

WHY WE DO IT



61% of limited-resource families own no age-appropriate books



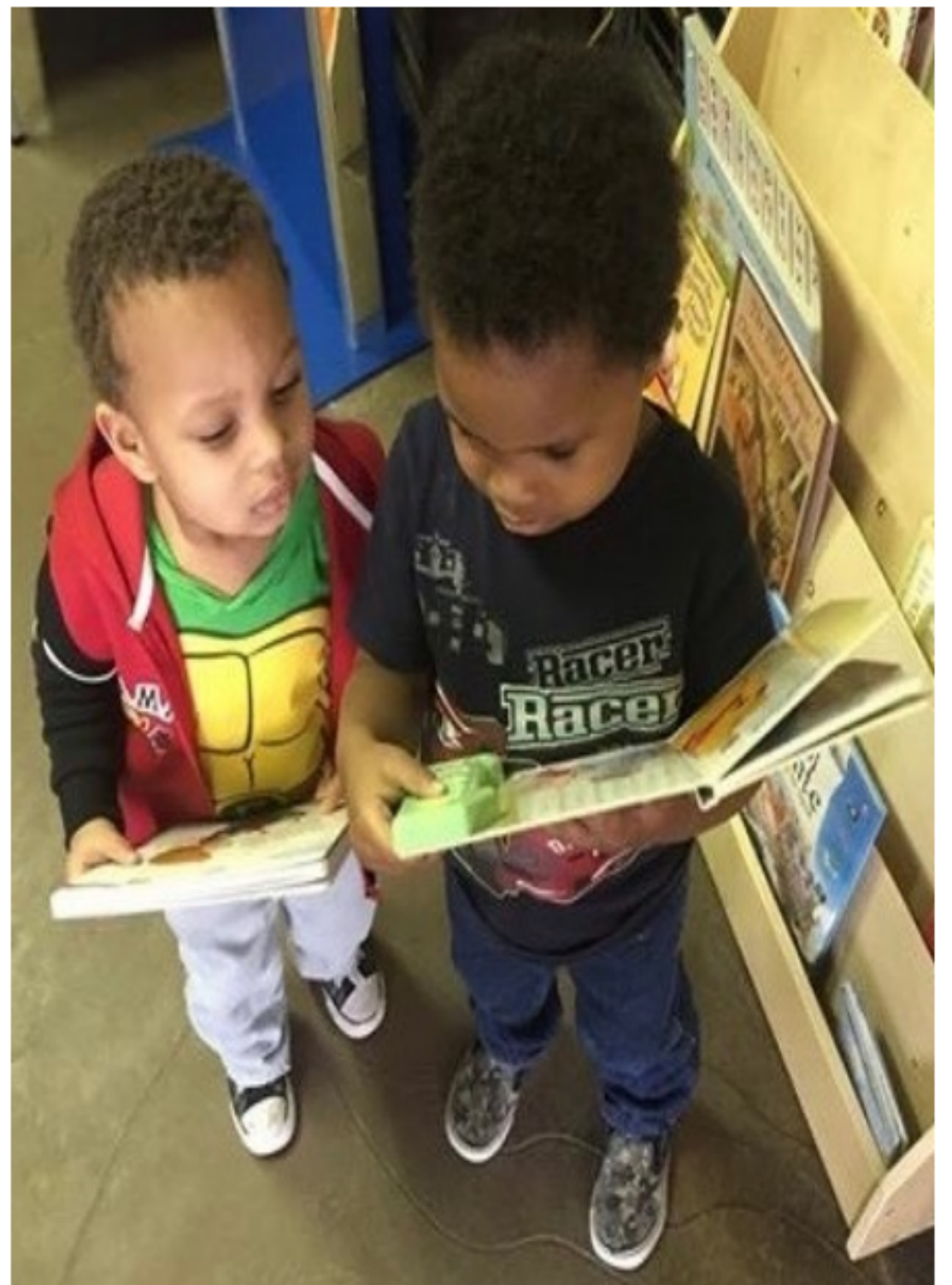
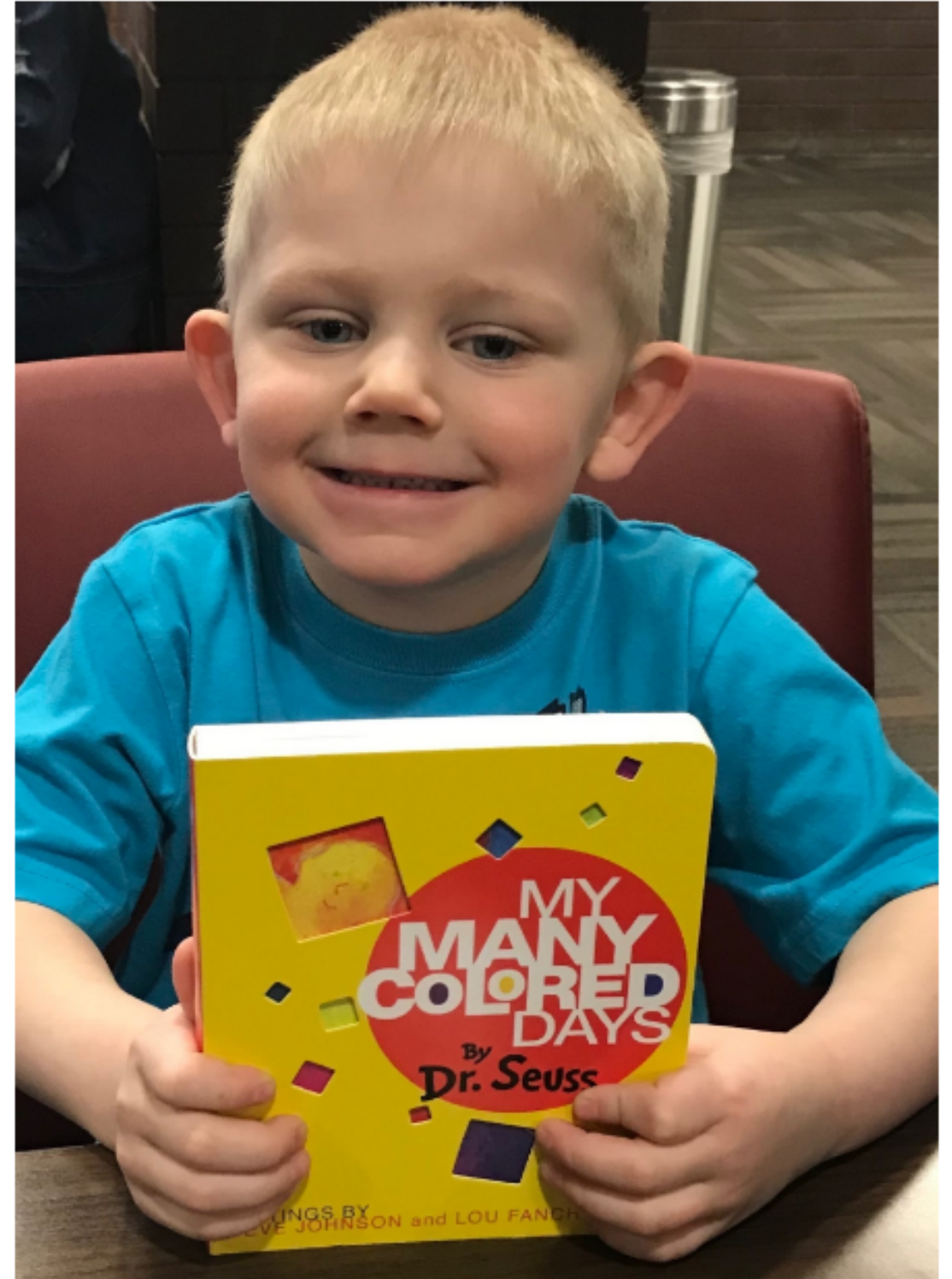
Book ownership is the best predictor of academic success; bookless kids lag 3 years behind their peers on average



Kids who develop reading proficiency by the end of 3rd grade become 6x more likely to graduate high school



People without high school diplomas earn about \$12,000 less annually, on average, than high school graduates



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