



**Worldreader**

**2013**

**Annual**

**Report**

# LETTER FROM OUR CO-FOUNDERS

**WITH YOUR  
SUPPORT,  
WORLDREADER  
EMERGED AS  
THE GLOBAL  
AUTHORITY ON  
MOBILE READING  
IN 2013**

What we accomplished at Worldreader in 2013 would not have been possible without the support of our partners, donors, and supporters. Each year, our Annual Report affords us an opportunity to thank you.

2013 was a monumental year in our growth. Each month, Worldreader provided over 200,000 children, families, and adults in 27 countries in Asia and Africa with hundreds of digital books on e-readers and thousands of digital books on inexpensive phones. As a result, the children, families, and adults whom we serve have read 990,034 digital books in 2013.

Because of your support, our geographic reach now spans 13,000 miles, from Ghana in West Africa to the Philippine Islands, and includes significant populations in East Africa, the Indian sub-continent, and multiple countries in Asia and the Asia-Pacific region. The number of mobile reading platforms that we deliver e-books through grew exponentially, and our content library expanded to thousands of e-books and other pieces of educational content.

So what is in store for 2014? In two words, a lot! Later in this report you'll see information about our partnerships with The Bill & Melinda Gates Foundation to extend our work into libraries, an exciting new collaboration with the United Nations High Commission for Refugees (UNHCR) that brings us into refugee settlements, our work with Microsoft to develop a reading application for their mobile phones, and our collaboration with Airtel, one of India and Africa's most important cell-phone carriers. By the time you read our 2014 report we aim to have over 500,000 people in low-literacy countries reading books every day--something that's never been possible before, and something that will ultimately help millions improve their lives.

Thank you again, and we look forward to working together to bring books to all.



David Risher

Colin McElwee

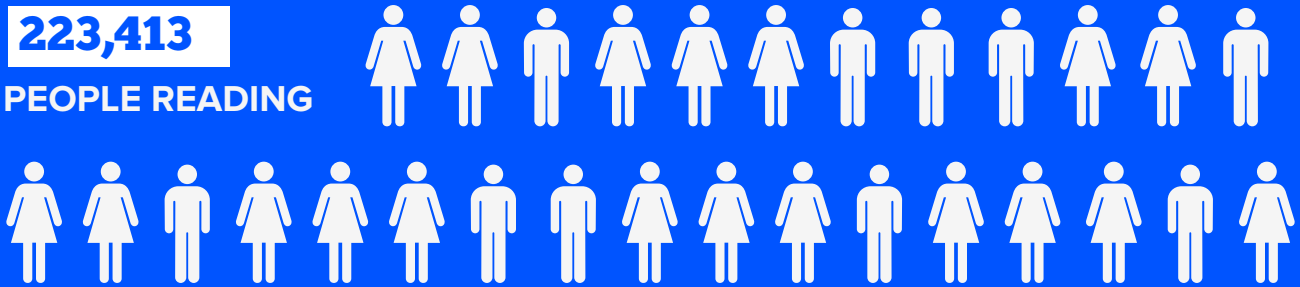
**2013**

**SUMMARIZED**

YOU'VE MADE  
THIS GROWTH  
POSSIBLE!

**223,413**

PEOPLE READING



IN

**27**

COUNTRIES



**5,000**

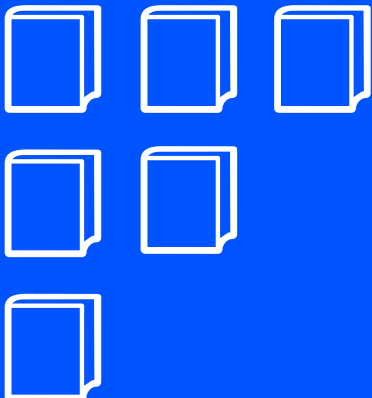


TOTAL BOOKS AVAILABLE

**in 21 languages**

**990,034**

BOOKS READ!



