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We Love Reading: Two Decades of Lasting Impact



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About We Love Reading



We Love Reading: Story and Philosophy

Our story begins the way many journeys end, with a homecoming. When Dr. Rana Dajani, the founder of We Love Reading, returned to Jordan after spending five years abroad, she saw her country with fresh eyes, she realized that not only were there few libraries in Jordan, but also that Jordanian children did not typically read for pleasure. They read primarily for educational or religious purposes rather than for joy or entertainment. This lack of recreational reading extended across the Arab world and many developing countries.

Rana drew on her expertise as a scientist to research why this was the case and how she could help change it. She discovered that children did not read for pleasure simply because they had not developed a love for reading. Children who read for enjoyment exhibit stronger language skills, better academic performance, and greater emotional intelligence. Drawing on her research and experience as a mother, Rana found that parents could foster a love of reading by regularly reading aloud to their children from an early age.

Motivated by the importance of sharing her knowledge, she set a goal: to establish a library in every neighborhood in Jordan, starting with her own. Her family joined her in searching for a space where she could read aloud to local children. She wanted a location that was safe, appropriate for families, and accessible in every neighborhood. As she explored options, she had a realization why not use the mosque?

Rana's husband spoke with the imam, explaining that she planned to read aloud to neighborhood children and hoped to use the mosque as a gathering space, given its central role in the community. The imam agreed and announced during Friday prayers that a reading session would be held the following morning for children aged 4 to 10. Rana brought a selection of books along with costumes and puppets. At the end of the session, she distributed the books to the children and instructed them to read or be read to every night until the next storytelling session.

The storytelling sessions proved wildly successful. At first, children attended because their parents encouraged them. But after listening to Rana read with passion and energy, they quickly fell in love with reading. Every Saturday morning, the children eagerly went to the mosque for the sessions and brought their parents along. From these simple gatherings, the idea of We Love Reading grew into a grassroots movement.



OUR VISION

Changing mindsets through reading to nurture changemakers.

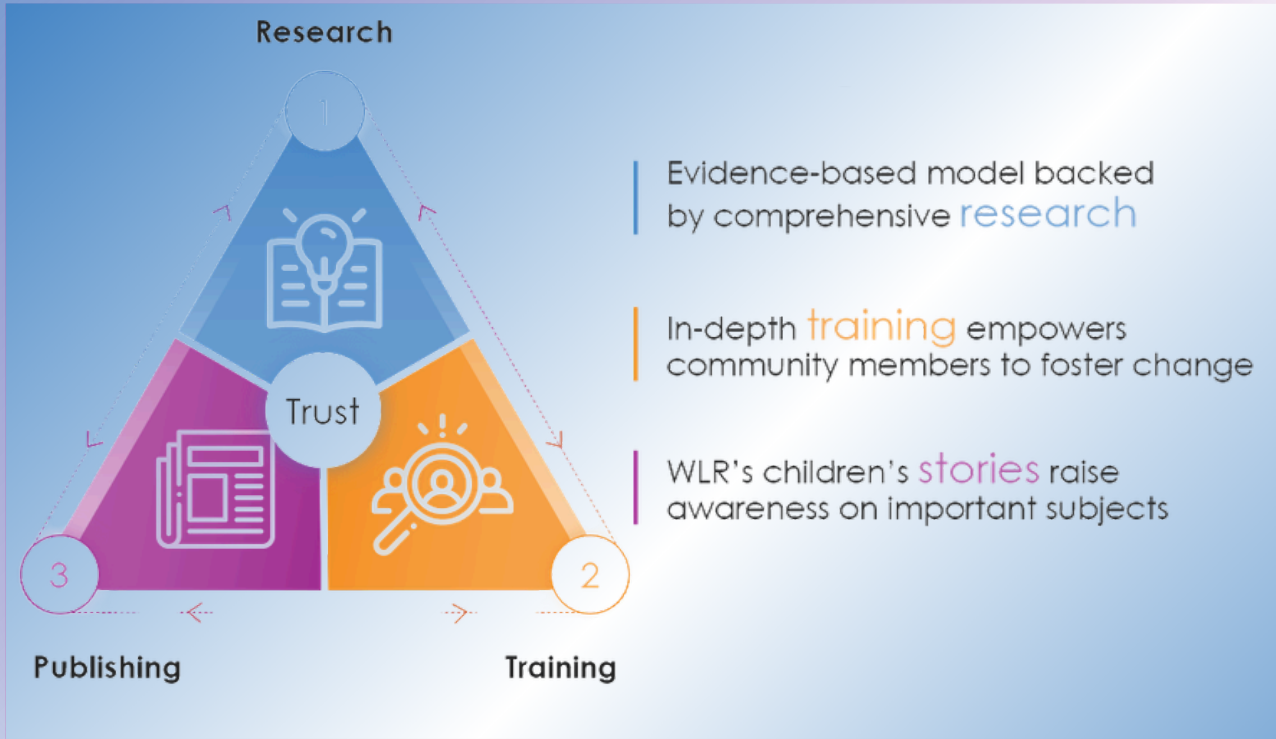
OUR MISSION

Achieving sustainable development goals by 2030 is a complex situation because most solutions are just band-aids. We want to address the root cause of catalyzing system change. We believe we can do that because every human being has the mindset of “I can” and feels responsible to solve locally. To do that we came up with a simple approach we train youth, women and men volunteers to read aloud in their native language to the children in their neighborhood on a regular basis. This is the “We Love Reading” program. The outcomes of the program are: first that the children fall in love with reading and therefore become lifelong readers and learners. Second, the adults discover their voices literally and figuratively, being empowered to become change-makers themselves and in their community because the mindset of “I can”. We Love Reading started in Jordan and now has spread to 77 countries around the world. WLR has become a social movement. WLR scales well, first because it has the magic sauce the secret sauce to motivate children and adults to do things because they want to. not because they have to, based on trust. The second thing is that We Love Reading is based on shared universal values while celebrating diversity by acting locally, reflecting the harmony in nature. Lastly, We Love Reading focuses on the human-human interaction that is fundamental to the development of a healthy mental, emotional, and social human being, technology, and ensuring continuous development based on scientific research.

Our Values

Integrity, Collaboration, Trust, Creativity, Wisdom.

WLR's Three Core Pillars



WLR's Areas of Global Impact



WLR's Sustainable Development Goals (SDGs)

The 193 United Nations Member States adopted the 2030 Agenda for Sustainable Development, under the title: “Transforming our world: the 2030 Agenda for Sustainable Development”. At its heart are the 17 Sustainable Development Goals (SDGs), and 169 strategies, which are an urgent call for action by all countries -developed and developing- in a global partnership. The Goals and targets will stimulate action over the next fifteen years in the following areas of critical importance: People, Planet, Prosperity, Peace, and Partnership.



Why Is the Program Unique?



We Love Reading: Theory of Impact



We Love Reading is guided by the idea that small actions can create large, far-reaching effects, inspired by the Butterfly Effect the concept that a tiny change in one place can trigger significant outcomes elsewhere. In WLR's case, one read-aloud session can spark a child's curiosity, improve literacy skills, and inspire them to share stories with family and friends.

By training volunteers as ambassadors, each session multiplies its impact: children influence their peers, families engage in reading, and communities gradually develop a culture of literacy. Over time, these small, repeated actions accumulate into widespread social and educational change, demonstrating how reading aloud can transform lives one story at a time.



