Cover photo: A mother in Delhi is reading Hindi books to her child using Worldreader’s mobile reading application. Worldreader, in partnership with Pearson UK, has launched a research program that promotes reading to young children from ages 0-6. The “Read to Kids” program is designed to provide high quality digital storybooks to parents on their mobile devices and communicate the importance of reading to children through a network of health care and education providers committed to early childhood development.
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LETTER FROM
THE CO-FOUNDEES

As the world goes digital, opportunities open up. We experience them daily: the way we move around our cities, the way we spend our leisure time, the way we stay in touch with friends—all have been transformed.

Interestingly, that change isn’t confined to the world’s wealthiest countries. A staggering 66% of payment transactions in Kenya happen via mobile money. In the first three months of 2016, Indians called up mobile transportation apps 2.5 billion times. And mobile phones have become indispensable tools for refugees to keep themselves informed and attached to their countries. As one Syrian refugee told the Washington Post as he clutched his cell phone, “I trust only this 100%.”

Worldreader’s vision is of a world where everyone is a reader. We are at exactly the time in history when it’s possible to make this vision real—when technology is getting so pervasive and inexpensive that if we provide the right programs and support, billions of people will be able to use their mobile phones as libraries. And that means billions of people’s potential unlocked—billions more scientists, teachers, innovators.

2015 represented an enormous step towards that vision. During the year, 2 million people in 50 countries read from our collection of over 30,000 e-books on Worldreader’s reading platforms. All told, we’ve supported 3 million readers in our six years, and we’re just getting started.

But we can’t dilly-dally. As people adopt new habits, the window for change opens, but it will shut before we know it. That’s why we’re continuing to expand our reach and impact so rapidly. We want to point out a few programs we’re investing in:

Read to Kids: an India-based initiative that encourages caregivers to read to their children on their cellphones.


Worldreader Gender Equality: Women and girls make up 23% of our readers on mobile phones but consume over 60% of content. We are working to normalize reading among women on cellphones so they can read even more.

We thank you for being part of this transformation, and with your help, we look forward to creating a world where everyone can be a reader.

David Risher  
CEO and Co-Founder

Colin McElwee  
Co-Founder
WE’RE CREATING A WORLD WHERE EVERYONE CAN BE A READER.
WE’RE ABOUT

empowering PEOPLE

providing relevant BOOKS

using appropriate TECHNOLOGY
In 2015, Worldreader **tripled** the number of **readers** we have served since 2010.

2,072,165 People Read

from a collection of

31,901 E-Books

using

Worldreader Reading Platforms
empowering PEOPLE
Building a Community of Readers

3,077,923
TOTAL READERS SINCE 2010

over 300,000 MONTHLY READERS at the end of 2015
COUNTRIES WITH WORLDREADERS

50 COUNTRIES WITH WORLDREADERS

USING E-READERS IN SCHOOLS AND LIBRARIES & ON MOBILE PHONES: 12 COUNTRIES

ON MOBILE PHONES: 50+ COUNTRIES (>300 READERS)
Readers in **Schools** and **Libraries**

In 2015

- **79,075** students
- **2,526,683** books
- **16,508** devices
- **281** schools
- **34** libraries

**Key Partners**

**esspin**

Education Sector Support Programme in Nigeria

As part of the DFID-funded ESSPIN program, managed by Cambridge Education, Worldreader provided e-readers with appropriate books to 20 schools in Southern and Northern Nigeria to support both helping kids read better, but also to enjoy reading.

**amazon**

In the past 5 years, Amazon has generously provided Worldreader with over 20,000 discounted e-readers, as well as Amazon Whispercast and Amazon Web Services support in distributing over 3 million e-books.

**Camfed**

Camfed and Worldreader’s collaboration on the DFID-funded Technology Supported Learning Program helps 1,350 Tanzanian girls across 25 schools. This approach of using technology and empowering books to help girls stay in school has been hailed by the Forbes magazine as “impactful, transformative, and revolutionary.”
When tested on Familiar Word Recognition, students with e-readers and teacher support saw improvements 6 times greater than their control peers.

Teachers and students both reported that students with e-readers were reading twice as much as before (when they didn’t have e-readers).

