

KIDS NEED TO READ

Inspiring Imagination



2010 ANNUAL REPORT
inspiring imagination

Kids Need to Read works to create a culture of reading for children by providing inspiring books to under-funded schools, libraries, and literacy programs across the United States, especially those serving disadvantaged children.

There is a moment—as fragile and invisible as a master magician’s finest illusion—when the words disappear from the printed page and the reader is drawn effortlessly into the story. The surrounding world pales, and the book in the hand seems more real, more compelling, and more magnetic than any daily reality. At that moment, the lifelong reader is born.

CREATING A CULTURE OF READING

Kids Need to Read sprang forth from a very simple premise – kids need to read and kids need books to read. Not just some kids but ALL kids. Not just young kids but adolescents. Working on this premise, Kids Need to Read set out to provide high quality, inspiring books and series of books for schools, libraries, and literacy programs desperately in need of books. It was necessary for our organization to develop quickly, as the scarcity of books in schools and libraries continues to increase, and is no longer limited to impoverished areas of the country. Nationwide funding cuts have resulted in an alarming literacy crisis as books, librarians, and reading specialists are often treated as expendable by many school districts. We believe this is a tragic mistake. Kids Need to Read prides itself on becoming an ever-growing voice for childhood literacy; a voice that always keeps a sharp focus on the children and their needs.



The fall of 2010 saw the implementation of a new Kids Need to Read program; one that required our books to be used as part of literacy projects that inspire reading, creativity, and social responsibility. This was part of a plan to increase the impact of our books as our organization develops. Our foundation will provide a more comprehensive literacy program in the fall of 2011. It is our desire to make sure every book we provide will be used not just to increase collections but to create a culture of reading infiltrating the lives of children across our nation. In addition to inspiring the imaginations of young students learning to read, we will continue our strong outreach to older children who have been left behind – children of poverty, dropouts, juvenile offenders, and children with special needs. Kids Need to Read embraces these children with the knowledge that they are a vital part of the world we all share.



Literacy is the most critical tool by which our children will find success in life. It is of unparalleled importance to the intellectual development of human minds, and directly correlates to success in school and into the future. The entire lifetime of an individual is affected not only by their ability to read but by their desire to read. We must see to it that our greatest resource—our nation's children—are surrounded by books and a culture of reading, both at home and at school. Reading is a connection to life, to people, and to self-respect. Even one book—just the right book—can change a life forever. Sometimes, books SAVE lives. Join the efforts of Kids Need to Read by creating a culture of reading in your home, your children's schools, and your community!

A LETTER FROM THE CHAIRMAN



Kids Need to Read: A Literacy Beacon in a Dark Sky

During budget year 2009-2010, Kids Need to Read has experienced an encouraging increase in its ability to influence the reading lives of young people around the country. We have transitioned from a largely online presence administered by one person and a few volunteers to a permanent presence in the fifth largest metropolitan area in the country, with a physical office space, a full-time staff, state-of-the-art web/social media presence, an army of committed volunteers, and an advisory board of leading experts in the field of children's literature and literacy education. The total funds raised, the number of young people served, the number of books awarded, and the cultural diversity of offerings have all increased dramatically. With the addition to the board of directors of several important voices in the professional field of multicultural children's

literature, the foundation has enlisted the expertise and resources of top scholars and practitioners in Literacy Education, as well as Native American, African American, Asian, and Latino/a literature for young readers. Finding a permanent home in Arizona has also enabled executive director Denise Gary and her staff to build a network of over 40 volunteers to design and implement events for fund raising and publicity and to establish connections with a multiplicity of schools across all demographics in Arizona and around the nation. Permanent partnerships, previously unavailable, are now in place between KNTR and multiple organizations and institutions in Arizona, such as Arizona State University, Phoenix Comicon, Bookmans Entertainment Exchange, Changing Hands Bookstore, and Barnes & Noble Booksellers. Our relationship with Highlights for Children, Inc. remains.

The growth in activity of the organization over the last year can be summed up in the following statistics:

- Increase of \$43,749 (45%) in cash funds raised
- 3,304 books and 4,118 periodicals provided to schools and libraries
- 6,456 children served, of whom approximately 77% live at or below the poverty level
- Increase of 30 volunteers
- Endowment received from the Amy B. Morrill Charitable Lead Annuity Trust
- KNTR co-founder Nathan Fillion chosen for American Library Association READ poster
- First annual Kids Need to Read Geek Prom at Phoenix Comicon fundraiser (sponsored by Bookmans Entertainment Exchange)
- First literacy festival (Kids Need to Read HIKRZ Jamboree, sponsored by GoDaddy.com)

A LETTER FROM THE CHAIRMAN

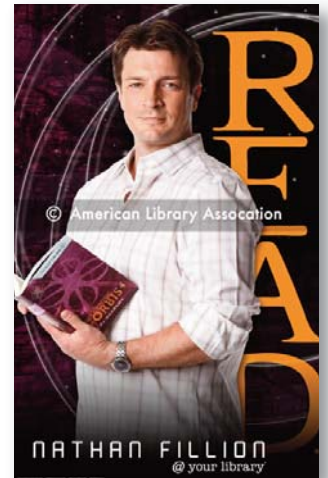
Fortunately or unfortunately, KNTR's increase in visibility in the fifth largest city in the nation has meant an increase in the number of requests for literacy programming and books larger than the increase in funds and resources necessary to meet the current need. Although we are experiencing radical growth in our capacity to provide books and programming to libraries and schools, the growth in their need is growing at an even faster rate. In the coming years, KNTR seeks to expand its ability to find and obtain financial resources to meet the demand for our services.

