

**RIF**  
Reading Is  
Fundamental®

**Pittsburgh**

# Annual Report 2010-2011





# Letter from the Executive Director

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## Mission:

To provide children with the resources, motivation, and opportunities to develop a life-long love of reading

## 2013 Vision:

Annually, 25,000 Pittsburgh children will have a greater potential for academic success because of their participation in Reading Is FUNdamental Pittsburgh programs



Dear Friends,

As I reflect on the past year, my second at RIF Pittsburgh, I am both astounded by and proud of how far we have come. Our offices, programming, and team have grown tremendously, allowing us to be more innovative in deepening and expanding our reach. As we continue working hard to bring books and literacy resources to the community, we have been encouraged by the overwhelming support that we have received along the way.

As many of you are aware, RIF Pittsburgh took over the Everybody Wins! and Storymobile programs in September 2010, ensuring that this vital programming continued in our community. These new programs work hand-in-hand with our Books for Keeps and Read to Your Family programs to create more in-depth literacy connections for the children and families that we serve. This report highlights the accomplishments made across each of these programs during the past twelve months, and I am delighted to share with you the achievements of our 30th year!

With the addition of our new programs, we are working to create a web of literacy services aimed at mitigating the literacy gap in our own backyards. By focusing our efforts on targeted neighborhoods, we will create an environment that enables a child to develop a love of reading and learning through RIF Pittsburgh's programs from two years of age through 6th grade.

Of course, we cannot solve the literacy challenge on our own. I look forward to continuing the many partnerships we have formed over this past year and to developing new relationships as we engage the community in our effort to bring the joy of reading to those children and families who need it the most!

Finally, my many thanks to all of you who have supported RIF Pittsburgh over our 30 years, with special thanks to my team and those who helped us navigate through this past year of challenge and opportunity!

Sincerely,

A handwritten signature in cursive script that reads 'Florri Ladov'.

Florri Ladov  
Executive Director

# Organizational Overview

Reading Is FUNdamental (RIF) Pittsburgh is an independent affiliate of Reading is Fundamental, Inc., the oldest and largest children's and family nonprofit literacy organization in the United States. Founded in 1981, RIF Pittsburgh's mission is to provide children with the resources, motivation, and opportunities to develop a life-long love of reading. **Since 1984 RIF Pittsburgh has given more than half a million books to over 200,000 children.**

RIF Pittsburgh is dedicated to developing the children in our community into life-long, independent readers, by building the foundations of literacy through book ownership, motivation, and positive reading experiences. In the 2010-2012 program year, RIF Pittsburgh gave away more than 64,000 new, age-appropriate books to more than 20,000 economically disadvantaged children.

We focus our efforts on the schools, community centers, and after-school programs that serve our city's most underserved children. For more than 70% of our sites, 75% of the children meet the income requirement for free or reduced lunches, and for 35% of our sites, nearly **all** of the children qualify.

The core strength of RIF Pittsburgh is that we engage the children of our community throughout their elementary school years. RIF Pittsburgh's impact is much more than a one-time encounter. RIF Pittsburgh is woven into the fabric of our at-risk children's elementary school experience, building the foundations of literacy while fostering a life-long appreciation for reading.

With the addition of the Everybody Wins! and Storymobile programs, RIF Pittsburgh is now armed with an arsenal of services that allows us to more effectively tackle the literacy challenges that our community faces. Everybody Wins! is a lunchtime literacy and mentoring program that pairs corporate and community volunteers with second and third graders to read one-on-one each week during lunchtime. The Storymobile is a library-on-wheels that delivers books and literacy resources to daycares and housing communities across our city. These new programs work hand-in-hand with our Books for Keeps and Read to Your Family programs to create more in-depth literacy connections for the children and families that we serve.

As we enter our second year of operating these two new programs, **RIF Pittsburgh's goal is to fully integrate all four of our programs to maximize the impact of our resources. We are working to ensure that our programs operate in tandem, building upon each other to create a web of literacy services aimed at mitigating the literacy gap in our community.**

We are saturating targeted neighborhoods with as many of our programs as possible, creating an environment that will enable a child to be exposed to RIF programs and the joy of reading, from two years of age through 6th grade. The Storymobile serves our youngest audience of children ages 2, 3 and 4 through bi-weekly visits to daycare centers. These children will then have the opportunity to go on to PreK and Kindergarten at a RIF school where they may participate in our Books for Keeps, Read to Your Family and Everybody Wins! programs! The Storymobile will also engage the entire family in the joy and importance of reading by visiting the neighborhoods in which our "RIF kids" live. By continuing to deliver quality literacy programming to the children and families in our community who need it most, RIF Pittsburgh is working to bridge the local literacy gap and foster a love of reading.



# Literacy in Our Community

According to a study prepared for the Pittsburgh Mayor's Commission on Public Education, **a significant literacy gap exists for economically disadvantaged students in Pittsburgh, placing thousands of our city's children at risk of educational failure.** This study shows that more than 65% of economically disadvantaged children in Pittsburgh Public Schools cannot read at grade level ("Student Performance in PPS" RAND 2003).

In 2007, the National Center for Educational Statistics (NCES) released its annual "Reading Report," which states that 33 percent of all fourth graders in the United States cannot read at even the basic level. The NCES also reports that children from economically disadvantaged families consistently perform significantly lower than other children in school, especially in reading. Research indicates that a lack of access to quality books and educational resources during childhood contributes to this achievement gap. **"Limited access to books is a problem for all young children, but for those in low-income areas, it may be tantamount to reading failure"** (S. Neuman, International Reading Association, 2001).

