

## Statement of Financial Position

June 30, 2012

### ASSETS

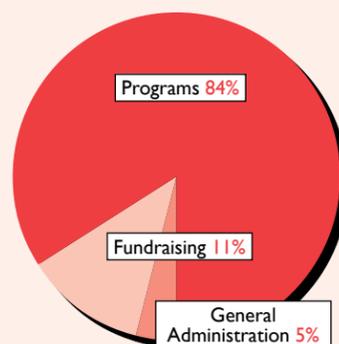
Current Assets	
Cash	\$1,544.84
Money Market	58,501.12
Endowment Funds	584,516.69
Inventory — Donated Books	37,310.00
<b>Total Current Assets</b>	<b>\$681,645.62</b>
Fixed Assets	
Computer/Office Equipment	12,717.44
Accumulated Depreciation	(5,851.20)
<b>Total Fixed Assets</b>	<b>\$6,866.24</b>
<b>Total Assets</b>	<b>\$688,511.86</b>

### LIABILITIES & NET ASSETS

Current Liabilities	
Accrued Employee Expenses	\$524.51
Office Rent Payable	\$550.00
Deferred revenue	\$30,000.00
<b>Total Current Liabilities</b>	<b>\$31,074.51</b>
<b>Total Liabilities</b>	<b>31,074.51</b>
Net Assets	
Fund Balance	591,740.50
Reserved Fund Balance — Endowment	7,500.00
Change in Net Assets	58,196.85
<b>Total Net Assets</b>	<b>657,437.35</b>
<b>Total Liabilities and Net Assets</b>	<b>\$688,511.86</b>

## CLiF Operating Expenditures

FY 2012



## To Contact CLiF

Duncan McDougall, Executive Director  
Children's Literacy Foundation  
1536 Loomis Hill Road  
Waterbury Center, VT 05677

or PO Box 993 • Hanover, NH 03755

802.244.0944  
www.clifonline.org  
clif@clifonline.org  
Twitter: @cliforg  
www.facebook.com/cliforg

## CLiF Staff

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

## Board of Directors

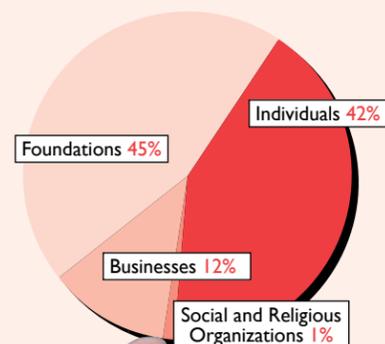
Beth Healy • Chairwoman  
Bill Tine • Treasurer  
Michael Gerling • Secretary  
Mitzi Barrett Duncan McDougall  
Glenn Currie Matt Rightmire  
Dan Lynch Jennifer Williams

## Board of Advisors

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

## CLiF Donation Sources

FY 2012



## FY 2012 Annual Report

July 1, 2011 – June 30, 2012

As the Children's Literacy Foundation completes our 15th year of service we send our heartfelt thanks to the many hundreds of donors who have supported CLiF since we began operations in 1998.

In FY 2012 alone more than 500 individuals, businesses, foundations, and social organizations made gifts to CLiF that helped us provide our free programs to more than 16,000 low-income, at-risk, and rural children and their families.

CLiF serves those children who have the greatest need. With your assistance, we will continue providing them with critical literacy support because we believe that developing strong literacy skills may be the *best* way for them to increase the odds for a brighter future, particularly during difficult economic times.

FY 2012 was a very exciting and productive year. Among other accomplishments, CLiF:

- Completed a very successful first year of our **Community Literacy program** in which we 'adopted' three economically-challenged northern communities and provide each town with \$50,000 in literacy support for their children over three years.
- Completed preparations for **CLiF's Year of the Book** program, which debuted in September 2012. We are giving each of the six sponsored rural elementary schools roughly \$25,000 in literacy support for the 2012-2013 school year, and each student is able to select ten new books to keep.
- Expanded our **Summer Readers** program by 24%, providing book talks,

storytelling, and new books to 2,672 low-income children in 33 communities.

- Updated the **CLiF website** and added many exciting features and beautiful new photos.
- Welcomed **Gretchen Stern** as our new office manager and **Mitzi Barrett, Glenn Currie, Dan Lynch, and Matt Rightmire** as CLiF Directors.
- Sold out the initial printing of CLiF's first book, **When the River Rose**, and raised more than \$25,000 to support local flood relief efforts following Tropical Storm Irene.
- Initiated a blog, **Inspire Kids!**, and expanded our **Facebook** likes by 41% and our **Twitter** followers by 24%.

CLiF is recognized in northern New England as a leader in supporting and promoting children's literacy. Thank you so much for making CLiF's free programs available to tens of thousands of children who need them the most!

  
Duncan McDougall, CLiF Executive Director



41% Increase in Facebook likes



\$10,000 Funds CLiF invested in researching the impact of our programs



\$25 Cost to CLiF per child served

135,000 Number of children served since CLiF's founding in 1998

500+ Number of individuals, foundations, businesses & social organizations that supported CLiF in FY 2012

98% Percent of children up to age 12 in Community Literacy towns who received free subscriptions to a Carus children's magazine



~ \$230,000 Value of new books given away by CLiF in FY 2012

16,000+ Number of children who participated in a free CLiF event

24% Annual increase in CLiF Summer Readers participants



1 Number of volunteers who got so lost trying to find the CLiF office that they gave up and went home



\$25,000+ Funds raised for local flood relief efforts through sales of CLiF's book *When the River Rose*



26 feet Length of the U-Haul truck Julia rented to transport donated books from Brattleboro, VT to the CLiF office in Waterbury Center



uncountable Number of times Duncan's Bernese Mountain Dog Tasha barked to protect CLiF staff from the UPS driver



### CLiF's Five Program Groups

CLiF is establishing partnerships with towns, schools, prisons, and other organizations to ensure that more children participate in *several* CLiF programs, and that they do so over a *longer* period. We currently serve 16,000+ low-income, at-risk, and rural children up to age 12 across New Hampshire and Vermont through the following five program groups. Learn more at CLiF's new website [www.clifonline.org](http://www.clifonline.org)

#### Community Literacy



- Towns receive \$50,000 in literacy support over three years
- Most children participate in 12-15 literacy-related events and activities each year
- All children receive several new books to keep every year, and a free subscription to a literacy magazine

#### Year of the Book



- Elementary schools receive \$25,000 in literacy support over one year
- Students participate in 6-8 events and activities each year
- Each student chooses 10 new books to create their own home library

#### At-Risk Programs



- CLiF helps at-risk and low-income children and their families through free seminars, storytelling, and brand-new books at:
- Low-income housing
  - Shelters
  - Refugee programs
  - Head Start
  - Programs for families with newborns

#### Prison Programs



- CLiF provides many forms of support to children of inmates and their families:
- New children's book libraries for the prison visiting rooms
  - Storytelling presentations for inmates and their children
  - Books for children of inmates to keep
  - Seminars for inmates to help them read to their children
  - Books that inmates record and then send home to their children

#### Summer Programs



- CLiF works with low-income children at dozens of summer venues to give them inspiring book talks, fun storytelling, and two new books of their choice to keep.