Statement of Financial Position
June 30, 2007

ASSETS

Current Assets
Cash $25,232.92
Money Market 54,168.73
Endowment Funds 249,479.01
Employee Advance 500.00
Inventory—Donated Books 28,000.00
Total Current Assets $357,380.66

Fixed Assets
Computer/Office Equipment 7,025.52
Inventory—Donated Books 28,000.00
Total Fixed Assets 35,825.52

Other Assets
Total Other Assets $35,867.00

Total Assets $396,090.51

LIABILITIES & NET ASSETS

Current Liabilities
Total Current Liabilities $35,867.00

Long Term Liabilities
Deferred Revenue 28,364.45
Deferred Pledges—Current FY 5,000.00
Total Long Term Liabilities 33,364.45

Total Liabilities $66,991.45

Net Assets
Fund Balance 244,063.45
Reserve for Endowment 7,500.00
Change in Net Assets 77,658.77
Total Net Assets $329,222.22

Total Liabilities and Net Assets $396,090.51

Change in Net Assets 77,558.77

Reserved Fund Bal.—Endowment 7,500.00
No deferred revenue
Change in Net Assets 77,658.77

Total Net Assets $329,222.22

Total Liabilities and Net Assets $396,090.51

Annual Report
FY 2007

This annual report is a heartfelt thank you letter to the more than 500 individuals, families, companies, foundations, and social organizations that supported the Children’s Literacy Foundation (CLiF) in FY 2007, and allowed us to touch the lives of thousands of young readers and writers throughout New Hampshire and Vermont.

It was a very exciting and productive year! From July 1, 2006 to June 30, 2007 CLiF operated 12 literacy programs in 90 communities and served 10,600 children across the Twin States (an 11% increase over last year).

Summer Readers: We initiated our new Summer Readers Program that provides inspiring storytelling and literacy presentations to low-income children over the summer, and allows each child to select 2 or 3 new books to keep for their own.

Children of Inmates: We increased CLiF’s work to provide seminars to prison inmates to encourage and help them to read with their children, and supported the Storybook Program in which inmates read children’s books aloud on tape, and the audio tapes and books are sent home to the inmates’ children.

Low-Income Housing: We expanded our program to set up children’s book libraries in low-income housing developments, offer storytelling for the children and their families, and let each child choose new books to keep.

In-Kind Donations: CLiF received many more in-kind donations this year including signs, professional services, and $80,000 in new books.

New Staff Members: We said farewell to Karen Case, our stellar Program Coordinator for the past three years, and welcomed her successor Suzanne Loring. Sarah Sargent reduced her hours so she can teach at UVM (our loss, their gain!), and Jennifer Esser has become our new Communications Coordinator. Janis Minshull continues to serve as our wonderful follow-up Research Coordinator.

Press Coverage: CLiF’s innovative programs were featured more than 70 times in various press outlets including American Libraries Magazine, WCAX and WNNE TV, Burlington Free Press, Concord Monitor, Rutland Herald, Times Argus, and Valley News.

CLiF will celebrate our 10th anniversary in March, 2008. Time flies when you’re having fun (and working hard). We look forward to seeing what our second decade will bring. Thank you so much for making CLiF’s work possible!

Duncan McDougall – CLiF Executive Director

Children’s Literacy Foundation
1536 Loomis Hill Road
Waterbury Center, VT 05677
802.244.0944  www.clifonline.org
childrens.literacy@verizon.net

To Contact CLiF:
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Visit our new website! www.clifonline.org

“Opening Books, Opening Minds, Opening Doors.”

Joanna R. Long
MC Jones
Kathleen Finn
Peg Downing
Selena Cate
Ruth Allard
Mary Ahlgen
Sonja Hakala
Endowment Funds 249,479.01
Money Market 54,168.73

CLiF Donation Sources FY 2007

Corporations – 14%
Social & Religious Organizations – 1%
Foundations – 36%
Individuals – 49%

# of Children served: 10,600
# of Communities served: 90
# of CLiF programs: 12
# of CLiF presenters: 48
# of Directors & Advisors: 22
# of CLiF staff: 5

Average cost per child served $21.46

Snowfall (in feet) at CLiF office 13.08

# of CLiF programs: 12
# of CLiF presenters: 48
# of Directors & Advisors: 22
# of CLiF staff: 5

CLiF Operating Expenditures FY 2007

Funding – 32%
General Administration – 4%

Foundation – 36%
Individuals – 44%
Social Organization: Lyric Theatre Company

The Lyric Theatre Company is one of the largest amateur theatre companies in New England. As part of each production their members ‘adopt’ a non-profit and help it raise funds and awareness in the local community. In 2006 Lyric chose CLiF as its Community Partner during its annual fundraising event and was touched by the experience. We were very glad we went. We wanted to contribute to a local organization, with special emphasis on direct services to needy youth. The fund, based in New Jersey, supports organizations in New Jersey and Vermont.

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Turrell grants have been used to help CLiF start and expand a number of its most successful initiatives including programs serving children and families in homeless shelters, domestic violence shelters, and low-income housing.

Turrell Executive Director Curtland Fields commented, “Like CLiF, we believe that literacy is a vital factor in opening up learning and lifetime opportunities for people. We have been very impressed with the quality and efficiency of the leadership at CLiF, and we particularly appreciate CLiF’s willingness and ability to take their literacy programs directly to those people most in need.”

