Reading matters

Worldwide, 617 Million children are not learning at a minimum reading level.

A child born to a literate mother is 50% more likely to live past the age of 5.

Illiterate people earn on average 35% less than their literate counterparts.
Digital reading is essential to accelerating the achievement of the SDGs

Digital reading has the power to advance health and wellbeing, education, gender equality, and economic growth.
Three common factors limit participation in reading

- **Lack of access** to high quality, culturally relevant books
- **Lack of awareness** of the transformative impact of reading
- **Limited proven models** to affect reading behavior change
We champion digital reading in underserved communities to create a world where everyone can be a reader.
Worldreader is a digital reading specialist

- Affordable, Purpose-Built Solutions
- Digital Reading Expertise
- Integration
- Training
- Support

- Data Insights
- Automated Evaluation Tools
- Featured Collections
- 120+ Categories
- 52 Languages
Our approach is built on a foundation of these elements

Technology
- We reach readers with a digital library via state-of-the-art devices such as e-readers, tablets, and mobile phones.

Partnerships
- We join forces with partners to make a bigger difference. Our partners range from NGOs and publishers to corporations and foundations.

Local Capacity Building
- We train schools, libraries, and families to help them get the most out of our reading programs.

Insights
- We use data insights to improve our collections, improve educational outcomes and create a better reading experience for our readers.

Content
- We deliver relevant, dynamic content with agility to our readers through acquisition, enrichment, and curation services.
We support reading around the world

We support programming in 5 regions, while readers across 49 countries benefit from our work.
We reach readers with a library of purpose-built apps

These run on a range of affordable, state-of-the-art devices.
We deliver a library of culturally relevant, quality content to our readers

- 1000's of books
- 52 languages
- Featured collections
- 120+ Categories
We focus on local content

We source content from local publishers that is relevant to our readers for our readers, preserving the local culture and contributing to a strong reading ecosystem.
Since 2010 our community of readers has grown to over 10 million
Worldreader helps people read better

Results from our iREAD study in Ghana

Before students received e-readers

35.4% could read one word

After students received e-readers

91.1% could read one word
Worldreader helps people read faster and understand more

Research shows that students in e-reader programs read faster and understand more words.

**Before students received e-readers**

Mother set her shopping bags down on the table and sank into the nearest chair. It groaned under her weight. She kicked off her dusty black shoes and massaged her swollen ankles. “Ahh, it feels better.” She sighed. “Please make me a cup of tea Shani. Then we can talk.”

**After students received e-readers**

Mother set her shopping bags down on the table and sank into the nearest chair. It groaned under her weight. She kicked off her dusty black shoes and massaged her swollen ankles. “Ahh, it feels better.” She sighed. “Please make me a cup of tea Shani. Then we can talk.”

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- 20% average improvement in comprehension per student
- 17.73% average increase in words per minute

I bit my lip in frustration. Here I was bursting with the most important news in the world (…)
I bit my lip in frustration. Here I was bursting with the most important news in the world (…).
We join forces with partners to make a bigger difference
We’ve received awards and recognition for our work
The Worldreader team

Worldreader was co-founded by David Risher and Colin McElwee in 2010. Its small but mighty team is made up of 61 people around the world. The nonprofit has offices in San Francisco, Barcelona, Ghana, Kenya, and in Delhi as well as staff in the U.K.
David Risher

CEO & Co-Founder

David Risher, Worldreader’s CEO, is a lifelong reader who knows that books have the power to change lives, just as they have changed his. He has been at the forefront of technology for more than two decades—first, as a general manager at Microsoft and later as Amazon.com’s senior vice president for Retail and Marketing. At Amazon, David was responsible for growing the company from $16 million to $4 billion in sales. David has also taught at the University of Washington’s Business School where he was elected Professor of the Year. He has served as president of the board of the Benjamin Franklin International School, and is a member of ESADE Business School’s International Advisory Board and the International Advisory Board of Catalonia.

David has a degree in comparative literature from Princeton University and an MBA from the Harvard Business School. In 2011, he was named a Microsoft Alumni Foundation Integral Fellow and a Draper Richards Kaplan Social Entrepreneur.
Colin McElwee

Co-founder and Senior Director, Strategic Partnerships

Colin is co-founder of Worldreader and focuses on business development, putting to good use his for-profit and nonprofit experience across the globe. Most recently, Colin was the first director of marketing at ESADE Business School in Barcelona, where he helped establish the school’s reputation as a world-class business education provider. Prior to that, he started his career as an economist for several Brussels-based lobbies to the European Commission, and later worked in global marketing in the consumer goods sector for Scottish & Newcastle PLC. He has two daughters and like them is an avid reader of books (now there’s a surprise!).

Colin holds a degree in economics from the University of Manchester and an MBA from ESADE Business School. He is an invited member of the Global Agenda Council on Africa of the World Economic Forum.
Ways to support Worldreader

Sponsor a school
When you sponsor a school, students will receive e-readers, e-books, and Worldreader’s expertise.

Join with your colleagues and volunteer
Does your workplace have an employee volunteer program? Find out how you and your team can help.

Join the Reading for Opportunity campaign
We’re working towards reaching 10 million more readers by 2020. Will you join us?

Contact us: development@worldreader.org
Additional Resources

Videos

Read to Kids | Lunchbox | Today's Stories, Tomorrow's Preparation
https://www.youtube.com/watch?v=PMX1FMAMg_8

The Million Dollar Challenge
https://www.youtube.com/watch?v=Lb6DM4TLW MY&t=28s

5 Million Readers on Mobile Phones
https://www.youtube.com/watch?v=fBqxqD4YVEA

Read to Kids program in Delhi: a father's story
https://www.youtube.com/watch?v=hyRmCKv2UwU

How one mom is using the Worldreader app to change her kids' lives
https://www.youtube.com/watch?v=58MLwz8L2VE

Margaret's Story: A teacher who was illiterate just a few years ago
https://www.youtube.com/watch?v=_EGMY74rAjE&t=1s

Additional Links

Reports:
http://www.worldreader.org/learnings/

Blog:
http://blog.worldreader.org/

Mediaroom:
https://www.worldreader.org/about-us/mediaroom/

Brand Assets:
https://www.worldreader.org/brand-assets/

What we do:
https://www.worldreader.org/what-we-do/
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