



Messaging Toolkit: Message Map

This is a reference tool for Room to Read staff and spokespeople to utilize when speaking to external stakeholders (donors, partners, government officials, media, etc.). For internal distribution only. *Last updated January 2020.*

WHO WE ARE AND WHAT WE DO:

Room to Read transforms the lives of millions of children through education, creating a world free from illiteracy and gender inequality.

- Since our founding in 2000, Room to Read has helped more than 181 million children in 16 countries around the world unlock their full potential through education.

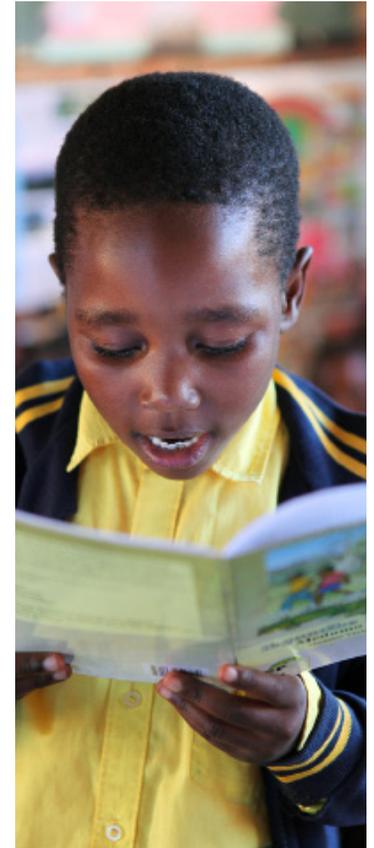
We publish children's books in local languages, equip schools with stocked libraries, train educators how to teach reading, and support girls throughout secondary school.

- We mobilize children's book publishers in the countries where we work by creating a demand for children's literature and promoting the growth of local publishing industries. Room to Read has also published more than 1,576 children's books in 42 local languages as of the end of 2019.

We were founded in San Francisco, and like many organizations with Silicon Valley roots, are **innovative and iterative**, continuously learning and enhancing our programs.

- We collect data against key indicators at more than 3,500 schools and communities annually and use this to continually evolve our programs.

We envision a world in which all children can pursue a quality education that prepares them to be fulfilled and make positive change — in their families, communities and the world. This is not a problem like curing cancer where we don't have all the answers. We **have** the solution. We have the data-backed proof that our programs work. With sufficient capital we can make illiteracy and gender inequality in education problems of the past.



WHY WE DO IT:

Room to Read believes **World Change Starts with Educated Children®**.

Education is the most effective tool for solving the world's greatest challenges — poverty, disease, environmental degradation, exploitation and inequality. Through education, young people have the opportunity to gain the skills that enable them to become changemakers and create pathways to solve tough problems in novel ways.

Illiteracy costs the global economy more than US \$1 trillion each year and creates a cycle of poverty for millions of families.²

Over 750 million people are illiterate — that's more than double the U.S. pop-

ulation; two-thirds of these individuals are women and girls. One in four children cannot read a single word or sentence.³

It's possible to break the cycle of illiteracy and poverty within a single generation.

The single best approach to improving the status of women is through education.

- Educated women are healthier, earn more income for their families, and are greater contributors to their community and country.

We are paving the path for long-term systemic change through our innovative solutions and partnerships with governments.

HOW WE DO IT:

Room to Read's innovative model focuses on deep, systemic transformation within schools during the two most critical time periods in a child's schooling: early primary school for literacy acquisition and secondary school for girls' education.

We design, implement and institutionalize effective and efficient models for achieving quality learning outcomes

related to literacy and gender equality. We operate at the nexus of long-term school-level implementation and positive, trusted relationships with government.

We work across the private and public sectors to build a network of influencers, literacy and gender-equality advocates, investors, staff and volunteers.

We combine the science of learning to read with the magic of loving to read. We sustain students' reading skills development by providing child-friendly libraries and quality children's books.

Through our Girls' Education Program, we give girls the tools to self-advocate and chart a path that they choose for themselves.



LITERACY PROGRAM:

Room to Read's Literacy Program creates independent readers and lifelong learners, who are breaking the cycle of illiteracy within their own families.

Our Literacy Program trains and coaches teachers, creates quality books and curricular materials, and establishes libraries

filled with diverse children's books in local languages that can be enjoyed at school or home.

We partner with local communities, governments and the publishing industry to test and implement innovative models that help children succeed in school and develop a love of reading.

GIRLS' EDUCATION PROGRAM:

Room to Read's Girls' Education Program ensures that girls build the skills to succeed in school and make key life decisions.

- We prepare girls to make positive change by providing life skills curriculum, opportunities for mentorship and peer support, and family and community engagement.

Our program goes further by supporting young people of all genders to build knowledge and skills with which they

can create a gender-equal world. We help governments deliver similar programs through their own education systems.

Essential to our program are our social mobilizers, local women who are hired as mentors and work with girls and their families to ensure that girls stay in school, participate in life skills activities, and navigate the challenges of adolescence with the ability to make their own life choices, both personally and professionally.



OUR FUTURE:

We know how to solve for illiteracy and gender inequality in education. We just need the capital to do it. Let's reverse the notion that the end to these challenges is impossible.

We have ambitious plans to dramatically scale our proven, effective, data-supported programs to communities where the need is most urgent.

We're on track to benefit the lives of 20 million children by the end of 2020, and by 2025, we aim to reach at least 40 million children worldwide

With 250 million children not learning around the world and 130 million girls out of school, there is still much work to be done and we will not stop until every child has access to a quality education.⁴

1. Estimated through the end of 2019.

2. World Literacy Foundation, "The Economic & Social Cost of Illiteracy: A snapshot of illiteracy in a global context," September 2015.

3. UNESCO Institute of Statistics; UIS Fact Sheet, February 2018 No. 48, "One in Five Children, Adolescents and Youth is Out of School."

4. UNESCO Global Education Monitoring Report, "Education for People and Planet: Creating Sustainable Futures for All," (2016).