According to the NCES, nearly two-thirds of low-income American families do not own any books for their children. There is extensive research that supports the importance of providing children with access to books. Stephen Krashen, author of *The Power Of Reading*, states in *Literacy Network News*: **"If more access leads to more reading, and if more reading leads to better reading, writing, spelling, grammar, and a larger vocabulary, this means that the first step any literacy campaign needs to take is to make sure children have access to plenty of books."**

**A 2010 study, conducted by the University of Nevada, confirmed the importance of books in the home. With data drawn from 27 countries, the study demonstrated that parents who have books in their homes increase the level of education their children will attain. In fact, the presence of these books is as important as parental education level in predicting how far students will progress in their own education. For students whose parents are less-educated, increasing the number of books in their home can have a huge impact.** "What kinds of investments should we be making to help these kids get ahead?" asked Mariah Evans, who led the study. "The results of this study indicate that getting some books into their homes is an inexpensive way that we can help these children succeed."

Research also indicates that parent and family involvement are crucial for developing literacy. The combination of access to books and a positive family environment that encourages good reading habits can make a huge impact on motivating children to read. According to a study conducted by the College Board, reading is more dependent on learning activities in the home than is math or science (1994). Reading aloud to children is critical in preparing them for reading on their own. However, less than half of families read to their kindergarten-age children on a daily basis (NCES 2000).

# How We Help

The literacy gap that plagues our community is complex and has no simple solution.

Yet, by simply increasing children's access to age-appropriate print material, we can work to mitigate these challenges.

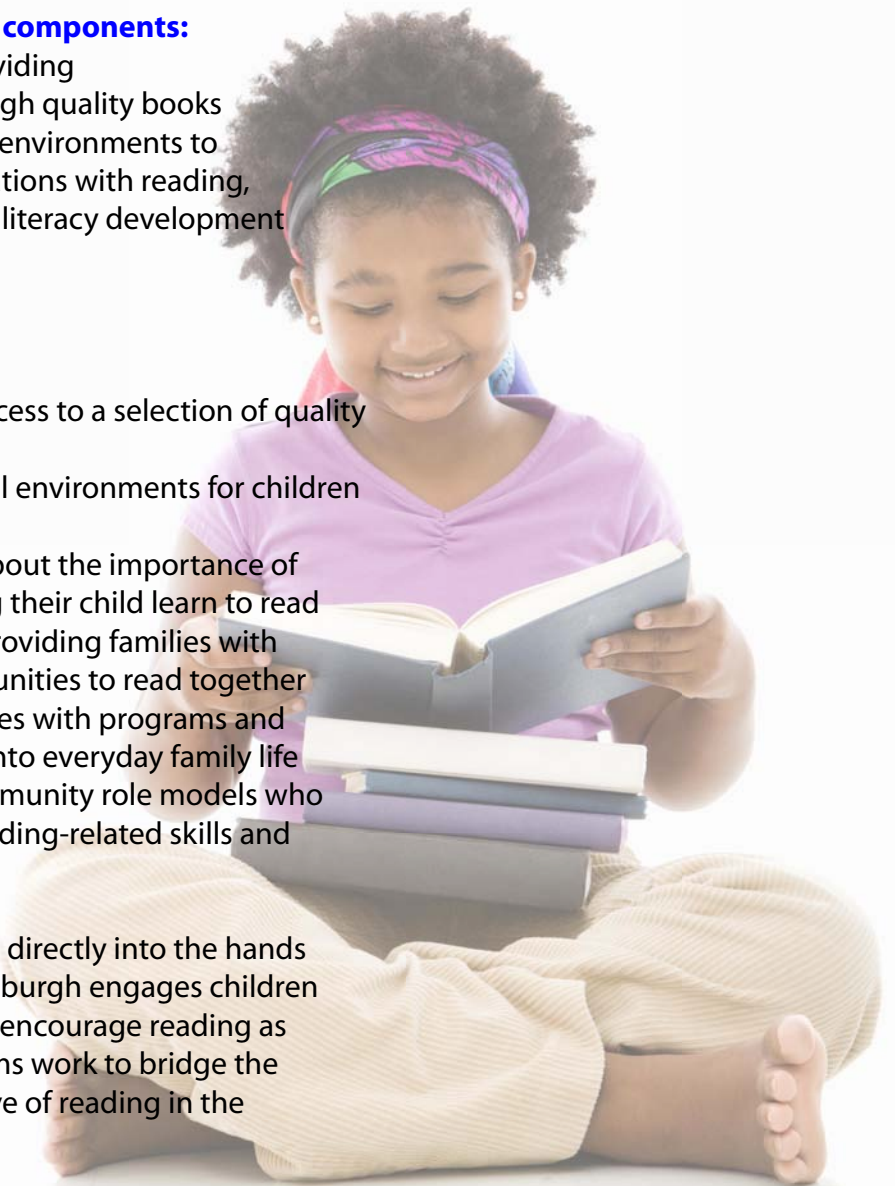
**RIF Pittsburgh's programs are built upon a research-based model that emphasizes four key components:**

increasing children's access to books, providing opportunities for children to self-select high quality books of interest, creating fun and motivational environments to allow children to develop positive associations with reading, and engaging parents and families in the literacy development of their children.

RIF Pittsburgh's programs and services:

- Provide low-income children access to a selection of quality age appropriate books
- Create exciting and motivational environments for children to learn to love to read
- Encourage and teach parents about the importance of reading and their role in helping their child learn to read
- Strengthen the family unit by providing families with resources, activities, and opportunities to read together
- Engage families and communities with programs and strategies to integrate reading into everyday family life
- Expose children to positive community role models who will help them increase their reading-related skills and discover the joy of reading

RIF Pittsburgh's programming puts books directly into the hands of the children who need it most. RIF Pittsburgh engages children and families in programs and events that encourage reading as a fun and integral part of life. Our programs work to bridge the local literacy gap and foster a life-long love of reading in the children that we serve.



# CELEBRATE!

2010-2011 Reading Celebrations

## Be a 6th Grade Mentor

RIF Pittsburgh was excited to support the Be a 6th Grade Mentor Project again in 2010-2011 by providing a customized Books for Keeps program designed to connect to the Project's career focus. In addition to working to increase reading motivation, this program gives the pairs the opportunity to incorporate pleasure reading into their mentoring experience, while also providing mentors with an additional tool to discuss careers and future goals with their mentee. Throughout the year, RIF Pittsburgh gave the mentees 4 high-interest books that they selected from our catalog. This year's book catalog, developed in consultation with young adult librarians from the Carnegie Library of Pittsburgh, featured 40 titles, many of which proved to be incredibly popular. Additionally, mentors were given the opportunity to order books from RIF Pittsburgh to read with their mentees.