Testimonies to the benefits obtained through our literacy programs continue to stack up as connections increase between KNTR and those who need our services. It is our unswerving goal to find adequate means to help all children in need of literacy resources and curtail limitations placed on their life potential by lack of what we regard as a basic human right.

Best wishes and great books,



James Blasingame
*Associate Professor, Arizona State University
Chair, Board of Directors, Kids Need to Read*



Thank you for the overwhelming outreach to our children and organization. This is the greatest effort extended to our program since the idea of a library was first conceived.

*Patricia Lanchester
Property Manager, Dignity Housing West, Oakland, California*

A LETTER FROM THE EXECUTIVE DIRECTOR



Literacy Nurturing: A Priority for Our Children

There is no more beautiful creation than a child. They are born with loving, giving hearts, ready to have their minds nurtured to greatness. It is the responsibility of our society to provide a constant culture of kindness, respect, compassion, and peace for every child, and to provide them with responsible leadership at all times. All adults carry the burden to be mentors of the highest order to all children. When some adults fail, others must stand up to fill in for that which they lack. ***There are no acceptable excuses for us as a society not to take care of our children.*** It is imperative to the future of our country, not to mention to the future of all of humanity, that we demonstrate to every single child that goodness and education will carry them farthest in life. Consider this disturbing statistic:

the United Nations bestowed the United States with a literacy ranking of only 49 out of 156 UN countries. We are failing our children and debasing our entire society in the process!

Providing fine literature, music, and cultural experiences are some of the best methods of nurturing our children's hearts and minds, especially in situations where nurturing is severely lacking. The greatest literature provides "life inspiration" when it cannot be found elsewhere. In the hands of an inquisitive child, a book becomes a powerful weapon for change. We cannot deny our most disadvantaged children access to the finest literature our society has produced. If they are not taught to read, *inspired* to read, and provided with magnificent books, they will be stunted for the remainder of their life. The more children we produce who have not been nurtured by literacy, the more our society will suffer and degrade.

If you do not see a lack of "literacy nurturing" where you live, understand that it is happening to at least a quarter of the children living in this country. ***Twenty-five percent of high school students in the United States drop out of school, most often due to illiteracy.*** This is a *terrifying* statistic! These children are the forgotten ones—the children who have fallen through the cavernous cracks of our educational system. They never should have reached high school without the ability to read. This severe lack of literacy nurturing is completely avoidable. We have the know-how to teach most children to read, despite all but the gravest of mental and physical challenges. We are condemning twenty-five percent of our children to a life of mediocrity or crime because of uncompassionate decisions based on finance, rather than the care of human lives who have incredible talents to share for the betterment not only of themselves, but for the rest of our global community.

I am filled with pride over the accomplishments of Kids Need to Read this past year: we established our first permanent office; we grew to two full-time employees and one full-time volunteer employee; we created unique community events; and we instituted our own book distribution process, saving us thousands of dollars. But the achievement that fills my spirit with the most happiness is the infusion of literacy nurturing into our program. In my 2010 New Year's message, I wrote the following:

My focus and desire is to implement new program strategies to make Kids Need to Read not only a provider of much needed reading material, but to provide uplifting, positive influences for the at-risk children we serve.

A LETTER FROM THE EXECUTIVE DIRECTOR

I am pleased to say that we carried through on that goal and our national literacy nurturing program sprang forth from that resolve. We have always believed it is not enough to give a cheap, throw-away book to a child and expect them to be swept away into a magical literacy cloud, so we have always endeavored to provide engaging, exceptional books and series to our beneficiaries. In addition to restructuring our book list, we now provide individualized guidance and a list of 22 inspiring, nurturing activities from which our recipients must choose and carry out at least one. We will soon be receiving feedback from the beneficiaries of our new program strategies and developing further plans to strengthen their impact. In addition, we have developed several community programs that will be implemented in 2011. These programs encourage literacy, leadership, respect for our environment, and help for children impeded by Asperger's syndrome.



Please stand with us as we devote ourselves to nurturing literacy so that the children of this country can flourish. Make Kids Need to Read a part of your charitable giving. Be a mentor of kindness, compassion, respect, and peace to the children who look to your leadership. Stand up for those children who have been forgotten. Be a voice for literacy and education in your community. Above all, consistently provide literacy nurturing to the children in your life.

All of us at Kids Need to Read thank you for supporting our efforts to make a difference in the lives of all children!

Most sincerely,

Denise Gary
Executive Director

My first period class of boys that HATE library and READING (although they are capable) are gobbling up these new sports books! Very exciting!

*Vicki Cooper
Librarian, West Clay Elementary School, Cedar Bluff, Mississippi*

LITERACY PROGRAMS SERVED IN 2010

Kids Need to Read provided inspiring, new books to 15 literacy programs in 10 states during 2010. Together, these organizations and children at our event programs received a total of 3,304 books and 4,118 *Highlights* magazines valued at \$57,357. Approximately 77 percent of the 6,456 children we served lived at or below the poverty level.