Roots in Ethics and Values



We Love Reading draws inspiration from strong ethical and values-based principles that emphasize the importance of knowledge, education, and social responsibility. The program's mission aligns with the universal call to learning, reflected in the first revealed word in the Quran, "اقرأ" (Iqraa), meaning "Read," which highlights the transformative power of knowledge.

These values also resonate with the teachings of Prophet Muhammad (peace be upon him), who emphasized responsibility and kindness through sayings such as:

"كلكم راع وكلكم مسؤول عن رعيته" (Each of you is a shepherd and each of you is responsible for those under your care), and

"لا تحقرن من المعروف شيئاً" (Do not disdain any act of kindness, no matter how small).

Through these principles, We Love Reading reflects the idea that even a small act, such as reading a story to a child can create meaningful and lasting impact. By training volunteers to lead read-aloud sessions, the program encourages individuals to take responsibility for nurturing young minds, spreading kindness, and creating positive change in their communities.

In essence, WLR translates these timeless values into a practical model, where reading aloud becomes both an educational tool and a means of social impact, empowering children, families, and communities.

In essence, WLR transforms these timeless moral and value-base teachings into a practical model: reading aloud becomes both an educational tool and an ethical practice, empowering children, families, and communities.

A Message from the Founder on the 20th Anniversary



WLR is spreading—not as an institution, but as an idea. It spreads quietly, like a virus of consciousness—uncontainable, crossing borders, cultures, and generations. What begins as a single spark becomes a movement whose impact cannot be traced back to one origin. Paradoxically, as WLR grows, the organization itself becomes smaller, lighter, more invisible—until it ultimately disappears. In its place remain millions of people carrying the mission forward. WLR does not seek permanence as a centralized entity. It seeks to dissolve into humanity. Like the sun at the moment of a supernova, WLR aims to explode into light—light that reaches hearts, not headquarters. That light is passed from one person to another, from parents to children, from individuals to communities, illuminating generations yet to come. At the heart of this movement is a simple act: reading. But reading, as WLR understands it, is not merely decoding letters. It is reflection. Awareness. Awakening. It is the cultivation of critical thinking—the ability to question, to discern, and to see beyond surfaces and narratives imposed by power. This simplicity mirrors the message of Islam itself. Islam spread not through wealth, coercion, or influence, but because it spoke directly to fitrah—the innate human nature. Its message was clear, accessible, and aligned with the human conscience. It required no intermediaries—only hearts willing to listen and minds willing to reflect. Yet reading is only a tool, not the destination.

The goal of WLR is not literacy for its own sake. The goal is to cultivate changemakers—individuals who act upon what they understand. To command what is good and prevent what is harmful is not merely a moral aspiration; it is a necessity. When good remains passive, harm spreads freely.

History shows us that silence and inaction are fertile ground for injustice. This is why WLR exists: to move people from ideas to action. It is the journey from tawaf to sa'i—from circling meaning to striving with purpose. From awareness to responsibility. From reading to doing. Between knowledge and action lies himma—the inner spark that transforms intention into movement. Programs, initiatives, and platforms can help ignite this spark, and all are valuable. But they are tools, not the source. The true source is the awakened human will. This awakening is especially urgent because the challenges facing our world are not isolated—they are deeply interconnected.

From the genocide in Gaza, to systemic racism, to climate collapse, to the global rise of the far right—these are not separate crises. They are manifestations of the same underlying systems of domination, dehumanization, and impunity. No single injustice can be solved in isolation without addressing the others. Attempting to do so only reproduces old structures of oppression under new names. Palestine is the litmus test.

If the world can confront injustice in Palestine—if it can hold the Zionist project accountable for its crimes—it will expose and unravel the moral contradictions sustaining all other forms of global injustice. Palestine reveals whether international law matters, whether human rights are universal, and whether some lives are deemed expendable for the comfort of others. As voices like Greta Thunberg have demonstrated, these struggles are bound together like beads on a rosary. Pulling one string reveals them all. Break one, and the entire structure loosens.

This is where WLR stands. WLR is fundamentally decentralized. Every human being is an ummah unto themselves—capable of influence, leadership, and impact. Change does not require permission, titles, or institutions. It begins wherever a conscious human stands. And when conscious individuals act collectively, the world changes. This is our vision. This is our work. This is WLR.

Rana Dajani

رنا الدجاني



We Love Reading's Journey



The First Drop

The Source

It all began in 2006, the first drop that released the water from the mountain.

The Small Streams

With every step, a new stream joins:

- Neighborhood children who fell in love with reading.
- Ambassadors who carried the idea forward.
- Supporting projects, awards, and partnerships.

The Tributaries

These are the initiatives and programs that branched out from We Love Reading, such as: awards, community projects, international support that fueled the journey.

The Ocean

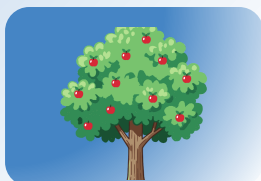
Finally, the river reaches the ocean, merging with the waters of the world, giving more than it took. This symbolizes global spread, where the idea transforms into a wide humanitarian movement without borders.



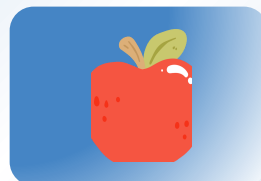
The Seed of Change



The Seed: We Love Reading Program a small seed planted with one core idea: instilling a love of reading in children.



The First Tree: the first reader Dr.Rana Dajani. The original tree remains constant, while its fruits give rise to new trees across the world. Impact grows through people, not institutions.



The Fruits: reading ambassadors, children and volunteers who grew with the program become carriers of its values.



Sustainability: Each fruit nurtures a new tree within a different community



A Supernova: Scaling Over Time



The Explosion: The initial burst of a supernova represents the spark of inspirations someone reading aloud, a child discovering the joy of a story, or an ambassador sharing books in a community.



The Rays: Just as the rays of the supernova travel across the cosmos, the influence of reading spreads outward without limits. It reaches more and more people, carrying knowledge, imagination, and empathy.



The Illumination: The light of the supernova illuminates the universe; similarly, reading illuminates minds. It empowers both children and adults, opening their hearts to new ideas, fostering understanding, and inspiring creativity.



Lasting Impact: Even after the supernova has exploded, its energy and light remain in the universe. In the same way, the effect of reading once a child or community falls in love with books creates a lasting impact that continues to grow, influencing communities and societies for generations.



77
Countries

Scaling Wide

Asia

Jordan, Lebanon, Palestine, Turkey, Azerbaijan, Iraq, Saudi Arabia, Thailand, Bangladesh, Malaysia, Oman, United Arab Emirates, Hong Kong, Kuwait, Pakistan, Qatar, Yemen, Indonesia, Afghanistan, Iran, Syria, Vietnam, India, Bahrain, Mongolia, China, Cambodia.