## Dr. Seuss Day

In honor of Dr. Seuss's birthday and Read Across America, RIF Pittsburgh co-hosted a special event in conjunction with the Carnegie Library. In the morning, 2nd graders listened to some of their favorite Dr. Seuss stories read aloud by a Carnegie librarian, designed their own Dr. Seuss headbands, went fishing for *1 Fish 2 Fish*, played Pin the Tail on the Cat and even had the chance to record their own Hear Me story. At the end of the Celebration, every child received their very own copy of *Green Eggs and Ham!*

## Clay Turtles

In mid-May, the preschoolers at Pittsburgh King PreK-8 got their hands dirty during their final Reading Celebration of the year. With the generous help of the talented folks from Union Project, an East-End community arts and enterprise center, the kids at King received helpful instruction and encouragement to make their very own ceramic creations. After reading *Hello Baby!* by Mem Fox, a book that explores the individual quirks in baby animals of all shapes and sizes, each student was able to mold and shape balls of terra cotta clay into their very own, creatively different pinch-pot turtle. After the turtles spent a bit of time in the kiln, each student was able to take their special creations home – to keep!



## Dance

Pittsburgh Greenfield K-8's RIF Reading Celebration sure was spectacular! Grades K-6 gathered together in the auditorium to watch the impressive dancers from Dance Extensions Performing Arts Center. The 15 dance acts showcased the dancers' versatility from pointe ballet to modern dance to contortion! After their performance, the students got to meet the dancers, take a few pictures and select their brand new RIF books!



# Books for Keeps

"Students often bring their books to lunch, recess, or even back to the library to talk about them or continue reading them. They are very proud of their new books! They often ask when our next RIF day will be."

*Jennifer Salvatore-Garrett,  
Pittsburgh Arlington ALA*

"I read my book 10 times."

*RIF Kid*

"I loved when they read to us...My favorite part of RIF was getting a book I got to choose."

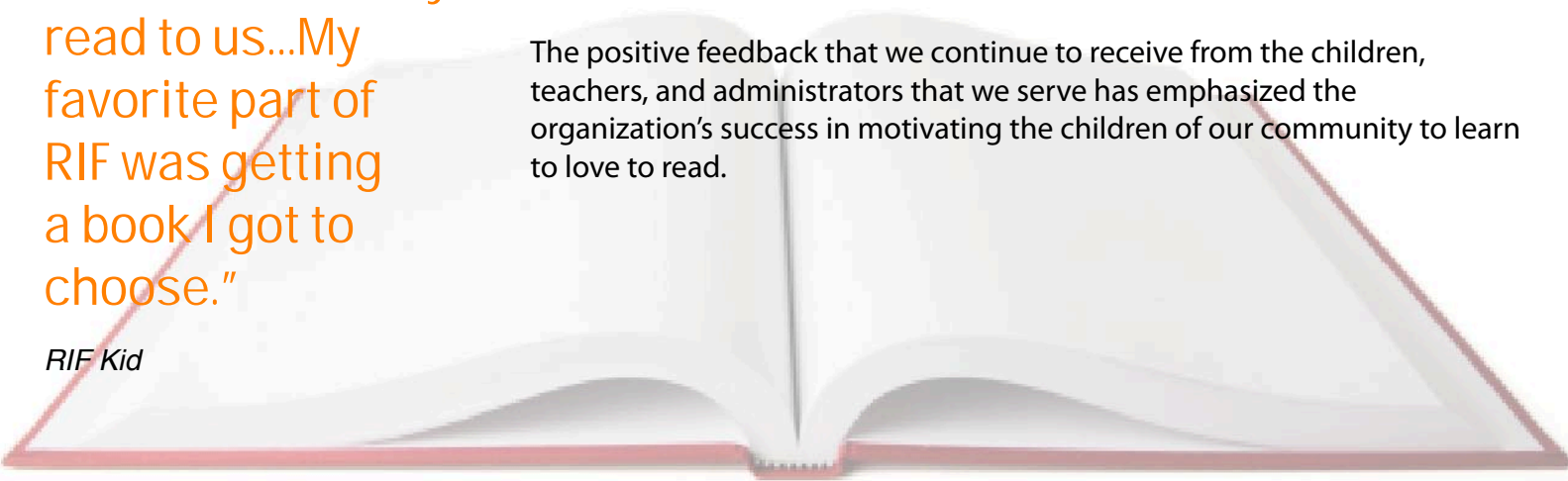
*RIF Kid*

In the 2010-2011 program year, our oldest and largest program, Books for Keeps, continued to grow, building more home libraries and motivating more children to read than ever before! This program put over 64,000 books directly in the hands of more than 20,000 economically disadvantaged children through fun, motivational environments that foster a life-long love of reading and learning.

Children in preschool through sixth grade at over 115 different schools, preschools, community centers, and afterschool programs participate in 3-5 **Reading Celebrations** designed to build literacy skills, provide motivation to read, and create a sense of pride in owning a great book. These celebrations connect reading with fun activities and crafts. By combining literature with art, music, creative writing, and even dance, **RIF Pittsburgh works to ignite a passion for reading and learning that will follow children throughout their education.** These positive reading experiences are especially critical for children at risk of educational failure, providing them with the tools they need to succeed in school, and beyond.

**This year, we expanded our Books for Keeps program into nine new elementary schools, five community centers and twenty-four daycares, allowing us to give the gift of reading to an additional 3,700 economically disadvantaged children!** We also increased the depth of our programming, aided by an expanded outreach team, who have allowed us to build stronger relationships with our sites, as well as a new book vendor that offers a diverse selection of popular, award-winning and multicultural titles. This increased depth has allowed us to tailor our programming to conduct Reading Celebrations that better serve each site's individual needs.