ARIZONA

Rhodes Junior High School Mesa, Arizona

960 children served
63 % at or below poverty level
46 % Hispanic
31 % Caucasian
13 % African American
6 % Native American
4 % Asian

Child and Family Resources, Inc. Phoenix, Arizona

(Dropout recovery program)
120 children served
95 % at or below poverty level
56 % Hispanic
25 % Caucasian
11 % Native American
6 % African American
2 % Other

Children First Academy Phoenix, Arizona

(Charter school serving homeless children)
270 children served
100 % at or below poverty level

Children First Academy Tempe, Arizona

(Charter school serving homeless children)
168 children served
100 % at or below poverty level

Salt River Valley Sigma Alpha Epsilon Alumni Association Scottsdale, Arizona

(Serving disadvantaged children)
728 children served (with KNTR books)
100 % at or below poverty level

CALIFORNIA

Camp Clinton B. Afflerbaugh

(Youth probation camp)
Laverne, California
100 children served
50 % at or below poverty level
73 % Hispanic
21 % African American
2 % Caucasian
1 % Asian
2 % Other

Dignity Housing West Oakland, California

(Urban afterschool program)
18 children served
68 % at or below poverty level
100 % African American

Columbia Middle School Sunnyvale, California

(Special education classes)
80 children served
63 % at or below poverty level
85 % Hispanic
14 % Caucasian
1 % Native American

FLORIDA

Loughman Oaks Elementary School

Davenport, Florida
900 children served
80 % at or below poverty level
39.9 % Caucasian
36.6 % Hispanic
18.6 % African American
1.1 % Asian
0.9 % Native American
2.9 % Other

ILLINOIS

Nixon Elementary School Chicago, Illinois

(Special education classes)
16 children served
98 % at or below poverty level
97 % Hispanic
2 % African American
1 % Other

MASSACHUSETTS

Smith Vocational and Agricultural High School Northampton, Massachusetts

(Public vocational school)
465 children served
40 % at or below poverty level
40 % Special Education
86.9 % Caucasian
10 % Hispanic
1.5 % Asian
1 % African American
.4 % Native American
.2 % Other

LITERACY PROGRAMS SERVED IN 2010

MICHIGAN

**Golightly Educational Center
Detroit, Michigan**
(Detroit Public Schools)
788 children served
94 % at or below poverty level
99 % African American
1 % Other

MISSISSIPPI

**West Clay Elementary
School
Cedar Bluff, Mississippi**
175 children served
95 % at or below poverty level
94 % African American
5 % Caucasian
1 % Hispanic

NEBRASKA

**Girls Incorporated of Omaha
Omaha, Nebraska**
(Urban afterschool program)
902 children served
48 % at or below poverty level
70 % African American
9 % Caucasian
7 % Hispanic
1 % Native American
9 % Multiracial
4 % Other

NORTH DAKOTA

**Standing Rock Youth
Services Center
Fort Yates, North Dakota**
(Youth services facility)
16 children served
70 % at or below poverty level
100 % Native American

TEXAS

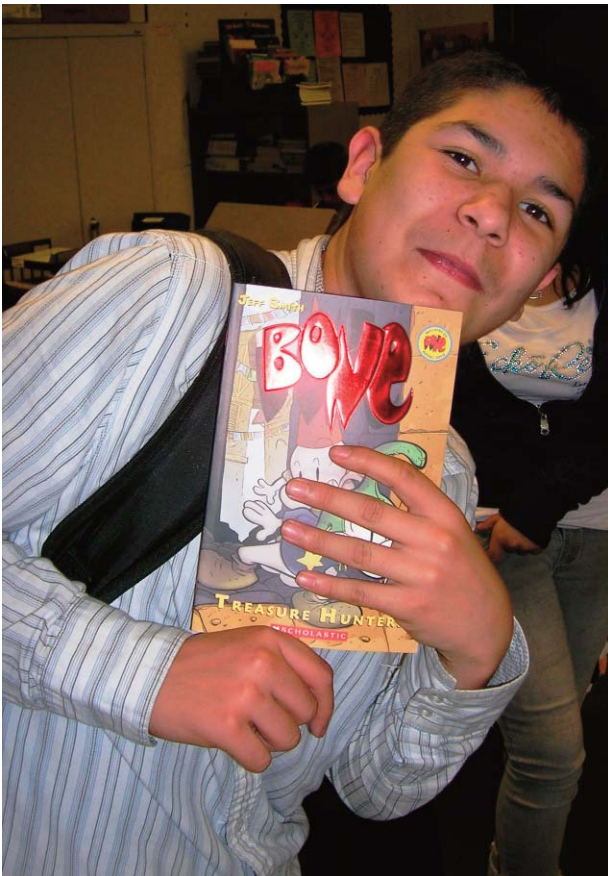
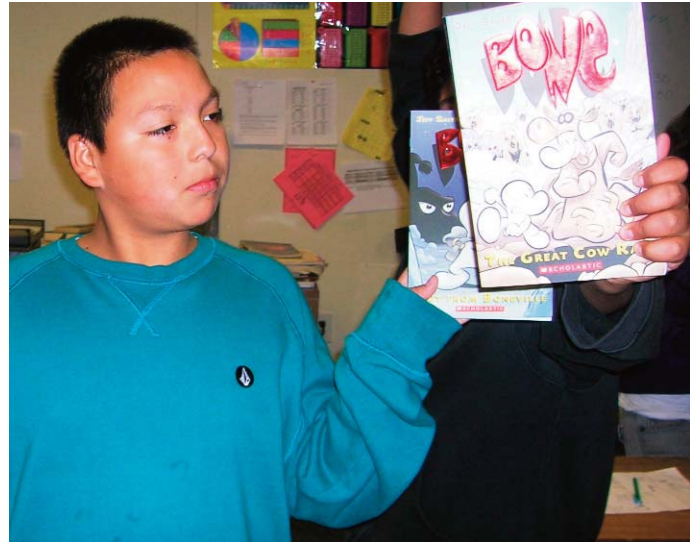
**American YouthWorks
Charter School
Austin, Texas**
(Dropout recovery program)
750 children served
66 % at or below poverty level
68 % Hispanic
16 % African American
16 % Caucasian



It is **our dream** to fill library shelves with **great books** so that no child lacks for **amazing stories** to inspire their **imagination**s.

