



EMPOWERING READING EVERYWHERE

2014 | ANNUAL REPORT

LETTER FROM THE CO-FOUNDERS

Reading is power. It teaches you about the world, expands your mind, and gives you the tools that let you make your own decisions. And hey, it's fun too— nothing wrong with that! Having the ability to read unlocks the door to your future.

Our world is going digital. We see it in the United States, where cars are driving themselves; we see it in Europe, where e-book sales are outpacing physical book sales. And we see it in the developing world, where more people have access to a mobile phone than a working toilet.

Put reading and the global digital movement together and there's only one conclusion: we've got a once-in-a-lifetime opportunity to address a huge inequity, and put books into the hands of every person on the planet. Children in the slums of Kenya can now read on a cheap tablet; young adults in the fields of Ghana can read on their cell phone; Mothers in New Delhi can read to their children on whatever device they have.

In 2014, with the immense help of our supporters, partners and collaborators, we've done something historic: we've enabled over one million people in the developing world to read more, read better and harness the power of reading to improve their own lives.

Each month, more than 185,000 people in Africa, Asia and beyond read compelling and relevant e-books on e-readers and inexpensive mobile phones. As a result, in 2014, children, families and adults spent over 4,000,000 hours reading from a library of 15,000 digital books.

We're thrilled to be delivering on our mission of Books for All— and even more thrilled to be doing it with you. 2015 and beyond holds so much more for Worldreader and all the people we serve. We thank you for supporting us so far and look forward the journey ahead.

Let's write the next chapter together.



David Risher

Colin McElwee

Worldreader is a global non-profit on a mission to bring digital books to every child and her family, so that they can improve their lives.

We build on digital platforms and mobile connectivity in the developing world to make our books available to the people who need them the most.





