

# Case Study - Amazon



## Empowering customers to turn purchases into impact

RIF and Amazon joined forces in 2017 to empower Amazon customers to help ignite a passion for reading among children across the U.S. who may have limited or no access to books in their home. One of the charities chosen to test Amazon's entry into the customer-driven philanthropy space, the campaign, and customer's passion for reading, surpassed high-end donation estimates by 140%. Because of Amazon and its customers, RIF was able to give over 11,000 brand new, high-quality books to children who needed them most.

