Every child deserves a bedtime story.
MILITARY FAMILY READINESS IS PRIORITY #1
The importance of Force Readiness cannot be underestimated in today’s world, and we know military family well-being directly correlates to overall READiness.

Former Secretary of Defense James Mattis said it best.

“We may enlist Soldiers, [but] we reenlist families. That's the way it is. If you can't keep the family together, then you're either going to lose the family or you're going to lose the Soldiers, and that's a net loss for our society and for our military”
UTR facilitates the **well-being and READiness** of military families

- We ease the stress of separation for military families
- We reinforce military family connections

UTR supports the **academic development** of military children

- We cultivate a love of reading
- We improve literacy
- We develop early math skills
- We promote S.T.E.M. learning
IMPACTS OF UTR ON MILITARY FAMILY READINESS

1. Strengthens family ties
   99% UTR participants report an increase in connectedness with deployed service member
IMPACTS OF UTR ON MILITARY FAMILY READINESS

2. Cultivates early childhood literacy
   99% UTR participants report increase in their child’s interest in reading and books
IMPACTS OF UTR ON MILITARY FAMILY READINESS

1

Reduces stress and anxiety

2

98% UTR participants report a decrease in their children’s anxiety about deployment

3

4
IMPACTS OF UTR ON MILITARY FAMILY READINESS

1

2

3

Promotes family wellness

97% UTR participants report that participation reduced their own stress during deployment
Annually, more than 100,000 parents who are deployed or separated by military assignment leave approximately 250,000 children at home.

Goals Achieved a Year Ahead of Schedule

**Goal 1** – Increase program reach to 30% of the target population by saving 12 Million Stories by 12.31.19

- Saved 16,216,920 stories reaching 40% of the target population as of 12.31.18

**Goal 2** – Increase annual revenue by 20% by 12.31.19
OUR 30\textsuperscript{TH} BIRTHDAY PARTY!
From July 5, 2019 until July 5, 2020, UTR will celebrate our 30th birthday with birthday parties across the globe beginning with the 11th annual Storybook Ball in San Diego!

#UTR30
WHY THE NEED FOR UTR REMAINS REAL AND URGENT

Reliable

Repeatable

Accessible
CREATE VALUE FOR INVESTORS

BAE SYSTEMS

Reader's Digest Foundation

Players Trust

Dollar General Literacy Foundation

USAA

carter's

Birdies for the Brave

Northrop Grumman

American Legion Child Welfare Foundation
UTR’S MULTICHANNEL APPROACH
UTR’S MULTICHANNEl APPROACH

Dedicated to military family READiness!
UTR’S MULTICHANNEL APPROACH

Location Story Station

Dedicated to military family READiness!
OPERATION

stroy

Pop-Up Story Station

Dedicated to military family READiness!
UTR’S MULTICHANNEL APPROACH

Dedicated to military family READiness!

Mobile Story Station

[Image of a mobile story station and military personnel]

OPERATION
STORY
STATION

1 2 3 4 5 6
UTR’S MULTICHANNEL APPROACH

Dedicated to military family READiness!

United Through Reading App

Share Story Time... No Matter the Distance

United Through Reading App on App Store and Google Play
UTR’S MULTICHANNEL APPROACH

S.T.E.M Story Station in Space

Dedicated to military family READiness!
CONGRESSIONAL MEDAL OF HONOR SOCIETY COMMUNITY SERVICE HERO AWARD
RECOGNIZED SERVICE LEADERSHIP

Library of Congress Literacy Awards Program American Prize

National Book Foundation Innovations in Reading Prize
THANK YOU

UnitedThroughReading.org
@unitedthroughreading
utr4military
@UTR4Military
#unitedthroughreading

Every child deserves a bedtime story.