



Reading Is  
Fundamental

APRIL - JUNE 2018

# IMPACT REPORT

**Reading Is Fundamental is committed to giving kids the confidence to strive because literacy opens doors to life.**



## RIF NAMED YOUTH NONPROFIT BRAND OF THE YEAR

RIF has been named the Brand of the Year and the most Trusted Brand in the Youth Non profit category in the 2018 Harris Poll EquiTrend® Study. The annual survey of brand equity, now in its 30th year, compares the brand health of thousands of brands from hundreds of categories based on consumer responses. These responses measure a range of knowledge and connections, including familiarity, social and environmental impact, brand momentum, and trust.



## THE POWER OF CHILDHOOD READING

Variety's annual Power of Women event recognizes philanthropic women across the entertainment industry. As one of the 2018 honorees, Tina Fey selected Reading Is Fundamental as her charity and used her platform to promote the importance of children's literacy. Tina fondly recalls books that shaped her life and future career as a writer, including *A Tree Grows in Brooklyn* and *Black Beauty*. She commented that reading these books as a child helped her develop empathy for others, a quality that eventually pushed her to demand equality in the entertainment business. She also reflected on the joy of receiving free, new books during RIF events in her hometown. Tina closed her remarks by stating simply, "I want to support RIF because reading is power. Reading is access. Reading is the foundation for everything," she said. "Every child should be able to read."



## SOAR INTO SPACE WITH READING

RIF shot for the stars to celebrate National Astronaut Day in May with a STEAM-themed space extravaganza in partnership with State Farm, uniphi space agency, and Sleeping Bear Press. Takoma Education Campus in Washington, DC kicked off the day with a assembly hosted by astronaut and children's book author Clayton Anderson. Each second and fourth grade student chose five books to take home. The students participated in a read-aloud and book signing with Clayton, quizzing him on his journeys in space and the role literacy played in his career.



## COMMUNITY CORNER

RIF's President and CEO Alicia Levi was thrilled to visit second graders at the Frederick Classical Charter School for a read-aloud and book celebration event. The students selected three books each to take home as their own and enthusiastically participated in a read-aloud of *Homer the Cat* and *Giraffes Can't Dance*. When it was time to return to class, the students began putting their books back on the library shelves because they didn't realize that they were allowed to keep the books forever. Frederick Classical Charter School focuses on teaching positive behavior and virtue, and many students were excited to share their books by selecting titles their siblings would also enjoy.



## RIF TO PUT 7+ MILLION KIDS ON A PATH TO LITERACY

Reading Is Fundamental is on track to impact the lives of more than 7 million children in communities across the country this year.

Through a combination of book distribution events, reading intervention programs, digital resources and reading tools, RIF is reaching kids and families where they are with actionable solutions to create meaningful impact.