Africa

Tunisia, Algeria, Egypt, Morocco, Uganda, Congo, Ethiopia, Sudan, Mali, Sierra Leone, Ghana, Malawi, Nigeria, Kenya, Côte d'Ivoire, Benin, Burkina Faso, Djibouti, Tanzania, Comoros

Europe

Greece, Germany, Sweden, United Kingdom, Cyprus, North Macedonia, Norway, Denmark, Italy, Portugal, France, Netherlands, Poland

North America South America

United States, Canada, Mexico, Costa Rica, Panama, Nicaragua, Guatemala, Puerto Rico, Argentina, Bolivia, Colombia, Venezuela

Oceania

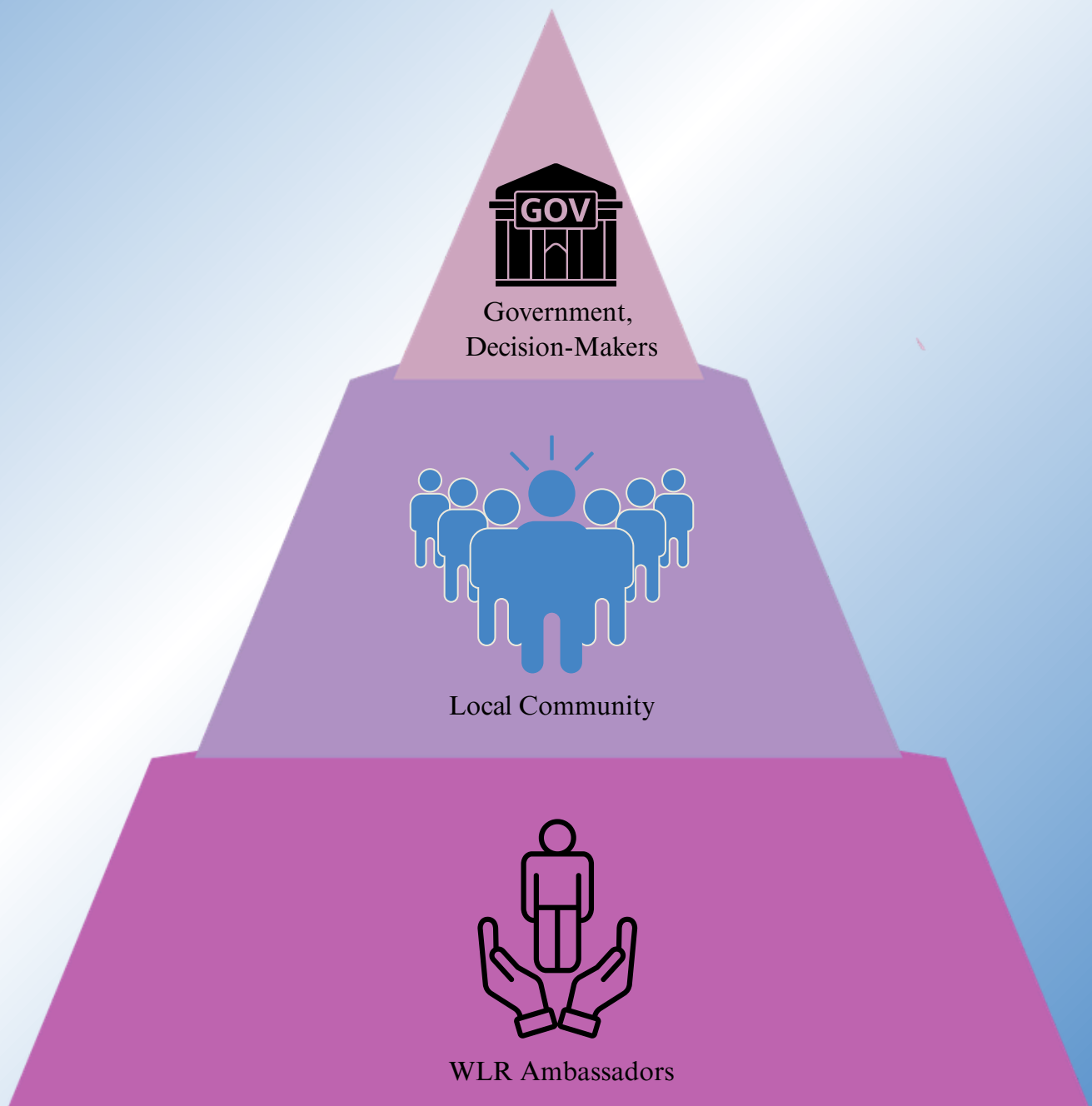
Australia

Scaling Up

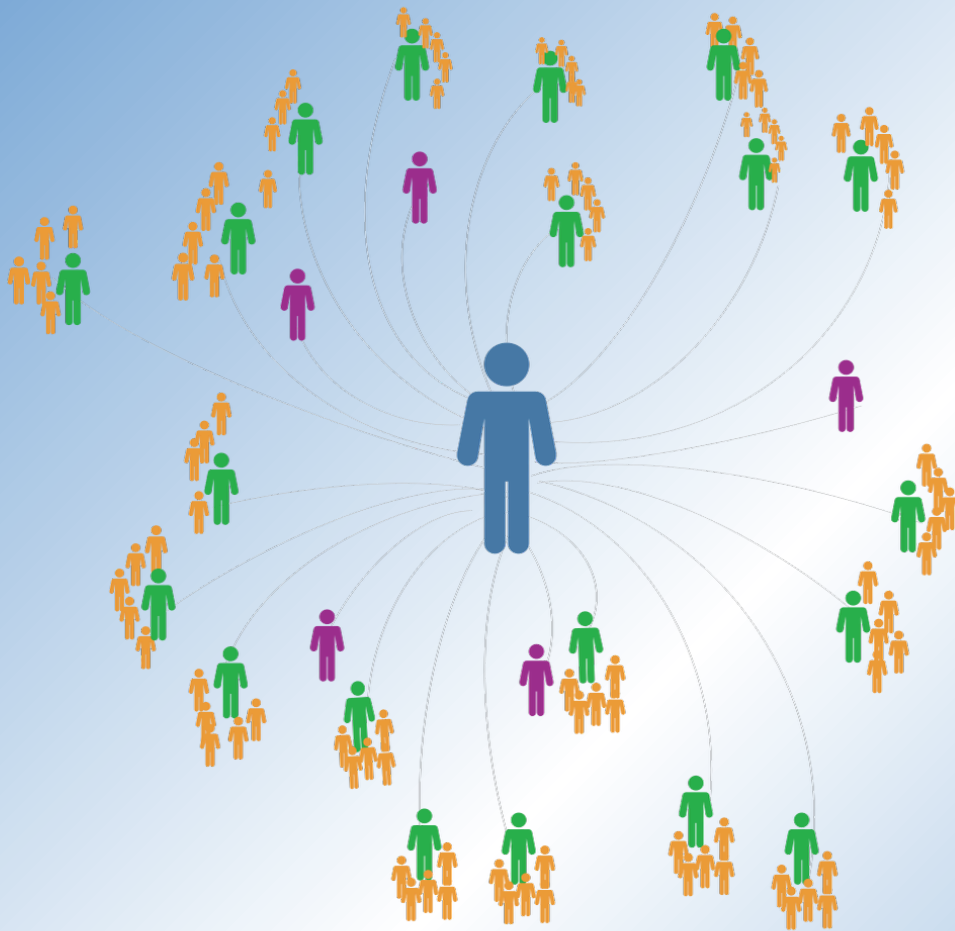
The We Love Reading (WLR) model begins at the grassroots level with ambassadors. Participants in the training become Reading Ambassadors and changemakers, launching local initiatives within their communities.

