



The Children's Reading Foundation

Policy on Endorsements

The Board of Directors may choose to endorse specific products, agencies, businesses, methodologies, and events that advance the vision and mission of The Children's Reading Foundation.

Endorsements are exclusively for partners with programs or events that:

- Support parents in teaching their child in an enjoyable and age-appropriate manner;
- Are designed and proven to be used in moderation with successful outcomes;
- Easily adapt to the values and culture of individual families and caregivers;
- Easily adjust to the unique skill levels and interests of each child; and
- Promote all or part of the six pre-reading skills: print motivation, vocabulary, narrative skills, print awareness, letter knowledge and phonological awareness.

Childhood brain-development and bonding are measures of programs we endorse.

Endorsements are usually presented as "Approved By" with our logo, simulating an appearance similar to a seal of approval.

Endorsements must be sanctioned by a vote of the Board of Directors and recorded in the meeting minutes.

Approved by the Board: August 18, 2009