PJ Haarsma, Founder

SERVING CHILDREN IN COMMUNITIES OF



WANT AND POVERTY ACROSS THE U.S.

BOARD OF DIRECTORS 2010

Chairman

James Blasingame, Ph.D.
Associate Professor of English
Arizona State University

Executive Director

Denise Gary
Executive Director
Kids Need to Read

Chief Financial Officer

Debbie O'Neill
Controller
Nash Health Care Systems

Secretary

Kristen M. Klein
Marketing Associate, Administrative Assistant
Lytham Partners, LLC

F. Diane Elhard
Owner, Office Manager
Howard's Brake and Front End Service

KaaVonja Hinton-Johnson, Ph.D.
Assistant Professor in Teaching & Learning
Old Dominion University

Teri Lesesne
Professor of Young Adult and Children's Literature
Sam Houston State University

ADVISORY COUNCIL 2010

PJ Haarsma
Author, Game Designer

Nathan Fillion
Actor

Margaret Bostrom
Writer, Editor

STAFF 2010

Denise Gary
Executive Director

Debbie Brown
Development Director

VOLUNTEER STAFF 2010

Robert Gary
Creative Director

Marianne Luskey
Director of Marketing

COMMITTEE MEMBERS 2010

Literature Advisory Committee
Faith Hochhalter, *Chairman*
Michelle Aron
Daanon DeCock
Pedro Esparza
Rebecca Palson

CORPORATE / GROUP CONTRIBUTORS 2010

Affordable Party and Event Rentals
Alberta Browncoats Society
Albertsons — Power/Broadway
Albertsons — Red Mountain
Albertsons — Val Vista
All Printing Services, Inc.
Amy B. Morrill Charitable Lead Annuity Trust
Apatrou Photography
Arizona State University
Austin Browncoats
Barnes and Noble Booksellers (Chandler, AZ)
Baskin-Robbins — Mesa Main
Best Buy — Superstition Springs
Big Brain Pictures
Big Damn Fan Films, Inc.
The Book Band Company
Bookmans Entertainment Exchange
California Browncoats
Castle Con
Changing Hands Bookstore
Chilero's Mexican Grill
Christie Cookies
Creation Entertainment
Devita Natural Skin Care Company
Dick's Sporting Goods
Fandom Charities, Inc.
Nathan Fillion Fans
Frances Lincoln Children's Books
Fresh & Easy Neighborhood Market
Fry's Food Stores
GoDaddy.com
Harry Potter Education Fanon, Inc.
Help Nathan Buy Firefly/Can't Stop the Signal
Hi-Fi Design
Highlights For Children, Inc.
IGA Media, Inc.
Life Alert Emergency Response, Inc.
Lowe's — Apache Junction
Lowe's — East Mesa
Luna Cat Books
Maricopa County Sheriff's Office
NoVA Browncoats Meetup Group
Office Max — Springs Power Center
Penguin Group USA
The Perseus Books Group
Phoenix Comicon
Phoenix Faerie Festival
Pop Culture Paradise
Quantum Mechanix, Inc.
REI — Tempe
Simon & Schuster Children's Publishing
Southeastern Browncoats, Inc.
SpazDog Comics
Sprouts — Higley/Southern
Tampa Life Alert Sales Office
Target — Mesa Red Mountain
Target — Mesa West
Target — Peoria North
Target — Tempe NE
Trader Joe's — Mesa
US Toner, Inc.
Waldenbooks (Phoenix, AZ)
Whedonites United
Whole Foods Market
Wild Birds Unlimited — Mesa
YA Lit Review

It breaks my heart to think that there are kids out there, ready to have their imaginations lit on fire, excited and wanting to read, and facing naked shelves in their school or local libraries.

Nathan Fillion, Co-founder

My students are used to being at the end of the line when it comes to resources or consideration. They get photocopies instead of new workbooks, and they use whatever science tools or math manipulatives their teachers can scrape up. Several of them have told me, point blank, that the school doesn't care about them. They love your books because they can actually read them, but also because the books are proof that an official organization believes they are worthy of a set of brand new materials. They are so proud.

Katherine Roddy, Special Education Teacher
Columbia Middle School, Sunnyvale, California

KIDS NEED TO READ NEW LOGO DESIGN



These are exciting times for Kids Need to Read! We are growing in leaps and bounds, thanks to our wonderful supporters and benefactors. We have been busy expanding our program to make our books count for more within the special niches KNTR fills. Because we are so enthused, we felt it was time to incorporate a new logo to better reflect who we are serving and how our organization is making a difference.

Using the colors of childhood, our new logo puts our name front and center, and makes it clear from the first glance that we are all about kids. A book opening up to our name symbolizes our mission to open up a world of endless possibilities to children through literacy. It also serves to remind that Kids Need to Read opens its arms to all children in the spirit of inclusiveness. Our tagline, "Inspiring Imagination," anchors the image with the essence of our foundation.

We also like to think the new design demonstrates how bold, straightforward, and fun loving we are as an organization. All of us at KNTR will steadfastly continue to work to fulfill everything that our name and our new logo stand for.