The positive feedback that we continue to receive from the children, teachers, and administrators that we serve has emphasized the organization's success in motivating the children of our community to learn to love to read.





“Reading a beautifully illustrated and accurate science book to a child opens up a world of wonder to them. Having children listen to and respond to science stories and science poems appears to be one of the most beneficial means of extending and developing their science literacy”

*Young and Salley, 1999.*

*“They were so excited that they didnt even realize that they just learned science concepts!”*

*Arleen McAfferty, Librarian, Pittsburgh Morrow PreK-5*

# Math and Science

## A "Cool" Celebration

In its second year, our Books for Keeps "Math and Science" program once again proved to be incredibly successful. Piloted in 2009, this program takes advantage of the integrative nature of reading to combine math, science and literacy in a meaningful way. By engaging children in hands-on math and science activities that complement our regular Reading Celebrations, **we encourage curiosity and a passion for discovery in children, and help to plant the first seeds for a life-long love of learning.**

This year, with continued support from PNC Foundation's Grow Up Great Initiative and the Bayer USA Foundation, and with additional funding from the PPG Industries Foundation, the Dominion Foundation, Westinghouse Nuclear and the Sherman Evans Fund of The Pittsburgh Foundation, we were able to expand the program to reach more children than ever before, serving 2183 children at 14 sites. Each of these sites enthusiastically welcomed the program - as well as some real scientists - into their schools and classrooms.

This unique program introduces children to new books that explore the world through the lens of math and science. Every Reading Celebration includes one or two stories read out loud and a hands-on math or science experiment to complement the theme of the story. **By hypothesizing, estimating, observing, predicting, and measuring, children form meaningful connections between what they experience through reading and what exists in the world around them.** At the end of the Reading Celebration, every child chooses their brand-new book from a selection that includes math and science titles to take home and keep.

This new program helps to increase the quality and depth of the services that RIF Pittsburgh provides, and has been particularly effective in engaging reluctant readers in literacy activities. The hands-on math activities and science experiments expose the children to more "challenging" subject matter in a way that they embrace and enjoy, and allows them to get their hands dirty and have a lot of fun!



The students at Johnston Elementary School in Wilkinsburg had a super cool science themed Reading Celebration. The fifth and sixth graders were visited by a scientist from PPG Industries (and an alumnus of Johnston Elementary) who stopped by their classrooms to conduct some awesome experiments with dry ice to demonstrate how greenhouse gases affect our environment. Children and teachers alike were enthralled and delighted as they learned about the importance of climate change science!





"I wanted to say thank you for choosing these wonderful books for our school. Reading is important because without reading, we would not know how to do anything. **I love reading and getting RIF books** for free. I like the book "Dish without the Trimmings." When I got home I couldn't stop reading it, but I didn't finish, but I know I will love it."

*- Student, Kelly Elementary*



# students say...

"I know that **EW! taught me to like reading.** I like reading now."

"I like the people that work with us. They're fun because they read with us and take time out of their day."

"It's fun!"

"I get to pick out the books and learn new words."

"**I think it's cool** when I read with my Reading Buddy."



"...it is the **most worthwhile lunch hour of my week.**"

"I look forward to my session every week and I really enjoy hearing about my reading buddy's week and sharing his literary picks!"

"There is no better nourishment to be found during lunch hour than the company of a child and a book."

## mentors

"Students who participated showed great interest in reading overall."

"This time allows students to enjoy reading and read books not in the curriculum. **It allows for reading to be FUN, not forced.**"

"Everybody Wins! supports my work in the classroom by giving students the opportunity to read for enjoyment. This program helps create a love for reading, which in turn, helps students to be less reluctant to read in class."

## teachers

# Everybody Wins!



## IN 2010-2011:

107 MENTORS volunteered!

124 STUDENTS participated!

2,800 BOOKS were read!



In 2010, Reading Is FUNdamental Pittsburgh was proud to become the new Pittsburgh affiliate of Everybody Wins! USA, a national literacy and mentoring program that strives to build literacy skills and a love of reading among elementary school students. By bringing volunteer reading mentors from local companies and the community into schools for weekly one-on-one reading experiences, Everybody Wins! increases a child's opportunity for success, both academically and in life.

Formal evaluations of Everybody Wins! Power Lunch have demonstrated the program's positive impact on the children who participate. **In two independent evaluations, one under the auspices of the US Department of Education and the other by Loyola University of Chicago, Power Lunch emerged as one of very few programs documented to effectively impact low-income students in reading comprehension, motivation and achievement, as well as overall academic performance, classroom behavior, self-confidence and social skills.**

The Everybody Wins! Program addresses critical needs in our community by increasing students' interest in reading by providing a fun, relaxing atmosphere and access to high-quality books of interest. By increasing access to books, celebrating reading in a positive environment, and engaging community volunteers, parents, and families, Everybody Wins! works to bridge the literacy gap **one mentor, one child, one book at a time.**

Everybody Wins! was truly a success this year. The program ran at three Pittsburgh Public Schools throughout the city – Pittsburgh King PreK-8 on the North Side, Pittsburgh Weil K-5 in the Hill District and Pittsburgh Phillips K-5 on the South Side. Each of these schools provided a special place for mentors and students to come together once a week to have fun reading and learning together.

In the upcoming year, we look forward to being part of the Be 1 in a Million Campaign supported by the United Way of Allegheny County.





In 2010-2011, we served twenty-four daycares and five public housing communities, **loaning over 3,700 books and giving an additional 4,700 books to keep!** Our Storymobile also visited **20 community events and festivals** allowing us to increase our presence and our impact on the children, families, and communities that we serve.