As these initiatives grow, local communities become more engaged, advocating for reading and organizing activities that promote a culture of reading for pleasure.

Over time, this community-driven momentum influences local and national decision-makers, leading to increased recognition and support from government entities for reading initiatives.



Scaling Deep



WLR Ambassador



WLR Ambassador's community



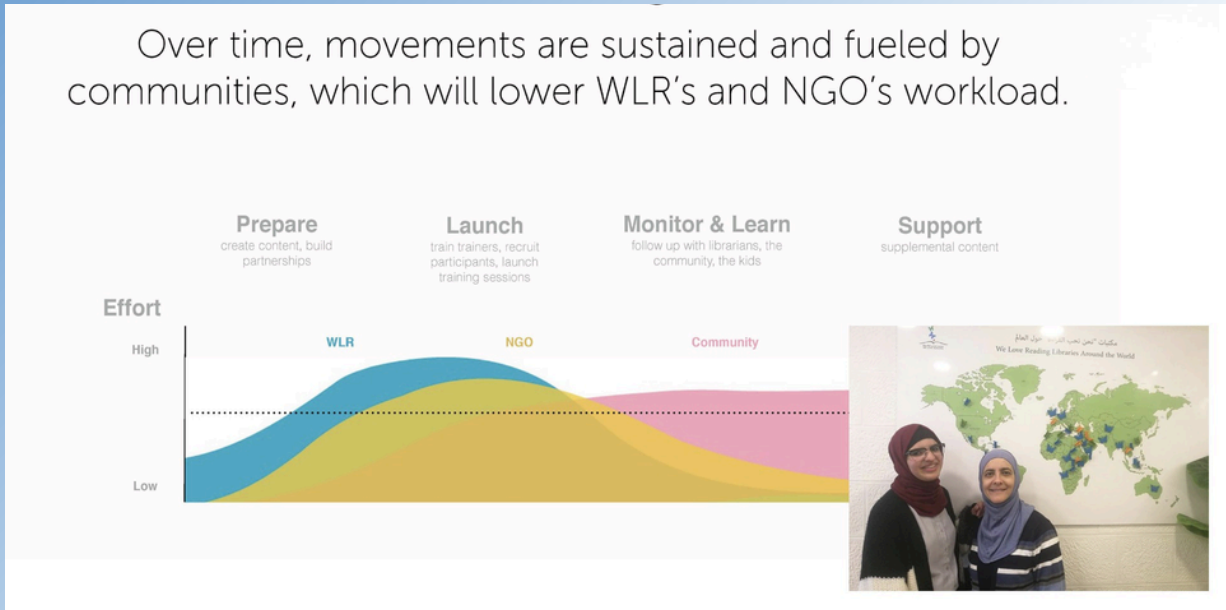
Child read to



Child's community

The model of the program is that We Love Reading ambassadors also train others in their community and read aloud for an average of 20 children where those children also share this experience with their community (family, friends...etc).

We Love Reading as a Social Movement






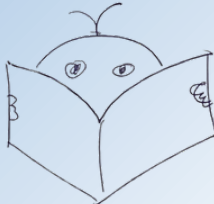

The Movement Lifecycle infographic illustrates a strategic framework for scaling social impact by transitioning operational effort from central organizations to local ownership. The process is divided into four key stages: Prepare, Launch, Monitor & Learn, and Support, which guide the movement from its initial setup to long-term sustainability. The workload begins with WLR and NGOs front-loading the effort to create content and conduct training. However, as the movement matures, the workload for these central entities decreases, and the Community takes the lead. This shift creates a self-sustaining model where local volunteers and librarians fuel the movement's growth.



The Stories Behind Our Logos

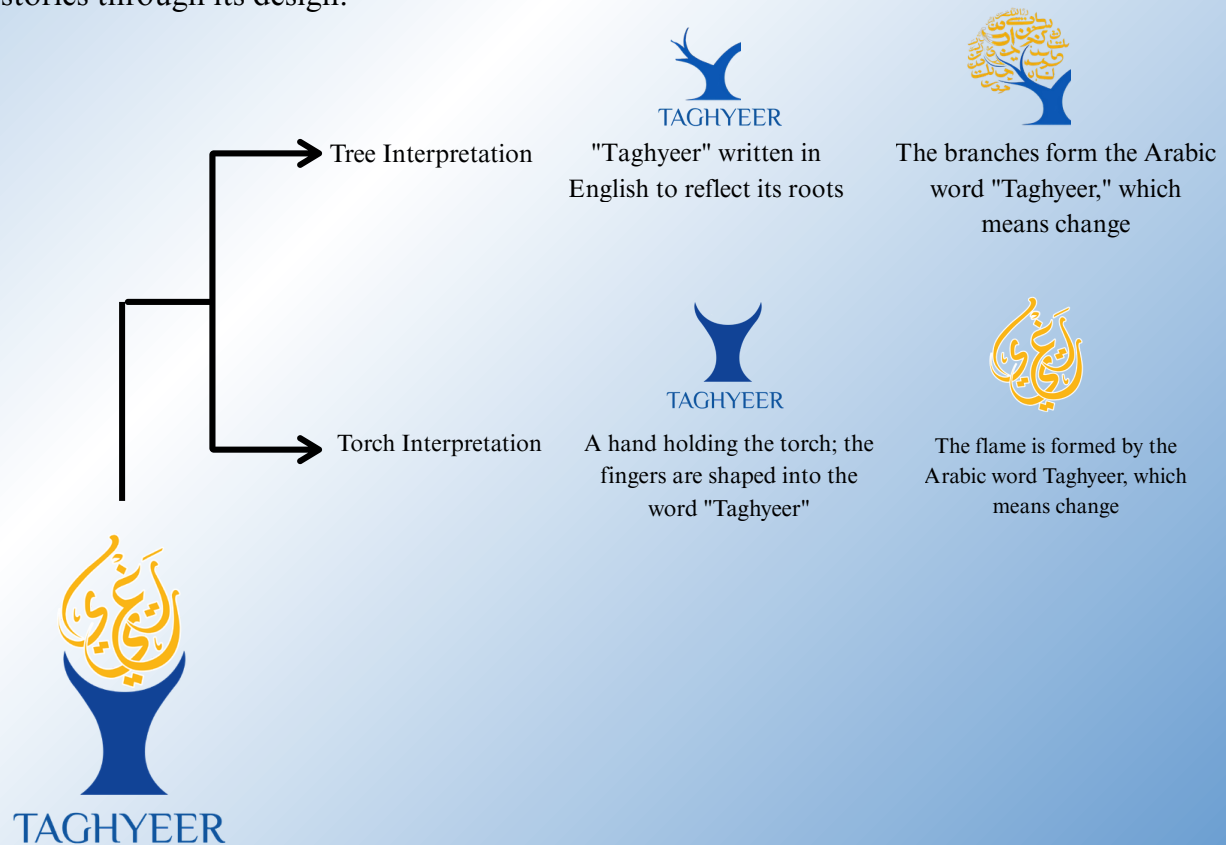
The We Love Reading Logo

			
نحن نحب القراءة WE LOVE Reading	نحن نحب الكتابة WE LOVE WRITING	Another project	Another project

