

Fiscal Year 2013 Annual Report

July 1, 2012 – June 30, 2013

In March 2013 the Children's Literacy Foundation completed its 15th year of service. Time flies when you love what you do!

Over that period our energetic nonprofit has provided a wide range of creative literacy programs and **more than \$2.5 million in new, high-quality books to 140,000 young readers and writers in almost 400 towns across New Hampshire**

and Vermont. CLiF is now recognized in northern New England as a leader in supporting and promoting children's literacy.

This annual report highlights many of our accomplishments over the past 15 years.

It also summarizes our new strategic direction—helping to build an active and sustainable culture of literacy throughout entire communities.

We do this by collaborating with many local partners and working with them to provide a wide array of literacy programs and support to local children and families over one to three years.

CLiF is on the cutting edge of this 'community literacy' model, and our work shows very positive results. A 2012–2013 study by educational research firm WestEd shows that children who participate in CLiF's programs are more excited about reading and writing and read and write more often for pleasure. Moreover, CLiF's work increases parent involvement in

literacy activities and reinvigorates schools' internal focus on literacy.

Supporting children's literacy is a labor of love for the CLiF team: our staff, Directors, Advisors, volunteers, and 50 professional authors, illustrators, poets, and storytellers.

Fortunately, we are not alone. Many hundreds of generous and loyal donors have also embraced CLiF's mission to reach and inspire low-income, at-risk, and rural young readers and writers. **In fiscal year 2013 more than 600 individuals, foundations, businesses, and social organizations made gifts to CLiF.**

All of you are listed on the enclosed insert.

Our heartfelt thanks to all of you. *Our* accomplishments are *your* accomplishments. Thank you so much for making CLiF's work possible!

Duncan McDougall, CLiF Executive Director

Statement of Financial Position

June 30, 2013

ASSETS

Current Assets

Cash	\$63,216.74
Money Market	78,612.15
Board-Designated Reserve Funds	585,251.90
Inventory — Donated Books	24,000.00

Total Current Assets \$751,080.79

Fixed Assets

Computer/Office Equipment	13,252.77
Accumulated Depreciation	(7,616.48)

Total Fixed Assets \$5,636.29

Total Assets \$756,717.08

LIABILITIES & NET ASSETS

Current Liabilities

Accrued Employee Expenses	\$1,837.44
Office Rent Payable	1,650.00
Deferred Revenue	60,800.00

Total Current Liabilities \$64,287.44

Total Liabilities 64,287.44

Net Assets

Fund Balance	649,937.35
Reserved Fund Balance — Endowment	7,500.00
Change in Net Assets	34,992.29

Total Net Assets 692,429.64

Total Liabilities and Net Assets \$756,717.08

To Contact CLiF

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CLiF Staff

Duncan McDougall • Executive Director
Suzanne Loring • Program Director
Katie Titterton • Communications Director
Julia Rogers • Program Coordinator
Gretchen Stern • Office Manager

Board of Directors

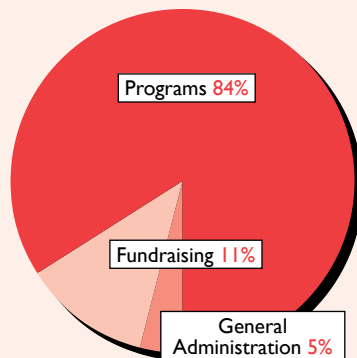
Beth Healy • Chairwoman
Bill Tine • Treasurer
Glenn Currie • Secretary
Mitzi Barrett Deb Nelson
Dan Lynch Matt Rightmire
Duncan McDougall Jennifer Williams

Board of Advisors

Selena Cate Mary Catherine Jones
Toni Eubanks Jane Knight
Grace Greene Joanna Rudge Long
Ann Hoey Sarah Putnam
Bruce Johnson Michele Tine

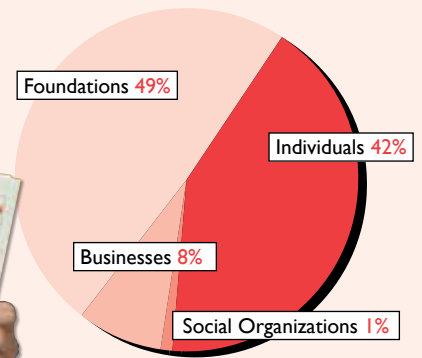
CLiF Operating Expenditures

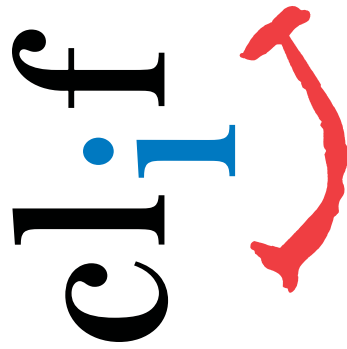
FY 2013



CLiF Donation Sources

FY 2013





Fifteen Years of Clif Milestones

1998
Hello, Clif! Duncan starts by visiting **Rural Public Libraries**, telling stories and bringing books to **500** children. Since then we have reached **140,000+** kids!



2000
Clif inspires kids with **Author/Illustrator** presentations. By 2013, we have **50** professional presenters—also including poets and storytellers.