Based on these successful results, Pencils of Promise decided to scale up to 22 more schools in November 2015. That’s a total of 28 Schools, 3,200 e-readers and 517,000 books.
In one year of partnership, Opera has put Worldreader in front of 20 million users across 47 African countries. Thanks to this, we reached 1,993,090 readers on mobile in 2015 and together we won the GSMA’s Global Mobile Awards for Best Mobile Innovation for Education.

Microsoft has supported Worldreader on various initiatives including a generous contribution towards the development of our reading app, the content management system for the app, mobile research and server maintenance.

Worldreader is listed among Internet.org’s Free Basics services in 37 countries across Asia, Africa and South America. Since its launch it has attracted around 300,000 users to Worldreader on mobile phones.
I have been trying to improve on myself by reading as much material as I could find because in order for me to be a successful woman in the future, I need to better myself in any way I can!

Edith’s Story

Edith is 18 years old. When she was growing up she struggled to learn how to read and write because she didn’t have any books to read. That all changed when she discovered the Worldreader collection on her mobile phone. She now loves reading and has already read over 200 stories.

Through practice, my son has improved very much at reading. In school he leads his classmates to read on the blackboard all the time. He is the best reader in his class, even though he is the youngest.

Nana’s Story

Nana reads to his 4-year-old son, Oswald, every day. And this father’s devotion is paying off. Since Nana started reading to his son, Oswald’s understanding of the world around him has continued to expand and his reading, writing and speaking skills have improved greatly.
A Look into the Future

Encouraging parents to read to their children
In partnership with Pearson, we’ve started a 2 year early childhood development program in India. The program, Read to Kids (R2K), will promote reading to children by providing high quality Hindi and English books on our mobile reading applications and skills building for parents on the importance of reading.

Creating digital reading hubs in Kenya’s libraries
In partnership with the Kenya National Library Service, we’re bringing digital books to all 61 public libraries in Kenya, turning them into digital reading hubs. We’re establishing one of the first digital library networks in sub-Saharan Africa.

Helping teachers maximize student performance
Working in partnership with FHI360 on the USAID-funded Let's Learn to Read and Write (Ann ALE) Project in Haiti, Worldreader is working with teachers across 550 schools to use digital teaching resources to improve literacy skills in students in primary school.

Promoting Gender Equality Through Digital Reading
Worldreader is committed to promoting gender equality and women’s empowerment through digital reading worldwide. To achieve this, we are developing a global strategy to increase female readership and promote empowering content that will ensure that gender is mainstreamed in all Worldreader programs and interventions.

Increasing our focus on refugees
In 2016, Worldreader will finalize its education in crisis strategy in order to expand our efforts and reach a greater number of crisis affected populations and refugees with our reading programs. We’ll also be adding more content specific to the learning needs of these crisis affected populations.
providing relevant BOOKS
In 2015, our collection doubled in size to 31,901

Our ‘learn’ category grew
We added 1,000 new health titles from Bettercare and over 800 titles from EBSCO host.

We helped spread awareness about Ebola
Our publishing team developed a range of books on Ebola to help fight the spread of the disease.

We added Hindi titles to our collection
These Hindi titles helped young readers grow accustomed to stories in their mother tongue language.

Girls read about reproductive health
One of our top read books in 2015 was 14 Things You Should Know About Sex.

Our collection is transformative.
Not only for its impact on literacy and education but for its potential impact on:

Health

Participation in civil society

Economic growth

Equality
PROMOTING GENDER EQUALITY
Thanks to funding by the Bill & Melinda Gates Foundation, we will strengthen efforts to increase female readership across Worldreader programs. This funding will support the acquisition of new content and programatic strategies that promote gender equality and women’s empowerment through digital reading.

A Look into the Future

Authors and publishers provide us with compelling content that makes our collection great. We provide publishers with relevant feedback on engagement, monetary compensation (African and Indian authors and publishers only) and insight into industry trends.

Key Partners
Penguin Random House's donation of 482 books makes them one of our largest publishing partners. Thanks to their partnership, children in our programs have the opportunity to enjoy classics, like The Magic Treehouse Series and The Boy Who Harnessed The Wind.
using appropriate TECHNOLOGY
Web App
In 2015, we launched the Worldreader web application, designed to work on all mobile phones and use the least amount of data possible. For the first time, readers can also enjoy reading books offline when internet connection is unavailable.

Android App
In 2015 we also began developing a native reading experience designed for the Android platform. The application includes personalized recommendations, a reading experience tailored to the target markets and encouragement to read for longer. The android app was released in May 2016.

