Letter from the Executive Director

Dear Friends of CLiF,

In March 2016 the Children’s Literacy Foundation turned 18. While CLiF may not have voted in the recent elections, it certainly has made its mark in many other ways over 18 years of growth and innovation.

Since 1998 CLiF has provided inspiring free literacy programs to more than 185,000 low-income, at-risk, and rural young readers and writers up to age 12 in 400 towns across New Hampshire and Vermont. We have also have given away $4.5 million in new, high quality books to children, families, and communities in need.

In Fiscal Year 2016 more than 550 individuals, foundations, businesses, and organizations made generous donations to CLiF that allowed us to have our busiest and most productive year ever. Among other accomplishments CLiF:

➤ Expanded our year-long Children of Inmates program from two prisons to three. We served almost 1,000 children of inmates through this initiative.
➤ Increased by 34% the number of children served through our ever-popular Summer Readers program.
➤ Sold out the CLiF Rural Library Conference yet again. Said one attendee: “The whole thing was wonderful. I can’t believe how much I learned this year.”
➤ Completed the 4th year of our CLiF Year of the Book program. Eight deserving schools each received $25,000 in literacy programming, new books, and many other forms of support for their students, parents, and staff.
➤ Hired an educational research firm to study the best ways CLiF can help previous CLiF Year of the Book schools maintain their positive momentum.
➤ Hosted another successful Community Literacy Conference that provided ongoing support to representatives from past, present, and upcoming CLiF Year of the Book towns.
➤ Conducted a year-long CLiF Choice program with Laraway Youth and Family Services to serve children with emotional, behavioral, or learning disabilities.

Quite simply, our work would not be possible without your help. Thank you so much for making CLiF’s free programs available to tens of thousands of low-income, at-risk, and rural children and families who need them the most!

Duncan McDougall, CLiF Executive Director
THE YEAR AT A GLANCE

$0
THE AMOUNT OF SUPPORT CLIF RECEIVES FROM THE STATE OR FEDERAL GOVERNMENT

“I can’t believe it, I’ve been wanting to read this book and now it’s mine to keep!”
— 10-YEAR-OLD BOY

$25
AVERAGE COST TO CLIF PER CHILD SERVED

$550,000
VALUE OF THE CHILDREN’S BOOKS DONATED BY CLIF

$25
AVERAGE COST TO CLIF PER CHILD SERVED

500+
THE NUMBER OF EVENTS HOSTED BY CLIF

“One kids confidently told me they were going to be authors and illustrators when they grew up. They said they knew they could do it because (CLIF presenter) John Stadler said anyone could!”
— LIBRARIAN

3,000
NUMBER OF CLIF SUPPORTERS WHO FOLLOW OUR WORK THROUGH FACEBOOK, TWITTER, AND OUR BLOG

“(CLIF’s Year of the Book) was definitely one of the highlights of my school career.”
— TEACHER

19,000
SQUARE MILES IN CLIF’S SERVICE AREA OF NH AND VT

35,000
TOTAL ATTENDANCE OF CHILDREN AT CLIF EVENTS
RON MILLER

Ron has been involved in writing, books, and education his entire adult life as a teacher, researcher, editor, and author. In recent years he has also been a bookstore owner and literary festival organizer in Woodstock, VT. Given his background, it is perhaps not surprising that Ron is also an active and enthusiastic CLiF supporter.

Why do you think it’s important to help low-income, at-risk, and rural young readers and writers?

All young people deserve an opportunity to make the most of their potentials. So many kids are growing up with disadvantages that limit their possibilities. If we can help compensate with a program like CLiF perhaps we can make a life-changing difference for many of them.

You've supported CLiF's Children of Inmates program and recently attended one of CLiF's inmate seminars at the women's prison in South Burlington, VT. How was that experience?

It was my first time inside a prison. I had never been exposed that closely to inmates and it helped humanize their situation. Once you meet actual individuals and hear their stories it’s hard to make prisoners ‘the other.’ Like most of us I had put incarcerated people out of my mind. After this experience I see them differently.

Why do you support CLiF's Children of Inmates program?

Many of these people have had hard lives and bad luck, and they deserve a helping hand. CLiF's work gives new hope and opportunity to the inmates and their children, and maybe it can help break the cycle of despair.

What would you say to someone who is considering becoming a CLiF donor?

CLiF makes a tangible difference in so many people's lives. It brings excitement and joy to children and supports families, schools, and communities that don't have access to the same resources that many of us take for granted. Books open new worlds, and a CLiF donor is sharing this experience with people who have not had the same opportunities to explore these possibilities.

Michele is from Epsom, NH. For 25 years she has been a communications executive, consultant, and author, and she understands the critical importance of strong reading and writing skills in the professional world. But her deep emotional ties to CLiF's work come primarily from her memories of family storytelling.

Why is children's literacy a hot-button issue for you?

Reading has always been a huge part of my life. My parents read to me and I read to my son too. I know how much that experience has provided me, and I realized that lots of kids haven't been read to, or don't have books. It breaks my heart that they haven't enjoyed this fundamental and joyful part of life.

You've attended several CLiF events over the years. What's that like?

I love watching the kids experience the joy of seeing CLiF presenters bring stories to life. Watching the kids picking out their books—watching the fun, energizing, interactive experience. The CLiF presenters are so skilled at showing how much adventure, excitement, silliness, and wonder is found within books.

Do you have any favorite memories of a CLiF event?

At one daycare event a 3-year-old girl crawled in my lap and we started reading a book together. It melted my heart. Visiting one of the schools I got a chance to talk with teachers and the principal who were so grateful for CLiF's support. I heard first-hand how CLiF bolstered their efforts, and the librarian just couldn't say enough about CLiF.

What would you say to someone thinking of supporting CLiF?

Like Nike, I would say 'Just do it!' If you have the resources and are on the edge, go to a CLiF event and see their work in person. At that point you'll know where to put your heart and checkbook. The money you donate goes straight to supporting kids, books, and events, and the kids get the direct benefit. It really fills my heart to be a part of this wonderful organization and to know that my contribution makes a difference in so many young lives.
Statement of Financial Position

JUNE 30, 2016

ASSETS
Current Assets
- Cash $36,994.92
- Money Market 123,905.55
- Board Designated Reserve Funds 593,383.62
- Inventory — Donated Books 39,339.30
Total Current Assets $793,623.39

Fixed Assets
- Computer / Office Equipment 13,252.77
- Accumulated Depreciation (12,989.41)
Total Fixed Assets 263.36

Total Assets $793,886.75

LIABILITIES & NET ASSETS
Current Liabilities
- Deferred Grants FY 2017 $78,500.00
Total Current Liabilities $78,500.00

Total Liabilities 78,500.00

Net Assets
- Board-Designated Reserve Funds 690,226.40
- Change in Net Assets 25,160.35
Total Net Assets 715,386.75

Total Liabilities and Net Assets $793,886.75

To Contact CLiF

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Stephanie Kucinskas • Office / Data Manager

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Ann Hoey • Michele Tine
Bruce Johnson • Mary White

CLiF Operating Expenditures

FY 2016

- Programs 84%
- Fundraising 10%
- General Administration 6%

CLiF Donation Sources

FY 2016

- Foundations 42%
- Individuals 56%
- Organizations 1%
- Businesses 1%