2014 ANNUAL IMPACT

Total people reached

1,087,783

On mobile phones

1,062,332

On e-readers in schools and libraries

25,451

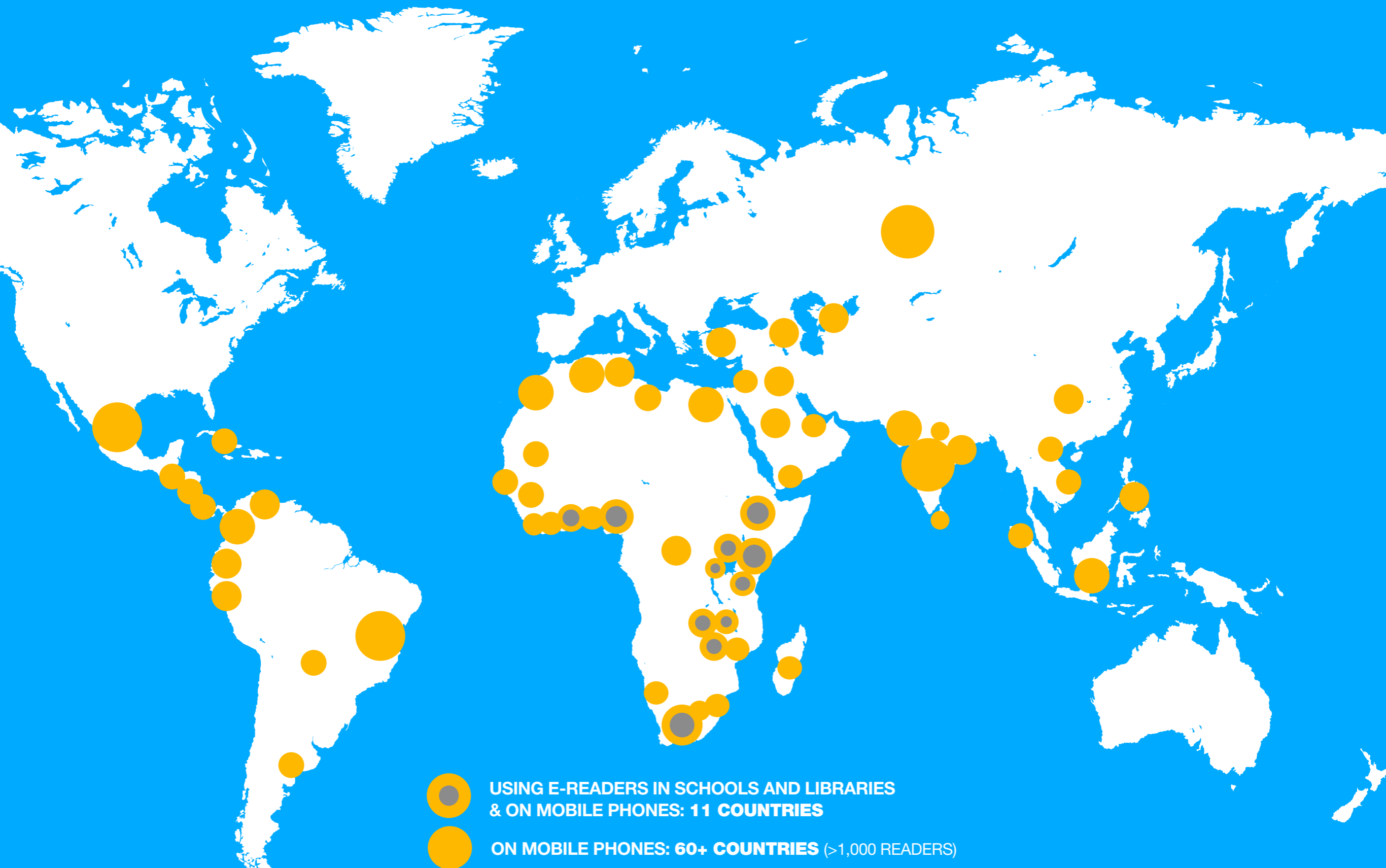
Digital books in our library

15,519

Total hours read on e-readers and mobile phones

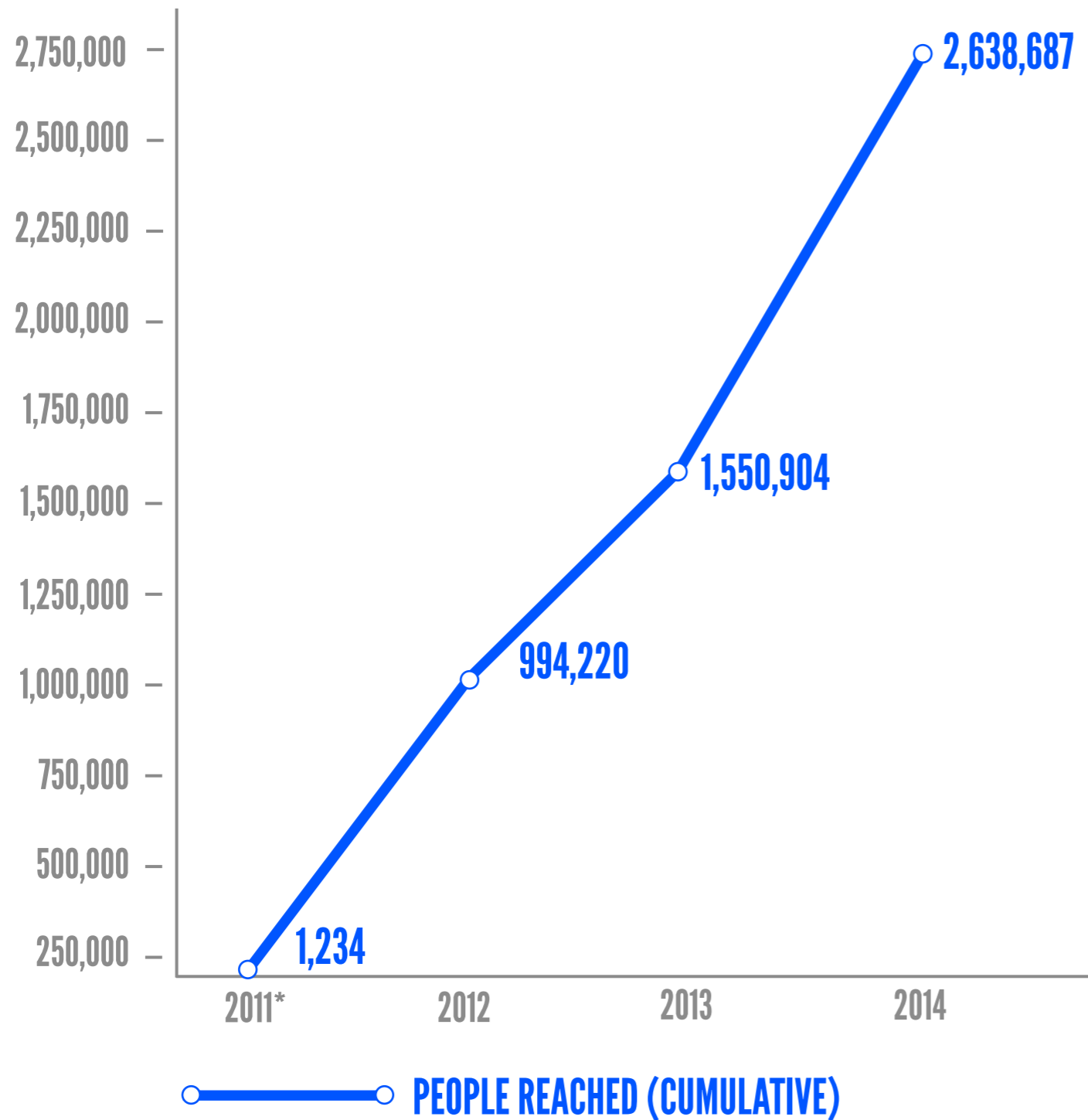
4,113,907

2014 READERS BY COUNTRY





PEOPLE REACHED SINCE 2010



Total people reached since 2010

2.6 MILLION

On mobile phones