\* FINANCIALS:

**85%** PROGRAM SERVICES

**11%** MGMT AND GENERAL

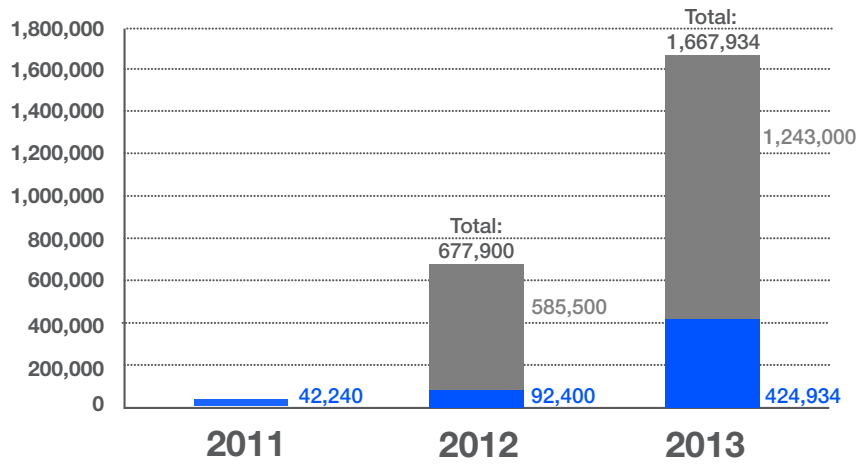
**4%** FUNDRAISING



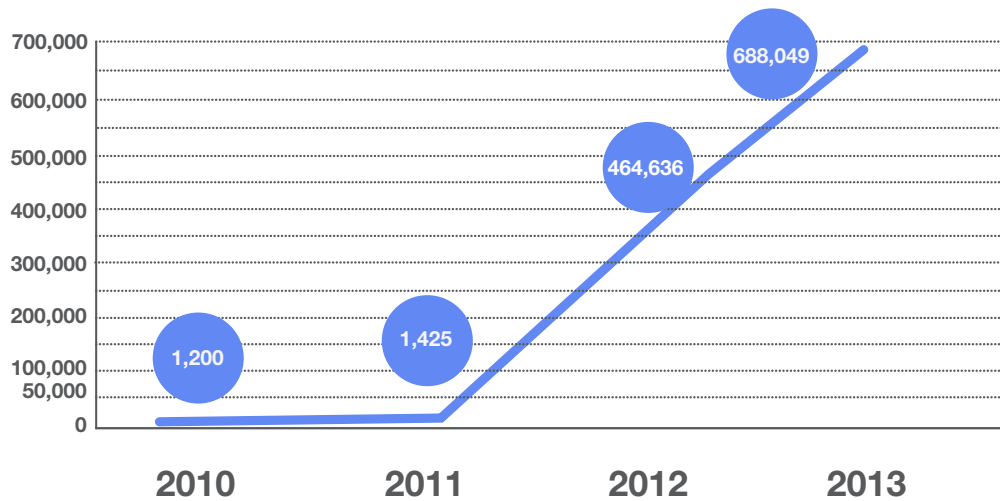
# IMPACT

# SINCE 2010

## CUMULATIVE BOOKS READ



## TOTAL PEOPLE READING



# RESEARCH

## PROJECTS SUMMARIZED

Partners: UNESCO and Nokia  
Project Name: Mobile 4 Reading (M4R)

**NOKIA**



Worldreader, in partnership with Nokia and UNESCO, just completed a one-year research project that is one of the first, large-scale scientific studies of mobile reading in the developing world. The goal of this study was to understand our mobile readers and determine key success factors for mobile reading initiatives to further the advancement of literacy.

Impact Summary: Reading on mobile phones is convenient and affordable. Users are reading more and have improved attitudes toward reading.

- People primarily read on their mobile device because it is convenient and affordable
- Mobile reading increases reading
- Mobile reading reinforces positive attitudes toward reading and reverses negative attitudes toward reading

Partner: USAID, World Vision, and AusAID  
Project: iREAD 2/ All Children Reading (ACR)



**World Vision**

Last year, USAID, in concert with World Vision and AusAID, awarded Worldreader a \$300,000 “All Children Reading: Grand Challenge for Development” Award (ACR). These funds were used to create iREAD II, which is currently underway in the Suhum and Ayensuano Districts of Ghana.

iREAD II replicates the iREAD study but targets a younger demographic: Ghanaian primary school students in grades 1-3.

Impact Summary:

- Narrowed achievement gap between boys and girls
- Significant improvements in mother tongue oral reading fluency and listening comprehension
- Improved foundational English reading skills
- Final report to be published November 2014.

Partner: RTI International and USAID  
Project: PRIMR



PRIMR is a study in cooperation with RTI International and USAID to assess the effectiveness of e-readers within the Primary Math and Reading (PRIMR) program in Kisumu, Kenya.

