



The
Children's
Reading
Foundation

EXECUTIVE RECRUITMENT BROCHURE

The Children's Reading Foundation

Chief Executive Officer Search



Help Every Child Read Early and Well

Read Together 20 Minutes Every Day™



Celebrating 30 Years of Literacy & Learning

ABOUT THE FOUNDATION

The Children's Reading Foundation

The Children's Reading Foundation is a national nonprofit organization founded with the vision that every child learns to read early and well, thereby reaching their full potential in school and in life. Our goal is straightforward and measurable: every child reading at grade level by the end of third grade, or by age eight.

Now marking 30 years of literacy and learning, the Foundation operates through a network of community programs and school-readiness parent engagement programs across the United States and Canada. We serve families, schools, and communities with proven programs, tools, and research that nurture a child's development from birth through third grade, building the early literacy, math, and social-emotional skills every child needs.

OUR THREE-PART MISSION

- Encourage and educate families about their important role in raising a reader and preparing their child for kindergarten.
- Support schools in ensuring students read on grade level by the end of third grade.
- Facilitate community involvement to help young readers succeed.

OUR PROGRAMS

Read With a Child — our flagship call to action, inviting every family to read together 20 minutes every day.

READY! for Kindergarten® is a school-readiness program delivered through workshops that equip families and caregivers with the tools to nurture learning from birth to age 5.

READ Up: Stop the Summer Slide, a literacy program that keeps children reading throughout the summer months, closing the achievement gap caused by summer reading loss.

The Children's Reading Foundation RESOURCE HUB: fun and exciting activities, printables, book lists, and games to help develop your child's love of *Reading Together* and *Playing With a Purpose*.



THE OPPORTUNITY

A Rare Chance to Lead a National Movement

The Children's Reading Foundation is seeking its next Chief Executive Officer at a defining moment, thirty years into its mission and poised for its next chapter of national growth. This is an opportunity for an accomplished, mission-driven leader to shape the future of early literacy in America.

The incoming CEO will inherit a proven model: three decades of academically tested programs, a network of community chapters spanning the country and Canada, and a simple, powerful message — Read with your child, 20 minutes every day™ — that has already changed how thousands of families understand their role in a child's earliest learning.

Working in close partnership with an engaged Board of Directors, the CEO will set strategic direction, expand the Foundation's reach, strengthen its financial foundation, and ensure that every program continues to deliver measurable results for children from birth through third grade. This is a role for a builder, someone who combines nonprofit business acumen with genuine passion for the families and communities the Foundation serves.

The right leader will treat this not as a job to fill, but as a legacy to build.

Candidates who join the Foundation will find an organization that is financially sound, mission-clear, and deeply respected in the early-literacy field, and a Board ready to invest in bold, national ambition.



WHY THIS ROLE MATTERS

The Stakes for America's Children

Few windows in human development matter as much as the first five years of life. During this period, a child's brain forms at a pace unmatched at any later stage, laying down the neural connections that underpin language, literacy, social skills, and lifelong learning. What happens, or doesn't happen, in these early years shapes a child's trajectory for decades to come.

85% of a child's brain develops before age 5	74% of struggling 3rd-grade readers never catch up	30 years of Foundation programs and results
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Children who fall behind in reading by the end of third grade rarely close the gap. That early setback compounds into lower academic achievement, reduced opportunity, and, research shows, poorer health outcomes across a lifetime. Low literacy has been linked to increased chronic illness and reduced use of preventive health care, making early reading not just an education issue, but a public health issue.

This is why the Foundation's work matters so much, and why the next CEO's leadership matters even more. Every family reached, every chapter launched, and every workshop delivered represents a child given a fair start, and a community strengthened for the future.

THE ROLE

Position Summary

The Chief Executive Officer provides visionary leadership and operational oversight to advance The Children's Reading Foundation's (CRF) mission: ensuring every child learns to read early and well (at grade level by the end of third grade, or age 8), so they can reach their full potential in school and life. The CEO is responsible for setting the strategic direction and managing the day-to-day operations of a prestigious 30-year-old organization. This role requires strong business acumen, innovative thinking, relationship-building skills, and a deep commitment to early literacy and family engagement.

Reports To	Board of Directors
Location	Headquarters in Kennewick, Washington (national travel expected). Remote or hybrid may be considered.

KEY RESPONSIBILITIES

EXECUTIVE LEADERSHIP

- Lead execution of The Children's Reading Foundation vision and mission.
- Deliver results on organizational goals while ensuring stakeholder satisfaction.
- Communicate CRF objectives and expand the organization's national reach.
- Provide visionary leadership and business acumen.
- Oversee day-to-day operations and execute the Board-approved strategic plan.
- Organize, motivate, and mentor the leadership team.
- Foster a professional, results-driven culture.

BOARD GOVERNANCE

- Maintain strong communication with the Board.
- Provide reports, recommendations, and organizational updates.
- Implement Board policies and support Board decisions.

DEVELOPMENT

- Lead fundraising and development strategies.
- Cultivate donor, partner, and grant relationships.
- Ensure long-term financial sustainability.

EXTERNAL RELATIONS & COMMUNICATIONS

- Serve as chief spokesperson.
- Represent CRF nationally and internationally.
- Advance CRF thought leadership in early literacy.

FINANCIAL MANAGEMENT & ADMINISTRATION

- Provide strategic and operational leadership.
- Manage budgets and fiscal integrity.
- Build and administer the annual budget.

QUALIFICATIONS

- Senior leadership experience in a nonprofit, education, or mission-driven organization.
- Experience in strategic planning, fundraising, governance, and operations.
- Excellent communication and public speaking skills.
- Strong financial management experience.
- Bachelor's degree required; advanced degree preferred.
- Willingness to travel.



COMPENSATION

Competitive salary: \$100,000–\$130,000, commensurate with experience and qualifications. Benefits will be discussed during the interview process.

NEXT STEPS

How to Apply

Applications are reviewed on a rolling basis until the position is filled. To learn more about our mission, visit The Children's Reading Foundation.

Required Application Materials

Please email the following materials as a single PDF or clear attachments to CEOsearch@readingfoundation.org

1. Résumé
2. Cover Letter
3. Three professional references, including name, title/organization, relationship to you, email address, and telephone number. References may be contacted during the selection process.
4. Additional Details (Optional professional or personal information you wish to share).
5. Written responses to the application questions below.

Application Questions

Please include a written response to the following four items in your application:

Question 1: We prefer our CEO to work at our Kennewick, Washington headquarters but are open to a remote arrangement for an exceptional candidate. Are you willing to relocate?

Question 2: Why does The Children's Reading Foundation CEO position interest you?

Question 3: Why do you believe you are the right CRF leader at this time?

Question 4: Tell us about your experience in driving fundraising, marketing, and sales.

Note: As part of our standard hiring process, the final candidate must successfully pass a routine background check before an official offer is extended. Letters of recommendation may be requested from finalists.

Help Every Child Read Early and Well.

Read Together 20 Minutes Every Day™



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