*"I thank you for **making my children readers.** They love reading books now."*

*Head Teacher, Pamela's Day Care*





# Storymobile

**The Storymobile program provides RIF Pittsburgh with a unique opportunity to engage underserved children and families in their own neighborhoods.**

This lending library-on-wheels takes books and literacy resources to daycares and housing communities across our city. Bi-weekly visits allow us to build strong relationships within these centers and communities, which enables us to tailor programming to their unique preferences and needs as we strive to develop the Storymobile into a gathering place for positive, multi-generational interaction.

Each visit features a story time, songs and activities and gives children the opportunity to borrow from a diverse selection of age-appropriate, high quality books. In addition to loaning thousands of children's books, the Storymobile engages parents, grandparents, caregivers, and other family members with events and activities designed to engage the entire community. By also providing information for adults, the Storymobile program stresses the importance of literacy for the whole family.

As we expand our service and saturate our targeted neighborhoods, we are looking to the Housing Authority of the City of Pittsburgh, other private housing communities, their Resident Councils members, as well as other local service providers to be key partners in helping to bring quality programming to these communities. We are looking forward to working with the Greater Pittsburgh Literacy Council, the Carnegie Library of Pittsburgh, the Allegheny County Library Association, the Pittsburgh Association for the Education of Young Children and other critical and unique service providers to build a firm, holistic network of literacy support to those who need it the most.

By bringing books and literacy resources to underserved neighborhoods and daycares, and collaborating with other like-minded organizations across the region, **RIF Pittsburgh is working to ensure that books and reading become a vital part of the community experience, building the foundations that will lead to success in education and in life.**

## Books for Keeps

**Five times throughout the year, the Storymobile provides our Books for Keeps program to all of the Storymobile sites. On Books for Keeps days, instead of borrowing a book from our lending library, children are able to pick a book to take home and keep for their very own!**

## Shake, Shake, Shake!

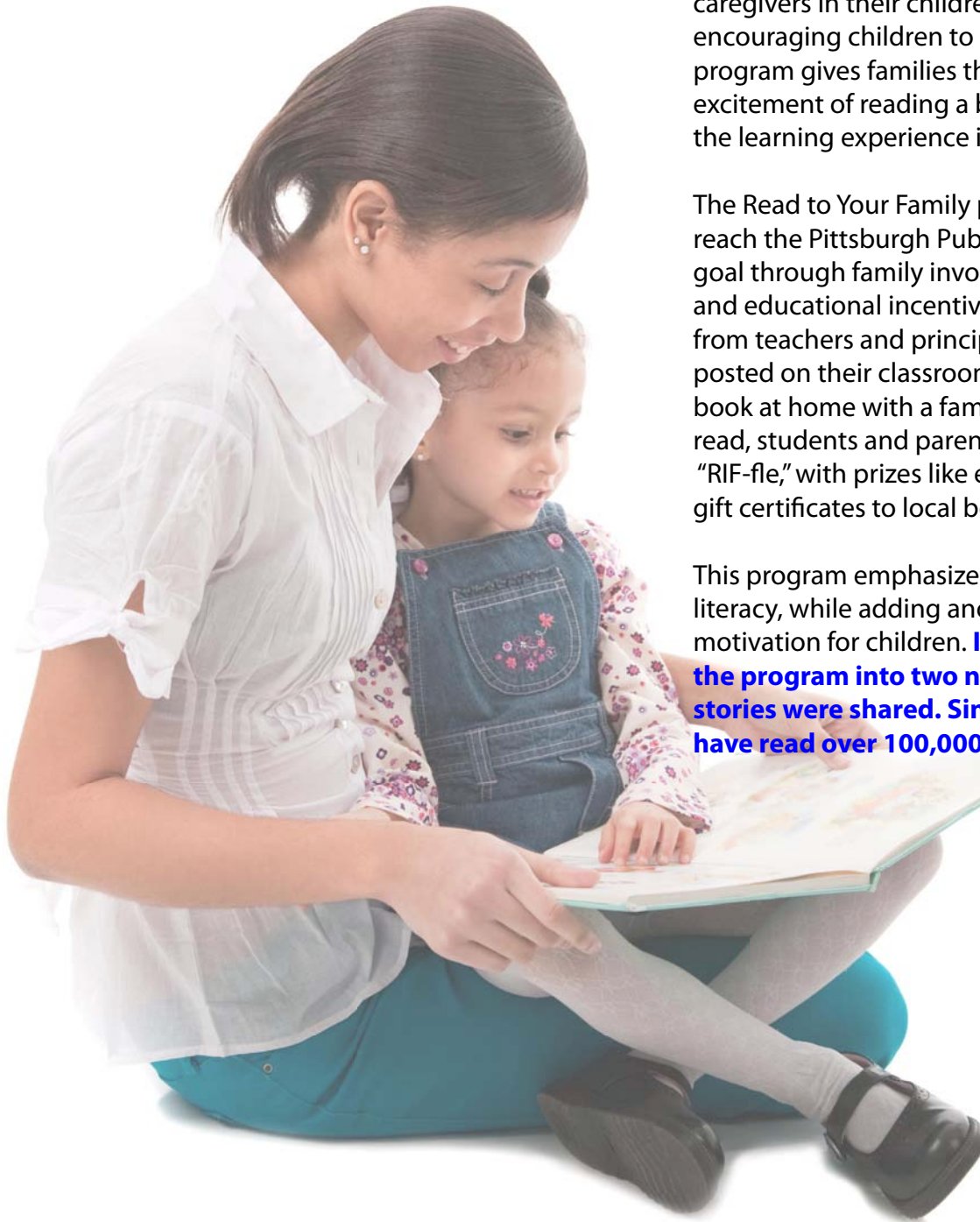
**The Storymobile was grooving after this activity! After talking about music and crafting their own musical instruments using paper bags and beans, the children gave the Storymobile staff some musical accompaniment while listening to *Shake, Shake, Shake* by Brian Pinkney. At the end of the visit, everyone borrowed a book to read until the next Storymobile visit!**

## Planting a Rainbow

**After reading Lois Ehlert's colorful gardening tale, the children got to plant a rainbow of their own! Using felt cut-outs, they helped the Storymobile staff recreate the story, and talked about colors, flowers and gardening! Then, the children got to select their books to read over the next two weeks!**



# Read to Your Family



The Read to Your Family Program is focused on developing families of readers and integrating reading into everyday life. Designed to engage parents and caregivers in their children's reading development while encouraging children to become proficient readers, this program gives families the opportunity to share the excitement of reading a book together, strengthening the learning experience in the home.