Impact Summary:

- Each child completed 8.8 e-books over a period of 1 1/2 months
- Most children participated in 9 or more days of free reading activities.
- Students were most interested in our local language e-books: Dholuo, followed by Kiswahili, and then English
- Less than 1% of the 1,050 devices had problems
- Worldreader students' gains in English and Kiswahili oral and reading fluency were double that of the control group



## WHAT'S

## NEXT IN 2014



With your continued support, Worldreader looks forward to accomplishing even more in 2014. We remain committed to creating a world in which every child, and her family, will have the books they need to improve their lives. In service of this vision, our goals for 2014 include:

- Getting 500,000 people reading on digital devices like e-readers and mobile phones
- Growing our content library by 50%
- Understanding new geographies like India, where we currently have almost 50,000 readers

2014 also brings with it some exciting new projects that we will be undertaking in collaboration with partners like The Bill & Melinda Gates Foundation, United Nations High Commissioner for Refugees (UNHCR), Microsoft, and Airtel -- see below for more details about these projects.

## PROJECTS SUMMARIZED

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### WORLDREADER BOOKS ON MICROSOFT FEATURE PHONES



Microsoft and Worldreader are collaborating on the development of a digital reading solution for mobile phones, providing current and future users all over the world with easy and convenient access to Worldreader's library of books.

Project Summary:

- Microsoft has agreed to fund the development of the Worldreader-Microsoft digital reading solution.
- The project includes building an architecture that will support multiple mobile reading clients across mobile platforms.
- These mobile clients will capture rich user data and analytics that will allow Worldreader to pursue an agile content strategy that responds to reader interests, and that will inform our knowledge of mobile reading in the developing world.

## E-READER PROGRAM IN UNHCR REFUGEE SETTLEMENTS



UNHCR conducted a Global Education Review in 2011, identifying limited supply of textbooks, teaching resources, and reading materials as a significant factor negatively impacting the provision of quality education in refugee contexts.

In 2014, the United Nations High Commissioner for Refugees (UNHCR) will work with Worldreader to implement a pilot focused on addressing educational resource needs in two refugee settlements of Tanzania. Project Summary:

- This project puts 30,000 digital books in the formerly book-scarce refugee settlements of Mishamo and Katumba, in northwestern Tanzania.
- The UNHCR-Worldreader partnership affects over 2,300 students whose families fled conflicts in Burundi.
- Projects goals include increasing the number and variety of books read, reducing waiting periods for classroom material, and improving student performance on standardized reading and writing tests.

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## E-READERS IN LIBRARIES WITH THE SUPPORT OF THE BILL & MELINDA GATES FOUNDATION



In 2014, Worldreader, with the support of the Global Libraries Initiative at The Bill & Melinda Gates Foundation, began researching the use of e-readers in libraries in the developing countries. This project, called LEAP (Libraries E-Reading Activities Partnership) aims to support the transformation of library usage, and to expand this important segment as a key engine of future development.

The project has equipped eight libraries in rural Kenya with e-readers, providing their library patrons with instantaneous access to an immediate supply of 50,000 digital fiction, non-fiction, genre, reference books, storybooks, plus a complete set of Kenyan digital textbooks suitable for patrons of all ages.

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## PROMOTING DIGITAL READING ACROSS AFRICA WITH AIRTEL



Worldreader and Airtel are partnering to promote mobile reading in 17 countries: Nigeria, Zambia, Tanzania, Ghana, Malawi, Kenya, Uganda, Sierra Leone, the Seychelles, Rwanda, the Democratic Republic of the Congo, Gabon, Congo-Brazzaville, Niger, Burkina Faso, Chad, and Madagascar. This partnership brings the world's largest digital library of culturally-relevant books to millions of people throughout Africa.

In anticipation, Worldreader has developed and released the 3rd generation of its mobile phone application, Worldreader Mobile. This partnership has allowed us to create a feature-phone reading experience that dramatically expands our content library, builds distribution rights, enhances our software development, and ultimately creates an ever-stronger reading experience on an enormously important set of handsets.



## RENEWABLE ENERGY TO POWER READING



With the generous support of Cynthia & Steve Hammer, Worldreader is creating partnerships with solar equipment manufacturers to support the use of renewable energy in its projects. E-readers are very efficient in their use of energy and do not require daily charging. This low power consumption makes them more suitable than most other ICT devices, for use in areas where access to electricity is limited. However, as Worldreader expands to increasingly remote regions, even biweekly or weekly charging can pose a challenge. We aim to address this challenge with the use of solar technology.

