



READING OUT OF POVERTY

• Early literacy • Pop-up libraries • Laundromat libraries • Multilingual baby books • Christmas book giving • Read aloud program • New parent initiative •

OUR REACH

Victoria, Australia

BENEFITS

- Help improve the education of disadvantaged children in Victoria
- Corporate social responsibility
- Employee engagement
- Customer engagement
- Raise awareness of your business through our media channels

Reading Out of Poverty (ROOP) is a not-for-profit organisation that provides young children with greater access to literacy support and resources. We provide free services to support children from low-income families and we raise awareness of the importance of developing early literacy skills.

ROOP was established in 2011, with a sole focus on Victorian children aged 0 to 5 years old. Our mission is to promote language skills and literacy for children, beginning at birth, and to support parents as their child's first teachers. We do this by providing free programs and literacy resources to families from low socio-economic backgrounds; including migrants, refugees, and indigenous individuals.

Why we do it?

Being literate is the key to accessing, interpreting and processing information around us. Targeting the years 0-5 is vital in creating an understanding

of our complex language system. Developing a love of play and reading from an early age feeds a child's natural curiosity with learning. Being exposed to developmental play and storytelling are the very basic foundations of literacy and language progression. It is the key to academic success that can assist in breaking the cycle of poverty.

Too many Victorian children are entering the school system either illiterate or with extremely low literacy skills. Many low-income earners struggle to afford books for their children, widening the literacy gap between children from a low socioeconomic background and those of higher-income status.

Lack of literacy skills can cause low academic performance across all curriculum areas, spanning a child's entire school life. If children are not supported in their literacy journey it can feed into an unbreakable cycle of poverty.