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!
Statement of Financial Position
June 30, 2013

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$63,216.74</td>
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<tr>
<td>Money Market</td>
<td>78,612.15</td>
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<tr>
<td>Board-Designated Reserve Funds</td>
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<tr>
<td>Inventory — Donated Books</td>
<td>24,000.00</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
<td>$751,080.79</td>
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<tr>
<td><strong>Fixed Assets</strong></td>
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<tr>
<td>Computer/Office Equipment</td>
<td>13,252.77</td>
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<tr>
<td>Accumulated Depreciation</td>
<td>(7,616.48)</td>
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<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>$5,636.29</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$756,717.08</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accrued Employee Expenses</td>
<td>$1,837.44</td>
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<tr>
<td>Office Rent Payable</td>
<td>1,650.00</td>
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<tr>
<td>Deferred Revenue</td>
<td>60,800.00</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>$64,287.44</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>64,287.44</td>
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<tr>
<td><strong>Net Assets</strong></td>
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<tr>
<td>Fund Balance</td>
<td>649,937.35</td>
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<tr>
<td>Reserved Fund Balance — Endowment</td>
<td>7,500.00</td>
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<tr>
<td>Change in Net Assets</td>
<td>34,992.29</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>692,429.64</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$756,717.08</td>
</tr>
</tbody>
</table>

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
- Programs 84%
- Fundraising 11%
- General Administration 5%

CLiF Donation Sources
FY 2013
- Foundations 49%
- Individuals 42%
- Businesses 8%
- Social Organizations 1%
CLiF inspires kids with Author/Illustrator presentations. By 2013, we have 50 professional presenters—also including poets and storytellers.

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!

First of our popular Writer-in-Residence workshops.

We share resources, ideas, and support at the first CLiF Conference for Rural Librarians.

CLiF starts bringing literacy programs to incarcerated children of the U.S.
CLiF begins hosting programs and building on-site libraries in Low-income Housing Developments.

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

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

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

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

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

Year of the Book launches in six schools.

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

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

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notes from Duncan

23,000+
Attendance at CLiF events in FY 2013

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

FUN FACTS ABOUT CLiF

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

“3,266%
Increase since 1998 in number of CLiF literacy presentations per year

“365
Days per year the CLiF office is serenaded by neighboring organic dairy cows

“15
Boxes filled in Ross A. Lurgio Middle School’s annual book drive to benefit CLiF

“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