

READ TO THEM®



2025 ANNUAL REPORT: THE 20TH ANNIVERSARY EDITION

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Dear Friend,

It may seem obvious, but it's worth saying again:

- Reading is a foundational skill.
- Stories help us build empathy and understanding.
- Spending time with whole books—not just scrolling on a device—strengthens focus and attention.
- Talking about books with others nurtures critical thinking.

As artificial intelligence becomes more present in our daily lives, these human-centered skills aren't becoming less important—they're becoming even more essential. At Read to Them, our one-book school programs and early childhood partnerships invite children and the adults in their lives to experience the joy and connection that stories create. Through that shared experience, students naturally build the skills that will serve them for life.

As board chair, I'm truly honored to support this work and am continually inspired by our

passionate staff, who give their all to ensure as many children as possible benefit from both the delight and the cognitive growth that come from reading together.

Over the past twenty years, Read to Them has grown significantly, helping bring meaningful reading experiences to thousands of students. Yet many schools still lack the resources to participate. Thanks to the generosity of donors like you, we've been able to launch a scholarship fund, fueled by our new endowment, to help close that gap. Our hope is to expand both our endowment and this fund so that any school or child who wants to join a reading program can do so.

In a time when so much feels uncertain, your commitment and support matter more than ever. Thank you for your time, your consideration, and your investment in Read to Them.



With gratitude,

Liz Blue
President

Read to Them Board of Directors

OUR VALUES

CONNECTION

We foster togetherness and strengthen relationships through shared stories.



ACCESSIBILITY

We strive for equity by recognizing and removing obstacles.



EMPOWERMENT

We help people craft their own stories and imagine new possibilities.



IMAGINATION

We encourage innovation and curiosity.

OUR PROGRAMS

When our organization was established in 2004, we never could have envisioned that almost 4,000 schools across the country (and counting) would join our community of readers. We are proud that our programming has provided over four million books to home libraries in every state – just as we are looking forward to all the stories and moments of togetherness to come in the twenty years ahead.

ONE SCHOOL, ONE BOOK® **(389,326 CHILDREN SERVED)**

Our flagship program provides each student in an elementary or middle school with the same book, allowing children to share a story with their fellow classmates and with their families. Everyone reads the same story at the same time. Educators are provided resources to help build connections and perpetuate conversations. By nourishing this home-school connection, we are building a community of readers one school at a time.

“...students and families really dug into the nightly readings. By inviting the entire school’s staff into joining the reading, conversations about the book were sparked between students, custodians, and office staff as well as teachers and peers.”

- Hoover Elementary, Oregon

ONE DISTRICT, ONE BOOK® (70,287 CHILDREN SERVED)

One District, One Book expands upon our flagship program for elementary or middle schools across an entire district to spark a true community-wide conversation. Everyone follows a common reading schedule, so families and community members can be on the same page, together. We believe the larger the connection made across a community, the greater the chance that children will fall in love with reading.

“...the excitement that builds amongst all students, grades K-8, as they share conversations, crafts, and theme-inspired lessons on the same topic. Students connect with one another on a level that allows literacy to be the focus, and that is amazing to watch each year.”

- Moran Township School District, Michigan





STATES READ ONE BOOK (61,678 CHILDREN SERVED)

With States Read One Book, students and families across Arkansas, Florida, Michigan, Mississippi, New York, Texas, and Virginia read the same book, at the same time. The program is paired with an additional suite of financial literacy resources, providing early lessons about key financial concepts.

"Our school is in a very low-income area, and it was so wonderful to see the excitement on our students' faces when they each got a book. They have been so excited about reading!"

- Roanoke Academy for Math and Science, Virginia

This year, we were able to do something very special for our Virginia schools. For the first time, Read to Them offered a Virginia Reads One Book scholarship for schools who otherwise may not be able to cover full