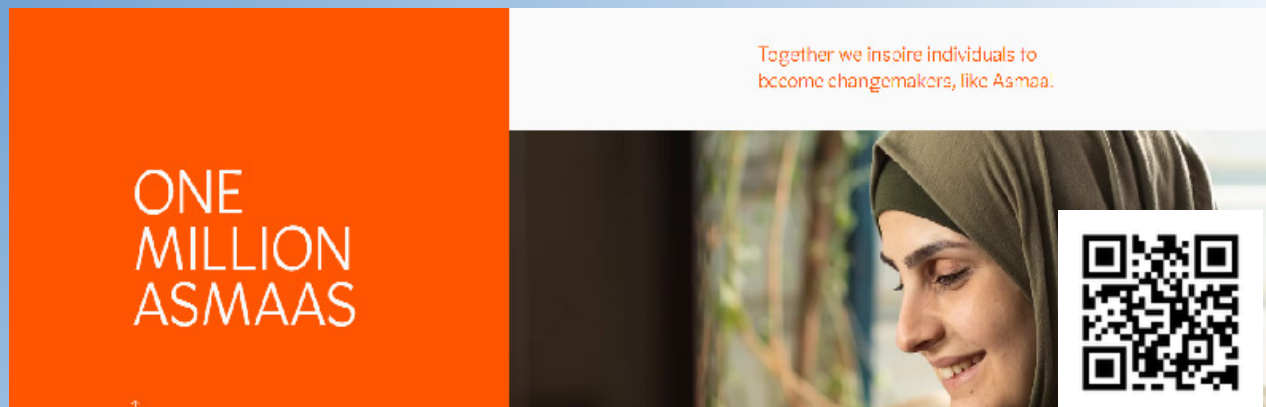
	
2006	At Present

The Taghyeer logo

The word “Taghyeer” in the logo means “change” in Arabic. The logo illustrates two distinct stories through its design.



One Million Asmaas Campaign

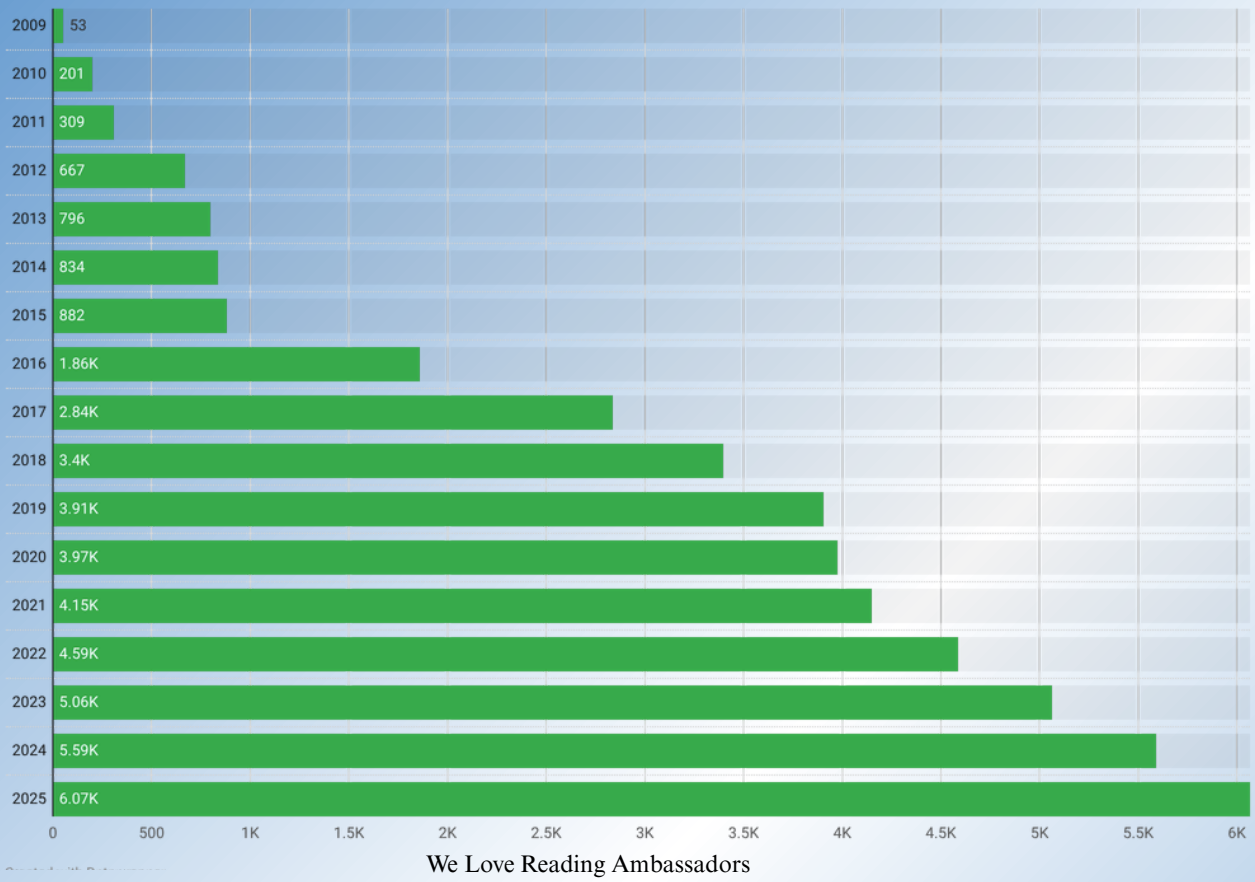


The Million Asmaas Campaign reflects how We Love Reading continues to grow as a global, community-driven movement. Inspired by the story of Asmaa Al-Rashed, featured in the documentary *Neighborhood Storyteller*, the campaign shows how one individual’s journey can spark widespread change. Through free screenings of the documentary and open access to We Love Reading training, the initiative invites individuals and organizations to become part of this impact. By signing collaboration agreements, hosting screenings, and joining the online training, participants gain the tools to lead read-aloud sessions and inspire others in their communities. In this way, the campaign expands We Love Reading organically—turning one story into a million stories, and empowering more people to become changemakers who spread a culture of reading across communities worldwide.



We Love Reading: Statistics

We Love Reading's Ambassador



Growth of We Love Reading Ambassadors (2009–2025)