In-Kind Donation: Sign-A-Rama

Paula and Bob Diaco know the power of words. As owners of Sign-A-Rama, a sign shop in Williston, VT, they see words at work every day. In addition to being local business owners, they’ve also both published writers and avid readers. So when it came to choosing an organization to support, CLiF’s mission of nurturing a love of reading and writing among children across Vermont and New Hampshire made a lot of sense.

“We wanted to contribute to a local organization,” said Paula. “We talked about it and said, ‘We work with words; let’s support literacy.’”

Through a generous in-kind donation of two beautiful new banners, a colorful stand-up display, and two new signs with the CLiF logo, Sign-A-Rama has helped CLiF get the word out and made us more visible at the many CLiF events that take place all across the Twin States. Paula and Bob are also busy working to organize a local book drive to benefit CLiF during National Children’s Book Week.

“We know the power of signage,” Paula said of their decision to donate their expertise and products. “Signs help to brand the organization and add a level of professionalism. It’s something we can do readily and it’s a great contribution.” We couldn’t agree more.

Thank You!

CLiF’s motto is “Opening Books, Opening Minds, Opening Doors.” To everyone listed in this report who has helped us expand the horizons for needy young readers and writers, CLiF sends our heartfelt thanks.

Unlike most non-profits, CLiF does not receive any state or federal funds. We are proud to be a community-supported organization, and all our 12 literacy programs are made possible thanks to the generous donations we receive from more than 500 individuals, companies, foundations and social organizations.

The enclosed insert lists all donors to CLiF in FY 2007. If you have supported CLiF in the past you are part of our family. We thought you might like to meet some fellow CLiF family members, so we have profiled a representative from each of our five donor groups.

Individual: Harry and Sylvia Nelson

Harry and Sylvia Nelson of Hanover, NH, are avid, lifelong readers. This spring they shared their love of books and reading with more than 150 children in New Hampton, NH, by donating $900 to CLiF to sponsor a rural public library. Thanks to the Nelsons’ gift, CLiF provided the Gordon-Nash Library with $2,000 worth of new children’s books and gave a book delivery presentation with inspiring storytelling aimed at getting kids excited about books and reading.

Harry and Sylvia, both CLiF Directors, attended the special event in May. “The kids loved it!” said Harry. “We were very glad we went.” Sylvia agreed: “It was great fun. They had the whole grade school there and I liked that the presentation didn’t beat the kids over the head with how important reading is; just how much fun it could be.”

Asked about their decision to become sponsors Sylvia explained, “The need is everywhere. I read that many preschoolers from low-income households know far fewer words by the time they reach kindergarten than their higher-income peers. Anything we can do to help those in need, we’ll step up.” Thanks to the Nelsons, children in New Hampton will have inspiring books to feed their minds and imaginations for many years to come.

Company: Autodesk, Inc.

In 2006, Autodesk, Inc., a software and services company in Manchester, NH, donated $900 to CLiF to sponsor a rural public library. The company was matched with the library in New Ipswich, NH. Thanks to this gift CLiF gave $2,000 in new children’s books to the library and held an exciting storytelling and literacy presentation for 200 children from the first though fourth grades.

“The CLiF event in New Ipswich was wonderful,” said Lucille Wenzel, Human Resources Generalist at Autodesk, Inc., who was able to attend the library event. “Three of us from Autodesk attended and we had a great time. We were amazed by how engaged the children were with the storytelling. Giving new books to a town is so tangible. The children saw the new books, talked about them and many likely went home and said, ‘I want to go to the library and check out a book.’”

“We support CLiF because we feel younger kids need a leg up,” said Wenzel. “Our employees have advanced degrees and we want to do what we can to help young children enjoy reading. This will help them do well in school, and succeed in work.”

Pleased with their experience, in 2007 Autodesk doubled their donation, and they will be sponsoring the rural library in Francetown, NH this fall.

In-Kind Donation: Sign-A-Rama

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“We know the power of signage,” Paula said of their decision to donate their expertise and products. “Signs help to brand the organization and add a level of professionalism. It’s something we can do readily and it’s a great contribution.” We couldn’t agree more.

Foundation: The Turrell Fund

The Turrell Fund was founded in 1935 by Herbert and Margaret Turrell. Its mission is to support organizations that help youth, with special emphasis on direct services to needy youngsters. The fund, based in New Jersey, supports organizations in New Jersey and Vermont.

The Turrell Fund provided its first grant to CLiF in 1999, a time when the organization operated only one program that served approximately 2,000 children. Since then, thanks in part to the Turrell Fund’s strategic and ongoing support, CLiF has now grown to the point where it operates 12 programs that serve almost 11,000 children every year.

Turrell grants have been used to help CLiF start and expand a number of its most successful initiatives including programs serving children and families in homeless shelters, domestic violence shelters, and low-income housing.

Turrell Fund Executive Director Curtland Fields commented, “Like CLiF, we believe that literacy is a vital factor in opening up learning and lifetime opportunities for people. We have been very impressed with the quality and efficiency of the leadership at CLiF, and we particularly appreciate CLiF’s willingness and ability to take their literacy programs directly to those people most in need.”

Children selecting new CLiF books to keep at a homeless shelter in Vergennes, VT supported by the Turrell Fund

Syndi Zook with two young readers at the CLiF presentation at Franklin Square