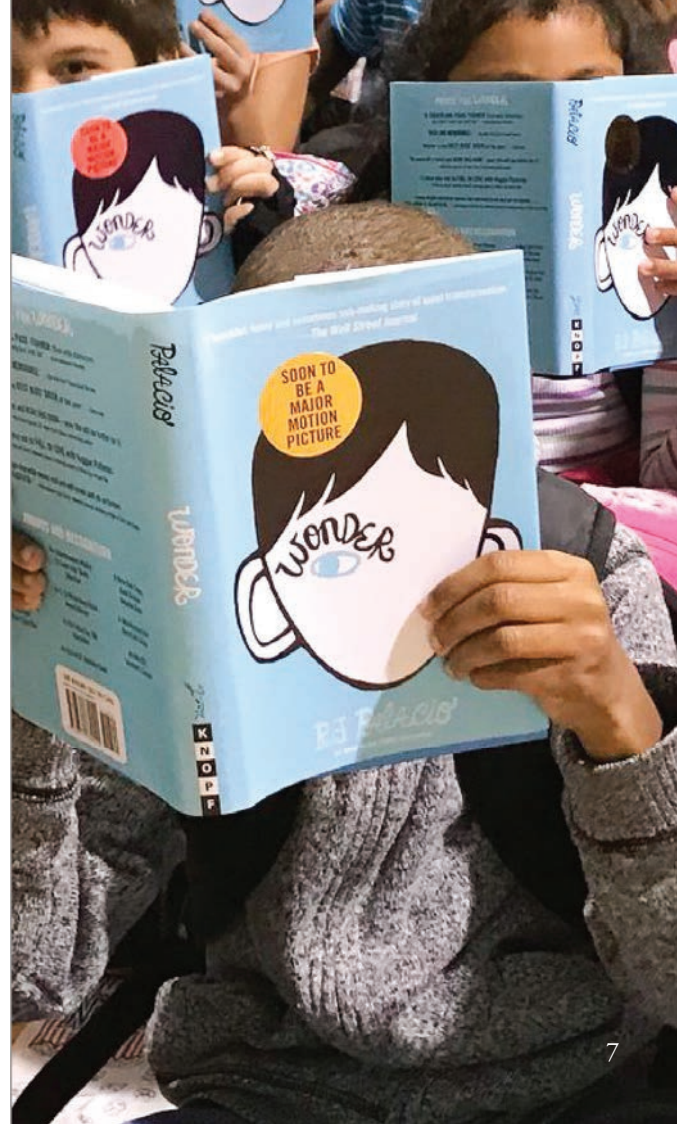
program funding. We were able to provide \$37,559 in scholarship dollars to 14 schools, ensuring that 4,742 children were able to join in the statewide fun.

ONE BOOK CONNECTS™ (11,490 CHILDREN SERVED)

For 20 years, we have offered school-wide reading programs to schools and districts all over the country. With this milestone, Read to Them was thrilled to launch a nationwide event called One Book Connects™ where children across America read the same book at the same time. Because when a nation reads together, the connections are endless!

“We couldn’t be more excited to introduce a program that takes the benefits of reading aloud together nationwide. It’s one important step to achieving our vision of a culture of literacy in every community.”

- Christa Donohue, Executive Director



IMAGINATION LIBRARY 804 (5,514 CHILDREN SERVED)

In June 2023, Read to Them became the local affiliate for Dolly Parton's Imagination Library. With Imagination Library, all enrolled children (ages 0-5) receive free, high-quality books delivered monthly to their homes at zero cost to families. For 20 years, our programming has allowed us to put books in the hands of elementary-aged children – but with Imagination Library, we are able to instill a love of reading at birth and provide books for Central Virginia's youngest learners.



In December 2024, with the help of seed money from a very generous donor, we expanded our Imagination Library service area to Petersburg, Virginia. As of May 2025, we were also able to expand into the counties of Dinwiddie and Amelia in Virginia. Out of the 5,514 children in these localities we served, we put 71,513 books in their homes. This feat could not have been accomplished without the diligent efforts of our small but mighty Imagination Library team.

However, our journey of bringing Imagination Library to Central Virginia children is only just beginning. We are more committed than ever to enrolling all eligible children in our service areas.

"Let's share this dream that all children should grow up in a home full of books." - Dolly Parton





OUR FINANCIALS

JULY 1, 2024 - JUNE 30, 2025

Assets

Cash	\$950,149
Accounts Receivable	\$327,332
Other Assets	\$487,205
Net Property & Equipment	\$78,266
Investments	\$1,870,980

Total Assets **\$3,713,932**

Liabilities & Net Assets

Accounts Payable	\$88,000
Other Liabilities	\$559,527

Total Liabilities **\$647,527**

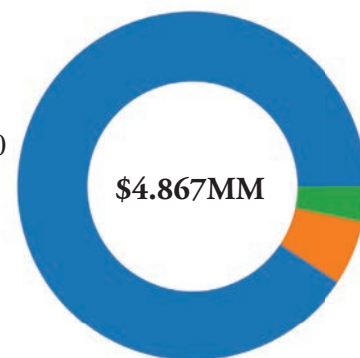
Total Net Assets **\$3,066,405**

Total Liabilities & Net Assets **\$3,713,932**

Income

Program Registrations, \$4,415,250
Contributions, \$290,647
Other Revenue, \$161,058

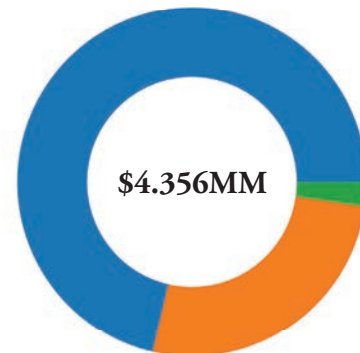
Total: \$4,866,955



Expenses

Program Services, \$3,110,416
Administrative, \$1,148,194
Development, \$97,568

Total: \$4,356,178



OUR CELEBRATION

Read to Them was thrilled to host our 20th anniversary celebration on October 24, 2024 at The Branch Museum of Design in Richmond, Virginia. The autumn evening was conducive to lively conversations and connections.



