



Fact Sheet

Our Mission:

RIF's mission is to motivate young children to read by working with children, their parents, and community members to make reading a fun and beneficial part of everyday life.

History

- Founded in 1966 by Margaret McNamara, RIF is the nation's oldest and largest nonprofit children's and family literacy organization.
- Supporters include: first ladies, Lady Bird Johnson, Rosalyn Carter, and Barbara Bush; comedian Carol Burnett; TV actress Rhea Perlman; and basketball player Shaquille O'Neal.

Outreach

- RIF serves more than 4.6 million children nationwide with a focus on children ages birth to 8.
- In 2007, RIF distributed 16 million books at nearly 20,000 sites throughout the nation.
- In over 40 years, RIF has distributed more than 300 million free, new books to over 25 million children.
- RIF is supported by more than 200,000 volunteers nationwide.

Funding

- RIF is supported by Congress, the U.S. Department of Education, corporate partners, and private funders.
- In 2007, RIF's operating budget totaled more than \$32 million.
- Nearly 89 percent of RIF's annual budget is used to purchase books and support local RIF sites.

Services

Books for Ownership

- Provides free books to the nation's most needy children.
- Engages children in fun reading-related activities.
- Motivates children to read for fun.
- Encourages parents and community members to become involved in children's literacy.

Professional Services

- Offers trainings to center- and home-based daycare providers in support of the emergent literacy skills of preschool children.
- Provides trainings and resources to parents, including access to free videos, information, and tips on making reading a fun part of their child's day.

Educational Resources @ RIF.org

- RIF's *Leading to Reading* website and its bilingual mirror site, *Semillitas de aprendizaje*, are designed to help parents and caregivers develop the language skills of infants, toddlers, and preschoolers.

The RIF *Reading Planet* and *¡Leamos en familia!* encourage children to explore a fun, online world of books as they engage in an assortment of reading and writing games, activities, and contests.