ReadWorks seeks to raise $12 million to impact 20 million children annually by 2022.

Read to Succeed: Helping Millions More Children Become Readers
ReadWorks is a nonprofit organization dedicated to improving literacy for millions of children. We provide expertly-written reading passages and curricular supports to improve children's vocabulary, background knowledge, and reading comprehension. ReadWorks seeks to interrupt the devastating cycle of illiteracy, which can result in diminished career and life opportunities. Through our award-winning website and content, ReadWorks empowers students to define their trajectories and build the bright futures that all children deserve.

In just a few years, ReadWorks has penetrated the kindergarten to 8th grade market in the United States and currently annually supports over 50% of all teachers in those grades and their nearly 15 million students.

Over the next three years, ReadWorks seeks to raise $12 million to dramatically scale our interventions and impact at least 20 million children annually, with a particular focus on Kindergarten - 2nd grade children to support them at these crucial earliest stages on the road to literacy.

Through our robust and easily accessed website, ReadWorks will:

- Develop enhanced technology to serve more children in more ways, including adding features to serve a diverse range of struggling readers (English Language Learners, special education students, students with dyslexia)
- Enrich the student experience by providing even more compelling content
- Conduct a continuous loop of research to inform the larger education community

By both expanding our reach and deepening our impact so that all children who use our materials will improve their reading abilities, ReadWorks will provide the essential tools and infrastructure to help educators and parents effectively bolster literacy, and - most importantly - help set children on a course for success in school, work, and life.
Read to Succeed: How ReadWorks will Help Millions More Children Become Readers by 2022

Grow + Innovate + Broaden Horizons + Research & Share

Grow

● Increase the total number of children served from 15 million → 20 million annually.
● Double the number of Kindergarten - 2nd grade children served from 1.5 million → 3 million annually.
● Double the number of digital users from 5 million → 10 million annually.

Innovate

● Add video, audio, and other edtech tools to thousands of reading passages to serve a diverse range of struggling readers, and to reach younger readers with a focus on Kindergarten - 2nd grade students.
● Create ways for students to engage with ReadWorks on their own through technology and content.
● Design a ReadWorks app that provides easier access and usage for readers and encourages greater parental involvement.
● Develop artificial intelligence (AI) components to allow teachers to more efficiently review work and offer feedback to children.

Broaden Horizons

● Create hundreds of original reading passages that continue to grow our library with relevant and relatable topics for students (sports, arts, pop culture, fiction, etc).
● Introduce hundreds of new eBooks.
● Continue current partnerships with leading cultural institutions and museums and add new partners to enhance our content.

Research & Share

● Establish a continuous research and feedback loop to gain insight into how children become confident, strong readers.
● Utilize research findings to ensure that ReadWorks is effectively designed to help children become confident, strong readers.
● Share our findings far and wide to inform the greater education community.

Please join us to help solve one of America’s most challenging problems and open up the world of higher education and gainful employment for millions of children.