



CHILDREN'S  
LITERACY  
FOUNDATION

**IMPACT REPORT  
FY2025**



## FISCAL YEAR 2025 IMPACT REPORT JULY 1, 2024 - JUNE 30, 2025

*Dear Friends,*

We are delighted to share CLiF's FY2025 Impact Report with you. This past year has been one of both purpose and planning. The challenges of our increasingly complex world only reinforced our commitment to addressing the literacy gaps faced by too many New Hampshire and Vermont children. Their futures depend on our willingness to provide strong foundations today. We are grateful for your shared belief in these deserving young readers and writers, and for your generous support throughout the year.

As this report highlights, each of CLiF's seven literacy programs cultivated **Empowerment; Ownership; Access; Community; Creativity; and Family** over the past year. Interwoven through our comprehensive network of literacy resources, these elements make a robust and lasting impact on the children we serve, as well as upon the teachers, librarians and community partners we work alongside. As one educator put it: "CLiF is essentially a glitter bomb of literacy."

Our year was further shaped by an extensive strategic planning process, informed and enriched by the participation of dozens of literacy and education experts. We deeply appreciate their wisdom and insights, and move forward with new focus and fresh resolve.

Thank you for recognizing the transformative power of literacy, and for your vital role in CLiF's impact. Together, we are changing lives.



*Laura*

**Laura Rice**  
CLiF Executive Director



*Lisa*

**Lisa Ferneau**  
Chair, CLiF Board of Directors

## BY THE NUMBERS CLiF SUCCESSES IN FY2025



**625**

Events Hosted



**16,849**

Children Served



**50,982**

Books Donated  
to Young Readers



**169**

Grants Funded



**190**

Sites in VT  
& NH Visited

AND MUCH MORE, THANKS TO  
THE GENEROSITY OF OUR DONORS.



# Program Overview

In FY25, the Children's Literacy Foundation (CLiF) operated seven distinct grant programs across New Hampshire and Vermont, and hosted an annual professional development conference for educators and librarians. Throughout the year, we partnered with sites including schools, libraries, community centers, camps, social service providers, early education programs, affordable housing sites, and correctional facilities, providing new books, author visits, literacy resources, engagement strategies, and much more.

## YEAR OF THE BOOK

Provides up to \$25,000 worth of new books, literacy resources and support over an academic year to public elementary schools in New Hampshire and Vermont. Throughout the year, events include author visits, family gatherings, writing workshops, and book giveaways.

## RURAL LIBRARIES

A \$7,500 grant for small town public libraries in New Hampshire and Vermont to help boost circulation, build community ties, refresh and replenish book collections, and encourage positive associations with the library from a young age.

## CHILDREN OF INCARCERATED ADULTS

Provides incarcerated parents with new books to share with their children during visits or send home as gifts, strengthening family bonds. Optional literacy workshops build parents' own skills and confidence in reading with their children.

## SUMMER READERS

Combats summer learning loss by bringing authors, storytellers, and book giveaways to youth programs so kids can continue to practice their literacy skills even when school is not in session.

## LITERACY ENRICHMENT

A \$1,000 grant supporting project-based or experiential learning opportunities that bring literacy to life for children.

## SPARK

A \$500 grant is provided to partners to spark interest and enthusiasm for literacy activities with the youth and families they serve.

## COMMUNITY LITERACY

Partners with sites supporting children at highest risk of growing up with low literacy skills to provide in-person author visits, new books, and on-site libraries to increase access to age-appropriate reading materials.

## COMMUNITY LITERACY CONFERENCE

Held in April in Fairlee, VT, the 2025 conference featured keynote speaker Kenneth Cadow, author of the award-winning book *Gather*. Over 100 educators, librarians and literacy professionals participated in a day of collaborative professional development that included workshops, panel discussions, and networking opportunities.

## EMPOWERMENT

Throughout the calendar year, CLiF programs provide children with the tools, resources, and confidence to see themselves as readers and writers, laying the foundation for improved outcomes, brighter futures, and new opportunities. Our work is grounded in the knowledge that literacy is a powerful conduit for children to articulate their thoughts and feelings; find their own voices; strengthen problem-solving skills; and develop empathy for others. The benefits of these skills extend far beyond the classroom, preparing children to meet challenges, forge connections, and contribute meaningfully as adults.

