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The National Children's Reading Foundation Announces CEO's Transition and Search for Next Leader

KENNEWICK, Washington — August 14, 2026

The Children's Reading Foundation (CRF) announced today that Kristin Norell will step down from her role following nearly a decade as the national CEO and more than fifteen years of service to the organization.

Norell successfully advanced CRF's mission of ensuring every child learns to read early and well by empowering parents and caregivers as their children's first teachers. Under her leadership, the Foundation strengthened and expanded its nationally recognized READY! for Kindergarten program, enhanced organizational operations, broadened partnerships that have helped reach families and educators across the country, and successfully guided the organization through the challenges of the COVID-19 pandemic.

"Kristin's expertise, energy, and dedication have accomplished impressive results for CRF's mission and positioned the organization for continued success," said Nancy Kerr, Co-Founder and Board President. "Her advocacy for early learning and literacy has improved the lives of thousands of children throughout North America. The Board of Directors thanks Kristin for her outstanding contributions and looks forward to building on the strong foundation she has helped establish."

"It has been an honor to serve The Children's Reading Foundation and the families, educators, volunteers, staff, and board members who make this work possible," Norell said. "I remain deeply committed to the organization and look forward to working closely with the Board to ensure a thoughtful leadership transition that positions CRF for continued success." Norell will continue in her role during the transition period.

The Board of Directors has initiated a national search for the Foundation's next Chief Executive Officer. The search committee will accept applications and nominations over the next 60 days as it seeks a leader who will continue advancing CRF's mission and strategic vision.

The ideal candidate will bring proven nonprofit executive leadership, a deep commitment to early literacy and family engagement, strong fundraising and partnership-building skills, and the ability to lead a national organization with community-based affiliates.

Interested candidates may request a hiring brochure and/or submit a cover letter, résumé, and supporting materials to CEOsearch@readingfoundation.org.

About The Children's Reading Foundation

Founded in 1996 and headquartered in Kennewick, Washington, The Children's Reading Foundation is a national nonprofit organization dedicated to ensuring every child reads proficiently by the end of third grade. Through family engagement, community partnerships, and evidence-informed programs such as

READY! for Kindergarten, the Foundation equips parents, caregivers, educators, and communities with the tools to help children succeed as readers and lifelong learners.

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