

CHARITY

Toys For Tots Literacy Program Gears Up for Back to School

NewsUSA

(NU) - Toys for Tots is the nation's flagship children's Christmastime charity, but the Program extends to helping children and families in need year-round. As children gear up for the new school year, the Toys for Tots Literacy Program continues its successful Back to School Books campaign in the hopes of doubling their literacy efforts. Last year, the Program distributed 1.8 million books and this year the Program hopes to distribute over 4 million books.

A key objective of the Marine Toys for Tots Program is to play an active role in the development of children by providing them direct access to books and educational resources that enhance their ability to read and communicate effectively. The Toys for Tots Literacy Program, launched in 2008 in partnership with The UPS Store, is one way to meet this goal. The Toys for Tots Literacy Program provides economically disadvantaged children with the books and educational resources that can help them build the confidence and self-esteem that will help them compete academically and succeed in life.

Data show that children who are not reading at grade level by the end of third grade are four times more likely to drop out of high school, and that the ratio of books per child in some low-income neighborhoods is 1 age-appropriate book for every 300 children.



“This program not only brings the joy of reading to these children, but also serves as an important tool in breaking the cycle of poverty,” says Lieutenant General Jim Laster, USMC (Retired), President & CEO of the Marine Toys for Tots Foundation.

Since 2008, the Toys for Tots Literacy Program has provided an average of 2 million books to children, schools, and libraries each year. This year, Toys for Tots is teaming up with organizations such as Rise Augusta and Kids in Need Foundation for opportunities to distribute books to children in need year-round.

Please visit our donation page to support our Back to School Books campaign. <https://www.toysfortots.org/backtoschool/Default.aspx>. Be sure to follow “Gunny Bear” on the Toys for Tots Facebook and Instagram sites, where the Toys for Tots spokesbear shares more examples of the impact your support makes. Hope is just a book away!