2,586,678

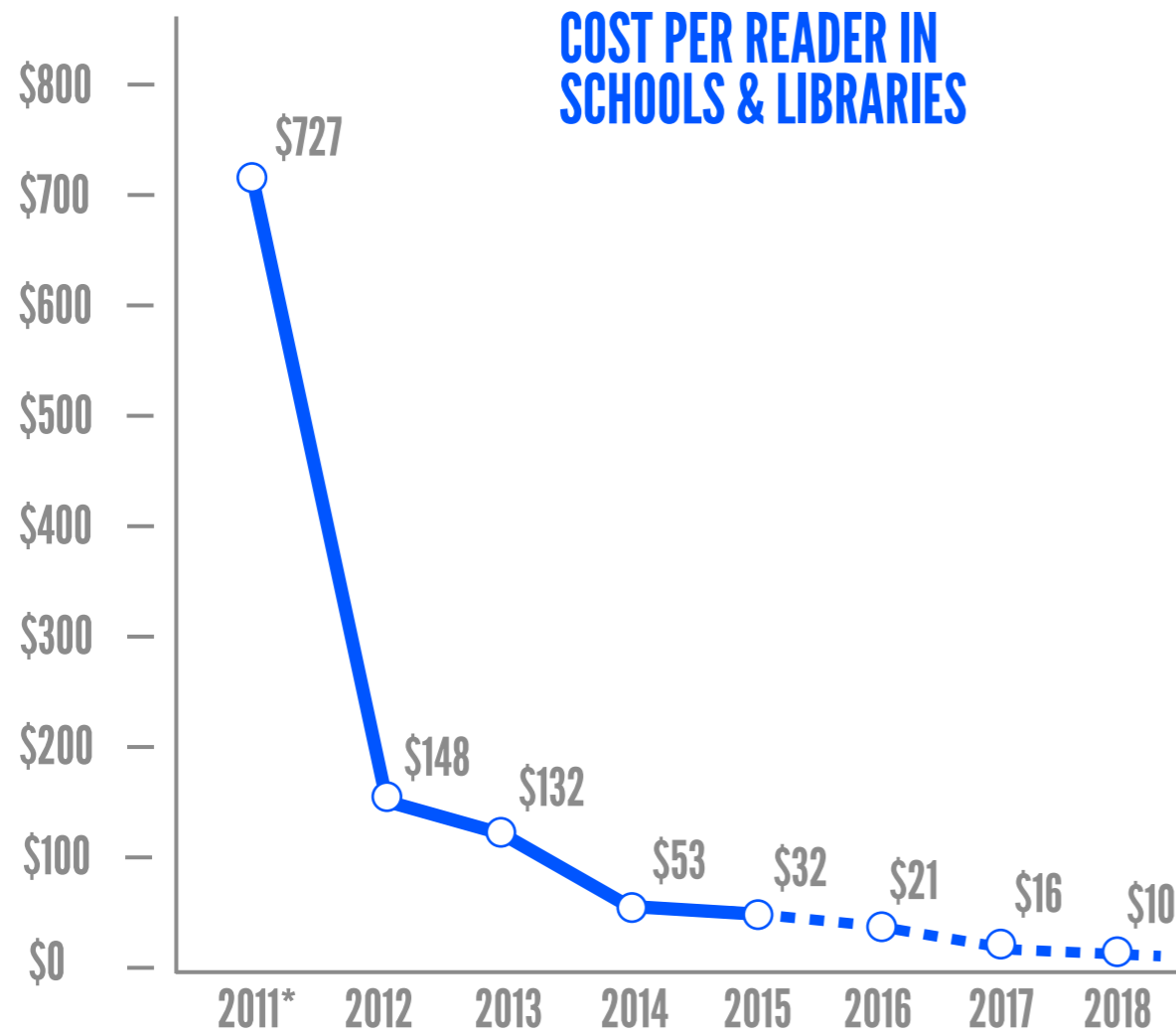
On e-readers in schools and libraries

52,009

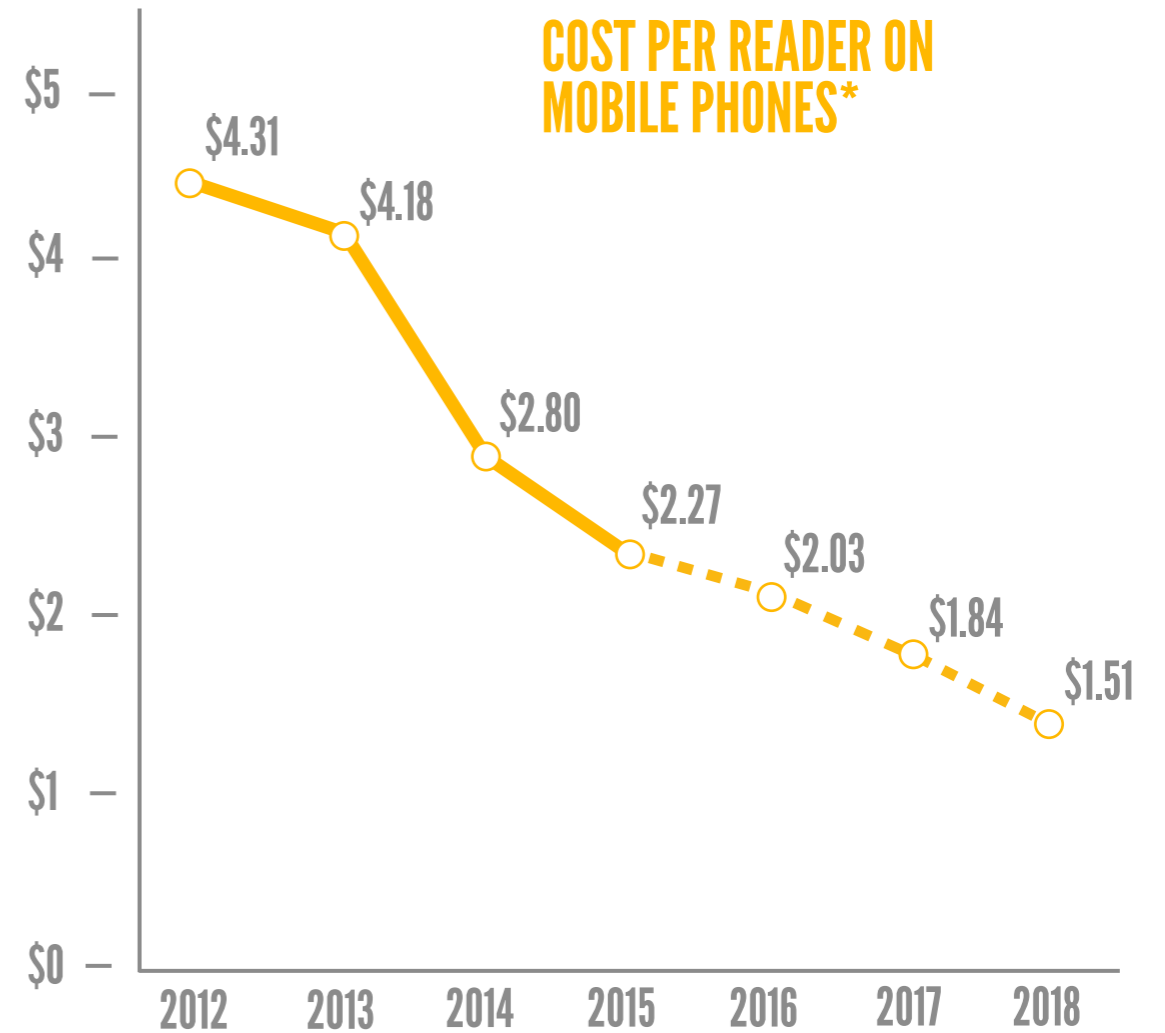
*Worldreader began its operations in 2010.
Reach reporting started in 2011.

COST PER READER SINCE 2010

Cost per reader = organizational costs divided by people reached.



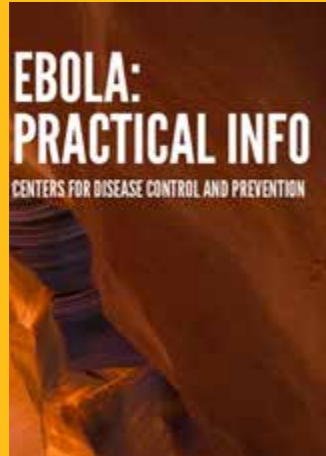
*Worldreader began its operations in 2010.
Reach reporting started in 2011.