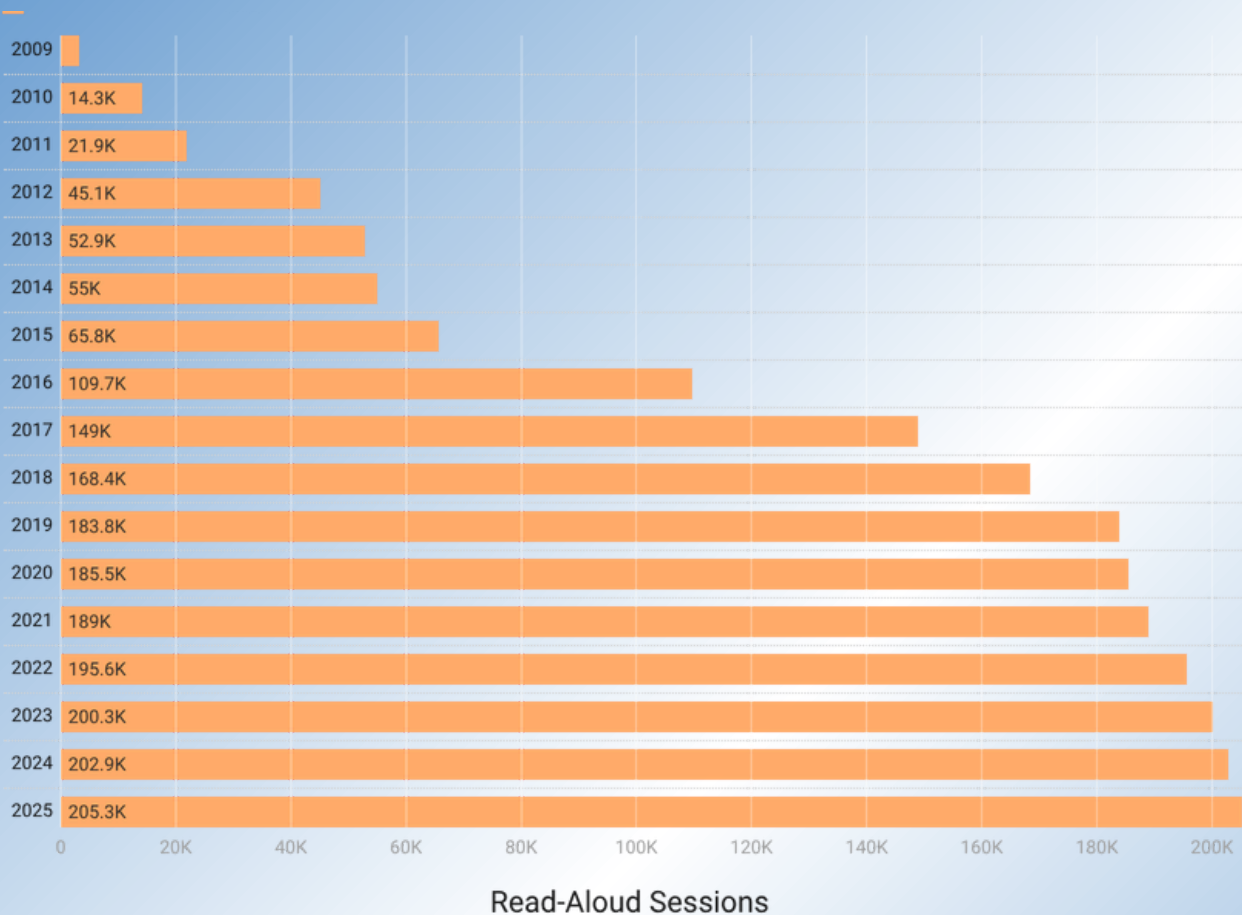
This bar chart shows the number of We Love Reading ambassadors from 2009 to 2025. Over this 17-year period, the program has experienced significant and sustained growth.

From 53 ambassadors in 2009, the number increased steadily to 882 by 2015. A period of rapid expansion followed, reaching 2,839 in 2017 and continuing upward to 5,063 by 2023. By 2025, the program has grown to 6,067 ambassadors.

The data highlights both steady growth in the early years and accelerated recruitment in later years, particularly after 2015. This trend reflects the program's successful scaling efforts and expanding reach over time.



We Love Reading Read-Aloud Sessions



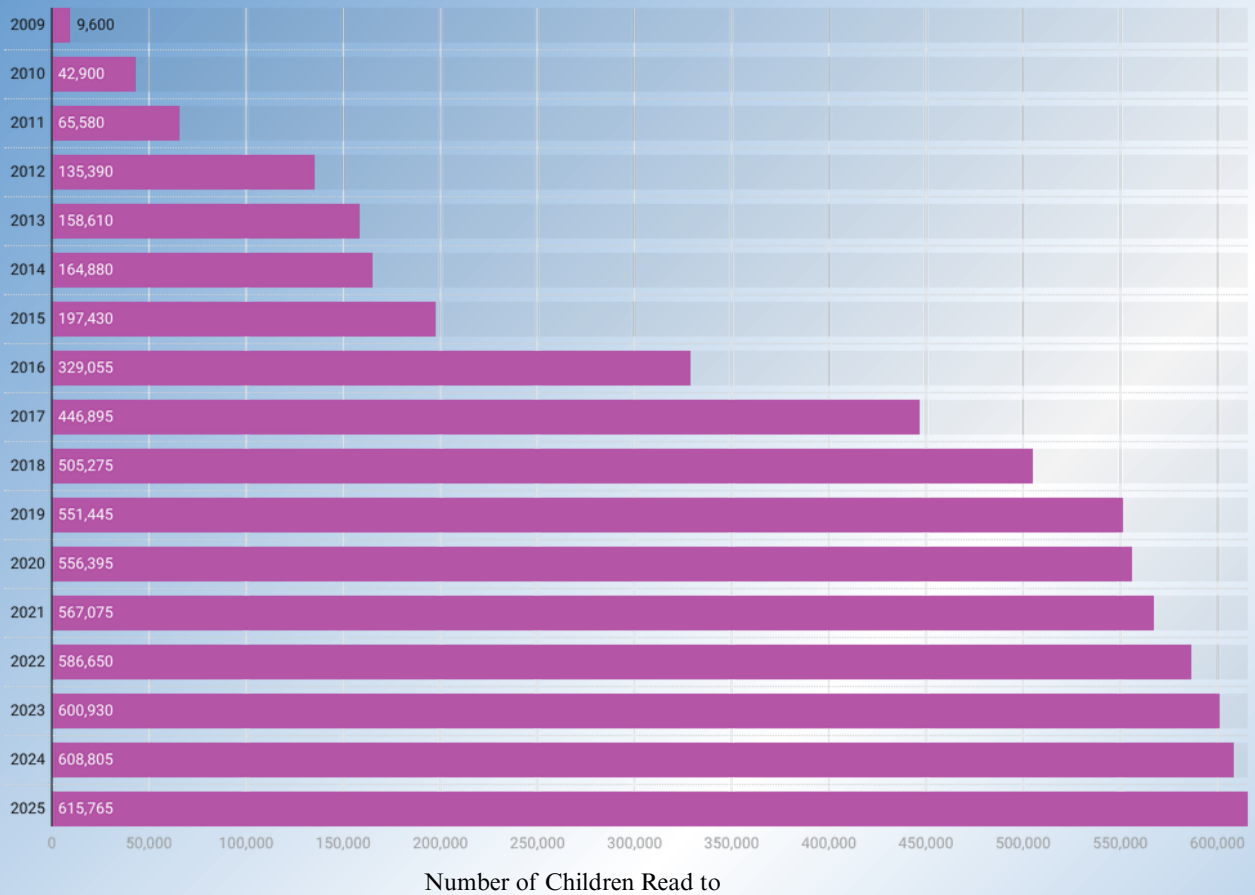
Read-Aloud Sessions (2009–2025)

This bar chart presents the cumulative number of read-aloud sessions conducted by We Love Reading from 2009 to 2025. Over these 17 years, the program has experienced substantial growth in engagement and outreach.

Starting with 3,200 sessions in 2009, the number of sessions increased steadily to 65,810 by 2015. After 2015, the program experienced accelerated expansion, reaching 148,965 sessions in 2017 and surpassing 200,000 by 2023. By 2025, the cumulative total is projected to reach 205,255 sessions.