The Read to Your Family program motivates students to reach the Pittsburgh Public Schools' 25 Book reading goal through family involvement, school recognition, and educational incentives. Children receive recognition from teachers and principals, such as a special gold star posted on their classroom wall, each time they read a book at home with a family member. For each book read, students and parents are entered into a quarterly "RIF-fle," with prizes like educational games, books, and gift certificates to local bookstores.

This program emphasizes the importance of good literacy, while adding another layer of reading motivation for children. **In 2010-2011, we expanded the program into two new schools and over 6,300 stories were shared. Since 1993, children and families have read over 100,000 books as part of this program.**

# Individual Donors

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## Collection Level (\$1,000 - \$4,999)

Katherine and Russell Ayres III  
Kim Johnson  
Edwin Kilpela  
Mary McDonough  
Eliza and Hugh Nevin  
Linda and Henry Pool

## Series Level (\$250 - \$999)

Ann and Csaba Balazs  
Nancy Bernstein  
Alice Bright  
Joseph Burke  
Connie Cesario  
Frances Cohen-Knoerdel  
Patricia and Richard Cutkosky  
Georgene and Anthony DeFilippo  
James Donnell  
Joan Friedberg  
Richard and Sue Herchenroether  
Georgia and Robert Hernandez  
Dennis and Ann Kairys Irvine  
Frances Johnston  
Joseph Karas  
Kim Lincoln  
Catherine and Mark Loevner  
John Lovelace  
Mary Denison and  
Christopher Mark  
Joan and Charles Marsteller  
R. James Mercer  
Lauren and Matthew Mohn  
Jacqui and Jeffrey Morby  
Liz and Joel Nelson  
Robert Panagulias  
Kathy and David Pratt  
Barbara Rudiak  
Melissa Dodge and  
Mark Rutherford  
Ann and Eric Schneidewind  
Elizabeth and David Segel  
Lynne Chadwick and  
Peter Trotsch  
Rae and G. Richard Tucker  
Katie Vargo  
Karlyn Voss  
Alan Waggoner  
Rebecca and Richard Zahren

## Novel Level (\$100 - \$249)

Susan and Warren Apollon  
Terri and Michael Aquilina  
Claire Ashkin  
Amy and Terrence Bilkey  
Miriam Boyd  
Arlene and William Brandeis  
Mr. and Mrs. Charles Brodbeck  
Jennifer Brodt  
Yvonne Campos  
Lynn Clarke  
Ellen and Jeffrey Cohen  
Renee and Peter Crespan  
Victoria Dezort  
East End Book Club  
Saundra Echter  
Kathleen Ryan and  
James Elson  
Susan Geyer  
Lynn and Jean-Luc Glorieux  
Laurie Graham  
Paula Hall  
Gail and Greg Harbaugh  
Alana Renee Holland  
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Abass Kamara  
Norna and Matt Kissane  
Lawrence and Claire Levine  
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Walter Limbach  
Andrea and Michael Lowenstein  
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Marylinda Maddi  
Louise and Michael Malakoff  
Hilary Masters  
Joan and James McAnulty  
Priscila McNulty  
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Carolyn and Marc Mendelson  
Kimberly and James Meyers  
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Mary Anne Murphy  
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Marianne Novy  
Elliott Oshry  
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Jacqueline Primas  
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Cheryl and Hank Rettger

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David Sogg  
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Carlee Vargo  
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Donna and Mike Wallace  
Carla and John Weidman  
Pamela Weiss  
Marianne and Philip Wion  
Mary Ann McDunn and  
Wesley Yang  
Hugh D. and Alice C. Young  
Ken and Caroline Zenkevich

## Chapter Book Level (\$50 - \$99)

JoAnn Baram  
Steve Baram  
Joanne Beckman  
Anne and Henry Bent  
Mary and Donald Block  
Jan Boyer  
Bernadette Brenkus  
Debra Brindis  
Rhonda and Mitchell Brouman  
Heather Douglass Burtch  
Cheryl and Randall Casciola  
Peter Trotsch and  
Lynne Chadwick  
Barbara and Orrean Chew  
Thomas E. Cummings and  
Mary E. Lang  
Thomas DeFilippo  
Roseanne Kaelin and  
Richard Easler  
Jane and Michael Fleischauer  
Elizabeth Fleischer  
Marsha and Robert Fidoten  
Madeleine Fitch  
Jack Garrow  
Jacqueline and Edward Gerjuoy  
William Ghrist

Susan and Charles Greenberg  
Iris and Christoph Harlan  
J. Stephen Hast  
Ellen and Donald Jukes  
Lori and Gary Kaplan  
Frank Kirkwood  
Debra Demchak and  
William Kline  
Sue Berman and Doug Kress  
Marilyn and Earl Latterman  
Janet Markel and  
Barry Lhormer  
Lawrence Marcello  
Ellen Mass  
Rob and Janet McCartney  
Kevin and Linda McGrath  
Olga Minton  
Phyllis Mizel  
Anne Molloy  
Carol Mueller  
Jeanne and Scotti Mulert  
Elizabeth Rambeau and  
Matthew Peterson  
Susan and Glen Roberts  
Pamela Roberts  
Joyce Rothermel  
Frank Schipani  
Mary Beth and Paul Skylar  
Jeffrey Spear  
Danielle and Chuck Staresinic  
Patricia Mooney and  
Alan Steinberg  
Beverly and Michael Steinfeld  
Linda and Thomas Sukitsch  
Julianna and Millard  
Underwood  
Sara and Larry Walsh  
Wilma and Lincoln Wolfenstein  
Barbara Harris Wright  
Ann and Paul Wynblatt  
H.J. Zoffer

