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.

Our Mission

129 million children

422 million books distributed

50 States, D.C. and Puerto Rico

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.
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.

**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.

- 34% of children entering kindergarten lack the basic skills needed to learn to read¹
- 67% of 4th graders read below grade level, contributing to 8,000 students dropping out every day²
- 37% of students graduate high school at or above reading proficiency³

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.

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