Number of Children Read to



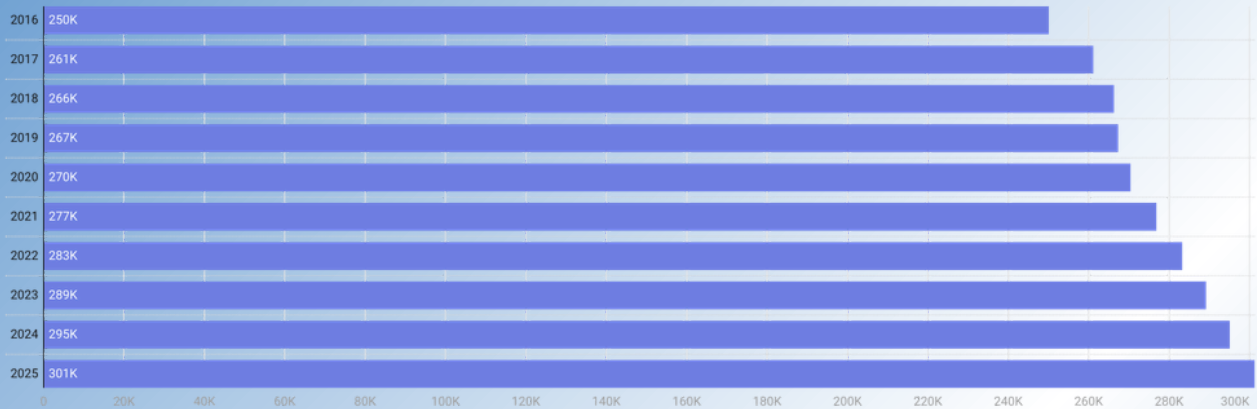
This bar chart illustrates the number of children read to through the We Love Reading program from 2009 to 2025, showing overall growth with notable fluctuations over time.

The program started with 9,600 children read to in 2009 and grew steadily, reaching 69,810 by 2012. After a slight dip in 2013–2014, it rose sharply, peaking in 2016 at 131,625 children read to, followed by another strong year in 2017 with 117,840.

From 2018 onwards, the figures gradually declined with fluctuations, including a sharp drop in 2020 (4,950), before a partial recovery in 2021–2023. By 2024 and 2025, the numbers stabilized at lower levels (7,875 and 6,960). Overall, a total of 615,765 children were read to during the period, reflecting both strong long-term impact and variation in annual activity.



Children's Books Distributed



Children's Books Distributed

Children's Books Distributed by the Program (2016–2025)

This bar chart shows the number of children's books distributed by We Love Reading from 2016 to 2025. The data highlights steady growth in the program's book distribution efforts over this period.

Starting with 250,000 books distributed in 2016, the number increased gradually each year, reaching 301,301 by 2025. This consistent growth reflects the organization's commitment to expanding access to reading materials for children and supporting literacy initiatives globally.



We Love Reading: Training

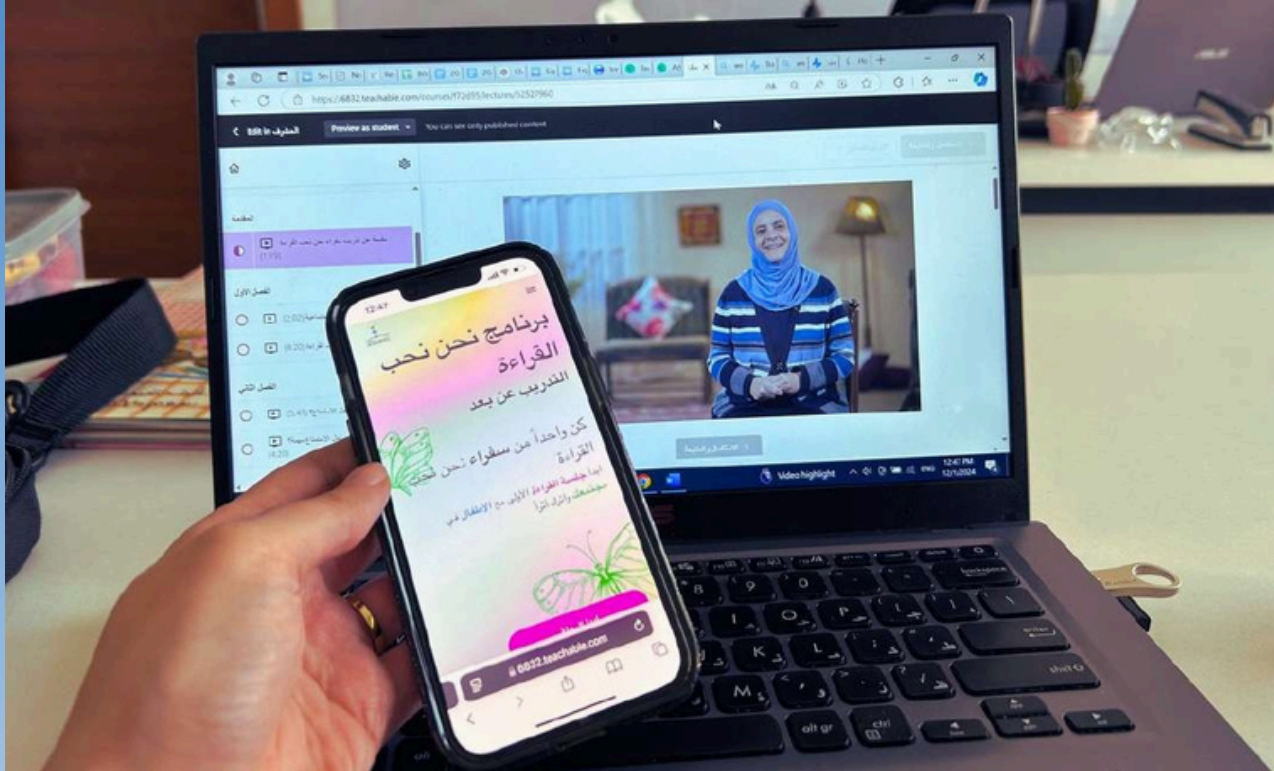


The In-Person WLR Training

The WLR Reading Ambassador training equips local volunteers with the skills they need to implement the read-aloud method and also builds capabilities in social entrepreneurship. Every module is highly interactive and involves a range of exercises with the participants. It is a two-day workshop, after which Reading Ambassadors gain access to the We Love Reading Global Ambassadors Network.

Training includes:

- Review of the reading landscape in the Arab world, and in Jordan specifically
- Overview of WLR's model, with scientific analyses on the importance of reading for pleasure, and discussions on how to encourage children to read for fun
- Lessons on implementing the WLR model and best practices for reading aloud
- Demonstration of a read-aloud session and read-aloud practice
- Presentation of the follow-up activities and requirements for each volunteer



We Love Reading Online Training

The We Love Reading (WLR) program has grown throughout the years, with an increasing number of people around the world asking to become WLR Reading Ambassadors. The WLR Online Training has been developed for individuals who want to become WLR Reading Ambassadors but cannot attend a WLR Ambassador Training in person. This training teaches volunteers both how to read aloud to children and how to create a WLR library in their neighborhood.

