



PROGRAM REPORT OCTOBER 2023



ABOUT US

To promote language skills and literacy for children, beginning at birth, and to support parents as their child's first teachers.

ROOP is a registered charitable not-for-profit organisation with only 3% of our income from Government. We are grateful for the generosity of individuals, philanthropic trusts and corporations to fund our work.

We were founded in 2011 by Andrew Kay, Victorian of the Year in 1998.

- The ability to read is the first step toward success in education.



- Literacy is a bridge from poverty to hope.
- 80% of a child's brain is formed before the age of 3.
- Foundational literacy skills are vitally important for every child.

WHAT WE ARE DOING

We are focused on 12 of the most disadvantaged suburbs in Victoria and 8 others communities in North Queensland, ACT, and New South Wales.



IN THESE COMMUNITIES

We provide Books to children to nurture a love and habit of reading every day.

61% of the children don't own a single book.

We support new parents with books, support, resources and baby books, so reading at home starts from day one.

Nourishing a child's mind from birth with words is as essential as feeding her body.

Our Pop-Up Libraries make children's books available to those who have little or no access to books at home. We place them in laundromats and similar sites in which children and caregivers spend time waiting.

72% of children from disadvantaged post-codes have never visited a public library.

We distribute bilingual baby books for newly born children with migrant and refugee parents, to give them the ability to read books at home.

We facilitate Read Aloud Sessions in Playgroups to create fun, awareness and attention to the importance of reading and we demonstrate ways to engage with your children through words, sounds and play.





*"I DIDN'T REALIZE
HOW IMPORTANT IT IS
TO READ TO MY BABY"*

JACKIE



*"I DREAM OF
BECOMING A NURSE"*

JENNIE

WHY WE DO IT?

Foundational literacy skills are vital for a child to reach their full potential. Sadly, for 40% of children from low-income homes, they struggle with their reading skills and face illiteracy.

Low level literacy is linked to poverty, unemployment, poor health and wellbeing and other negative life outcomes. Literacy Matters! The communities with the highest rates of illiteracy are the same regions with the lowest life expectancy.

Researchers have identified a "word gap." Many children who grow up in low-income families enter school with substantially smaller vocabularies than their classmates. This disadvantage leads to further disparities in achievement and success over time, from academic performance and persistence to earnings and family stability even 20 and 30 years later.

Coming to school without words is like coming to school without food. It makes it harder for them to develop their creativity and imagination, to learn, excel, and live up to their full potential.

\$1 invested in Foundational Literacy Skills return \$13 back to the community.



*"WE NOW LOVE TO
READ A BOOK TOGETHER
EACH NIGHT"*

SAMANTHA



*"I LOVE BOOKS
ABOUT TRUCKS"*

ANGUS

OUR IMPACT

Children's books distributed	79,000
New parents supported	24,400
Pop-Up Libraries established	120
Bilingual baby books provided	28,800
Numbers of Read Aloud sessions	32,230
Numbers of local community partners	183
Volunteer hours provided	120,450

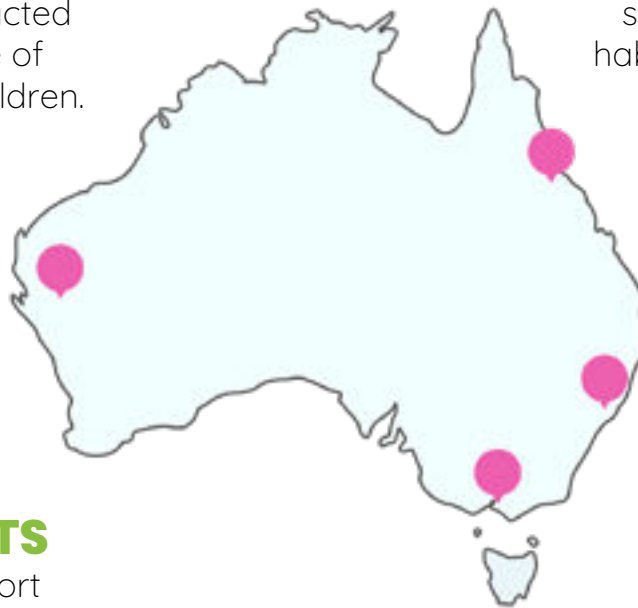
OUR PROGRAM OUTCOMES

73% OF PARENTS

said they were impacted by the importance of reading with their children.

67% OF PARENTS

said they will create a habit of reading at home.



93% OF PARENTS

requested more support and information.

78% OF CHILDREN

improved their speech and vocabulary by participating.

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Reading Out of Poverty acknowledges and pays respect to the past, present, and future Traditional Custodians and Elders of this nation. We recognise the continuing connection to lands, waters, and communities through cultural, spiritual, and educational practices of Aboriginal and Torres Strait Islander peoples.  

