ABOUT RIF

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 a grassroots network of 1 million volunteers in schools and communities nationwide, has distributed more than 415 million books and impacted the lives of more than 50 million children.

THE LITERACY CRISIS

With 25 million children in the United States unable to read proficiently, the literacy crisis affects every community across the country.

<table>
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<tr>
<th>KINDERGARTEN</th>
<th>4TH GRADE</th>
<th>HIGH SCHOOL</th>
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<td>34% Children entering school lack the basic language skills needed to learn how to read¹</td>
<td>63% Children reading below grade level²</td>
<td>37% Students graduate at or above reading proficiency³</td>
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Literacy is an essential life skill that provides the foundation for a lifetime of opportunity. Reading Is Fundamental gives kids the confidence to strive because literacy opens doors to a better life.
WHAT WE DO

RIF’s model for impact is grounded in creating a culture of literacy for the children we serve - providing choice, access, and engagement opportunities for these children and the educators, parents and caregivers that support them.

We do this by:
• Providing new books to children in communities across the country.
• Developing thousands of free, digital resources for teachers, parents, and children.
• Empowering individuals and communities to drive change and create a culture of literacy.
• Partnering with corporate, community and government organizations to provide national scale for local impact.

WHY WE NEED YOUR HELP

A productive, thriving nation is dependent 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.

ILLITERACY COSTS THE U.S. ECONOMY A STAGGERING $225B EACH YEAR

3 OUT OF 4 PEOPLE ON WELFARE CAN’T READ

20% OF AMERICANS READ BELOW THE LEVEL NEEDED TO EARN A LIVING WAGE

JOIN US AND CREATE CHANGE.

RIF.org | 1-877-RIF-READ