Project summary:

- Worldreader will implement a pilot project in Kenya, starting in July 2014, to understand how solar energy can provide consistently charged reading devices in urban, peri-urban, and rural environments, so the children and young people in our programs can read whenever they desire.
- As part of the pilot, Worldreader will create ways to prioritize the charging of reading devices, while allowing the use of solar power for more general purposes that will provide the communities with an incentive to maintain the solar equipment over time.
- After this pilot is concluded, Worldreader hopes to be in a position to impact the lives of children and young people who read in schools and libraries that have unreliable electricity or are completely unconnected to the electric grid.



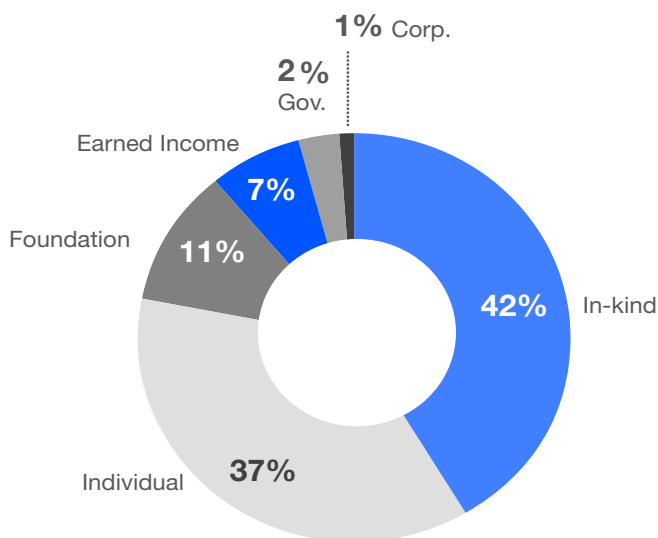
# FINANCIAL SUMMARY

## WORLDREADER UNITED STATES FINANCIAL INFORMATION FOR YEARS ENDING DECEMBER 31, 2013 AND 2012

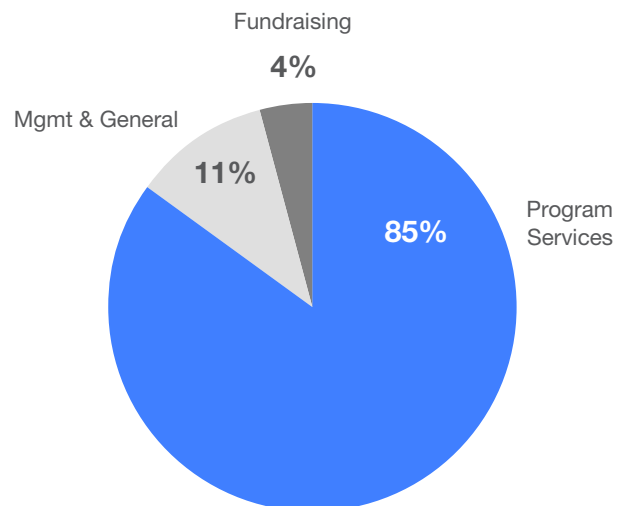
Operating Income		2013		2012
Program Income	\$	246,756	\$	199,499
Contributions and grants		1,744,271		2,041,770
In-kind donations		1,425,523		1,457,573
<i>Total operating income</i>	\$	3,416,549	\$	3,698,842
Operating Expenditures				
Program services	\$	3,242,948	\$	2,450,255
Management & general		405,943		250,578
Fundraising		158,905		112,995
<i>Gross operating expenditures</i>	\$	3,807,796	\$	2,813,828
Operating surplus (deficit)	\$	(391,247)	\$	885,014
Surplus related to unrestricted funds	\$	(47,656)	\$	41,499
Surplus related to temporarily restricted funds		(343,591)		843,515
Investment & other non-operating activity (net)		472		284
<b>Change in net assets</b>	\$	(390,775)	\$	885,298
Net assets at the beginning of year	\$	1,318,471	\$	433,173
Net assets at the end of the year	\$	927,697	\$	1,318,471

