

## OUR MISSION

Founded in 1966, Reading Is Fundamental (RIF) is the leading voice for children's literacy and 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 solutions to give every child the fundamentals for success.



## WHAT WE DO

RIF's model for impact is grounded on book access, choice, and engagement to create a culture of literacy for the children we serve. Through the generous donations of individual donors, foundations, and corporate partners, RIF is able to work with local partners around the country (including schools, community centers, after-school programs, and more) to:

- Provide free, new books and eBooks to children in communities across the U.S. through various RIF programs.
- Develop and make available free, digital resources to support reading engagement for teachers, caregivers, and children.
- Empower individuals and communities to join RIF to support the children they serve and create a culture of literacy.
- Leverage the importance of diverse books and diverse authors for positive impact and change.

**ACCESS**



**CHOICE**



**ENGAGEMENT**



## RIF PROGRAMS DRIVE IMPACT

RIF offers a portfolio of program opportunities when working with local communities to drive the greatest impact. Through RIF funding, we are able to support local partners with donation and/or grant opportunities to offer:

**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 caregivers, educators, and volunteers to create a continuous focus on reading.

**Skybrary** is RIF's online library of digital books and videos, 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.

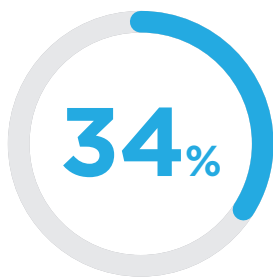
**Read for Success** is an evidence-based, supplemental reading program to improve proficiency and encourage a passion for reading. It is based on research that shows that both reading to children and independent reading are key components of literacy development.

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

RIF programming is supported by corporate and foundation funders for implementation of specific programs or partner RIF sites can self-fund and select RIF programming of their choice.

## WHY WE DO IT - THE LITERACY CRISIS

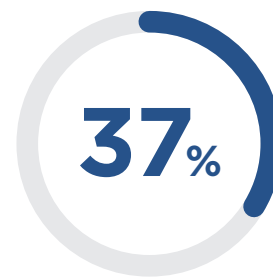
With 25 million children in the United States unable to read proficiently, the literacy crisis affects every community across the country. Literacy is an essential life skill that provides the foundation for a lifetime of opportunity. We must work together to change these staggering statistics and ensure every child can read.



of children entering kindergarten lack the basic skills needed to learn to read<sup>1</sup>



of 4<sup>th</sup> graders read below grade level, contributing to 8,000 students dropping out every day<sup>2</sup>



of students graduate high school at or above reading proficiency<sup>3</sup>

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.

We invite you to partner with RIF to ensure the children in your community have the books and reading resources to increase reading motivation, frequency and engagement. We want to make the investment with the children you serve because we know every child deserves an opportunity to own books, learn how to read, and obtain the building blocks needed to achieve their highest potential.

*"I had a parent let me know how much she appreciated receiving bilingual books. She was so thankful she and her son could read them together."*

- Jackie Hurt, First grade teacher, Hendersonville, Tennessee.