*Mobile readers and costs estimated for 2012-2013;
actual from 2014.

2014 LIBRARY GROWTH

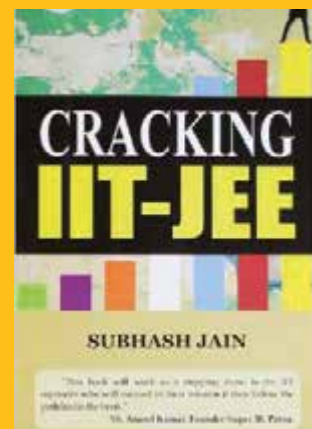
TOP BOOKS READ IN 2014



A practical guide for Ebola prevention.



An imaginative tale about a young girl and her power of will.

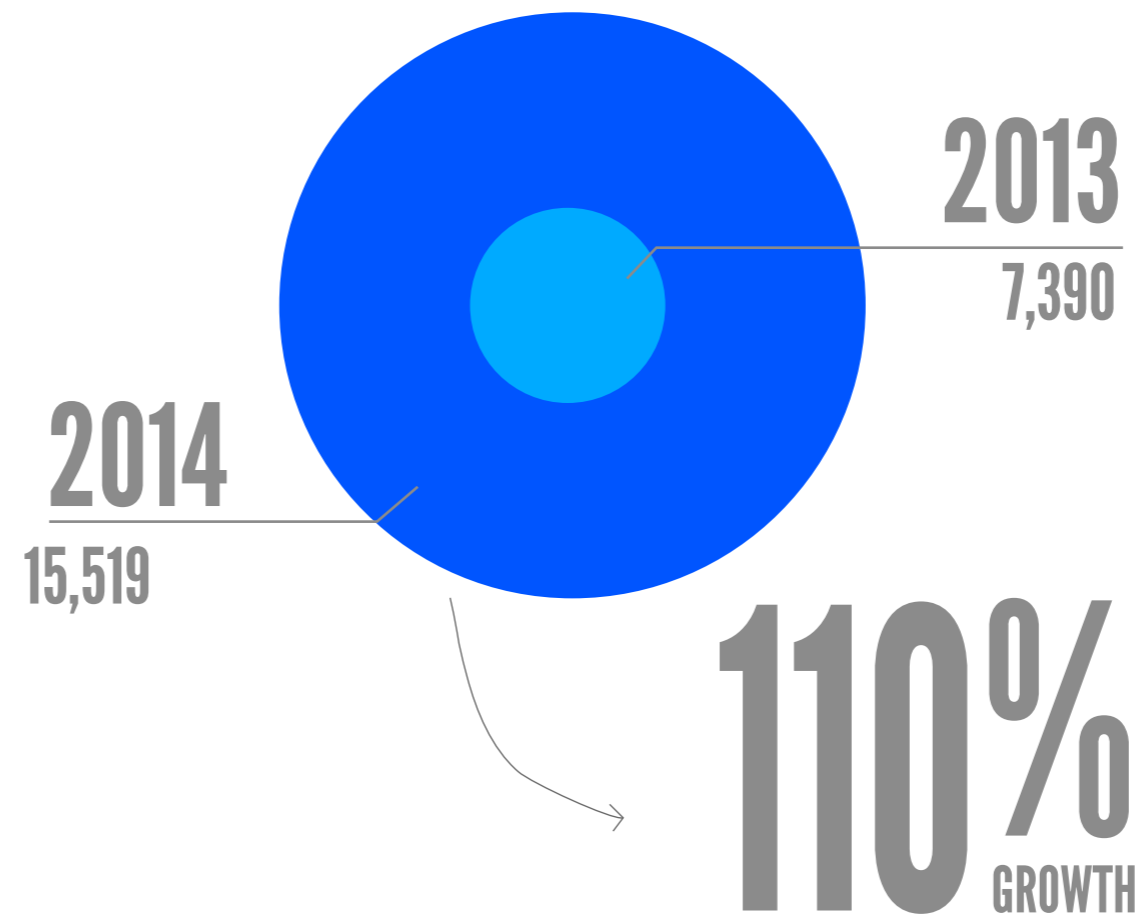


A guide for the IIT JEE Academy entrance exam.



An early reader with a focus on malaria prevention.

OF BOOK TITLES



OF LANGUAGES

63% GROWTH

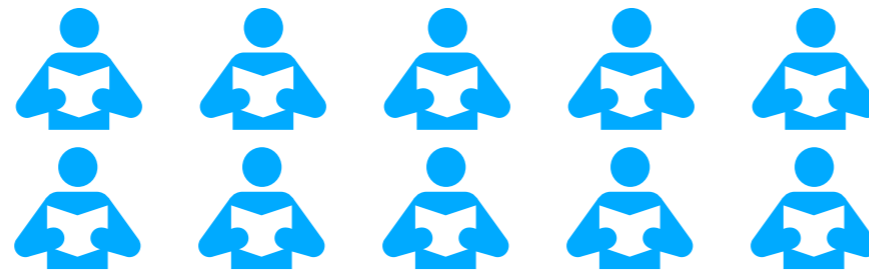
44
2014

27
2013



FACT: MORE PEOPLE ARE READING

The number of people reading on our platforms has consistently increased since 2010.



531,099

more people reached
during 2014
(compared to 2013)

2014 KEY RESEARCH

Project LEAP (Libraries, E-reading, Activities, Partnership) funded by the Bill & Melinda Gates Foundation

Project LEAP was a groundbreaking pilot program implemented over 2014 by Worldreader in partnership with eight public and community libraries in Western Kenya, and funded by the Bill & Melinda Gates Foundation. The one-year pilot tested the use, function and adoption of 200 e-readers in selected libraries to determine how e-readers affect library patronage, communities, staff, policies and procedures. Results from the project include:

178%

increase in library
visits over the
course of 8 months

84%

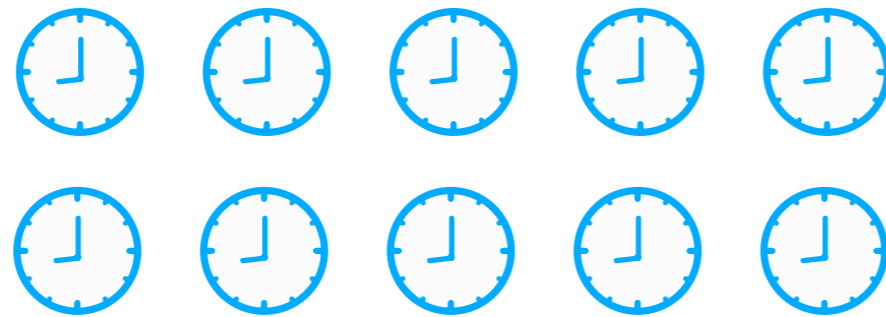
of patrons surveyed
reported reading
more with e-readers

20,000+

patrons trained on
e-reader
usage

FACT: PEOPLE ARE READING MORE

Our readers consistently report reading more as a result of Worldreader's programs.



