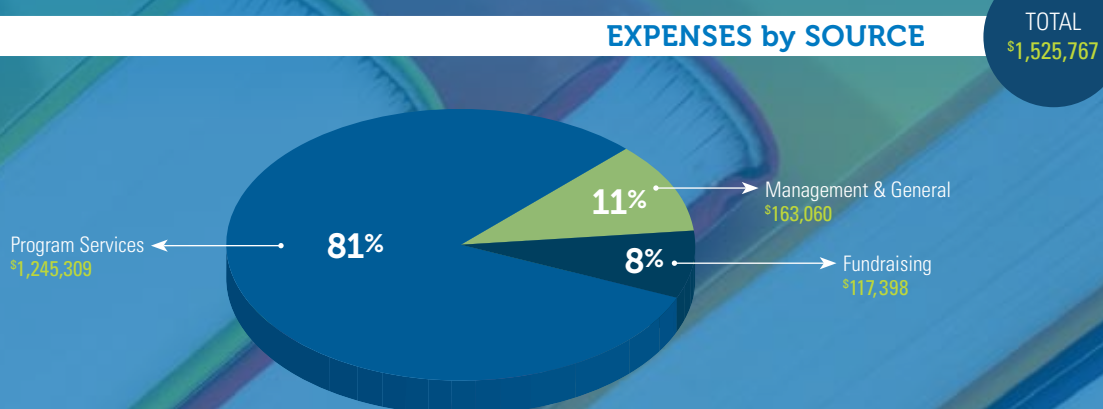


# Statement of Activities

Revenue & Other Support	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS DECEMBER 31	
				2010	2009
Contributions, Fee for Service, Other	761,720	-	-	1,355,809	1,090,544
In-Kind Contributions	86,049	594,089	-	86,049	119,277
Recurring Revenue/Special Event Revenue	340,064	-	-	340,064	287,808
Special Event Expenses	(115,546)	-	-	(115,546)	(131,695)
Net Gain/(Loss) on Endowment	-	-	-	-	6,427
Fees on Endowment Funds	-	-	-	-	(226)
Interest Income	3,022	-	242	3,264	8,214
<b>SUBTOTAL</b>	<b>\$1,075,309</b>	<b>\$594,089</b>	<b>\$242</b>	<b>\$1,669,640</b>	<b>\$1,380,349</b>
Net Assets Released from Restrictions	332,437	(332,437)	-	-	-
<b>TOTAL REVENUE AND OTHER SUPPORT</b>	<b>\$1,407,746</b>	<b>\$261,652</b>	<b>\$242</b>	<b>\$1,669,640</b>	<b>\$1,380,349</b>

Expenditures & Net Assets	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTALS DECEMBER 31	
				2010	2009
<b>EXPENDITURES</b>					
Program Service Expenses	1,245,309	-	-	1,245,309	1,235,245
Management, General & Fundraising	280,458	-	-	280,458	268,840
<b>TOTAL EXPENDITURES</b>	<b>\$1,525,767</b>	<b>-</b>	<b>-</b>	<b>\$1,525,767</b>	<b>\$1,504,085</b>
Changes in Net Assets	(118,021)	261,652	242	143,873	(123,736)
<b>NET ASSETS</b>					
Net Assets Beginning - DECEMBER 31, 2008	301,326	332,437	36,433	670,196	793,932
Net Assets End - DECEMBER 31, 2010	183,305	594,089	36,675	814,069	670,196

## EXPENSES by SOURCE



# book binding

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United Through Reading®



## epilogue

*by Sally Ann Zoll, CEO*

Twenty ten, a lovely year for all who played a part  
Small or large, near or far, in making happy hearts.

Books galore, author friends, volunteers abound  
to share our mission, task, and goal with families all around

the great big world and separated from the ones they love,  
did reunite with mom or dad through reading books because

a storybook and mama's voice, they hug, they soothe the soul.  
So thanks to all who made it happen, all who played their role.

And what's to come? Exciting things! More growth, more chances to  
reach out to those so far away through new and different routes.

Exciting, bold technology will help us toward our goal  
of making sure that every child feels safe and so secure.

So please look forward, walk with us in yet another year.  
Our future's bright, it's bold, it's strong, another new frontier!

**reading**  
*together unites families*  
*2010 Annual Report*