

# Reading Is Fundamental




## ABOUT READING IS FUNDAMENTAL

Reading Is Fundamental (RIF) is committed to a literate America where all children have the opportunities that literacy provides. Our mission is to inspire a passion for reading among all children, provide quality content to make an impact, and engage communities in the solution to give every child the fundamentals for success.

Founded in 1966, Reading Is Fundamental is the leading voice for children's literacy and, in partnership with companies, foundations, organizations, and a grassroots network of literacy advocates in communities nationwide, has distributed more than 420 million books and impacted the lives of more than 72 million children.

 **72**  
million children

 **50**  
States, D.C. and  
Puerto Rico

 **420** million  
books distributed

## WHAT WE DO

RIF's model for impact is grounded in creating a culture of literacy for the children we serve:

- We provide new books and eBooks to children in communities across the country.
- We develop and make available free, digital resources for teachers, parents, and children.
- RIF empowers individuals and communities to drive change and create a culture of literacy.
- RIF partners with corporate, community and government organizations to provide national scale and local impact.

**CHOICE**



**ACCESS**



**ENGAGED  
READERS**



Home  
Out-of-Home  
Schools  
Library



Anything  
Anytime  
Anywhere





## RIF PROGRAMS DRIVE IMPACT

**Books for Ownership** is RIF's flagship reading program that enables children to select new, age-appropriate books to take home and own and is supported with resources for parents, educators, and volunteers to create a continuous focus on reading.

**Read for Success** is an evidence-based, supplemental reading program to improve reading proficiency and encourage a passion for reading. It is based on research that shows that both reading to children and independent reading are key components of literacy development.

**Skybrary** is RIF's online library of digital books and video explorations, many hosted by LeVar Burton, created to engage young readers ages 2-9 and foster a love of reading. With child-friendly navigation, Skybrary's eBooks include read-to-me narration and interactive animation for both school and home.

**Book Fund** provides RIF community partners the opportunity to purchase new, high-quality and affordable books for the children they serve.

## THE LITERACY CRISIS

With 25 million children in the United States unable to read proficiently, the literacy crisis affects every community across the country. Literacy is an essential life skill that provides the foundation for a lifetime of opportunity. Reading Is Fundamental gives kids the confidence to strive.

### KINDERGARTEN

**34%**

Children entering school lack basic language skills needed to learn to read<sup>1</sup>

### 4TH GRADE

**65%**

Children reading below grade level<sup>2</sup>

### HIGH SCHOOL

**37%**

Students graduate at or above reading proficiency<sup>3</sup>

A productive, thriving nation depends on a literate society. Every child deserves an opportunity to own books, learn how to read, and obtain the building blocks needed to achieve their highest potential.

1). Council on Early Childhood. (2014). Literacy promotion: An essential component of primary care pediatric practice. Pediatrics, 134(2): 404-409 2). NAEP The Nation's Report Card, October 2019. 3). NAEP The Nation's Report Card, October, 2015.



FOR MORE DETAILS



RIF.org



1-877-RIF-READ



ContactUs@rif.org