The kids love the books; they have been an important part of our youth program. Some of the kids who did not have interest in reading are now beginning to show interest in reading because some of the stories in the books relate directly to their own settings.

*Jacob D. Massaquoi, II, MBA
Executive Director, African Refuge, Staten Island, New York*

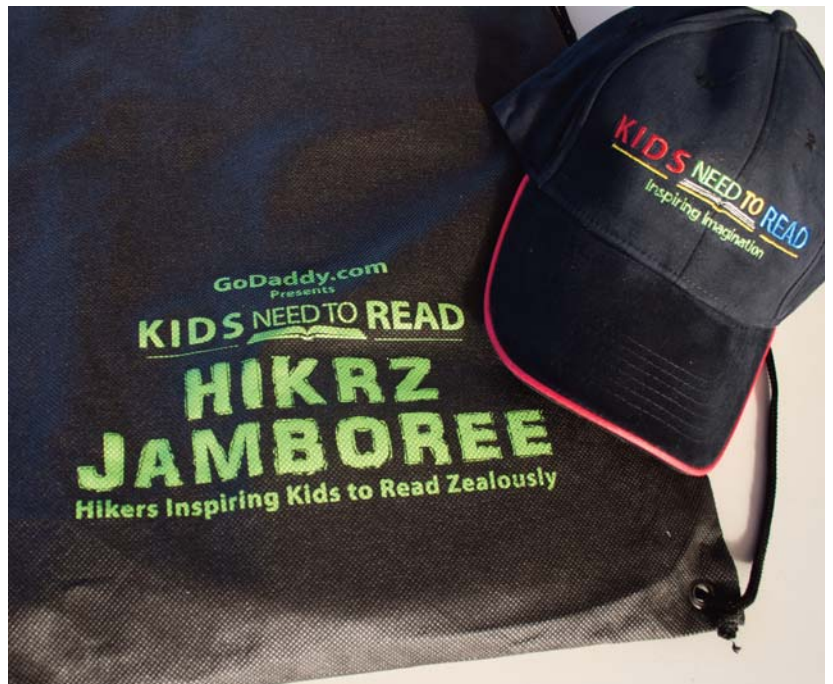
FREE COMIC BOOK DAY: CHILDREN FIRST ACADEMY



Your organization [has] certainly set our students off to a fabulous New Year's start by so generously offering them an absolutely amazing collection of novels. The variety of topic and difficulty of these novels well suit the diverse population of our readers. The HIGHLIGHTS magazines are also phenomenal for our elementary aged students. All of the children are ecstatic!

Elizabeth Birru, French Teacher
Golightly Educational Center, Detroit, Michigan

HIKRZ JAMBOREE PRESENTED BY GODADDY.COM



HIKRZ JAMBOREE PRESENTED BY GODADDY.COM



SPONSORED CHARITY OF PHOENIX FAERIE FESTIVAL



SPONSORED CHARITY OF PHOENIX COMICON



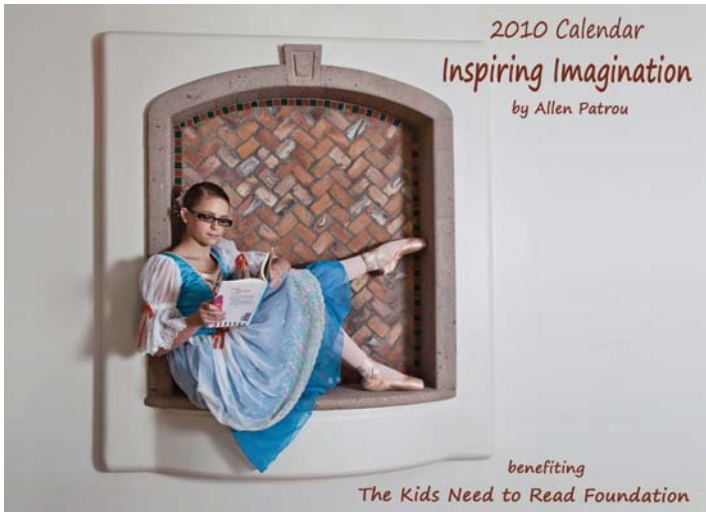
GEEK PROM AT PHOENIX COMICON SPONSORED BY BOOKMANS



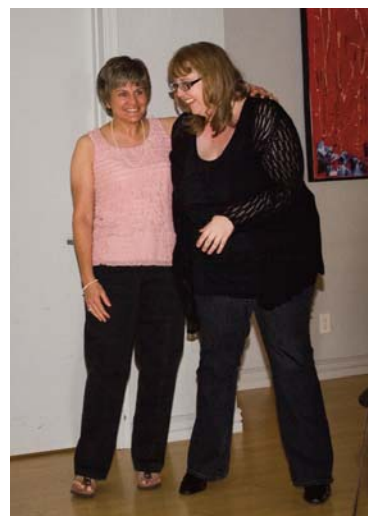
GEEK PROM AT PHOENIX COMICON SPONSORED BY BOOKMANS



KIDS NEED TO READ 2010 CALENDAR



KIDS NEED TO READ OFFICE GRAND OPENING SPONSORED BY BOOKMANS



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KIDS NEED TO READ, INC.
COMPARATIVE SUMMARY OF FINANCIAL STATEMENTS
YEARS ENDED DECEMBER 31, 2009 AND DECEMBER 31, 2010