EDUCATION APP
Worldreader plans to develop an app that will combine a digital library with features that allow educators to design assessment questions that measure every student’s understanding of the learning materials and books. Built with sub-Saharan Africa in mind and focusing on primary schools, this Education App will work when offline, and automatically sync when a wireless connection is available.
We’re Kind to our Planet

Solar-Powered E-readers
In 2015, we partnered with BBOXX and now offer a solar solution that will enable all schools, everywhere, to get e-readers even if they have no access to electricity. We’ve already launched this solar solution in nearly 100 schools and libraries across Africa.

E-waste
In 2015, we partnered with City Waste Recycling, an e-waste management company in Ghana’s capital, who ensure that devices are recycled properly. So far we’ve processed over 700 e-readers.
SUPPORTERS
Worldreader thanks these forward-thinking individuals and partners who have committed significant multi-year gifts towards Reading into the Future, a $15M comprehensive campaign to accelerate our growth and deepen our impact.

---

**Annual Fund**

**As of 12/31/2015**

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Modjaji Books
Moran Publishers
MoToLi
Mountain Top Publishers Ltd.
Movellas ApS
Nal’ibali
NALAP (Ghana Ministry of Education)
National Geographic Society
(Penguin Random House)
National Library Services (Malawi)
New Africa Books
New Africa Books
New Readers Press (Pluridna)
New Ventures
New York Review Books
NubiTales, LLC
Olinga Foundation
OnceUponATiger.com
One Moore Book
Open Book Publishers
Open Road Integrated Media
Osu Children’s Library
Oxford University Press
Tanzania Limited
Pan African Conservation
Education (PACE)
Paperight Ltd
Parrésia Publishers Ltd.
PCI Media Impact
Pearson
Peepal Tree Press
(Diana McCaulay)
Penguin (Penguin Random House)
What our Supporters are Saying

"Angela and I are avid readers and we know the value of reading for the developing brain. Bringing this gift to countries and, especially children who don’t have the access we do just felt right. It felt great. The project started at the Kibera School for Girls with one “blue box” of 50 e-readers and content and quickly expanded from there. We believe Worldreader’s e-readers will prove to be the most rewarding contribution possible and we are thankful that WR is doing such amazing work throughout the world."

Jorrit and Angela Van der Muelen

"We encouraged our students to engage with Worldreader through a read-a-thon fundraiser. By participating, our students had the opportunity to open their minds with literature and their hearts with charity, fostering a true sense of global citizenship in each and every one of them."

The Peyron Family, Kumon

"As academics and educators, we believe that literacy is fundamental to the growth of individuals and to the future of civilizations. We appreciate the vision that David Risher and his colleagues contribute to the goal of global literacy and are confident that Worldreader will continue to transform lives. We’re pleased to support such an important endeavor."

Kathy & George DeMartino

"When we read, we rise above our world and see far and wide. Giving a book to a child gives them a vantage point to possibilities and hope. We are so fortunate to be associated with the hope-building people of Worldreader."

Annie Hall and Family
**Host a Worldreader Event**

We are grateful to our supporters who help raise funds for Worldreader or help us spread the word about e-reading in the developing world. Large or small events are a great way to involve your friends and family with the cause.

**Travel to Africa with Worldreader**

Join Worldreader in Africa and see your philanthropy in action. There are three different travel opportunities, but all have the potential to be a life-changing trip for you and your family. Experience our e-reading programs firsthand by volunteering at Vacation Reading School, attend our annual Digital Reading Summit, or take an Abercrombie & Kent Safari combined with Worldreader school visits. Whatever you choose, Worldreader will help you craft an unforgettable trip.

**Sponsor a School or Library with a Worldreader Blue Box**

Worldreader staff receive dozens of inquiries a month from schools and libraries in need of digital books. You can send 5,000 digital books via our BLUE (Building Literacy Using E-Readers) Box program to a school or library in Ghana or Kenya. Sponsor your own, or host a fundraiser to help bring e-books to Africa.

**Developer? Web-savvy? Donate your Time and Skills**

Worldreader relies on dozens of volunteers who donate their time and skills pro-bono around the world. From developers to designers, proposal writers to publishing networkers, you can help our team expand and refine our work.

