



Reading Is Fundamental

JANUARY - MARCH 2018 IMPACT REPORT

Reading Is Fundamental is committed to giving kids the confidence to strive because literacy opens doors to life.

1.3 MILLION KIDS IMPACTED DURING NATIONAL READING MONTH

RIF and the National Education Association

RIF launched a National Reading Month celebration in March to highlight the transformative power of reading. With a kickoff event in partnership with the National Education Association, RIF celebrated a nation of diverse readers, including a reading extravaganza led by award-winning authors Kwame Alexander, Jesse Holland and Gene Luen Yang. More than 350 students from Prince George’s County, MD, received free books and literacy resources to inspire a love of reading.

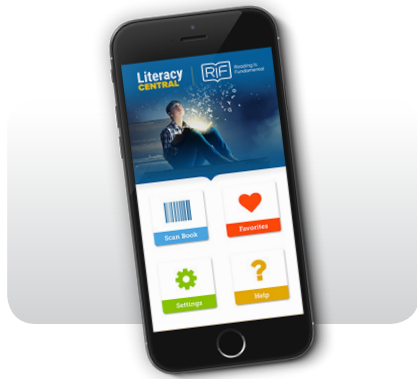
Million Book March

RIF encouraged students nationwide to read as many books as possible during National Reading month and log them on RIF’s online readerboard to track their progress. More than 1.3 million students across the country were impacted by RIF’s National Reading Month events. Topping the readerboard, North Larose Elementary School in Larose, LA, read an incredible 17,085 books.

RIF’s Impact in Houston

RIF partnered with NBA Cares, State Farm and the Chris Paul Family Foundation to rebuild the hurricane-damaged library at C.E. King Middle School in Houston, TX. RIF provided 6,000 library books, new library furniture, bookshelves, and technology to benefit the students of C.E. King Middle School.





READING ON THE GO

RIF debuted a smartphone app to let literacy lovers take reading on the go! Funded by the Dollar General Foundation, RIF's Literacy Central app provides access to over 5,000 literacy resources, including engaging word games, educator guides, activities, and videos. Now parents and educators can simply scan the ISBN barcode on a children's book and go directly to Parent's Choice Award-winning Literacy Central's trusted literacy resources.



CREATING IMPACT IN CHICAGO

On National Reading Day in January, RIF donated 5,000 books to three high-need schools in Chicago as part of RIF's Books for Ownership program. RIF teamed up with 4-year-old marathon reader Caleb Green, who captivated the nation when he read 100 books in a day. Students at Gillespie Technology Magnet Cluster, Wendell Smith Elementary School and Richard J. Oglesby Elementary School were excited to select five new books each to take home.



SOAR INTO SUMMER WITH READING

RIF is proud to support local literacy champions through our 2018 Summer Success Matching Grant Program funded in part by the generosity of Macy's. Grantees will receive a combination of books and literacy resources to implement the Summer Success program in schools, YMCAs, community organizations, and youth clubs in more than 93 communities across 30 states, impacting more than 10,600 children.



SUPPORTING KIDS NATIONWIDE IN PARTNERSHIP WITH NATIONAL PTA

RIF partnered with National PTA to support Take Your Family To School Week by providing resources to help local PTAs create literacy impact in their schools. As part of the weeklong celebration, RIF created a special book list to guide local PTAs in selecting titles for educational engagement events with students and their families. Local PTAs hosted family fun activities including read alouds, literacy activities and STEAM focused games to encourage families to get excited and stay involved. RIF and PTA continue to collaborate to create a culture of reading at school and at home in communities nationwide.