

Books in Homes USA provides brand-new books to economically disadvantaged children that they are able to self-select and keep to build their home libraries.

The Need

- The more types of reading materials available to a child at home, the higher their reading proficiency. However **61%** of low-income families have no books for their children, and those who do, **ONLY have an average of 4 books.**
- **2/3 of children** who do not read at grade level by the end of 3rd grade **will end up in jail or on welfare.**
- It is estimated that more than **\$2 billion** is spent each year on students who repeat a grade because they have reading problems.

The Impact

- Children from lesser educated families experience an **even greater impact** from having books in their homes than those from more educated families.
- In the United States, growing up in a home with **500 books** has the value of **2.6 additional years of education.**
- **Books in the home are the single biggest indicator of academic success** surpassing income, parents' education, family composition, and all other factors.



Since
2008...

531,978
Books

178,247
Children

65
Locations

3
States

The Expansion

In partnership, the Mainfreight Branches and Books in Homes can create an even larger impact.

Change the lives of over 1,500 children in the greater Los Angeles area by giving them the opportunity to choose and own approximately 7,500 books.

Cost = \$25,000



The Facts

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause.
- 50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services (44% in the US).



The Benefits

- Invitations to all book giveaway events (2-4 per year) to see first-hand the impact your support is having.
- Recognition at all book giveaway events through Mainfreight Award of Excellence.
- Enhance brand recognition through positive publicity in the community.
- Improve relations with government and the community.

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