Bruce Coffey, Director of Programs shared some RTT history after Christa Donohue, Executive Director, opened with a word of welcome and appreciation.



*Author Jacqueline Davies (*The Lemonade War*) was able to meet three of her biggest fans, Read to Them's Regional Representatives.*



Read to Them's Communications & Development team (Emily Gerber, Chuck Smith, Kayla Aldrich) enjoyed meeting many of our donors.



RTT staff, current and former, were able to reconnect and enjoy reminiscing about old times (Mary Jo Warwick, Chris Dudley, Anne Curry, Sally Baynard, Mary Curcio, Deanna Brown, Gretchen Kelley).



Everyone shared how nice it was to spend time with like-minded individuals who all share a love of reading and reading aloud, especially to children.



Board Member, Elizabeth Vosmik, appreciated the support and enthusiasm for our 20th anniversary from staff, other board members, donors, and the author community.



Anne Curry and then President of the Board, Dan Daglish, held one of the many conversations in the room about the importance of reading aloud.



Some members of the RTT Board of Directors were thrilled to meet Jaqueline Davies, author of one of the most popular titles in our catalog.



Data & Systems Administrator, Deanna Brown, and Vice President of the Board, Cathy Plageman were excited to discuss how RTT has evolved over the years.

OUR SUPPORT

We are humbled by the support we received this year from our financial donors and the publishers, authors, and illustrators who went above and beyond to help us get children to fall in love with books.

DONORS

Jessica Allison	City of Richmond	Gelati Celesti Ice Cream
Alpha Delta Kappa (Beta Lambda Chapter)	Annie & Bruce Coffey	Barbara Haney
Alpha Delta Kappa (Virginia Chapter)	Mrs. Bruce Coffey	Lynda Harrill (QuickStart Tennis of Central Virginia)
Amelia County American Legion Post 87	Peter Coleman	Judy Hays
Auxillary	Constellation	Roger & Linda Hultgren
Amelia Title & Settlement LLC	Eleanor Cunningham	The James & Juli Boeheim Foundation
Atlantic Union Bank	Mary Curcio	Robert Jones, Jr.
Bank of Botetourt	Anne & Scott Curry	Gretchen Kelley
The Bank of Clarke County Foundation	Dan & Brenda Daglish	Kendra Scott
The Bank of Marion	David Dart	Clarissa Laws
Sally Baynard	Dinwiddie Moose Lodge #1993	James & Ruth Lawson
Liz & Robert Blue	Charles Doeblor	Lee Bank & Trust
Susan Butterworth	Valerie Doeblor	The Luck Companies Foundation
C&F Bank	Dollar General Literacy Foundation	Sylvia Massie
Mary Carlson	Christa Donohue	Mosaic River Road, LLC
Carter Bank and Trust	Catherine Durvin	Movement Bank
Cathy & Charles Plageman	EnerSys Inc.	Mueller Dentistry
Chaney Enterprises	First Bank	National Capital Bank of Washington
Chesapeake Bank	First Community Bank	Donna Noble
Opal Christie	First National Bank	Caleifa Ousman
	Fraternal Order of Eagles #882	Alex Patow
	Fulton Bank	

Sue & Carl Patow
Christine Peterson
Powell Valley National Bank
Primis Bank
Carolyn & Clyde Ratcliffe
Riverfront Investment Group LLC
Marshall Sanders
Shore United Bank
Jenna Smigel
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Southside Electric Cooperative
SouthState Bank
Tabernacle United Methodist Church
TowneBank
United Bank
VBA Education Foundation
Virginia Repertory Theatre
Elizabeth Vozmik
Mary Jo & David Warwick
WatchPoint Commercial Real Estate
Weyerhaeuser Giving Fund
Linda Whittington
Amber Williams
Jane Wilson
Shannon Winfree
Doug Wood

PUBLISHERS, AUTHORS, AND ILLUSTRATORS

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Varsha Bajaj
Betty G. Birney
Peter Brown
Candlewick Press
Victoria J. Coe
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Kate DiCamillo
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Chris Kurtz
Lectorum Publications
Macmillan
Kathleen Marsh

Peachtree Publishing
Penguin Young Readers
Lynne Rae Perkins
Random House Children's Books
Scholastic
Simon & Schuster
Christina Soontornvat
Union Square & Co.
Walker Books Group
Wallace West





OUR MISSION

We use the power of reading aloud together to build connections across families, schools, and communities to cultivate students' learning and success.



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