	Year Ended 12/31/2009	Year Ended 12/31/2010
STATEMENT OF FINANCIAL POSITION		
ASSETS		
Current Assets:		
Cash	\$11,059	\$14,588
Pledges Receivable	\$0	\$0
Inventory - Books	172,729	190,467
Total Current Assets	\$183,788	\$205,055
Capital Assets - Net:		
Movable Equipment, Net of Accumulated Depreciation	0	836
Total Capital Asset, Net	\$0	\$836
Total Assets	\$0	\$836
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable	\$0	\$0
Other Liabilities	0	976
Total Liabilities	\$0	\$976
Net Assets		
Net Assets - Unrestricted		
Total Net Assets	\$183,788	205,891
Total Liabilities and Net Assets	\$183,788	\$206,867
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS		
REVENUES		
Gifts and Contributions	\$35,400	\$77,674
Donated Books and Supplies	214,199	52,855
Fundraisers	11,440	14,634
Grant Income	250	0
Investment Income	0	0
Other Income	5,659	4,190
Total Revenues	\$266,947	\$149,353
EXPENSES		
Management and Administration:		
Salaries	\$11,333	\$47,033
Benefits	1,010	3,859
Professional Fees	25	0
Materials and Supplies	1,426	4,444
Purchased Services	898	1,453
Rent and Utilities	2,185	4,425
Insurance	1,400	1,400
Depreciation	0	395
Other	10,734	9,275
Total Management and Administration	\$29,011	\$72,284
Program Donations	51,989	45,555
Fundraising Expenses	8,980	10,386
Total Expenses	\$89,980	\$128,225
Increase (Decrease) in Net Assets	\$176,967	\$21,128
NET ASSETS		
Beginning of Year	6,821	183,788
End of Year	\$183,788	\$204,916

Short Form Return of Organization Exempt From Income Tax

2010

Open to Public
Inspection

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

- ▶ Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions).
- All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.
- ▶ *The organization may have to use a copy of this return to satisfy state reporting requirements.*

Department of the Treasury
Internal Revenue Service

A For the 2010 calendar year, or tax year beginning 01/01, 2010, and ending 12/31, 20 10

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input checked="" type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization Kids Need to Read</td> <td>D Employer identification number 26-2755631</td> </tr> <tr> <td>Number and street (or P.O. box, if mail is not delivered to street address)</td> <td>Room/suite</td> <td>E Telephone number 480-227-3471</td> </tr> <tr> <td>101 West Main Street</td> <td>Suite 1</td> <td>F Group Exemption Number ▶</td> </tr> <tr> <td colspan="2">City or town, state or country, and ZIP + 4 Mesa, AZ 85201</td> <td></td> </tr> </table>	C Name of organization Kids Need to Read		D Employer identification number 26-2755631	Number and street (or P.O. box, if mail is not delivered to street address)	Room/suite	E Telephone number 480-227-3471	101 West Main Street	Suite 1	F Group Exemption Number ▶	City or town, state or country, and ZIP + 4 Mesa, AZ 85201			
C Name of organization Kids Need to Read		D Employer identification number 26-2755631												
Number and street (or P.O. box, if mail is not delivered to street address)	Room/suite	E Telephone number 480-227-3471												
101 West Main Street	Suite 1	F Group Exemption Number ▶												
City or town, state or country, and ZIP + 4 Mesa, AZ 85201														

G Accounting Method: Cash Accrual Other (specify) ▶ _____

I Website: ▶ www.kidsneedtoread.org

J Tax-exempt status (check only one) – 501(c)(3) 501(c) () ◀ (insert no.) 4947(a)(1) or 527

K Check if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ **160,328.00**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I.)
Check if the organization used Schedule O to respond to any question in this Part I

Revenue	1	Contributions, gifts, grants, and similar amounts received	1	141,504.00
	2	Program service revenue including government fees and contracts	2	0
	3	Membership dues and assessments	3	0
	4	Investment income	4	0
	5a	Gross amount from sale of assets other than inventory	5a	4168.00
	b	Less: cost or other basis and sales expenses	5b	233.00
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	3935.00
	6	Gaming and fundraising events		
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	0
b	Gross income from fundraising events (not including \$ <u>141504.00</u> of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	14,656.00	
c	Less: direct expenses from gaming and fundraising events	6c	7,245.00	
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	7411.00	
7a	Gross sales of inventory, less returns and allowances	7a	0	
b	Less: cost of goods sold	7b	0	
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c	0	
8	Other revenue (describe in Schedule O)	8	0	
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 ▶	9	152,850.00	
Expenses	10	Grants and similar amounts paid (list in Schedule O)	10	56,727.00
	11	Benefits paid to or for members	11	0
	12	Salaries, other compensation, and employee benefits	12	50,893.00
	13	Professional fees and other payments to independent contractors	13	0
	14	Occupancy, rent, utilities, and maintenance	14	4,426.00
	15	Printing, publications, postage, and shipping	15	1,629.00
	16	Other expenses (describe in Schedule O)	16	15,147.00
17	Total expenses. Add lines 10 through 16 ▶	17	128,822.00	
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	24,028.00
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	183,788.00
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	-2,909.00
	21	Net assets or fund balances at end of year. Combine lines 18 through 20 ▶	21	204,907.00

Part II Balance Sheets. (see the instructions for Part II.)

Check if the organization used Schedule O to respond to any question in this Part II

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	11,059.00	22 14,581.00
23 Land and buildings	0	23 0
24 Other assets (describe in Schedule O)	172,729.00	24 191,302.00
25 Total assets	183,788.00	25 205,883.00
26 Total liabilities (describe in Schedule O)		26 976.00
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	183,788.00	27 204,907.00

Part III Statement of Program Service Accomplishments (see the instructions for Part III.)

