

## WHAT IS RIF?

Reading Is Fundamental is a national program designed to motivate children and young people up to the age of 18 years old to read by giving them attractive paperback books which are uniquely relevant to their needs and interests. Margaret McNamara started the program in Washington, DC, after discovering that two young boys she was tutoring had never owned books. Mrs. McNamara felt that these children and many others would become more interested in reading if they could choose for themselves the books that appealed to them and then keep those books. **Freedom of choice and pride of ownership** are the guiding principles of Reading Is Fundamental.

## WHO RUNS RIF?

The national headquarters of Reading Is Fundamental is in Washington, DC. RIF has programs in all fifty states, the District of Columbia, Puerto Rico and the Virgin Islands, and they are locally organized and administered. In 1972, the Service League of Northern Virginia organized, directed and funded Northern Virginia RIF for three years. In 1975, a Board of Directors, representing the areas, interests and organizations of the community, was formed. This all volunteer Board is responsible for the RIF programs in Northern Virginia.

## HOW DOES RIF OPERATE?

Each child participating in a RIF program chooses three books per year. These books are distributed at scheduled intervals by teachers, parents and RIF volunteers. Distributions are accompanied by reading motivational activities such as storytelling, drama, crafts, and refreshments. In some schools, RIF is an important ingredient in the Silent Reading Program.

RIF of NOVA programs are operating in 70 programs at approximately 150 sites in our communities. Each program is different, and each is designed to meet the specific needs of the children it serves. Currently, RIF of NOVA is responsible for programs in the city of Alexandria and the counties of Arlington, Fairfax, and Prince William that serve over 30,000 children.

## FUNDING

Although there have been Federal matching funds available for many years via National RIF and the Office of Education, these funds are always at the mercy of Federal cutbacks and the increases of the cost of books. RIF of NOVA has to retain local funding sources in order to ensure the continuation of its programs. These funds supplement the Federal funds and provide money for programs which otherwise would be unable to participate.

## WHAT DOES IT COST?

\$21 pays for books for 3 children for 1 year	\$35 pays for books for 5 children for 1 year
\$70 pays for books for 10 children for 1 year	\$140 pays for books for 20 children for 1 year

Donations go a long way to help a child find the magic of books and reading. Contributions are 100% tax deductible and can be sent to:

RIF of NOVA  
P.O. Box 7012  
Arlington, VA 22207-0012

RIF of NOVA is also a participant in the **United Way/Combined Federal Campaign/Combined Virginia Campaign**. Please designate this organization to receive your contribution/pledge!! Our UW number is #8959; our CFC number is #18818; our CVC number is #8221. Thank you!!