A core goal across all CLiF programming is to create meaningful literacy experiences that build positive associations with reading and writing. Through in-person author visits, interactive workshops, enriching activities, and diverse book giveaways, CLiF ensures that all children encounter the excitement, creativity, and possibilities of literacy via multiple formats.



*"Over the course of the year, our literacy test scores have shown an improvement from 40 percent proficiency in the fall to half of the school now scoring proficient in reading—a huge improvement in a short amount of time. We are really changing the culture of literacy at the school, and the CLiF Year of the Book Grant was so instrumental in allowing us to keep up a steady stream of exciting opportunities for our students."*

*"There was one fourth grader who hated coming to the library. He hated listening to stories and anything literacy related. During the writing workshop something clicked. He began drawing, and drawing, and drawing. He is now working with a classmate on a graphic novel."*



## OWNERSHIP

The over 50,000 new books that CLiF donated in FY25 to young readers in New Hampshire and Vermont represent much more than "just" reading material. For many children attending CLiF giveaways, the books they choose are often the first they have ever owned.

Research shows that children who grow up with books at home have better academic outcomes, but the benefits of ownership go far beyond that. When children choose their own books, they are more likely to read independently and engage with material that interests them. CLiF's giveaway collection is mindfully curated with the goal of offering every child books and stories that resonate.

*"Providing access to a diverse array of literature to children who otherwise may not receive that was a huge benefit. The children were SO overly excited on the book giveaway days that they got to keep those books forever! The excitement to read and explore new books was amazing."*

*"With our book giveaways my students, many of whom are low income, were able to pick and keep books that they love and take them home, increasing their love of reading and curiosity."*

## ACCESS

Many, if not most, rural public and school libraries in New Hampshire and Vermont operate on tight budgets, limiting their ability to update collections in keeping with the needs of evolving communities.

In FY25, CLiF awarded a record 13 Rural Library grants to small-town libraries, helping to ease budgetary constraints, enable the acquisition of diverse, high-quality books, and support programming that encourages engagement. In response to increased demand, CLiF has expanded the 2025-2026 Rural Library grant, adding additional funding and event support for partners.

*"We received so many great books for children and juveniles. We used this opportunity to create a new genre subsection, which is called 'Stories of Us.' This section holds books that represent diverse people of different colors, family make-ups, disabilities and such. We bought books for the folks who don't often see themselves depicted in books."*

*"For us, the infusion of high-quality children's books was the biggest impact for the library. Our annual book buying budget for the whole library is \$1000, so this was huge."*

## COMMUNITY

CLiF is dedicated to creating meaningful literacy experiences that benefit communities. In FY25, these efforts included constructing StoryWalks in public spaces, fostering partnerships between schools and libraries, sponsoring literacy-infused field trips to local landmarks, and inviting community members into schools as guest readers. These activities, and many others, help children develop a deeper understanding of the role literacy plays in their daily lives.

By design, almost all of the professional authors and illustrators who present on CLiF's behalf live in New Hampshire or Vermont, adding a powerful sense of connection and relatability for young audiences. Meeting a real-life author from a community much like their own can inspire a child to re-imagine what's possible.

*"The most impactful part of this grant has been the way it fostered a strong sense of community and connection around reading. By engaging students, staff, and families in a shared reading experience, the program not only improved literacy skills but also encouraged meaningful conversations about empathy, kindness, and neurodiversity."*

*"The entire day was amazing! Students were excited to meet a real live author. The town is thrilled about the new StoryWalk, and students of all ages came with their families to pick up free books!"*

## CREATIVITY

CLiF cultivates creativity by helping educators, librarians, and community partners bring literacy to life in fun and innovative ways. In FY25, CLiF awarded 16 Literacy Enrichment grants of \$1,000 each to support project-based and experiential learning tied to reading and writing. Year of the Book and Rural Library grants also include mini-grants for literacy activities that spark enjoyment.

