



Leveraging Latino Community Resources

Technical Assistance From Reading Is Fundamental

Here are some great places to go for funds and friends!

- ◆ **Churches.** Many churches have the resources and staff to sponsor, support, or contribute to a RIF program. Churches are vital gathering points for Latino communities.
- ◆ **Local Businesses.** Many programs have had success asking for donations of books, space or money from local businesses and bookstores. In addition, some of the larger national chains have been successfully tapped on the local level, so don't be intimidated by size.
- ◆ **Local Banks and In-Kind Donations.** Often local banks are willing to provide funds, sponsor a program, or offer free services. Some cities have foundation centers, which are special libraries for researching local grant opportunities. They are often attached to, or affiliated with public or university libraries. Many businesses and community organizations can provide in-kind donations such as prizes, space or volunteers. Often this year's in-kind contribution will turn into next year's monetary donation.
- ◆ **Minor League & College Teams.** College and minor-league teams tend to look for opportunities to be involved in the community. For example, a local soccer team might help sponsor your program. They might also provide guest readers, free tickets or other prizes as reading incentives --it never hurts to ask!
- ◆ **Publicity.** The more visibility your RIF program has and the more you recognize your supporters, the more likely others will want to be involved. Contact local Latino newspapers, radio programs, or television stations. Remember Reading Is Fundamental. Being a friend to a RIF program should be fun too!
- ◆ **Community Centers and Service Clubs.** Daycare centers, afterschool programs, counseling or local social service centers often partner with RIF programs. These are good places to disseminate information about your program. If you are interested in seeking funding from these service clubs (or even another source), the best way is to give a presentation at one of their meetings. Call RIF and ask for your regional program specialist for more information about how to give a great presentation.
- ◆ **Sororities and Fraternities.** Many of these organizations are traditionally Latino and even run *their own* RIF Programs! Sororities and fraternities can be a great source of volunteers and other resources.
- ◆ **State Resources.** Don't overlook statewide resources such as the State Departments of Education. Be knowledgeable about their programs. For example, in New York the Board of Cooperative Education Services offers many grant opportunities.
- ◆ **Coca-Cola/Wal-mart/Sam's Club/Target.** These retailers (and many others) are required to "reinvest money" in their communities. Coca-Cola, in particular, has a partnership with RIF that your local bottler should be aware of. If you have one of these stores (or a local Coke bottler in your area), try to talk with a manager about donating goods, services or money to your RIF program.

Reading Is Fundamental, Inc. ■ 1825 Connecticut Avenue, NW ■ Suite 400 ■ Washington, DC 20009
Toll-free: 1-877-RIF-READ ■ Fax: 202-536-3516 ■ Internet: www.rif.org