10 MILLION

hours spent reading
by our users
since 2010

2014 KEY RESEARCH

Reading in the Mobile Era, published
by UNESCO in partnership with
Worldreader & Nokia

Published by UNESCO using data from Worldreader Mobile, this first-of-its-kind study provides the most detailed analysis to date of who reads books and stories on mobile devices in the developing world and why. Drawing on the analysis of over 4,000 surveys, and qualitative interviews collected from seven developing countries, the report's primary findings include:

62%

of respondents are
reading more now
that they can read
on their mobile
phones

6x

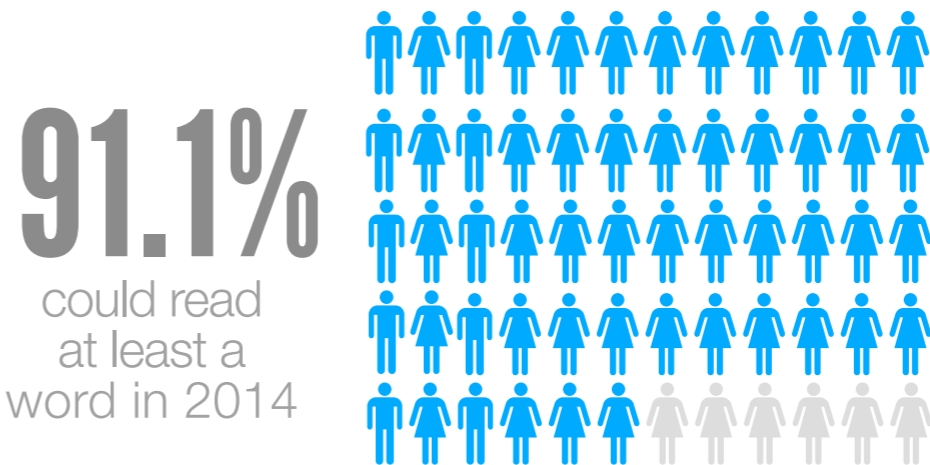
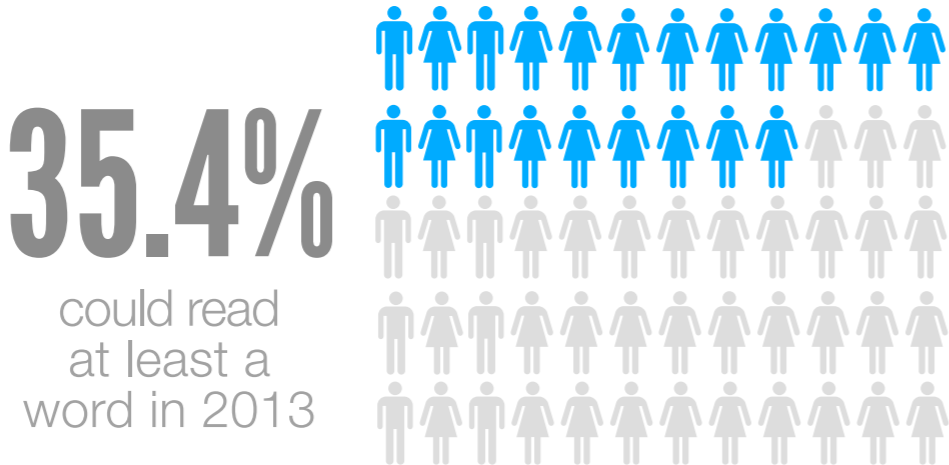
the amount of
time women read
compared to men
(207 minutes vs. 33
minutes per month)

1/3

of respondents
said they read
to children from
their mobile
phones

FACT: PEOPLE ARE READING BETTER

In a study from 2014, the percentage of students who could read significantly increased.



2014 KEY RESEARCH

Worldreader iREAD 2 Ghana Study

iREAD 2 was sponsored by an All Children Reading grant from USAID, World Vision and AusAID, and provided 574 Ghanaian first to third grade students and their teachers with e-readers filled with hundreds of books, improved teaching methodologies, and extracurricular reading activities. The final evaluation, our most rigorous piece of research to date, showed the following results over 18 months of project implementation:

2X
increase in reading
comprehension in
both English and
mother tongue

50%
increase among
students in
measures of
oral reading fluency

24
more words
per minute read
by students in
English

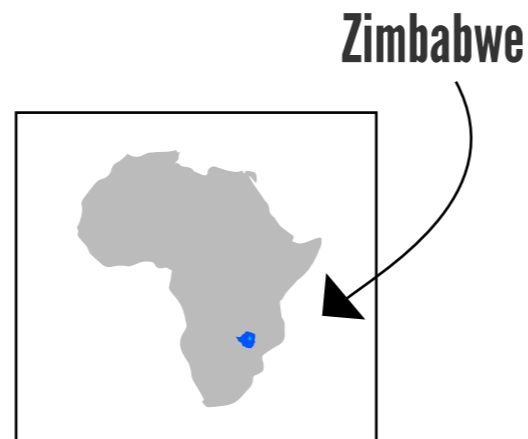
STORIES FROM THE FIELD

E-BOOKS ON A MOBILE PHONE CHANGE A ZIMBABWEAN CLASSROOM

Charles Madhara lives in a rural area of Zimbabwe, close to the village of Rusape. There is no electricity so residents use solar power as a source of energy. Charles is a 2nd grade teacher of 31 students between eight and nine years of age. Around 600 students attend the school where he teaches.

