



Reading Is Fundamental
RIF.org

IT'S OCTOBER!

Read on for Spooktacular News!

RIF on the Road!

RIF is on the road! Alicia Levi, RIF's President & Chief Executive Officer will be visiting various RIF program sites across the country this fall. We are excited to gain insight, ideas, and inspiration from RIF friends across the country to help create a more literate America. Alicia has recently met with literacy advocates in Georgia, California, and Pennsylvania and has been inspired with the immense impact each program sites is making in their community. Next up on our reading road trip is Virginia, Alabama and Tennessee!



Spooky Statistics

Want to hear something really scary? 65% of fourth graders read below grade level. Want to help change this statistic? Check out Literacy Network to see how YOU can make a local literacy impact and head to Literacy Central for free reading resources. Join us to create change.



Calling All Former "RIF Kids"!

Were you part of a RIF program as a child? We want to hear how RIF helped YOU! Email clonsdale@rif.org with your RIF story!



So You Want To Get Involved...

Consider hosting a book drive! Book drives are a great way to rally your community in making a local literacy impact. To begin, pick a location, date and time to host your book drive. Centering a book drive around an existing event is a great way to ensure you'll receive a number of quality books. Before hosting the event, make sure to promote it to your friends and family as well as engaging with your community on social media to maximize your impact. Collect only new and like-new, age-appropriate children's books by using book bins with RIF branding so potential donors know you're partnered with a reputable organization. After your book collection, contact a local school or kid-friendly club to host a book distribution event where you can see all your hard work pay off! For more information check out the link for a book drive toolkit!



We Did It!

A big thanks to Macy's cardholders who participated in Macy's Thanks for Sharing. Your generosity raised \$15 million for charities including RIF!



All Smiles Here!

Did you know supporting RIF is as easy as shopping on Amazon? Sign up for Amazon Smile and a portion of your purchase benefits RIF!

First, visit [amazon.com/smile](https://www.amazon.com/smile) and select the option "Reading Is Fundamental, Inc. aka RIF" from the list of charitable organizations

Second, sign in to AmazonSmile from your desktop, tablet, laptop or mobile phone browser.

Third, shop as you normally would and support RIF in the process! Amazon will donate a portion of every purchase directly to RIF!



Have you enrolled in Workplace Giving?

Don't forget you may be able to support Reading Is Fundamental through your workplace or the Combined Federal Campaign #10948.



Thanks McDonald's!

RIF is pleased to recognize McDonald's as our October Donor of the Month. In celebration of National Literacy Month, McDonald's invited families to celebrate the joy of reading with the Happy Meal Books promotion September 5-18. Since the start of RIF's partnership in 2013, McDonald's has distributed more than 70 million books to kids across the US. Thank you, McDonald's, for supporting children's literacy!