



Reading Is
Fundamental

3Q 2017 IMPACT REPORT

READING IS FUNDAMENTAL IS COMMITTED TO HELPING KIDS THRIVE BECAUSE LITERACY OPENS DOORS TO LIFE.

The life-changing power of reading fosters the imagination, enhances our understanding of the world, and lays the foundation for a lifelong love of learning. Our partnerships allow us to impact children's lives in communities across the country.

VOICES FOR LITERACY

RIF joined the Barbara Bush Foundation for Family Literacy in forming *Voices for Literacy*, a collaborative of organizations committed to literacy. The goal is to amplify the national conversation around literacy with a commitment to take action to improve literacy rates in the United States, ensuring that everyone has an opportunity for education. With an ongoing digital and social campaign, including a virtual book drive, people nationwide showed their support for literacy by engaging online at www.voicesforliteracy.org to vote for their favorite book. RIF contributed 5,000 books to this campaign.

VOICES FOR LITERACY



BOOKS & BRUNCH

Families and community partners in Washington DC showed their love of reading with a day of food, fun and literacy activities. Kids enjoyed making bookmarks, were entertained by a caricature artist, made cards for DC's kids and participated in a read aloud. Clifford the Big Red Dog was the star of the day. Thank you to our generous sponsors Scholastic, Raffa, and Penguin Random House for their commitment to supporting children's literacy.



PITNEY BOWES

To promote reading and science in children's daily lives, Reading Is Fundamental, Pitney Bowes, and the Discovery Museum and Planetarium in Bridgeport, CT sponsored a museum day of exploration and fun. Children from pre-k to the 6th grade participated in scientific demonstrations, planetarium shows, and a rocket launch. With hands-on activities, kids made lava lamps, floam and kites to take home, and each received a free book from RIF. Pitney Bowes and RIF distributed more than 2,000 books and STEAM enrichment activities to children in the Bridgeport area.



READ & RIDE

This summer, RIF partnered with the Washington Metro Area Transportation Authority (WMATA) on *Read & Ride* - a campaign to raise awareness about the importance of children's literacy and to encourage families to take adventures in **and** out of books. The three Read & Ride events paired highly trafficked metro stations with popular destinations around Washington, DC. RIF promoted the power of literacy through the in-station distribution of destination-themed children's books, motivational activities, literacy resources and tips for parents to engage the whole family in reading. Ads in 300 buses, banners in select Metro stations and a RIF branded bus serving routes in Maryland and DC helped to raise awareness about the literacy crisis and promoted opportunities to support RIF.



STATE FARM'S FLY INTO SUMMER WITH READING

RIF kicked off the first event funded by the 2017 State Farm Good Neighbors Celebrate Reading Grant at the Joint Base Andrews Youth Center. The Fly into Summer with Reading event provided new books and literacy resources to kids at the end of the school year to encourage summer reading. More than 200 children received co-branded totes filled with books and educational summer activity calendars, activity sheets, and a poster to track their summer reading.



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