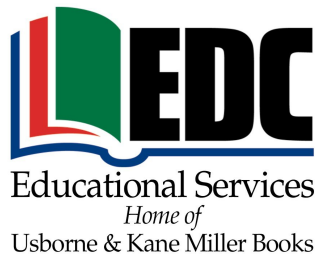


Usborne books are produced to the highest possible standards with the utmost care and attention given at every stage of production - but yet not over-priced. 80% of our over 1,500 titles are under \$10!

Usborne pioneered a completely new generation of entertaining, colorful and friendly non-fiction books. Usborne uses the latest educational research and conducts studies with children to ensure that Usborne books truly are "The Books Kids Love to Read!"

In addition to Usborne books, we also offer Kane/Miller books. For more than 25 years, they have been publishing award-winning children's books from around the world. The philosophy behind Kane/Miller books is to introduce children to books from other countries, cultures and communities.

To order under the Literacy for a Lifetime Program, contact for a complete LFL Packet:



Grace Delsuc - VM 707/953-0860
EDC/Usborne Books & More Representative
customerservice@usborne-booksusa.com

50% MATCHING GRANTS

Literacy for a Lifetime

Partnering with Businesses for our Future.



50% Matching Grants through Usborne Books & More

A division of Educational Development Corporation

PROGRAM HIGHLIGHTS

Educational Development Corporation has implemented a program, *Literacy for a Lifetime*, which partners with local businesses and individuals to support schools and charitable organizations working to increase literacy among our youth. Use grants or donations to purchase Usborne Books & More products through the *Literacy for a Lifetime* program, and they will be matched with 50% additional Usborne Books & More products for FREE!

HAVE AN IMPACT IN YOUR COMMUNITY FOR LITERACY!

Abandoned, abused and neglected children in the Charleston, SC area received over 100 educational Usborne books thanks to the *Literacy for a Lifetime* – 50% matching grant program. One volunteer said, “this was my favorite project so far”, recalling how her mother taught her to read before Kindergarten.



DETAILS FOR RECIPIENTS OF GRANTS AND DONATIONS

- Any recipient of a grant or donation can make their monies stretch 50% farther by using their grant/donation to purchase Usborne Books & More products under the *Literacy for a Lifetime* – 50% Matching Grant Program.
- This applies to ANY SIZE grant or donation. For example... If your organization uses a \$10,000 donation – it will be matched with an additional \$5,000 of Usborne Books & More products. THERE IS NO CAP!!
- There is a \$200 minimum order size but donations may be pooled together to reach that level.
- There are 1,500+ Usborne Books & More products to choose from.
- Grant/donation recipients receive FREE shipping on their order.

“READING IS ONE OF THE BEST GIFTS A PERSON CAN GIVE OR RECEIVE.”



DETAILS FOR DONORS

- Any corporate donor, private foundation or individual donor can make their donation even larger by donating Usborne Books & More products to the organization of their choice under the *Literacy for a Lifetime* – 50% Matching Grant Program.
- The *Literacy for a Lifetime* program can be utilized as often as funds become available – with NO CAP on the amount matched.
- The donor may designate the school, library, charity or educational organization they wish to receive the books.
- All donations are tax deductible.
- To recognize your donation, the business name is displayed in every book whenever possible – or may be given anonymously.

- 85% of children in the juvenile court system cannot read. (National Institute of Corrections)
- 60% of adult prison inmates are functionally illiterate. (US Dept. of Justice, Nat'l Institute of Corrections)
- The US ranks 49th in its rate of literacy among the 156 United Nation member countries. (United Nations)
- 46% of adults in the US fall into the lowest two levels of reading, making them functionally illiterate, unable to read and comprehend the front page of a newspaper. (Nat'l Assessment of Adult Literacy)
- A national poverty indicator is having less than 25 pieces of printed material in the home.

“Reading is a ladder out of poverty. It is probably one of the best anti-poverty, anti-deprivation, anti-crime, anti-vandalism policies you can think of.”

Prime Minister Gordon Brown

MAKE A DIFFERENCE!

Grants stretch farther and donations are made larger with 50% Matching Grants through *Literacy for a Lifetime!*