**Interested in getting involved?**

Contact:
Brian Gougherty, Director of Development, brian@worldreader.org, +1 415-595-2285.
Ruth Sorby, UK Development Manager, ruth@worldreader.org, +44 797-669-6878.
Board Members

UNITED STATES

Terry Atkinson | Board Member, Managing Partner, Morgan Stanley
Charles Brighton | Board Member, Co-Founder & Co-CEO, Brighton Jones, LLC
Aiko Bethea | Board Secretary, Deputy Director of Grants and Contracts Management, Bill & Melinda Gates Foundation
Chris Capossela | Board Member, Chief Marketing Officer, Microsoft
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Alison Rich | Board Member, VP of Publishing Innovation Development, Penguin Random House
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Clara Miralles Codorniu | Executive Council Member, General Counsel, Worldreader
David Risher | Executive Council Member, Co-Founder & President, Worldreader

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Hermione Ireland | Trustee
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David Risher | Executive Council Member, Co-Founder & President, Worldreader

INDIA

Bhanu Potta | Board Member, Founding Partner, Zinger Labs
Navin Thangiah | Board Member, Co-Founder, Tribyte Technologies PVT LTD
### The Team

- Abdul-Kahad Alhassan
- Samuel Alomenu
- Beatrice Ani-Asamoah
- Doris Ashrifei
- Begoña Barinagarrementeria
- Jaya Bhattacharji
- Alexandra Bornhoft
- Nadja Borovac
- Joseph Botwey
- Nancy Brown
- Mario Calixte
- Roberta Campassi
- Han El Chew
- Juliet Clothier
- Adam Cole
- Tanja Commike
- Annya Crane
- Roxanne Daniels
- Hande Demirel
- Bill Dewlaney
- Yolanda Dsane
- Ella Duffy
- Josep Ferran
- Janvi Gandhi
- Selena Garrahan
- Wanjiku Gathoni
- Brian Gougherty
- Emily Grossman
- Jennifer Halai
- Annie Hall
- Rachel Heavner
- Evan Howington
- Hermione Ireland
- Sarah Jaffe
- Sergio Jarne
- Grace Jennings
- Beena Kamath
- Daniel King
- James Kleven
- Ivan Koomson
- Jean David Kouassigan
- Masus Larrey
- Kristina Lee
- Johnny Lengacher
- Ryan Lew
- Zev Lowe
- Darina Lucheva
- Farah Mahesri
- Natalie Marinkovich
- Colin McElwee
- Jessica Meunier
- Clara Miralles Codorniu
- Iñaki Moreno Girona
- Flavia Moroso
- Gao Moua
- Muthoni Muhunyo
- Nickson Muiruri
- Joan Mwachi
- Blessing Nung
- Marvin Ogutu
- Martine Omondi
- Heather O’Neil
- Moses Onjolo
- Giulia Pelosi
- Marta Peña
- Bhanu Potta
- Nathaly Proaño Guevara
- Mar Pueyo
- Guillem Pujol
- Perisa Raznatovic
- Alison Rich
- David Risher
- Laura Ross-Perry
- Leticia Sala Bufill
- Fernando Saltos
- Pamela Schembri
- Cara Schooley
- Wendy Smith
- Sophie Sohn
- Ruth Sorby
- Alex Sulzberger
- Stephanie Sun
- Mawuli Tekpor
- Cameron Turner
- Julia Valencoso De Celis
- Carol Williams
- Heidi Williams
- Mike Wilson
- Nina Wine
- Danielle Zacarias

### Meet our Staff

**Annya Crane**
Project Manager, Read to Kids

*“Whenever I visit schools and community centers in India and I show teachers and young reading ambassadors that they can access a free digital collection on their phone, the excitement on their faces is incredibly rewarding.”*

**Mawuli Tekpor**
Accountant

*“At the 2016 Digital Reading Summits, participants shared how Worldreader projects had transformed lives, specifically through increasing the reading culture in communities and by enhancing performance in schools. The satisfaction I derive from working towards achieving these goals is extremely fulfilling.”*

**Marvin Omondi**
Assistant Program Manager

*“The coolest part of my job is meeting with the beneficiaries of my work and seeing the impact of Worldreaders work in their lives. I have never found a better motivator than visiting a child who can barely read and three months later on your second visit, he wants to read to you.”*

**Jennifer Halai**
Librarian

*“I was looking for e-book options for a library where I volunteered in Mozambique. I was ecstatic to discover Worldreader and see this vibrant international team was already doing what I thought would be an impossible task. I knew then I wanted to be a part of this digital reading revolution.”*
Worldreader Financial Information for Years Ending December 31, 2015 and 2014. This Global Consolidation is based on audited financial statements from Worldreader’s US, UK, Spanish, and Ghanaian entities, available upon request.

