

Reading Is Fundamental



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.

50 MILLION CHILDREN	50 STATES	415 MILLION BOOKS DISTRIBUTED
17,000 PROGRAM SITES	MORE THAN 1 MILLION VOLUNTEERS	450 CORPORATE PARTNERS

THE LITERACY CRISIS

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

KINDERGARTEN	4TH GRADE	HIGH SCHOOL
34%	63%	37%
Children entering school lack the basic language skills needed to learn how to read ¹	Children reading below grade level ²	Students graduate at or above reading proficiency ³

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.

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OUT OF
PEOPLE ON
WELFARE
CAN'T READ⁴

20%
OF AMERICANS READ
BELOW THE LEVEL NEEDED
TO EARN A
LIVING WAGE⁵

ILLITERACY COSTS
THE U.S. ECONOMY
A STAGGERING
\$225B
EACH YEAR⁶

Reading
Is Fundamental

JOIN US AND CREATE CHANGE.

RIF.org | 1-877-RIF-READ



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 2017. 3). NAEP The Nation's Report Card, October, 2015. 4). WriteExpress Corporation. "Literacy Statistics." *Begin To Read*. 5). National Institute for Literacy, *Fast Facts on Literacy*. 6). National Council for Adult Learning.