

Why reading matters



Worldwide,
617 million
children are not learning at a minimum
reading level

A child born to a literate mother is
50 PERCENT
more likely to live past the
age of 5

Illiterate people earn on average
35 PERCENT
less than their literate
counterparts



"The e-reader story has been very inspiring to our users. As I travel across the country, I have interacted with children, and I have seen the motivation and the inspiration in



them.”

Richard Atuti, Director of the Kenya National Library Service



MESSAGE FROM OUR CO-FOUNDERS

Dear friends, supporters, and partners:

A billion readers? You're probably wondering how we'll get there. So let's pause for a moment.

Now, visualize a hockey stick.

Imagine its shape, size, and how it's used. Maybe you're thinking of an arena; maybe you're remembering your childhood skating on a frozen pond; maybe you're hearing the crunch of players colliding on the ice, or the roar of a crowd. And, apologies to the football/soccer fans among us. To you, maybe hockey is just some rare sport played in the frigid north.

Whatever you're imagining – hold that thought. We'll return to the hockey stick in a moment.

In the meantime, let's reflect on some of Worldreader's accomplishments in 2018 and take a glimpse at what's ahead. Thanks to you, in 2018 we helped an additional three million people read, bringing the power of reading to more than 10 million individuals, who've read more than 100 million hours in 52 languages! We are expanding our programming across the global south in Africa, India, Jordan, and Mexico, while starting new programming in Peru.

Behind these numbers are the lives of real people and their triumphs: Isis, a teacher in Mexico, helps her young-adult learners discover new worlds by reading to them from her mobile phone. Meanwhile, Mayada, a Syrian refugee in Jordan, bonds with her children, helping them heal from the trauma of war, by reading stories from the Worldreader Kids app. In India, Alka uses digital stories with complementary lessons to educate early learners in her primary classroom.

We should all be proud of our role in helping these readers, yet humbled by the millions more still to reach. Reaching these readers requires new thinking, rather than feeling intimidated by the enormity of the issue.

It requires a hockey stick – that is, a way to take the number of people we help and change the slope of the curve so that it skyrockets up and to the right – reaching *tens* of millions of people every year, rather than mere millions.

So we've spent the last year looking inward and outward – at our strengths as an organization and the needs of our potential readers. We've thought a lot about how to build a sustainable model so that we can help more people read, at ever-lower costs, reaching a billion more quickly.

We've staffed up with an exceptional executive team, offering leadership in programming, fundraising, communications, operations, and finance.

And we've tuned up our operations based on this strategy:

Worldreader will provide affordable state-of-the-art technology, appropriate for under-resourced communities.

Worldreader will provide quality books and complementary content focusing on relevant content from local publishers in the regions where we work, including audio books, special collections, and the like.

Worldreader will focus on curation. Building on our current catalog of 35,000 digital titles, we will design standard collections around reading levels, grades, language needs, and themes. We will then work with teachers and partners to develop custom collections, and donors to fund the expansion of our offerings.

Worldreader will collect reading data to provide insights. Our software tracks which devices are being used, when and how much reading is happening, and what books are popular. We will share data about reading frequency and levels with our education and publishing partners while ensuring our readers' privacy.

Worldreader will provide savings. In most low-income countries, school budgets typically provide four-five books at a cost of \$30 per student/year. Worldreader can provide 150 digital books including an e-reader at a cost of \$1 per student/month.

Worldreader believes that sustainable impact comes from sharing costs and responsibilities and ultimately ownership. We will ask donors to support the development and continuous improvement of our content library, software, and data analytics resources. For our implementing partners, we will offer below market rates, while asking them to dedicate their resources towards supporting the program.

With your support, we've begun implementing this strategy in 2019, and it shows great promise. In fact, if we're successful, a few years from now we'll be able to graph the number of people that you've helped us support, and it will look like . . .

A hockey stick.

Every child and every adult deserves the opportunity to read – for education, economic opportunity, better health, gender equality, and just for fun.

Thank you for helping the world read.



David Risher
CEO & Co-Founder, Worldreader



Colin McElwee
Co-Founder, Worldreader

Our readers around the world

Meet our readers. Explore our regions.



In 2018, Worldreader supported programming in schools and libraries in five regions, while readers across 49 countries benefited from Worldreader's digital library.

[Latin America](#)

[West Africa](#)

[East Africa](#)

[Middle East](#)

[India](#)

Our approach

We support readers around the world with Worldreader apps and programming. Our approach is built on a foundation of these elements.

Technology



We reach readers with a digital library via affordable state-of-the-art devices such as e-readers, tablets, and mobile phones.

Content



We deliver relevant, dynamic content with agility to our readers through acquisition, enrichment, and curation services.

Partnerships



We join forces with partners to make a bigger difference. Our partners range from NGOs and publishers to corporations and foundations.

Local capacity



We train schools, libraries, and families to help them get the most out of our reading programs.

Insights



We use data insights to improve our collections, improve educational outcomes, and create a better reading experience for our readers.