These flexible funds allow partners to pursue ideas beyond their usual budgets, giving students fresh perspectives, hands-on learning, and memorable experiences.

*"We used the Schoolwide Dollars Flexible Funds to help pay for an all-school field trip to our local theme park that is built around nursery rhymes and fairy tales. The regular cost for this park can be prohibitive for many of our families, so it was a highlight to be able to offer this to all of our families."*

*"I started a winter break theater camp in 2024 but due to being a small public library, I had to do it with no funds. This grant took a lot of stress off me and the kids loved having costumes and a real stage set."*



## FAMILY

Because CLiF recognizes that strong family connections are fundamental to children's literacy development, creating opportunities for families to celebrate literacy together is central to our mission. When parents and caregivers share books and stories with children, they create lasting bonds and build essential literacy skills that extend beyond the classroom.

In FY25, CLiF hosted Family Literacy events for parents, caregivers, and children at sites across New Hampshire and Vermont. These interactive gatherings typically include a shared meal, storytelling with a professional CLiF presenter, a parent seminar on the importance of reading at home, and a book giveaway for families to choose new titles to enjoy together. For our school partners, these events help boost family engagement and build stronger community ties—two factors linked to better student outcomes and overall academic success rates.

CLiF's Children of Incarcerated Adults program (CHiA), helps incarcerated men and women stay connected with their children through literacy. During CLiF visits to correctional facilities, parents can select books to share with their children during visits, or send home as gifts with a note. Other activities and support include storytelling presentations, and seminars for parents to help them read with their children.

By providing access to a wide range of diverse books that highlight different cultures, lifestyles and identities, CLiF strives to ensure that every family we serve sees themselves represented, and also to provide windows into how other families live. Exposure to different perspectives helps nurture empathy, understanding, and a sense of belonging.



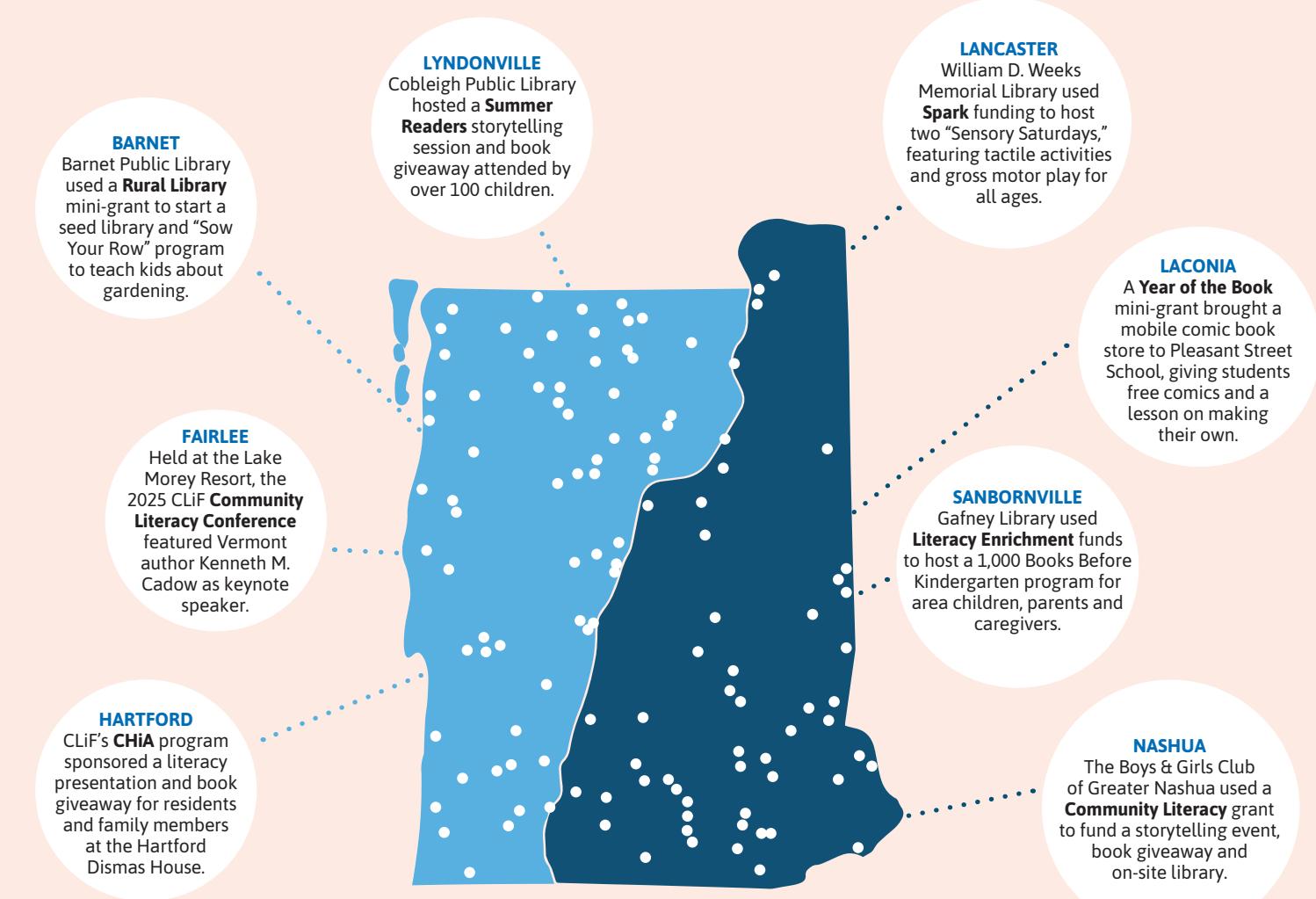
*"We have had a really great response to books that represent diverse families and books that depict folks with disabilities. We have one family in particular who have neurodiverse children. They have blown through some of the books that are relevant to their particular family issues. Based on their love for this section, I have been able to expand, knowing there is a home for these books."*

