



## Our Mission

Ferst Readers' mission is "strengthening communities by providing quality books and literacy resources for children and their families to use at home during the earliest stages of development." Ferst Readers wants every child to have the best start in life - and nothing helps a baby's brain develop more than exposure to rich language and loving interactions. The key is having books in the home and being read to - right from birth.

**Our vision is "to create better learners, brighter futures, and stronger communities by giving every child under five access to quality books in their homes."**

**Children in the Ferst Readers literacy program receive bookstore-quality, age-specific books and resources mailed to them at home every month until their fifth birthday. It is this access to print which helps create a language-rich environment in the home.**

## About us



Ferst Readers started in Georgia and has expanded to serve children in Alabama, Florida, Iowa, Mississippi, Montana, South Carolina, Texas and Virginia.



Each month, **more than 50,000 children receive books in their homes** from Ferst Readers.



Our model is for children, birth to five years old, to receive an age-appropriate **book in their home monthly**.



Each book is accompanied by a **parent engagement newsletter**, which contains a learning guide to help them while reading to their child.



When parents read to children **3xs** per week from birth, the child has a vocabulary of **almost 300** words by the age of two.



Children who are read to 3xs per week are **2xs** as likely to score in the **top 25% in reading** comprehension tests than those who are not.

## Our Impact



Ferst Readers' participants **score higher** on kindergarten post tests.



Over **8,000,000** books delivered to homes since 1999.



**85%** of Ferst Readers' parents read at home daily compared to the national average of 43%.