## Picture Book Level (\$1 - \$49)

Gwendolyn Allen  
Joan Anderson  
Amy Apel  
Ronna and Harry Back  
Marguerite and Clifford  
Barraclough  
Sarah Beasley  
Natalie and Richard Berger  
Patti and Sandy Berman  
Rose and Ed Berman  
Edith Blattner  
Michelle and Aaron Bisno  
Sylvia and Sidney Busis  
Linda Campbell  
Joan and Harold Chelemer  
Jane and Charles Coleman

Picture Book Level  
(continued)

Mimi Frey  
Hazel and Joseph Cope  
David Crawley  
Joyce Diamondstone  
Susan and David Fair  
Louise Farbman  
Leslie Frischman  
Ellen and Michael Goldstein  
Marilyn Fitzgerald and  
Jonathan Han  
Gloria Janavitz  
Allen Janis  
Holly Maurer-Klein and  
Paul Klein  
Nancy Langer  
Stephen Lear  
Irene Luchinsky  
Kelley Maloney  
Carol and Milton Manes  
Freda and Monroe Miller  
Karen Morris  
Merril and Ed Nash  
Esther and Harvey Nathanson  
Ellen Packel  
Martha Pasula  
Diane and Gerard Patterson  
Joyce and Ernest Pearl  
Margaret Pedersen  
Jeffrey Pollock  
Kathleen and Michael Prentiss  
Geri Recht  
Mary Lou Ruttle  
Mary and Robert Ryan  
The Sachs Family  
Mary Salzmann  
Lynn Sanborne  
Janet Sargert  
Eleanor Schoenberger  
Rochelle and J. Daniel Seigel  
Christine and Emmett Smith  
Suzanne Smolin  
Amy Spear  
Shirley and Bertrand Stolzer  
Patricia Stover  
Thea and Richard Stover  
Julia Swartzentruber  
Toby Tabachnick  
Camille Toth  
Susan and Fred Utech  
Dot and Marvin Wedeen  
Jane Werner  
Elaine and Joseph Wertheim  
Michael Wilck  
Romona Winston  
Tobey Wolken  
Danila Woolley  
Elise and Charles Yanders



# Foundations and Corporations

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Alcoa Foundation  
Allegheny Foundation  
Allegheny Valley Bank  
American Eagle Outfitters Foundation  
Babcock Charitable Trust  
The Bank of New York Mellon  
Bayer USA Foundation  
Birmingham Foundation  
The Buhl Foundation  
The Burke Foundations  
Darlene Harris (CDBG)  
Detroit Switch Company  
Dominion Foundation  
Donald & Sylvia Robinson Family Foundation  
Duquesne Light  
EQT Foundation  
Equitable Gas Company  
Extrel CMS  
Fair Oaks Foundation  
The Goldstone Family Foundation  
The Grable Foundation  
The Hillman Company  
The Hope Fund of the POISE Foundation (CDBG)  
Jack Buncher Foundation  
John R. and Margaret S. McCartan Charitable Fund of The Pittsburgh Foundation

Kinder Morgan Foundation  
Macy's  
Malakoff Family Fund of The Pittsburgh Foundation  
Massey Charitable Trust  
McAuley Ministries  
Mount Lebanon Junior Women's Club  
Norman Alan Company  
Queequeg Foundation  
The Pittsburgh Foundation  
The Program to Aid Citizen Enterprise (PACE)  
PNC Foundation  
PPG Industries Foundation  
R. Daniel Lavelle (CDBG)  
The Robert C. and Gene B. Dickman Philanthropic Fund of the Jewish Community Foundation of the Jewish Federation of Greater Pittsburgh  
Sherman Evans Fund of The Pittsburgh Foundation  
Snee-Reinhardt Charitable Foundation  
Target  
TriState Capital Bank  
United Way Of Allegheny County  
Verizon Foundation  
W.I. Patterson Charitable Trust  
Zahren Family Fund of The Pittsburgh Foundation



# Partners

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Allegheny County Library Association  
Beginning With Books  
Big Brothers Big Sisters of Greater Pittsburgh  
Barnes and Noble Booksellers  
Carnegie Library Of Pittsburgh  
Children's Museum of Pittsburgh  
Communities in Schools  
Concord Elementary School PTO  
The Ellis School Guild  
Everybody Wins! USA  
The Fred Rogers Center  
Friends Of The East Liberty Library  
Greater Pittsburgh Literacy Council  
Hill District Education Council  
Homewood Children's Village

Housing Authority of the City of Pittsburgh  
Literacy\*AmeriCorps  
The Mentoring Partnership of Southwestern Pennsylvania  
Mt. Ararat Community Activity Center  
Pittsburgh Association for the Education of Young Children  
Pittsburgh Pirates  
The Pittsburgh Project  
The Pittsburgh Promise  
Pittsburgh Public Schools  
Public Allies Pittsburgh  
Reading Is FUNDamental, Inc.  
The Union Project  
University of Pittsburgh Office of Child Development

# Board List

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**President:** Matthew Mohn - *Reed Smith LLP*  
**Vice President:** Kim Johnson - *Community Volunteer*  
**Secretary:** Katherine Vargo - *Duquesne Light*  
**Treasurer:** Joseph Burke - *Imagine Environmental Charter School at Frick Park*

Kevin Acklin - *Leech Tishman Fuscaldo & Lampf LLP*  
Matthew Harbaugh - *Mobile Technologies LLC*  
Abass Kamara - *Pittsburgh Penguins*