Charles discovered Worldreader Mobile when he was browsing the Internet on his feature phone. “It was the only place that offered free books.” Since discovering the Worldreader app, Charles has found it to be a powerful source of content for his classroom: “The children love it, I can read them new stories every day.” Charles also uses the Worldreader Mobile app to access essential health information, allowing him to discuss topics such as Ebola, HIV and sanitation with his students.

Charles is also studying for a Master’s Degree which he claims would not be possible without the digital books he accesses on his phone. “I use Worldreader Mobile to prepare for my Master’s because it is the only place I can obtain the right information when I do research for my assignments.”



**“As a Zimbabwean educator
at schools without
libraries, reading short stories
to my 2nd grade[r]s on my
mobile makes a difference.”**

- @charles__madhara

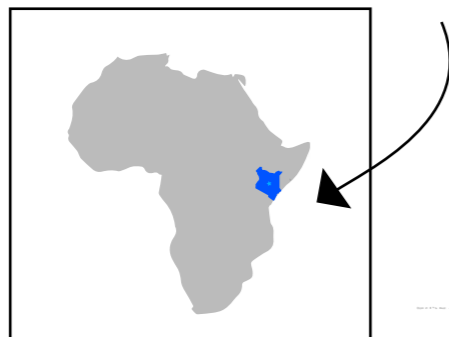
STORIES FROM THE FIELD

DIGITAL READING IN LIBRARIES ENABLES GREATER OPPORTUNITIES FOR ALL

Every child deserves the right to an education. Sadly, approximately 80% of the world's 70 million deaf people do not have any access to education and only 1-2% of the deaf receive education in sign language (WFD).

The boys and girls at the Kakamega School for the Deaf demonstrated the power of e-books to improve lives. During a BLUE Box (Building Literacy Using E-books) training at their local library, the students vividly brought each word to life through sign language to interpret the stories they were reading. They passionately read books from Worldreader's Kiswahili library and became an inspiration to thousands of disabled children around the world. The students of the Kakamega School for the Deaf continue to expand their minds on a daily basis thanks to the e-readers in their community library.

Kenya



KEY PARTNERSHIPS IN 2014

MICROSOFT



A new digital reading solution for Microsoft mobile phones developed in 2014 reached more than 15,000 readers with a digital library of 4,700 e-books in 44 languages. The mobile clients allowed for capturing of rich data and analytics as well as responsiveness to reader interests.

CISCO FOUNDATION



Education in STEM (Science, Technology, Engineering and Mathematics) is critical to technological innovation and economic growth. Thanks to the Cisco Foundation, we made 10,000 STEM books more ubiquitous.

BILL & MELINDA GATES FOUNDATION



400,000 digital books in libraries have impacted the lives of more than 10,000 people in the most rural parts of Western Kenya. With Worldreader's Project LEAP supported by the Bill & Melinda Gates Foundation, the libraries are experiencing a 178% increase in patronage rate.

UNHCR



Thanks to a partnership with the UN Refugee Agency (UNHCR), 30,000 life-changing international and African e-books have been delivered to 2,300 students across four schools in the Mishamo and Katumba refugee settlements in Tanzania.

ROSETTA BOOKS



RosettaBooks, an independent global publisher, donated 135 bestselling books to the Worldreader e-reader programs. As a part of the #WeReadBecause campaign during the holiday season, RosettaBooks also discounted 152 e-books and donated 10% of its proceeds to Worldreader.

HUMBLE BUNDLE



Humble Bundle generously created book bundles that benefited Worldreader's mission. Over \$110,000 was raised in 2014 to help Worldreader expand its e-reader programs as well as acquire compelling and relevant digital content for our readers in the developing world.

WHAT'S NEXT?

15 MILLION READERS BY 2018

At the start of 2014, just four years after Worldreader was founded, we announced that our e-reading projects and reading app had reached 1 million readers across the globe. By the end of 2014, just a year later, Worldreader had already counted the next million readers with a total of 2.6 million people reached by our programs.

As we continue to work hard towards growing partnerships and maximizing efficiency, impact is top-of-mind. Over the past year, we've gathered our staff, board members and key stakeholders to answer the question: how many readers will Worldreader reach in the next three years? Here's what we decided:

By 2018, Worldreader aims to reach 15,000,000 readers using e-readers in schools and libraries and mobile reading apps on peoples' phones.

To do this, we've embarked on a major fundraising effort called "Reading into the Future" that will fuel four major initiatives over the next three years.

MORE BOOKS



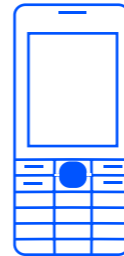
Grow our digital library to include 50,000 books