Assets	2013		2012	
Cash & cash equivalents	\$	731,812	\$	333,793
Pledges & other receivables		188,832		880,941
Advances, prepaid expenses, & other current assets		52,253		106,800
Property, plant & equipment (net)		-		-
<b>Total assets</b>	\$	972,897	\$	1,321,534
<b>Liabilities &amp; Net Assets</b>				
Accounts payable & other current liabilities	\$	45,200	\$	3,063
Borrowings		-		-
<b>Total liabilities</b>	\$	45,200	\$	3,063
Unrestricted net assets	\$	427,773	\$	474,956
Temporarily restricted net assets		499,925		843,515
<b>Total net assets</b>	\$	927,697	\$	1,318,471
<b>Total liabilities &amp; net assets</b>	\$	972,897	\$	1,321,534

## SOURCE OF FUNDS IN 2013



## USE OF FUNDS IN 2013



Complete financial statements, audited by [Gelman, Rosenberg & Freedman](#), are available upon request.

# BOARD

# MEMBERS

Worldreader thanks the following leaders who contribute their time, energy, enthusiasm and financial support to help ensure the organization's success:

## UNITED STATES

Peter Spiro | *Board Chair, Microsoft Technical Fellow*  
David Risher | *Board President, Co-Founder & President of Worldreader*  
Colin McElwee | *Board Secretary, Co-Founder of Worldreader*  
Charles Brighton | *Board Member, Co-Founder & Co-CEO, Brighton Jones, LLC*  
Harrison Miller | *Board Member, Managing Director, Summit Partners*  
Jim Bildner | *Board Member, Managing Partner, Draper Richards Kaplan Foundation*  
Kartik Raghavan | *Board Member, Senior Advisor at Bill & Melinda Gates Foundation*  
Sue Sanderson | *Board Member, Co-Founder Sanderson Family Foundation*

## SPAIN

David Risher | *Board President, Co-Founder & President of Worldreader*  
Colin McElwee | *Board Vice President, Co-Founder of Worldreader*  
Antonio Delgado | *Board Secretary, Professor, ESADE Law School*  
Jonathan Wareham | *Board Member, Vice Dean, ESADE Business School*

## GHANA

David Risher | *Executive Council Member, Co-Founder & President of Worldreader*  
Colin McElwee | *Executive Council Member, Co-Founder of Worldreader*  
Clara Miralles Codorniu | *Executive Council Member, Director of West Africa, Worldreader*  
Joseph Botwey | *Executive Council Member, Partnership Development and Publisher Relations Manager, Worldreader*

## THE TEAM

Consists of dedicated staff, volunteers and management all working tirelessly to bring books to children and families in the developing world.

Samuel Alomenu  
Beatrice Ani-Asamoah  
Madeline Armstrong  
Doris Ashrifie  
Jennifer Baljko  
Begoña Barinagarrementeria  
Fatos Berisha  
Nadja Borovac  
Joseph Botwey  
Nancy Brown  
Tanja Commike  
Eunice Yolanda Dsane  
Erica Ernst  
Brian Gougherty  
Anna Guardiola  
Robert Gyenin  
Sam Hartwell  
Elizabeth Hensick Wood  
Evan Howard  
Alisa Jacobo

Sarah Jaffe  
Martha Jennings  
Kimberlee Johnson  
Neil Johnston  
Maryanna Klahn  
Sharon Langevin  
Rob Lawson  
Kristina Lee  
Hermione Ireland  
Zev Lowe  
Darina Lucheve  
Colin McElwee  
David Mimila  
Clara Miralles Codorniu  
Susan Moody  
Stacie Moore  
Flavia Moroso  
Muthoni Muhunyo  
Joan Mwachi-Amolo  
Lalit Nadkarni

Martine James Omondi  
Mar Ortega Pueyo  
Julie Ortsin  
Bhanu Potta  
Alex Polzin  
Lynn Rauch  
Periša Ražnatovic  
David Risher  
Alison Rich  
Monica Salgado  
Gerardo Sánchez  
Michael Smith  
Alex Sulzberger  
Stephanie Sun  
Dana Swenson  
Mary Robb D. Wilson  
Tina Tam  
Julia Valencoso de Celis  
Heidi Williams  
Danielle Zacarias



# FINANCIAL

# SUPPORT

The generosity of our donors and grantors makes it possible for us to provide digital books to children and adults around the world. From all of us at Worldreader, our heartfelt thanks.