*"One of the dearest moments for me [at our family literacy night] was seeing a 3rd grader show his great-grandmother his [writing] project, which was about her."*

*"The grant not only supported literacy but also strengthened family bonds and encouraged emotional expression, making a meaningful difference in the lives of the children and their families."*

# Programs across VT and NH

Each year, CLiF partners with sites across Vermont and New Hampshire to promote the joys of literacy to under-resourced children. This map illustrates the locations our free grant programs reached in FY 2025, and highlights just a few of the many creative ways our partners used CLiF funds to inspire the children in their communities.



### VERMONT

Albany	Ferrisburgh	Morristown	St. Albans
Andover	Greensboro	Morrisville	St. Johnsbury
Bakersfield	Groton	New Haven	Stamford
Barnet	Hartford	Newport	Statewide
Barre	Hightgate	North Ferrisburgh	Swanton
Barton	Hightgate Center	Orleans Co	Thetford
Bennington	Hyde Park	Pittsford	Tunbridge
Bradford	Irasburg	Plainfield	Vershire
Bridport	Island Pond	Plymouth	Walden
Burlington	Jay	Proctor	Wardsboro
Cabot	Jeffersonville	Putney	Waterford
Chester	Johnson	Richford	West Charleston
Colchester	Ludlow	Richmond	West Dover
Danville	Lyndon Center	Rupert	West Fairlee
Derby Line	Lyndonville	Rutland	West Rutland
Dover	Manchester	Salisbury	Westfield
East Corinth	Center	Shaftsbury	White River Junction
East Dover	Middlebury	South Burlington	Wilmington
	Enosburg Falls	Montgomery	South Londonderry

### NEW HAMPSHIRE

Allenstown	Franconia	North Stratford
Alstead	Freedom	Northfield
Antrim	Gilmanton	Pittsburg
Ashland	Gilsum	Rochester
Barnstead	Greenfield	Sanbornton
Bath	Hillsboro	Seabrook
Belmont	Laconia	Somersworth
Bennington	Lancaster	Stewartstown
Berlin	Lincoln	Stewartsville
Bristol	Londonderry	Tamworth
Chichester	Madison	Temple
Claremont	Manchester	Troy
Clarksville	Marlborough	Washington
Concord	Milford	West Stewartstown
Ctr. Ossipee	Milton	Whitefield
Deering	Nashua	Windsor
Derry	New Bedford	
Dover	New Durham	
Farmington	Newport	



# CHILDREN'S LITERACY FOUNDATION

**DONORS JULY 1, 2024 – JUNE 30, 2025**

Thank you for helping to inspire a love of reading and writing among children at higher risk of growing up with low literacy skills throughout New Hampshire and Vermont.