MORE E-READERS



Reach 1M people with e-readers in schools and libraries

MORE APPS



Reach 14M people via free mobile reading phone apps

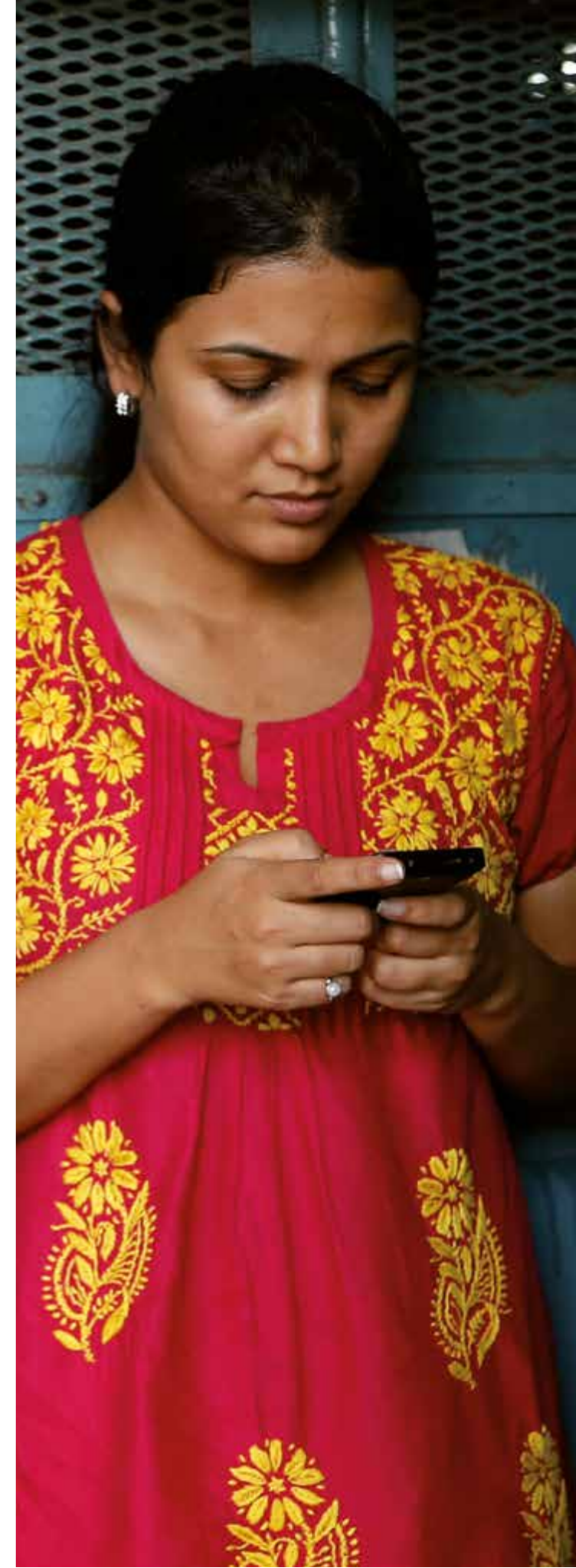
MORE POWER



Strengthen our team, infrastructure and expertise

At the foundation of this plan is the generosity of our donors, both those already listed in our annual report and those yet-to-be listed. As you consider your own support of Worldreader during 2015, we hope you will consider a special three-year commitment to help fund "Reading into the Future."

To learn more about Reading Into the Future,
contact Brian Gougherty, Director of Major Gifts, brian@worldreader.org, +1 415-595-2285.



2014 FINANCIALS

Worldreader USA Audited Financial Information for 2014 for years ending December 31, 2014 and 2013, as audited by Gelman, Rosenberg & Freedman.

| Operating Income | 2014 | 2013 |
|---|--------------------|--------------------|
| Product Sales | \$258,322 | \$246,756 |
| Contributions and grants | \$4,342,865 | \$2,087,861 |
| In-kind donations* | \$1,362,851 | \$1,425,523 |
| Total operating income | \$5,964,038 | \$3,760,140 |
| Operating Expenditures | | |
| Program services | \$3,131,525 | \$3,242,948 |
| Management & general | \$478,270 | \$405,943 |
| Fundraising | \$198,812 | \$158,905 |
| Gross operating expenditures | \$3,808,607 | \$3,807,796 |
| Operating surplus (deficit)** | \$2,155,431 | \$(47,656) |
| Surplus related to unrestricted funds | \$198,044 | \$(47,656) |
| Surplus related to temporarily restricted funds | \$1,995,067 | \$(343,590) |
| Investment & other non-operating activity (net) | \$2,320 | \$472 |
| Change in net assets | \$2,155,431 | \$(390,774) |
| Net assets at the beginning of year | \$927,697 | \$1,318,471 |
| Net assets at the end of the year | \$3,083,128 | \$927,697 |

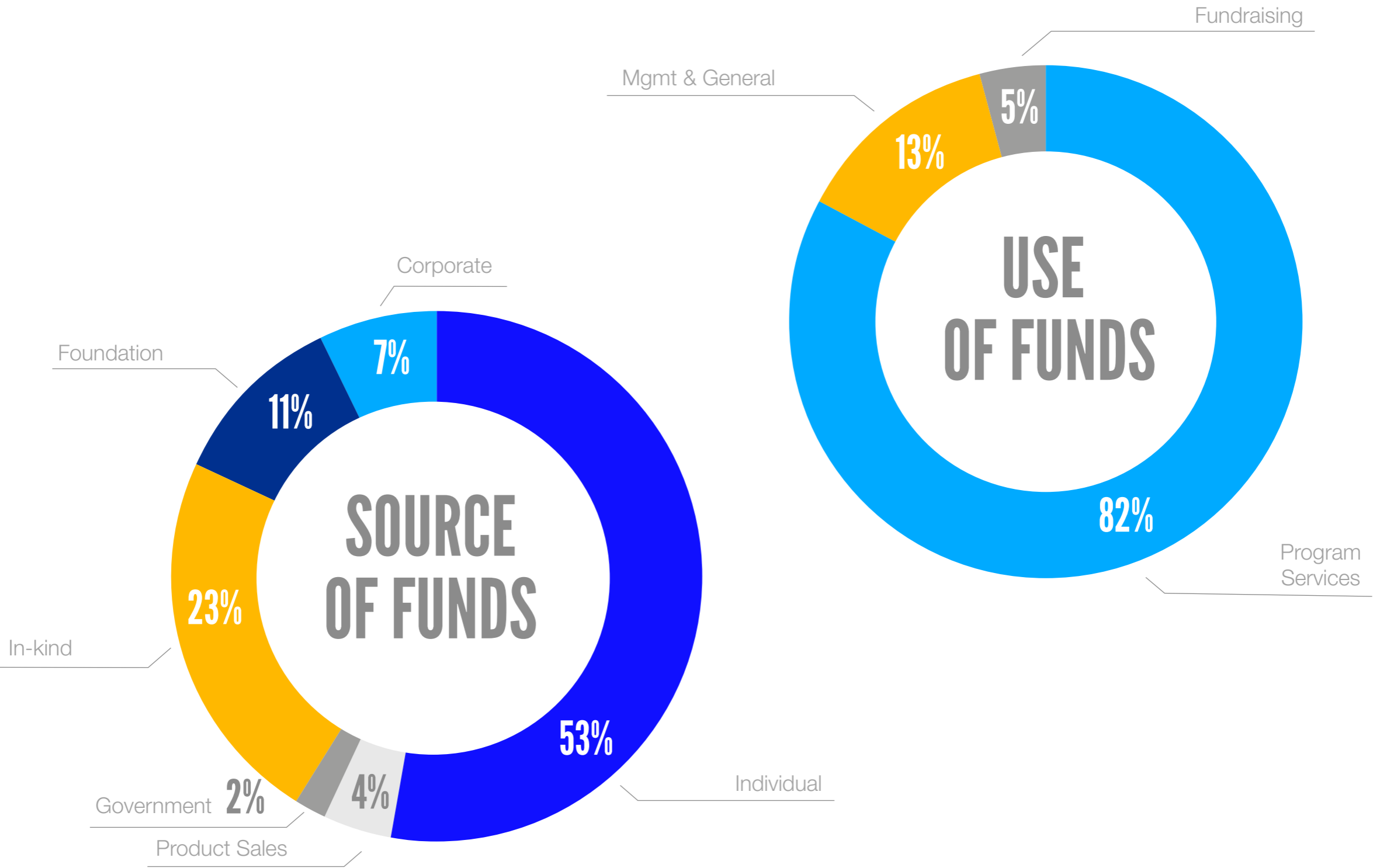
*In-kind revenue generated from donated content from partnering publishers, donated tangible goods and app development work completed by Futurice, who helped build the Micorsoft Windows mobile reading client and the backend CMS.