# Sites Served

A Child Shall Lead  
 Abundant Beginnings  
     Childcare Center  
 Beverly Jewel Wall Lovelace  
     Centers (5 sites)  
 Brightside Academy (8 sites)  
 CADAPrograms  
 Cardinal Wright Regional School  
 Carnegie Library of Pittsburgh  
     (15 sites)  
 Center for Family Excellence, Inc.  
 Chatterbox Daycare Center  
 Cherished Children  
 Child Watch of Pittsburgh  
 Children's Museum Head Start  
 Community Human Services  
 Cornell School District  
 Deliverance Center = H.O.P.E  
 Dottie's Place  
 Duquesne City Elementary School  
 For Kids Only  
 Forbes Family Practice  
 Franklin Primary Center  
 Great Start Daycare  
 Gwen's Girls  
 Happy Trails  
 Healthy Start House  
     (Adagio Health)  
 Hill House Association  
 Hilltop Community  
     Children's Center  
 Homeville Elementary  
 Housing Authority of the City  
     of Pittsburgh (5 sites)  
 Human Services  
     Center Corporation  
 Identity International Youth  
     Network, Inc.  
 Kelly's Kingdom  
 Kiddy Kingdom  
 Linda Lawson  
 Lots of Tots  
 Love and Care  
     Educational Center  
 Mama's Little Angels  
 Manchester Academic  
     Charter School  
 Manchester Youth &  
     Development Center  
 Monumental Baptist Church  
 Mooncrest Knowledge Connection  
 Ms. M's Happy Tots  
 Mt. Ararat Early Childhood  
     Development Center  
 Northside Coalition for  
     Fair Housing  
 Northside Institutional  
     Church Parent Club

Pamela Johnson Daycare  
 Pittsburgh Allegheny K-5  
 Pittsburgh Arlington PreK-8  
 Pittsburgh Arsenal PreK-5  
 Pittsburgh Banksville PreK-5  
 Pittsburgh Beechwood PreK-5  
 Pittsburgh Brookline K-8  
 Pittsburgh Carmalt PreK-8  
 Pittsburgh Concord K-5  
 Pittsburgh Faison PreK-6  
 Pittsburgh Fort Pitt PreK-6  
 Pittsburgh Fulton PreK-5  
 Pittsburgh Grandview K-5  
 Pittsburgh Greenfield K-8  
 Pittsburgh King PreK-8  
 Pittsburgh Lincoln K-8  
 Pittsburgh Manchester PreK-8  
 Pittsburgh Mifflin PreK-8  
 Pittsburgh Miller PreK-5  
 Pittsburgh Morrow PreK-5  
 Pittsburgh Murray PreK-8  
 Pittsburgh Northview PreK-8  
 Pittsburgh Phillips K-5  
 Pittsburgh Roosevelt PreK-5  
 Pittsburgh Schaeffer K-8  
 Pittsburgh Spring Hill K-5  
 Pittsburgh Stevens K-8  
 Pittsburgh Sunnyside K-8  
 Pittsburgh Weil PreK-5  
 Pittsburgh Westwood K-8  
 Pittsburgh Whittier K-5  
 Pittsburgh Woolslair K-5  
 Precious Ones Day Care  
 Providence Family  
     Support Center  
 Roberta's Child Care (2 sites)  
 Robins Nest  
 Rodman Baptist Church  
 Sister Thea Bowman  
     Catholic Academy  
 The Center that C.A.R.E.S.  
 The Early Learning  
     Institute (3 sites)  
 The Pittsburgh Project  
 Thomas Home Childcare  
 TLC Learning Center  
 Troy Hill Early Childhood  
 Turner Elementary  
 UPMC New Kensington  
     Family Health Center  
 Urban League of  
     Greater Pittsburgh  
     Charter School  
 Women's Center and Shelter  
     of Greater Pittsburgh  
 Y.M.W.A.H.A  
 YMCA Centre Avenue (4 sites)  
 YWCA Greater Pittsburgh

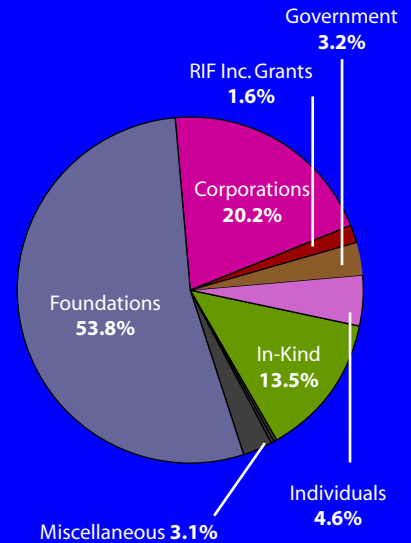
Fiscal Year ending  
 May 31, 2011

## Revenues:

**\$1,266,949**

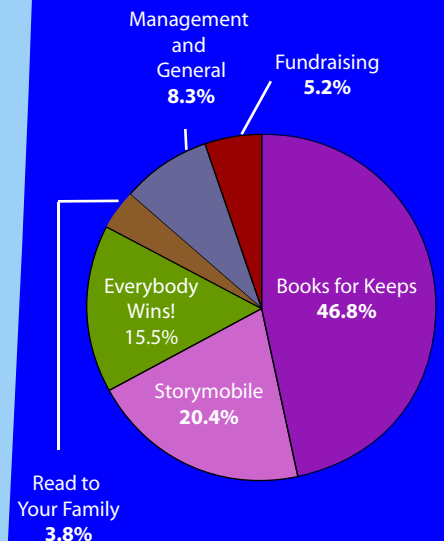
## Adjusted Revenue:

**\$780,196\***



## Expenses:

**\$491,771**



*\*Less future portions of multiple year grants and in-kind donation of vehicles*

# Give a child the gift of reading...



Our programs are supported by foundations, corporations, partners, and individuals who believe that all children should have access to resources and programs designed to foster a life-long love of reading. **YOU** can help a child experience the joy of reading!

- Mail a check to RIF Pittsburgh at 10 Children's Way, Suite 300, Pittsburgh, PA 15212
- Go online to [www.rifpittsburgh.org](http://www.rifpittsburgh.org) and click on "Donate Now"
- Designate your United Way contribution to RIF Pittsburgh #35113
- Volunteer for one of our programs
- Give us a call at 412-321-8022

Thank you for being part of our mission to inspire a life-long love of reading for the children in our community!

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