## \$100,000-\$1,000,000

David Risher  
Dr. Steve Hammer &  
Mrs. Cynthia E.Hammer  
Jeff Bezos  
Shel Kaphan & Ericka  
Lock  
Skip Klintworth  
Swim4Good

Dan Rose  
David Zapolsky  
Fundación Caja de  
Ingenieros  
Greg & Lauri  
Nakamoto  
James Austin  
Kartik Raghavan  
Joel Spiegel & Karen  
van Dusen

Craig Mod  
Daniel Servitje  
David Hammer  
David & Alison Rich  
Diana Kunze  
Diane Zoi & Zack  
Herlick  
Dixon & Lucinda  
Moody

Peter Bladin & Donna  
Lou  
Sandra & Arthur D'Italia  
Sandra Peppet  
Sanjay Chheda  
Scot Chisholm  
Shea Owens  
Susan & Eric Benson  
Tammy Beaulieu

Isabel Prieto  
Isabel Salazar  
James Chiaruttini  
Jane Weinman  
Jean & Lawrence  
Rowe  
Jed Nussdorf  
Jennifer Salik  
Johanna Neuman

## \$15,000 - \$99,999

Charles & Lori Brighton  
Donna & Matt Bellew  
Draper Richards Kaplan  
Foundation  
Dwight Smith  
Emily Kunze & Jordi  
Rubiralta  
Eric & Marcela  
Broussard  
Frank & Shannon  
Connelly  
Harrison Miller & Clare  
McCamy  
Jason & Jamie Kilar  
Peter Spiro  
Rudy & Rupa Gadre  
Star Lerach & Dillon  
Lerach  
Steve Kessel and Sibyl  
Frankenburg  
Social Endeavors  
Stavros Niarchos  
Foundation  
Sue & Duff Sanderson  
UNESCO

Juanita Baker  
Laura Moore  
Matt Williams  
Philip & Alicia  
Hammarskjold  
JPMorgan Chase  
Foundation  
Margaret A. Meyer Family  
Foundation  
New York Community  
Trust  
The Larry Lee Hillblom  
Foundation  
The Mohit-Blachford  
Family Foundation  
Two Herons Foundation  
Wellworth Foundation  
Wes Herman & Sherri  
Kimmell  
Yoo Jung Lee

Frances Merenda  
Fraser Black  
George & Kathleen  
DeMartino  
George Snelling  
Greg Hart  
Greg & Laurie Nelson  
Heidi Williams  
Henrik Jones  
James Lyons  
Jedd Wider & Todd Wider  
Jeffrey Gould  
Jennie & Jake Blair  
Jessica Teague  
JJ Jacobi  
Josh Schweitzer & Mary  
Sue Milliken  
Juan Luis Prieto Jacqué  
Katherine & Eddie Bialas  
KC Gies  
Lance Conn

The Clif Bar Family  
Foundation  
The National Book  
Foundation  
The Private Education  
Endowment Foundation  
Tim Stone  
Young & Yasaman Lee  
Yuval Neeman

The Clif Bar Family  
Foundation  
Jonathan Wise  
Jordi Cañellas  
Jordi Carbó Pou  
Jose i Zabaleta Kaehler  
Josh Allen  
Julie Schott  
Lily Wang

## \$500 - \$999

Amanda Stephens  
Ameritrade Clearing  
Angela Gaspar  
Anja Siebel  
Bobbie Wilson  
Brian & Carrie Pratt  
Caleb Mason  
Charles & Lynne  
Dhuyvetter  
Christine Puente-Castan  
Deborah Black  
Eve Simon  
Frants Nielsen  
Gail & Clyde Rockoff  
Gary Amado  
Gerald Rosenberg &  
Cheryl Wiesenfeld  
Gretchen Batra  
Hillary Carlip  
Iñaki Ecenarro &  
Friends

Lorea Canales  
Margaret Crotty  
Megan & Fred Eiden  
Michael & Chris Feaves  
Michael & Suzanne  
Swift  
Morton & Merle Kane  
Murray Buttner  
Pablo Slough  
Paige & Bob Vanosky  
Penny Graf  
Peony Herrera  
Peter Miller & Jean  
Johnson  
RJ Friedlander  
Robert Bielecki  
Rodney & Barb Wendt  
Sarah Lombard  
Sharon Dowdell  
Sherry Cherwin  
Shiva Farouki  
Steve & Heather Murch  
Terrie Davis

