Help Give Books to Kids August 19 - 25

Help send a message of hope and support to children throughout the summer that they are not alone. RIF is partnering with online retailer, Amazon, to make it easier than ever for you to purchase books. You have the opportunity to "donate" books to children in need by purchasing books from RIF’s newest back-to-school Amazon Smile Charity List. A portion of the purchase price will go to Reading Is Fundamental to support its programs and mission. Choose your favorite books from RIF’s newest back-to-school Amazon Smile Charity List. All books purchased from the list will support RIF’s work. Help combat the literacy crisis by donating books to children this school year! For a limited time, RIF is partnering with Goodreads from August 19 - 25 to encourage people to purchase books from RIF’s newest back-to-school Amazon Smile Charity List. A portion of the purchase price will go to Reading Is Fundamental to support its programs and mission.

Mary’s Makes an Impact on Children’s Literacy

Reading is Fundamental is proud to do its part in Mary’s legacy by announcing the launch of a new initiative that celebrates diversity, family and the world around us. Children can enjoy the on-going series of books inspired by the late Sarah Jessica Parker, Mary’s lowest common denominator. Mary’s online collection is made up of fun and engaging books that inspire confidence and an excitement for learning. Mary’s webpage features books that are rigorously selected and approved by a panel of teachers and librarians.

Every Day is an Adventure with Skybrary

Macy’s is committed to helping families and communities in need through reading initiatives that celebrate diversity, family and the world around us. Children can enjoy the on-going series of books inspired by the late Sarah Jessica Parker, Mary’s lowest common denominator. Mary’s online collection is made up of fun and engaging books that inspire confidence and an excitement for learning. Mary’s webpage features books that are rigorously selected and approved by a panel of teachers and librarians.

How to Raise a Reader

Join PDF writer York Times Book Review Editors, Pamela Paul and Maria Russo, for a special discussion about raising readers in today’s modern culture. Pamela Paul and Maria Russo will discuss their new book How to Raise a Reader where they share insights for engaging reluctant readers in today’s modern culture. Register today for this webinar on September 18, 2019 at 2:00PM EDT. We guarantee that you’ll enjoy hearing from the authors as they debunk common myths about childhood reading and share guidance to instill a lifelong love of reading in children.

Blast into Reading with RIF and McDonald’s!

In celebration of National Literacy Month and the 50th anniversary of landing on the moon, McDonald’s is inviting families to celebrate the joy of reading with Reading Is Fundamental. Beginning August 20, every Happy Meal will include Snoopy space-themed books to help inspire children to learn about space AND get excited about reading. In addition, McDonald’s is donating 100,000 Happy Meal books to RIF programs across the country. Young readers can blast off with RIF’s collection of games and puzzles for each book.

Set Kids up for Success This School Year

Support RIF during the back-to-school season. For every crisp, colorful package of school supplies that you buy online at Amazon, Macy’s or any other online retailer, RIF will receive a portion of the purchase amount. RIF will then turn that money into books for children in need! You have the opportunity to help send a message of hope and support to children throughout the summer that they are not alone. RIF is partnering with online retailer, Amazon, to make it easier than ever for you to purchase books. You can help send a message of hope and support to children in need by purchasing books from RIF’s newest back-to-school Amazon Smile Charity List. A portion of the purchase price will go to Reading Is Fundamental to support its programs and mission.

We want to hear from you! Let us know about your literacy events and how you are making a positive impact on reading in your community. Send your photos to achin@rif.org.