## BUSINESSES

Audax Matching Grant Program	Foundation, Inc.
Bartleby's Books	Entrepreneurs Fund of NH
Bear Pond Books	Francis T. and Louise T. Nichols Foundation
Ben & Jerry's	George W. Mergens Foundation
BL Mosher Consulting, Inc.	Helen G. Hauben Foundation
Bridgeside Books	HOPE Foundation
Cambridge Pacific	Jane B. Cook 1992 Charitable Trust
Capital One	Jockers Family Foundation
Clear Solutions	Kettering Family Philanthropies
Community Bank of Waterbury	Mascoma Bank Foundation
Concept2	National Life Group Charitable
Cultivate PR	Neil and Louise Tillotson Fund
Domus	Nordblom Family Foundation
Everyone's Books	Northeast Kingdom Fund
Gibson's Bookstore	Pritchard Foundation
Haynes & Garthwaite Architects	Rona Jaffe Foundation
HiEmployment	Rosenfeld Foundation
Hubbardton Forge	Saul O Sidore Memorial Foundation
IBM Corporate Matching Grants Program	Scripps Family Fund for Education and the Arts
IBM Employee Charitable Contribution Program	Sorg-Vogt Charitable Foundation
Inklings Children's Books	Stadler Fund
Ivek Corporation	The Allen Hilles Fund
Lawson's Finest Liquids	The Sid and Cecelia Lance Family Foundation
Ledyard Bank	The Starbucks Foundation
Liberty Mutual's Give With Liberty Program	Three Sisters Foundation
Little Village Toy & Book Shop	Town Fair Tire Foundation Inc
Main Street Landing	Windham Foundation, Inc.
MainStreet BookEnds	
Morgan Hill Bookstore	
Next Chapter Bookstore	
North Country Donuts	
NorthCountry Federal Credit Union	
Northern Stage	<b>ORGANIZATIONS</b>
Norwich Bookstore	Alpha Delta Kappa Education Honor Society
Oliver Wyman Group	Champlain Valley Expo
Phoenix Books	DAR - Thomas Chittenden Chapter
Sheerr McCrystal Palson (SMP) Architecture, Inc.	Delta Kappa Gamma Society - Beta Chapter
Sleepy Hollow Post & Beam, LLC	Diverse Books for All Coalition
Still North Books & Bar	Easterseals Vermont
Target Circle Community Giving	First Congregational Church of Wilmot
The Bookstore	Green Mountain United Way
The Eloquent Page	Greenland Women's Club
The Yankee Bookshop	Hanover Friends Meeting
Thermo Fisher	Hanover Rotary Club
Toadstool Bookshop	Hartford Emblem Club #150
TS Peck LLC	Harwood Unified Union School District (HUUUSD)
Vermont Mutual Insurance Company	Lebanon Emblem Club #358
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ee Sisters Foundation	Marek Bennett
vn Fair Tire Foundation Inc	Alice W. Bennett
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## GANIZATIONS

Alpha Delta Kappa Education Honor Society	Peter Bestenbostel & Ann Hunsicker
Champlain Valley Expo	Jerry & Grace Bird
DAR - Thomas Chittenden Chapter	Katherine & Mark Blanchard
Delta Kappa Gamma Society - Beta Chapter	Tiffany Bluemle & Elizabeth Shayne
Diverse Books for All Coalition	Laura Block
Easterseals Vermont	Ray Boas
First Congregational Church of Wilmot	Mr. & Mrs. Bud Booth
Green Mountain United Way	Emily Boren
Greenland Women's Club	Jennie Boudreau
Hanover Friends Meeting	Katherine Bourne & Laurence Dodge
Hanover Rotary Club	Marc Bousquet
Hartford Emblem Club #150	Tom & Nancy Brock
	Mary & Scott Brown
	Chess Brownell
	Diane & Clyde Brownstone