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"My youngest boy always asks me to read him a story. He's grown used to me reading him a story every night before he sleeps. It remind me of when I was a child and my grandmother would tell us stories. "

Shadia, Amman, Jordan



2018 Financials

Worldreader is committed to high financial integrity and transparency. We apply our various resources in innovative and responsible ways to create a world where everyone can be reader.



\$12.1 Million

total contributions



\$2.8 Million

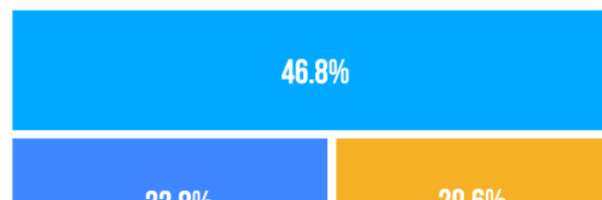
in-kind donations



\$2.18

cost per reader

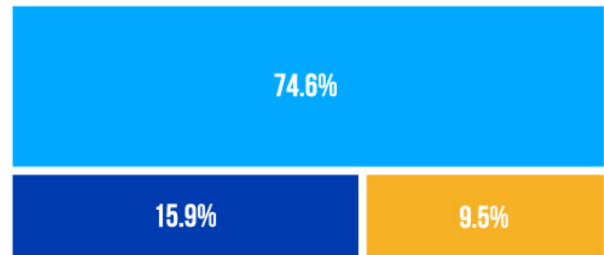
Revenue





Individuals	\$5,663,721
In-kind	\$2,757,442
Foundations	\$2,498,780
Corporations	\$606,184
Earned Revenue	\$559,649
Other	\$24,063
Total Revenue	\$12,109,839

Use of funds



Program Services	\$8,053,769
Management & General	\$1,716,653
Fundraising	\$1,029,483
Total Expenses	\$10,799,905

[See More](#)

Support the digital reading movement



Sponsor a school or preschool

When you sponsor a school or preschool, students will receive e-readers, e-books, and Worldreader's expertise.

[CONTACT US](#)



Join with your colleagues and volunteer

Does your workplace have an employee volunteer program? Find out how you and your team can help.

[CONTACT US](#)

READING FOR OPPORTUNITY

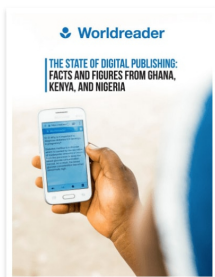
Join the Reading for Opportunity campaign

We're working towards reaching 10 million more readers by 2020. Will you join us?

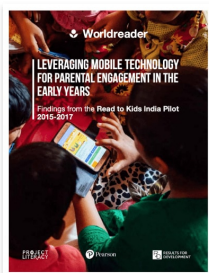
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A year in thought leadership



State of digital publishing report



Read to kids pilot report



LEAP 2.0 final report

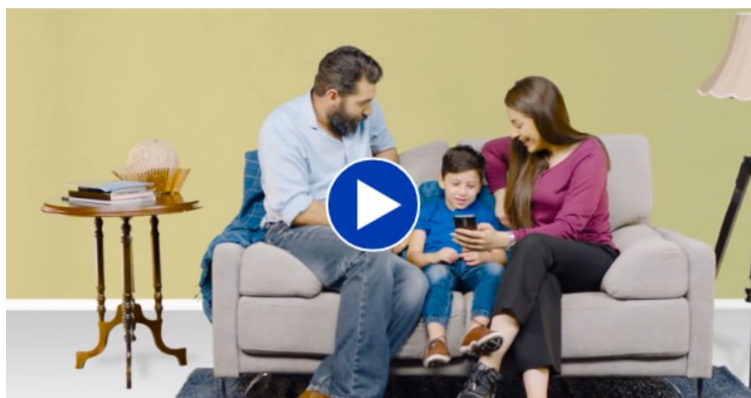


Ghana national reading day

Featured partners

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A year in videos



Worldreader Kids promotional video for caregivers in Jordan



Simi talks about reading books on her mobile phone



Famous Ghanaian rap star sings about reading

Camfed and Worldreader partner to empower students



Our Supporters

INDIVIDUAL AND FAMILY SUPPORTERS

Multi-Year Support

We are pleased to recognize these forward-thinking donors who have committed multi-year pledges to sustain our growth and impact for years to come.

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ANNUAL GIFTS

Worldreader is pleased to recognize these generous donors for gifts

Foundation is pleased to recognize these generous donors for gifts supporting our 2018 programs and operations.

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\$1,000,000 and above

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\$100,000 – \$249,999

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Mountain Top Publishers Ltd.

Muskaan

NALAP (Ghana Ministry of Education)

National Council of Educational Research and Training

New Readers Press (ProLiteracy)

OnceUponATiger.com

One Moore Book

Open Road Integrated Media

Osu Children's Library

Penguin Books India (Penguin Random House)

Penguin Random House

Penguin Random House Iberia

Pickle Yolk Books

Prabhat Books

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Urban Fox Studios

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Thank You

All of this impact has been made possible by dedicated supporters like you. Thank you for helping the world read.

We hope you'll share these incredible milestones with your friends and family.

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