BACKGROUND

David Rubenstein donated $5 million over 5 years (2013-2017) to award literacy projects in the U.S. and internationally.

The worldwide prestige of the Library of Congress brings attention to a key cultural and educational issue, and champions it.

U.S. and groups throughout the world submit applications, describing their projects and their impacts.

A steering committee reviews and ranks applications, and strategizes about the awards and their dissemination.

AWARDS APPLICANTS

Libraries, education, non-profit organizations, government, businesses from 30 countries

TARGET AUDIENCES

TYPES OF EFFORTS

LITERACY AWARDEES

Rubenstein Awardees: Reach Out and Read, Room to Read, First Book, WETA Reading Rockets

International: Planet Read, Mother Child Education Foundation, UK Beanstalk, Libraries without Borders

American: 826 National, Oregon Children’s Foundation SMART, United through Reading, Parent-Child Home Program

BEST PRACTICE LITERACY THEMES

Facilitate access to print
Support oral literacy: e.g., read aloud, story tell
Foster early intervention and family engagement
Promote and facilitate lifelong learning in all settings
Address barriers to literacy
Foster a culture of reading and writing
Facilitate community voice and power
Promote literacy in service of social goals
Provide social services
Ensure quality of instruction
Assure cultural relevance
Use technology
Address equity issues
Address underserved populations
Cultivate diverse partnerships
Leverage community resources

BEST PRACTICE CHARACTERISTICS

Long-term stability and sustainability

Able to build capacity through umbrella organizations and partners

The larger the group, the more partners involved

Community-based or responsive to community

Needs-based: illiteracy and reading attitudes

Focus on broad and deep impact that improves people’s lives

Innovative

Replicable

Evidence- and research-based

External evaluators: observe, test, measure efforts and impact

Target audience involvement and impact: training, sharing, publishing, fund-raising, celebrating