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Maria Lamson  
Carol Constantian Lazell  
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Dianne Levine  
Li Family  
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Kim Lincoln  
Lisak Nelson Family  
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Joanna & Norwood Long  
Michael Longo  
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Jim & Ruth Santos  
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Kate & Bill Schubart  
Joanne & Robert Scobie  
Carolyn & Gregory  
Scoppettone  
Anne S. Segal

*This list has been prepared with care. If you would like to add your name, please let us know so we can add it to the list.*

The logo for Clif Bar, featuring the word "clif" in a lowercase, rounded font inside a white circle, with a red smiley face graphic underneath.

IN HONOR OF	
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Anonymous  
*Arthur Yerdonek*  
Lily Walsh

This list has been prepared with care, but if your name has been omitted or listed incorrectly, please let us know so we can correct our records. Thank you!



# LEGACY CIRCLE

We would like to express our deepest appreciation to those who have included CLiF in their planned giving:

Anonymous (4)  
Mary & Jerry Albert  
Dr. Robert W. Christie+  
Carol Bennett Crocker+  
Anne M. Hartmere+  
Bruce Hauben & Joyce Brinton  
Beth Healy & Jack Calhoun  
Mary Catherine & Eric Jones  
Harriet Kaufman  
Carol Wilkinson Keenan+

Liza Ketchum  
Phil Kolvoord+  
Allegra Lubrano  
Duncan & Belle McDougall  
Willa McDougall+

Genevieve Rusterholz Morgan+  
Winifred W. Morrissey+  
Kathy Powell  
Eleanor Bisbee Pratt+  
Matt & Margaret Rightmire

Molly Potter Scheu  
Dr. Ethan Allen Sims+  
Betsy Sylvester+  
Ruth Sylvester+  
Jennifer & Stan Williams

+ Decreased

**CONTACT:**

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 3579 Waterbury-Stowe Road  
 Waterbury Center, VT 05677

802-244-0944  
 info@clifonline.org  
 www.clifonline.org  
 @cliforg  @clifonline

**STAFF:**

Laura Rice  
 Executive Director  
 Jana Brown  
 Program Manager  
 Sarah Hall  
 Communications Manager  
 Samantha Kelly  
 Finance Coordinator  
 Kat Lane  
 Development/Data Manager  
 Mary Edith Leichliter  
 Project Specialist  
 Cassie Willner  
 Program Manager

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 Jeremy Harrington  
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 Kathy McGowan  
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 John Gosselin  
 Zach Haggerty  
 Catherine S. Lacey  
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 Jen Kusnarowis  
 Julia Rogers  
 Rubi Simon  
 Michele Tine

**STATEMENT OF FINANCIAL POSITION****AS OF JUNE 30, 2025****ASSETS****Current Assets**

Cash	270,998
Inventory Asset - Books	73,346
Prepaid Expense	4,575
<b>Total Current Assets</b>	<b>348,919</b>

**Fixed Assets**

Land	241,547
Building	1,503,686
Equipment	46,623
<b>Total Fixed Assets</b>	<b>1,791,856</b>

**Other Assets**

Investment Accounts	1,536,040
Investment Annuity	42,670
<b>Total Other Assets</b>	<b>1,578,710</b>

**TOTAL ASSETS**

<b>TOTAL ASSETS</b>	<b>3,719,485</b>
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**LIABILITIES AND EQUITY****Current Liabilities**

Accounts Payable	15,295
Credit Cards	4,644
<b>Total Liabilities</b>	<b>19,939</b>

**Equity**

Restricted Net Assets	163,236
Unrestricted Net Assets	2,543,763
Board-Designated Reserve Funds	890,207
Net Income	102,340
<b>Total Equity</b>	<b>3,699,546</b>

**TOTAL LIABILITIES AND EQUITY**

<b>TOTAL LIABILITIES AND EQUITY</b>	<b>3,719,485</b>
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