Check if the organization used Schedule O to respond to any question in this Part III

What is the organization's primary exempt purpose? **Education**

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

Expenses
(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts; optional for others.)

28 Kids Need to Read provides inspiring books to under-funded schools, libraries, and literacy programs across the United States, especially those serving disadvantaged children. The program supports literacy and social responsibility among our nation's youth. Persons Benefited:6194 (Grants \$ 56727.00) If this amount includes foreign grants, check here <input type="checkbox"/>	28a	56,727.00
29 _____ _____ (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	29a	
30 _____ _____ (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	30a	
31 Other program services (describe in Schedule O) _____ (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	31a	
32 Total program service expenses (add lines 28a through 31a) _____	32	56,727.00

Part IV List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated. (see the instructions for Part IV.)

Check if the organization used Schedule O to respond to any question in this Part IV

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-.)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
James Blasingame, 2248 W. Tanque Verde Dr. Chandler, AZ 85224	Chairman, 2	0	0	0
Diane Elhard, P.O. Box 7 Anderson, MO 64831	Director, 1	0	0	0
Deborah Wells O'Neill, 2160 Curtis Ellis Drive Rocky Mount, NC 27804	CFO, 1	0	0	0
Kaa Hinton-Johnson, Ph.D, 166-11 Education Building Norfolk, VA 23529-0161	Director, 1	0	0	0
Kristen M. Klein, 10136 Leana Dr. Roscoe, IL 61073	Secretary, 1	0	0	0
Teri S. Lesesne, 70 April Point North Montgomery, TX 77356	Director, 1	0	0	0
Denise Gary, 124 S 54th St #65 Mesa, AZ 85206	Executive Director, 61	2917.00 p/m	0	0
Debbie Brown, 30 East Brown Road #2003 Mesa, AZ 85201	Development Director,43	2084.00 p/m	0	0

Part V Other Information (Note the statement requirements in the instructions for Part V.)

Check if the organization used Schedule O to respond to any question in this Part V

		Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O		<input checked="" type="checkbox"/>
34	Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions)		<input checked="" type="checkbox"/>
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, explain in Schedule O why the organization did not report the income on Form 990-T.		
a	Did the organization have unrelated business gross income of \$1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements?		<input checked="" type="checkbox"/>
b	If "Yes," has it filed a tax return on Form 990-T for this year (see instructions)?		<input checked="" type="checkbox"/>
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		<input checked="" type="checkbox"/>
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions. ▶ 37a 0		
b	Did the organization file Form 1120-POL for this year?		<input checked="" type="checkbox"/>
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?		<input checked="" type="checkbox"/>
b	If "Yes," complete Schedule L, Part II and enter the total amount involved 38b 0		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 39a 0		
b	Gross receipts, included on line 9, for public use of club facilities 39b 0		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 ▶ 0 ; section 4912 ▶ 0 ; section 4955 ▶ 0		
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		<input checked="" type="checkbox"/>
c	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ 0		
d	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization ▶ 0		
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T.		<input checked="" type="checkbox"/>
41	List the states with which a copy of this return is filed. ▶ <u>California and Arizona</u>		
42a	The organization's books are in care of ▶ <u>Debora L Brown</u> Telephone no. ▶ <u>480-227-4578</u> Located at ▶ <u>101 West Main Street, Suite 1, Mesa AZ</u> ZIP + 4 ▶ <u>85201</u>		
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	Yes	No
	If "Yes," enter the name of the foreign country: ▶ _____		<input checked="" type="checkbox"/>
	See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts .		
c	At any time during the calendar year, did the organization maintain an office outside of the U.S.? If "Yes," enter the name of the foreign country: ▶ _____		<input checked="" type="checkbox"/>
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 —Check here <input checked="" type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43 0		
44a	Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		<input checked="" type="checkbox"/>
b	Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		<input checked="" type="checkbox"/>
c	Did the organization receive any payments for indoor tanning services during the year?		<input checked="" type="checkbox"/>
d	If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		<input checked="" type="checkbox"/>

	Yes	No
45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only. All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

	Yes	No
47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	<input type="checkbox"/>	<input checked="" type="checkbox"/>
48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	<input type="checkbox"/>	<input checked="" type="checkbox"/>
49a Did the organization make any transfers to an exempt non-charitable related organization?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b If "Yes," was the related organization a section 527 organization?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances

f Total number of other employees paid over \$100,000

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over \$100,000

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A **Yes** **No**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer _____	Date _____
	Debora L Brown, Development Director Type or print name and title	

Paid Preparer Use Only	Print/Type preparer's name _____	Preparer's signature _____	Date _____	Check <input type="checkbox"/> if self-employed	PTIN _____
	Firm's name <input type="text"/>	Firm's EIN <input type="text"/>			
	Firm's address <input type="text"/>	Phone no. <input type="text"/>			

May the IRS discuss this return with the preparer shown above? See instructions **Yes** **No**

SCHEDULE A
(Form 990 or 990-EZ)

Public Charity Status and Public Support

OMB No. 1545-0047

2010

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

Name of the organization

Kids Need to Read

Employer identification number

26-2755631

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E.)
- 3 A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: _____
- 5 An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6 A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7 An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8 A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9 An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 10 An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 11 An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h.
 - a Type I b Type II c Type III—Functionally integrated d Type III—Other
- e By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
 - (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?