## \$1,000 - \$4,999

Abigail & Andrew  
Sinwell  
Argus Media  
Carlos Muñoz  
Carrington Madden  
Catherine Stocker  
Change Making Change  
Craig & Susan Bruya  
Craig Andrus & Dianna  
O'Doherty

Lukasz Niedzielski  
Lynn & Adam Rauch  
Mark Evans  
Mary S. Ford  
Matthew Cherwin  
Mauricio Prieto  
Mike Sundermeyer &  
Cari Anderson  
Milton Drachenberg  
Noelle & Mika Salmi  
Penelope McDermid

## \$5,000 - \$14,999

Carl H. Young  
Carolyn Kroll Reidy  
Daniel McNeill



Luis Anthony & Olive Hawley	Nancy Danaher	Randal Teague	Russell swider	Susan Frech
Luis Sainz	Nancy Jacobs	Raymond Weil	S. Robert Gramen	Susan Lamb
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Michael Henry	Prasanth Chandrahasan	Royce Kunze	Stephen Gentuso	William Lairsey
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Miguel Rahola Sala	Rachel Sommer	Russell Blair	Susan Davison	Young Sook Cho
	Rachelle Balaban	Russell Ditalia	Susan E Brandt	Yulanda Jones





## OUR FUNDRAISERS

These remarkable individuals have collectively raised over \$214,949 for Worldreader by hosting special events or by using our online fundraising platform:

Aliesha Fealy	Harrison Miller & Clare	Maryam Mohit & Erik
Alison Rich	McCarney	Blachford
(Worldreader New York Chapter)	Henrik Jones	Maryanna Klahn
Anne Kreft	Jon Staenberg	Mauricio Prieto
Beth Gallart	Julie Trell	Melanie Arena
Camille Mohsenin	Lauren Brady	Olive Fox
(Worldreader Berkeley High Club)	Lisa Andracke	Susan Moody
Charles & Lori Brighton	(Worldreader New York Chapter)	Swim4Good
Christina Sylvester	Louis and Susan Meisel	The staff at The VUDE, Seattle
David Rich	Magdalena Kura	The Worldreader board of directors
(Worldreader New York Chapter)	Mary Robb D. Wilson & Jessica Teague	
Emily Kunze	(Women4Worldreader)	

## OUR KITS SPONSORS

These remarkable individuals and organizations have contributed over \$388,953 to bring Worldreader to schools of their choice through the Worldreader Kits program:

Active Africa	Thanks Be to God Foundation
Advance Education Inc.	Private Funder
The Matthew E. Russell Foundation	Private Funder
African Leadership Inc	Private Funder
Christian Relief Fund	Society of the Sacred Heart
Dwankhozi Hope	Royal Society of the Convent of Jesus
Grace Episcopal Church GO Committee	St. Aloysius Gonzaga Secondary School
Institute for International Development and Cooperation	Stavros Niarchos Foundation
Leacock Foundation	The Immanuel Rural Development Mission
Nelson Mandela African Institute for Science & Technology	The Rosemary Pencil Foundation
Thanks be to God Foundation	Unite to Light
Private Funder	Village Project Africa, Inc.
Otterbein University	

# OUR PARTNERS

These remarkable organizations have contributed over \$1.4MM in goods and services to Worldreader to bring more e-books to all in the developing world:

## Publishers

2911 Productions, LLC  
Adaex  
Adwinsa Publications  
Ghana  
Afram Publications Ltd.  
Afrinnovator  
AmaBooks  
Arriba Arriba Books  
Australian Literature  
Review  
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Bulkybon Publications  
Can Do!  
Carus Publishing  
Cassava  
Christmat Consults  
Chronicle Books  
CK-12 foundation  
Cover2Cover  
Crossway  
Crux Publishing  
Devonhall Publishing LLC  
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Global Journal Project  
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icharacter  
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Small Beer Press  
Smart4kids  
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of Art, Business, and  
Technology  
The Jomo Kenyatta  
Foundation  
The Nobel Foundation  
Typhoon Media  
U.S State Department  
Urban Fox Studios  
Weaver  
Woeli Publications  
WordAlive Publishers  
Yoza  
Zwoodle Books

## Authors

Aaron Zerach  
Alison Clarke  
Allan R. Wallace  
Amma Kyerewaa  
Andrew Halfacre  
Ashton Fourie  
Aubrey Knight  
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