### Operating Income

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product income</td>
<td>$2,904,881</td>
<td>$256,537</td>
</tr>
<tr>
<td>Contributions &amp; grants</td>
<td>$8,115,386</td>
<td>$4,716,134</td>
</tr>
<tr>
<td>In-kind donations</td>
<td>$3,797,791</td>
<td>$1,076,143</td>
</tr>
<tr>
<td>Misc. Revenue (interest, discount on restricted funds)</td>
<td>-</td>
<td>$58,691</td>
</tr>
<tr>
<td><strong>Total operating income</strong></td>
<td><strong>$14,818,058</strong></td>
<td><strong>$6,105,505</strong></td>
</tr>
</tbody>
</table>

### Operating Expenditures

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$7,461,517</td>
<td>$3,177,455</td>
</tr>
<tr>
<td>Management &amp; general</td>
<td>$1,151,072</td>
<td>$485,285</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$325,367</td>
<td>$201,728</td>
</tr>
<tr>
<td><strong>Gross operating expenditures</strong></td>
<td><strong>$8,972,903</strong></td>
<td><strong>$3,864,468</strong></td>
</tr>
</tbody>
</table>

### Operating surplus (deficit)

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus related to unrestricted funds</td>
<td>$314,831</td>
<td>$2,158,175</td>
</tr>
<tr>
<td>Surplus related to temporarily restricted funds</td>
<td>$5,530,424</td>
<td>$82,862</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td><strong>$5,845,255</strong></td>
<td><strong>$2,241,037</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets at the beginning of year</td>
<td>$3,167,378</td>
<td>$926,341</td>
</tr>
<tr>
<td>Net assets at the end of the year</td>
<td>$9,012,633</td>
<td>$3,167,378</td>
</tr>
</tbody>
</table>

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; cash equivalents</td>
<td>$3,376,132</td>
<td>$785,858</td>
</tr>
<tr>
<td>Pledges &amp; other receivables</td>
<td>$2,456,859</td>
<td>$978,082</td>
</tr>
<tr>
<td>Advances, prepaid expenses, &amp; other current assets</td>
<td>-</td>
<td>$213,076</td>
</tr>
<tr>
<td>Long term pledges receivable</td>
<td>$2,885,114</td>
<td>$1,188,334</td>
</tr>
<tr>
<td>Other long term assets</td>
<td>$408,854</td>
<td>$322,534</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$9,126,959</strong></td>
<td><strong>$3,487,884</strong></td>
</tr>
</tbody>
</table>
## Liabilities & Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable &amp; other current liabilities</td>
<td>$114,326</td>
<td>$196,340</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
<td>$124,166</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$114,326</strong></td>
<td><strong>$320,506</strong></td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$2,879,039</td>
<td>$2,564,208</td>
</tr>
<tr>
<td>Temporarily restricted net assets</td>
<td>$6,133,594</td>
<td>$603,170</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$9,012,633</strong></td>
<td><strong>$3,167,378</strong></td>
</tr>
<tr>
<td><strong>Total liabilities &amp; net assets</strong></td>
<td><strong>$9,126,959</strong></td>
<td><strong>$3,487,884</strong></td>
</tr>
</tbody>
</table>

### Source of Funds

- **In-Kind** $3,797,791 (26%)
- **Foundation** $3,503,113 (23%)
- **Individual** $4,214,963 (28%)
- **Earnings Income** $2,904,881 (20%)
- **Corporate** $397,310 (3%)

### Use of Funds

- **Management & General** 4%
- **Fundraising** 83%
- **Program Services** 13%
NORTH AMERICA
40 Ringold Street
San Francisco, CA 94103
United States

EUROPE
C/Mallorca 318, 3-1
08037 Barcelona
Spain
131-151 Great Titchfield Street
London, W1W 5BB
United Kingdom

AFRICA
No. 334, Salem Street
Kuku Hill, OSU-Accra
Ghana

INDIA
No. B 242, Lower Ground Floor, Greater Kailash, Part-I
New Delhi - 110048
Delhi, INDIA