**\$2.2M surplus was due to long-term pledges (booked to temporarily restricted accounts) as a result of the Reading into the Future campaign. Additionally, earned product sales increased through Worldreader BLUE (Building Literacy Using E-readers) Box and other programs in 2014.

| Assets | 2014 | 2013 |
|--|--------------------|------------------|
| Cash & cash equivalents | \$637,406 | \$731,812 |
| Pledges & other receivables | \$2,110,212 | \$184,980 |
| Advances, prepaid expenses, & other current assets | \$150,049 | \$56,105 |
| Non current Assets | \$287,832 | - |
| Total assets | \$3,185,499 | \$972,897 |
| Liabilities & Net Assets | | |
| Accounts payable & other current liabilities | \$102,371 | \$45,200 |
| Borrowings | - | - |
| Total liabilities | \$102,371 | \$45,200 |
| Unrestricted net assets | \$628,136 | \$427,772 |
| Temporarily restricted net assets | \$2,454,992 | \$499,925 |
| Total net assets | \$3,083,128 | \$927,697 |
| Total liabilities & net assets | \$3,185,499 | \$972,897 |



2014 FINANCIALS





DONORS AND PARTNERS

READING INTO THE FUTURE

Worldreader thanks these forward-thinking partners and donors who have committed the first \$7.2M towards our \$15M Reading into the Future campaign, ensuring Worldreader impacts 15 million readers across the globe by 2018.

Leadership Partner

Bill & Melinda Gates Foundation
Kaphan Foundation
Jennifer & David Risher
Pearson

Principal Partner

Terry Atkinson & Kathy Taylor

Mezzanine Partner

Mike & Jackie Bezos
Sue & Duff Sanderson
Peter & April Spiro
Karen Van Dusen & Joel Spiegel

Visionary Partner

Microsoft Corporation
Harrison Miller & Clare McCamy
Mike Sundermeyer & Cari Anderson
Charles & Lori Brighton
Kartik Raghavan

*Support as of 20 May 2015

INDIVIDUALS

Donations to the 2014 Annual Fund.

\$100,000+ Novel Circle

Shawn Byers
Dr. Steve Hammer & Mrs. Cynthia E. Hammer*
Sue & Duff Sanderson

\$50,000-\$99,999 Storybook Circle

Harrison Miller & Clare McCamy
Peter Spiro & Social Endeavors Foundation

\$25,000-\$49,999 Poetry Circle

Terry Atkinson & Kathy Taylor
Donna & Matt Bellew*
Carolyn & Stephen Kroll Reidy
Maryam Mohit & Erik Blachford*
Mike Reynolds
Joe Waechter & the Larry L. Hillblom Foundation

\$10,000-\$24,999 Sponsors

Anonymous
The Ayyad Family
The Boncher Family & Cupertino Electric
Charles & Lori Brighton
Lisa Brummel & Celeste Keaton
Dylan, Socorro, & Brenna Cunningham
Ben Cushman & George Tuttle
Ed Frank & Sarah Ratchye

Charles Gibson
Denise & Annie Hall
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Kristin & Franklin Kern
Bobby & Jodi Pittenger
Joel Spiegel & Karen Van Dusen
Jorrit & Angela Van der Meulen
The Wellworth Foundation
Wilke Family Foundation

\$5,000-\$9,999 Ambassadors

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Quentin & Malissa Clark
Scott & Lynda Corcorran
Philip & Alicia Hammarskjold
Candise & Mark Holmlund
Henrik Jones
The Family of Sibyl Frankenburg and Steve Kessel
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Ruben Ortega & the Two Herons Foundation*
Payne Family Fund
Sandra Peppet & Her Grandchildren
Kartik Raghavan
Lynn & Adam Rauch
Rose Family Fund
Rob Short
Matt Williams
David Zapolsky

\$2,500-\$4,999 Advocates

Craig & Susan Bruya
John & Kristin Clark
Nigel Ellis
Stephanie & Jim Gamble
Wes Herman & Sherri Kimmell

Soumitra Sengupta
Jeff Strang
Dave Thompson & Judy Jesiolowski
Paige & Bob Vanosky

\$1,000-\$2,499 Supporters

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Heidi Williams
Paul Zeger

* Multi-year support

\$100-\$999

Anonymous (3)
Robert Ashbaugh
Akhtar Badhah
B. Kim Barnes
Rick Barrera
Lynn & Greg Baugher
Ronny Bell

| | | | | |
|---------------------------------------|-----------------------------------|------------------------------------|--------------------------|----------------------------------|
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Roberta Zrna

And our 1,214 donors who gave
between \$1 and \$99.

INSTITUTIONAL

Funders and project partners
during 2014.

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Agbado E-learning Centre ‡
Amazon †
Angel Covers ‡
Barefoot Power †
Betta Lights †
Bialla Recruiting †
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Bill & Melinda Gates Foundation
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