

Our strategy 2025–2030

Reading for a brighter future



Our vision is of a world where reading is part of the everyday life of all children and families.

Our purpose is to get children from low-income or vulnerable family backgrounds reading regularly and by choice, so that they experience the lifelong, transformative benefits of reading.

Our impact goals



Impact Goal One

Children from vulnerable family backgrounds build strong foundations for life through reading



Engage and support delivery partners and practitioners



Design and deliver impactful offers for children from vulnerable family backgrounds



Raise the profile of the benefits of reading for children from vulnerable family backgrounds



Impact Goal Two

Reading together is embedded in the life of **early years families** with low incomes



Engage and support early years delivery partners



Design and deliver impactful offers for early years



Raise and leverage our early years profile and influence



Impact Goal Three

Reading is a habitual part of the everyday life of **all children**, with focus on those who need support the most



Engage and support schools and teachers



Design and deliver impactful offers for primary schools



Design and deliver impactful offers for secondary schools