



Working together to provide free books to children

In many low-income neighborhoods in the U.S. there is only one book for every 300 children! A child who does not own books is at risk of being behind in school and will likely miss valuable opportunities to develop fundamental skills needed to succeed in life.

As Lions from around the world take strides to improve literacy as part of the Reading Action Program, clubs and districts in the U.S. have an important opportunity to promote the joy of reading and lifelong learning. By partnering with Reading Is Fundamental (RIF), Lions can place books in the hands of the nation's most vulnerable children.

The largest children's literacy nonprofit in the U.S., RIF focuses on providing free books and literacy resources to low-income families. By giving children the opportunity to own books, RIF inspires children to become lifelong readers and achieve their full potential. Since RIF's inception in 1966, the organization has provided 400 million free books to more than 35 million children. There are still many more children ... and more communities... to reach.

As a district, as a club, or even as individuals, Lions can make a big difference, one child and one book at a time. Here are a few ways to get involved:

Organize a Virtual Book Drive

RIF focuses on providing children with their very own new, high-quality books. Through strong partnerships with publishers, they can get the same books you would buy at a bookstore for a fraction of the price. Use RIF's online tools to host a virtual book drive or collect funds to buy new books for kids in need.

Give Books to RIF Kids

If you are interested in teaming up with a RIF program nearby, you can get exclusive access to discounts for high-quality children's books. You could also donate a collection of books in honor of a Lions club member.

Host a Family Reading Day

Nothing sparks the love of reading like an exciting day with free books for kids to choose and keep. You can sponsor your own Family Reading Day with a RIF program in your region and have all the tools you need to make it a success.

Join the Movement

RIF has launched Book People Unite, a national campaign to shine a spotlight on children's literacy. You can unite friends and family in your community to stand with RIF. Tell everyone you know to visit www.bookpeopleunite.org to watch RIF's new PSA and declare yourself a Book Person by taking the taking a pledge. Ready to get started? Request a special action kit to help spread the word.

To explore ways your club can partner with a RIF program in your community, please contact Jennifer Katz, Director, Government Relations and Community Outreach, Reading Is Fundamental, (202)536-3484 lions@rif.org.