	Yes	No
11g(i)		
11g(ii)		
11g(iii)		
 - (ii) A family member of a person described in (i) above?

	Yes	No
11g(ii)		
 - (iii) A 35% controlled entity of a person described in (i) or (ii) above?

	Yes	No
11g(iii)		
- h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1–9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document?		(v) Did you notify the organization in col. (i) of your support?		(vi) Is the organization in col. (i) organized in the U.S.?		(vii) Amount of support
			Yes	No	Yes	No	Yes	No	
(A)									
(B)									
(C)									
(D)									
(E)									
Total									0

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")			17,061.00	236,649.00	141,504.00	395,214.00
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf			0	0	0	0
3 The value of services or facilities furnished by a governmental unit to the organization without charge			0	0	0	0
4 Total. Add lines 1 through 3			17,061.00	236,649.00	141,504.00	395,214.00
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						0
6 Public support. Subtract line 5 from line 4.						395,214.00

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4			17,061.00	236,649.00	141,504.00	395,214.00
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources			0	0	0	0
9 Net income from unrelated business activities, whether or not the business is regularly carried on			0	0	0	0
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)			9,176.00	8,781.00	11,346.00	29,303.00
11 Total support. Add lines 7 through 10						424,517.00
12 Gross receipts from related activities, etc. (see instructions)					12	0
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here						<input checked="" type="checkbox"/>

Section C. Computation of Public Support Percentage

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f))	14	%
15 Public support percentage from 2009 Schedule A, Part II, line 14	15	%
16a 33 1/3% support test—2010. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 33 1/3% support test—2009. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
17a 10%-facts-and-circumstances test—2010. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
b 10%-facts-and-circumstances test—2009. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization		<input type="checkbox"/>
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions		<input type="checkbox"/>

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2009 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2010 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2009 Schedule A, Part III, line 17	18	%

- 19a 33 1/3% support tests—2010.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- b 33 1/3% support tests—2009.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Schedule of Contributors

2010

▶ Attach to Form 990, 990-EZ, or 990-PF.

Name of the organization Kids Need to Read	Employer identification number 26-2755631
--	---

Organization type (check one):

Filers of:

Section:

- Form 990 or 990-EZ
 - 501(c)(3) (enter number) organization
 - 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
 - 527 political organization
- Form 990-PF
 - 501(c)(3) exempt private foundation
 - 4947(a)(1) nonexempt charitable trust treated as a private foundation
 - 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

- For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33¹/₃ % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), and received from any one contributor, during the year, a contribution of the greater of **(1)** \$5,000 or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, aggregate contributions of more than \$1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc., purposes, but these contributions did not aggregate to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year ▶ \$ 0

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer “No” on Part IV, line 2 of its Form 990, or check the box on line H of its Form 990-EZ, or on line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization Kids Need to Read	Employer identification number 26-2755631
--	---

Part I Contributors (see instructions)

(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1	Highlights for Children ----- 1800 Watermark Drive, PO Box 269 ----- Columbus, OH 43216-0269 -----	\$ 17,964.00	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input checked="" type="checkbox"/> (Complete Part II if there is a noncash contribution.)
2	Barnes & Noble Chandler Fashion Mall ----- 3111 W. Chandler Blvd #2054 ----- Chandler, AZ 85226 -----	\$ 12,951.00	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input checked="" type="checkbox"/> (Complete Part II if there is a noncash contribution.)
3	Austin Browncoats ----- PO Box 203604 ----- Austin, TX 78720 -----	\$ 7,000.00	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
4	Margaret Bostrom C/O Webster Financial Advisors ----- 185 Asylum Street, 3rd Floor ----- Harford, CT 06103-3494 -----	\$ 47,597.69	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
-----	----- ----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
-----	----- ----- ----- -----	\$ -----	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

Name of organization Kids Need to Read	Employer identification number 26-275531
--	--

Part II Noncash Property (see instructions)

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
1	Childrens Magazines ----- ----- -----	\$ 17,964.00	10/1/2010
2	Books ----- ----- -----	\$ 12,951.00	12/1/2010
-----	----- ----- -----	\$ -----	-----
-----	----- ----- -----	\$ -----	-----
-----	----- ----- -----	\$ -----	-----
-----	----- ----- -----	\$ -----	-----

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

OMB No. 1545-0047

2010

**Open to Public
Inspection**

Name of the organization

Kids Need to Read

Employer identification number

26-2755631

Line 10:

West Clay Elementary, 9414 Joe Stevens Road, Cederbluff MS 39741-9335

Description of Grant: Books and Magazines

Book Value: \$5166.00

Determined Book/Fair Market Value: Retail Price (all items new)

Date: February 1, 2010

Loughman Oaks Elementary School, 4600 US Hwy 17 92 N, Davenport FL 33837-9532

Description of Grant: Books and Magazines

Book Value: \$8238.00

Determined Book/Fair Market Value: Retail Price (all items new)

Date: February 15, 2010

Line 16

Other standard operating expenses such as insurance (officers and BOD), travel, depreciation, supplies and materials for the office, etc.

Line 20

Items removed from inventory that were damaged. Value used was the value they were put into inventory at.

Line 24

Books, magazines and auction items donated to Kids Need to Read.

Line 26

Payroll taxes owed for end of 2010, payable in January 2011.

Amended Return Information

Change made on Sch B, page 2, line 3. Original information for Austin Browncoats: \$5,000.00 change to \$7,000.00

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Kids Need to Read
serves children in
communities of want
and poverty across
the United States.



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