

Fundraising Opportunities for Independent Sites

For many Reach Out and Read sites, it can be challenging to raise the funds needed to provide a book to every child at every visit. This document offers some fundraising opportunities and prospecting guidance for independent sites. Please note that only independent sites classified as a tax-exempt 501(c)(3) organization are legally allowed to fundraise for themselves. If your clinic is for-profit, please reach out to development@reachoutandread.org before conducting any fundraising activities.

NEW & USED BOOK DONATIONS:

Virtual Book Drive

Independent sites can start a [virtual book drive](#) on Classy and collect donations to purchase new books for their clinic. See Reach Out and Read's [virtual book drive toolkit on myROR](#) to learn more.

Gently Used or New Book Drives

In addition to virtual book drives, independent sites can organize gently used or new book drives. These drives can be hosted in partnership with local schools or libraries, service organizations or professional affiliations like Lions Club and AAP Chapters, places of worship, and local small businesses. Book drives can also be held in conjunction with local or national literacy events, like Read Across America Day or Week of the Young Child. See Reach Out and Read's [gently used or new book drive toolkits on myROR](#) to learn more. Keep in mind that only new books may be used for your Reach Out and Read program while gently used books can be used in waiting areas or your literacy-rich environment.

The Lisa Libraries

The Lisa Libraries donates new books to organizations serving low-income families across the country. Recipient organizations are requested to cover the shipping and handling costs of donated books. Clinics interested in receiving a book donation from The Lisa Libraries should send an email to lisalibraries@gmail.com with the information requested on their [website](#).

First Book

First Book provides new books and educational resources at deep discounts – and sometimes, for free – to schools and programs serving low-income children. To take advantage of their discounts, clinics must register for a free membership. The only requirement for a free membership is that at least 70% of the clinic's child patient population must be low-income.

Their [Book Bank](#) offers members the opportunity to order new books by the carton for just the cost of shipping and handling. The [First Book Marketplace](#) allows

customers to purchase books individually, by the carton, or by the collection at deep discounts. You can see which books are available by the carton or collection by shopping by age range and filtering for product quantity.

Half Price Books

Half Price Books considers book donation requests from 501(c)(3) nonprofits focused on literacy. Any donated books must be picked up at a Half Price Books store or facility. To request books, visit Half Price Books' [request form](#).

Barnes & Noble

Every year, Barnes & Noble stores create charitable partnerships through their [Holiday Book Drive](#). Many Reach Out and Read programs have successfully participated in this opportunity. During the drive, customers are asked at checkout if they would like to purchase a book for Reach Out and Read. If so, customers then choose a book from several titles to donate to your clinic.

Your clinic can initiate outreach to your local Barnes & Noble store manager and propose a partnership. It is best to approach the store early in the holiday season (August or early September) as this is when they make their selection for a charitable partner. Once you have set up a partnership with Barnes & Noble, it is helpful to share with them a list of titles customers can choose to donate (childhood favorites, like *Brown Bear, Brown Bear, What Do You See?*, tend to hold the most appeal). Visit Barnes & Noble's [Store/Event Locator](#) to find the store nearest to your clinic.

Other Local Bookstores

Any bookstore can help support your Reach Out and Read program in the same way Barnes & Noble or Half Price Books might. Partnering with smaller, neighborhood bookstores is a win-win: it's good visibility for your program and good business for the store!

When reaching out to the bookstore manager about a partnership, remember to share with them how many children are served by your Reach Out and Read program to give them a clear picture of how their donation serves the community. It also may be helpful to work with other Reach Out and Read clinics in your area to maximize impact.

MONETARY DONATIONS & GRANT OPPORTUNITIES:

Local Small Businesses

Small businesses often want to support community initiatives. In addition to hosting a gently used or new book drive, you can ask local businesses to sponsor your site to cover the full cost of books and materials to be shared with families. See Reach Out and Read's [Sponsor a Site toolkit on myROR](#) to learn more.

Better World Books

Better World Books has an annual [grantmaking program](#) focused on literacy, and the 2024 cycle focused on literacy for children from birth to age 5. This opportunity is restricted to clinics with 501(c)(3) status.

Walmart

Through their [Spark Good Local Grants](#), Walmart stores across the country award local organizations grants ranging from \$250 to \$5,000. In 2024, there are three grant submission periods: March 1 – July 15, August 6 – October 15, and November 1 – December 31. To apply, organizations must have a Spark Good account and be verified by Walmart's third-party verification partner, Deed. Click [here](#) to learn more about the program guidelines and eligibility. Click [here](#) to create a Spark Good account and start the verification process.

Local Community Foundations & United Ways

For clinics that are also 501(c)(3) nonprofits, your local community foundation or United Way can be a great partner and funding source. Community foundations can offer a variety of grantmaking programs, including field-of-interest funds, giving circles, and donor-advised funds. To find and learn more about your local community foundation, visit the [Community Foundation Locator](#). To find and learn more about your local United Way, visit the [United Way Locator](#).

PROSPECTING GUIDANCE:

For clinics that are also 501(c)(3) nonprofits, there are numerous free resources that can help you identify funding prospects, such as:

[Philanthropy News Digest](#) allows you to create a free account, identify which types of RFPs you are interested in receiving, and they will be sent to your inbox every morning. This is a great tool for passive prospect research.

[GuideStar](#) or [ProPublica](#) gives you access to grantmakers' 990s, which list their grantees, how to apply, and their overall budget information.

[Nonprofit Ready](#) is a great resource for free trainings and certifications on grant writing and other nonprofit essentials, like finance, marketing, and board engagement.

[Foundation Directory Online](#), which may be free through your [local library](#), is a popular prospect research tool for grantseekers. You can search funders by field, explore open RFPs, and explore peer organizations' funders. [Impala](#) is a great free resource for grant research.