

Toys for Tots Literacy Program is Calling on Supporters to Help Provide Chapters of Change this National Reading Month

The Marine Toys for Tots Literacy Program is Calling on Supporters to Help Provide Chapters of Change for Children in Need this National Reading Month



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/EINPresswire.com/ -- March is a time to

celebrate the life-changing power of reading and

the critical role it plays in shaping a child's future. Yet for millions of children living in poverty, access to age-appropriate books remains out of reach. This National Reading Month, Toys for Tots is reaffirming its unwavering commitment to placing books and educational resources directly into the hands of children in low-income communities—empowering them to write brighter futures, one page at a time.

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Through the generosity of our supporters, the Toys for Tots Literacy Program ensures that books become tools for learning, sources of comfort, and sparks for imagination.”

*Lieutenant General Jim Laster,
CEO of the Marine Toys for
Tots Foundation*

Since its inception, the Toys for Tots Literacy Program has delivered nearly 63 million books to children in need. In 2025 alone, the Program distributed 2.8 million books to children living in low-income communities and attending Title I funded schools—ensuring young learners have the tools they need to succeed both inside and outside the classroom.

Literacy is more than words on a page—it builds confidence, fuels curiosity, and opens doors to opportunity. Without access to books, too many children

fall behind in school and struggle to see their own limitless potential. That's why donor support is so vital. Together, we can help turn the page on poverty and give children the foundation for lifelong success.

“Through the generosity of our supporters, the Toys for Tots Literacy Program ensures that books become tools for learning, sources of comfort, and sparks for imagination,” said Lieutenant General Jim Laster, USMC (Retired), CEO of the Marine Toys for Tots Foundation. “For a child who is struggling, one book can mark the beginning of a brand-new chapter.”

The urgency is clear. According to the National Assessment of Educational Progress (NAEP), 67% of fourth graders read below the basic level, and one in four children in America will grow up without learning to read. These alarming statistics underscore the importance of creating true chapters of change. By delivering books and educational resources directly into underserved communities, the Toys for Tots Literacy Program is helping young learners build essential skills for long-term achievement—sparking imagination, strengthening literacy, and opening minds to the transformative power of reading.

The impact is visible in communities across the country. In Columbia, South Carolina, more than 300 copies of *The Smile* were distributed to preschool children and their families at EdVenture Children's Museum through a partnership with South Carolina First Steps. Parents praised the book's uplifting message and vibrant illustrations, while children lit up as they connected with stories and characters that reflected their own dreams and experiences. In that moment, reading became more than a skill—it became an invitation to possibility.

"Events like this remind us that when children receive meaningful books, they receive more than stories—they receive encouragement, representation, and pride. Those sparks fuel a child's desire to read, learn, and imagine a future beyond their circumstances," said Lieutenant General Laster.

This National Reading Month, Toys for Tots invites supporters to help children build a strong foundation for lifelong learning. With your support, more children will have the opportunity to learn, grow, and thrive through the extraordinary power of literacy.

To learn more about the Toys for Tots Literacy Program or to donate, visit <https://www.toysfortots.org/programs/literacy-program/>.

Ted Silvester
Toys for Tots
+1 703-649-2021
[email us here](#)

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