2001
First of our popular **Writer-in-Residence** workshops.

2002
We share resources, ideas, and support at the first **Clif Conference for Rural Librarians**.

2003
Clif starts bringing literacy programs to incarcerated...

2010
parents and **Children of Prison Inmates.**



2006
The red **CLiF-mobile** hits the road! It has visited nearly **400** towns across NH and VT.

NEW HAMPSHIRE

2004
CLiF begins hosting programs and building on-site libraries in **Low-Income Housing Developments.**



2007
Summer Readers program doubles in its second year. And then grows **600%** by 2013.

VERMONT

2008
10 years of CLiF! CLiF expands services to **Childcare** providers.



2009
CLiF reaches out using social media. Now more than **2,000** of you follow CLiF through Facebook, Twitter, and our blog.



2011
Three-year **Community Literacy** program begins, marking CLiF's first foray into long-term community programming.

2012
CLiF publishes **When the River Rose**, raising \$32,000 for Waterbury, VT flood relief.

2012
Year of the Book launches in six schools.

15 years of CLiF! With your support, we've given away more than **\$2.5 million** in children's books.

2013

CLiF looks to the future, expanding our focus on in-depth **community programming**.

2013

After 15 years serving kids at risk of growing up with low literacy skills across New Hampshire and Vermont, CLiF knows how to make an impact.

We want to be sure that impact lasts.

CLiF's new strategic direction draws on the successes of our Community Literacy and Year of the Book programs to create a new long-term, in-depth sponsorship model that encourages collaboration, empowers community partners, and creates lasting community-wide excitement about literacy.

A teacher in a 2012–2013 CLiF Year of the Book town said,

"Sometimes we get so caught up in teaching kids how to read that we forget the importance of inspiring kids to read. Just enjoy a book!"

That sums up CLiF's philosophy. These are the tenets we've identified to guide our strategy and inspire young readers and writers in communities across New Hampshire and Vermont:

Culture of Literacy

New long-term sponsorships can bring CLiF's professional and inspiring programs to a single child 10 or 12 times over the course of a year. CLiF pledges to help teachers, librarians, parents, and other stakeholders work together, developing a culture of literacy to which everyone in the community contributes.



Sustainability

CLiF is committed to supporting community coordinators and local advisory boards before, during, and after a CLiF sponsorship. To help our partners sustain a grant's momentum, we will support the growth of strong advocacy networks within communities and provide tools to identify and secure future funding.



Resource

CLiF has experience to share—from producing community-wide literacy events to helping and encouraging parents to read to their kids. Our goal is to organize our resources and make them accessible through www.clifonline.org.



"Just the other day a little boy came in with his family to return his book. His mother told us that this was their very first trip to the library—and we signed her daughter up for a library card as well! This is exactly what we hoped would happen—we wanted to see new people coming through our doors and it IS happening and it is all because CLiF got us started."

— LIBRARIAN, MONTGOMERY, VT



23,000+

Attendance at CLiF events in FY 2013



100%
CLiF thank you letters
that include personal
notes from
Duncan

Hill, NH

(pop. 992)

First town served
by CLiF

"One little boy brought his books back to school this morning. His mom said he slept with them and didn't want them out of his sight."

— SUMMER READERS COORDINATOR, EFFINGHAM, NH

"When you read, you can transport yourself to another place and time."

— CHILD, CAMP RICHFORD, VT

FUN FACTS **clif**

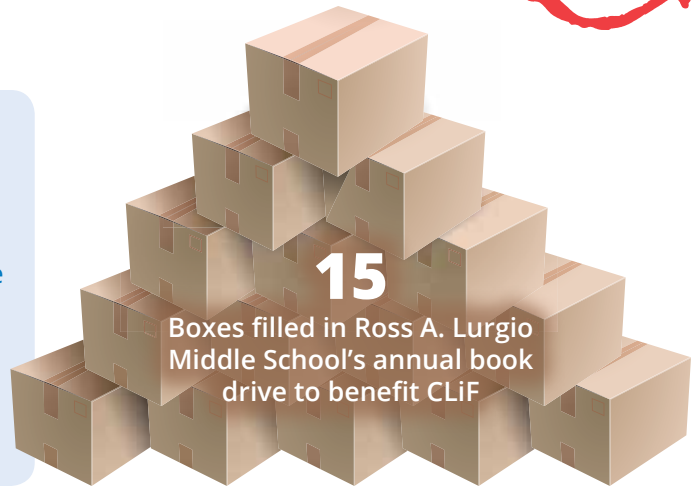
ABOUT 



3,266%

Increase since 1998 in
number of CLiF literacy
presentations per year

86%
Percentage of
teachers who
noticed an increase
in children reading
for pleasure
during CLiF's
Year of the Book
(WestEd, 2013)



15

Boxes filled in Ross A. Lurgio
Middle School's annual book
drive to benefit CLiF

365

Days per year the CLiF office is
serenaded by
neighboring organic
dairy cows



"The kids loved the writing workshops . . . The workshop was presented in such a way that the students didn't worry about doing it 'wrong.' One student, for whom writing easily brings tears, was beaming with pride after finishing a piece, holding it up and saying 'Look what I did!'"

— TEACHER, WOODBURY, VT

"One parent . . . went to one of the literacy workshops last year and heard the speaker say that you don't need to read the words to read with your children. It took so much courage for her, but she confessed to me that she can't read—even though she went through school and now has a job that requires reading. But hearing that speaker say that she didn't need to be reading the words of a story to help her own kids prepare for learning to read was a real eye-opener to her . . . now every week we read a chapter of a Magic Tree House book at our visits, and she reads with her children."

— HEAD START TEACHER, COLEBROOK, NH