The online training course has been built to be as interactive as possible to help trainees practice and hone their skills. At the end of the training, participants will be asked to send a video of themselves reading as a final assessment, after which they will receive a certificate of attendance. The volunteer will then need to start a library in their neighborhood in order to become a full-fledged WLR Reading Ambassador. They will also get the opportunity to join the WLR Global Ambassadors Network (GAN), where they can share stories, connect with other ambassadors worldwide, and be part of our social movement.

The online training has been translated to ten languages. These languages are French done by Amal Khaleefah, Persian done by Farzaneh Shahartash, Vietnamese done by Bich Hang, Luganda done by Dr. Saudah Namyalo, Spanish done by Jesus Gonzales, Hindi done by Khyatt Desai, Urdu done by Amna Hassan Kazmi, Italian done by Francesca Fedeli, Chinese done by Geyu Chen, and Mongolian done by Temy Temuulen.

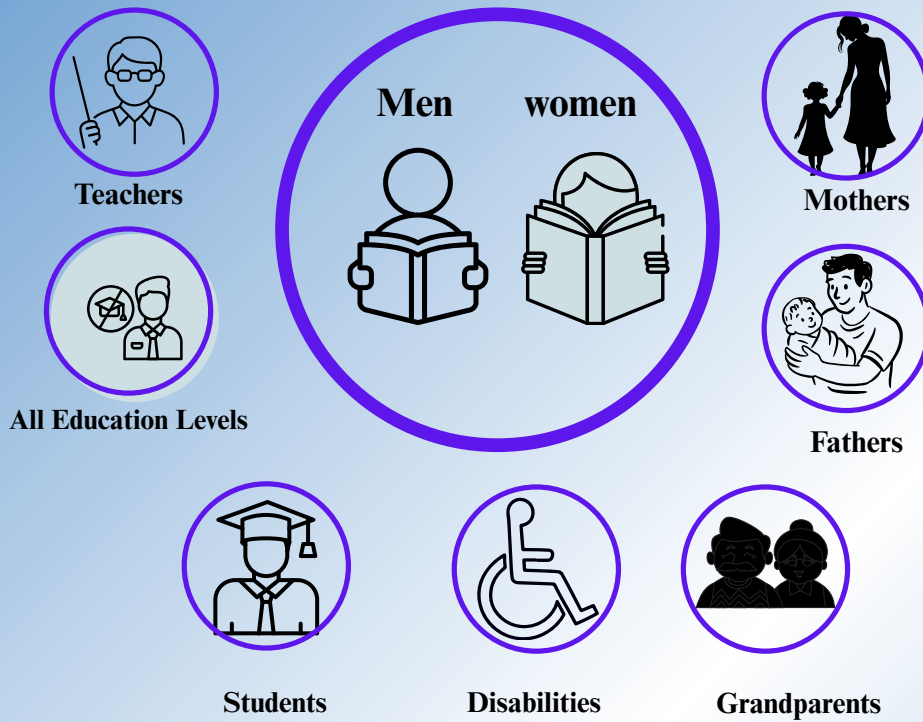
You can check more information on the Online Training Program page. Groups, agencies, and organizations can also choose to partner with We Love Reading to facilitate the online training for groups of individuals – for more information, please contact us.

The We Love Reading Ambassadors' Journey



- The ambassador receives We Love Reading training, either in person or online.
- The ambassadors receive WLR children's books to establish a library in their neighborhood.
- The ambassador begins reading aloud to children, nurturing a love for reading.
- Through regular reading sessions, the ambassador becomes a change-maker in their community.

Who Can Become a WLR Ambassador?



Which Children Can Be Read To?



Where Can the Program Ambassador Read?



Church



Mosque



School



Tent



House



Garden



Library



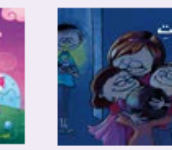
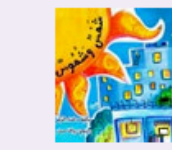
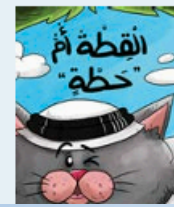
Bedroom



Family Home

We Love Reading: Children's Book Development

We Love Reading Children's Books





WLR: Children's Books Development

We Love Reading has a specialized department for book development. WLR aims to develop books that are fun, creative, and unleash the children's imaginations. Books are developed according to set criteria and methodology, taking into account factors such as theme, relevance to the children's culture and background, language, and age-appropriateness.

In creating the books, WLR collaborates with writers, illustrators, designers, and publishers. All content is reviewed by educational consultants as well as consultants within the respective content themes. Thus far, WLR has created 40 children's books, including 4 in English, covering a variety of themes, including environmental awareness, empathy, gender, non-violence, disabilities, and refugees.

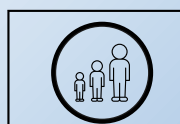
The We Love Reading Children's Books Topics



We Love Reading Children's Books Criteria



SDGs



Age
Appropriateness



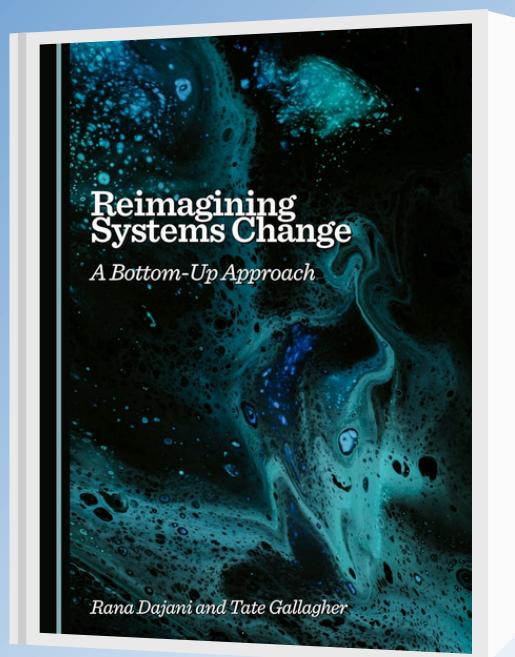
Arab Thought
Foundation Standards



Proofreading

We Love Reading Publications

Reimagining Systems Change: A Bottom-Up Approach

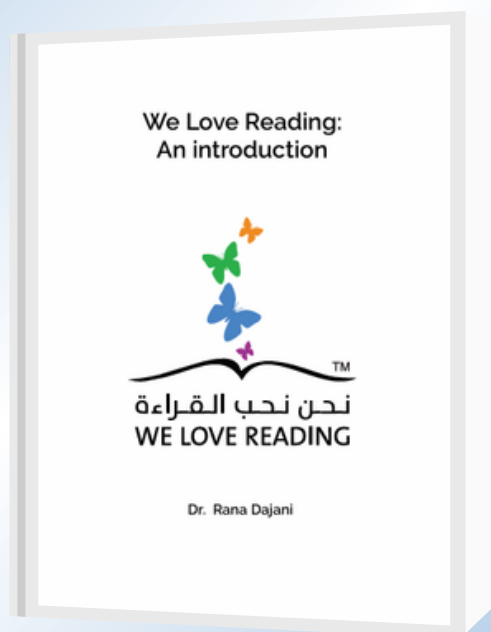


The book written by scientist Rana Dajani discusses how many societal systems are not broken but functioning as designed, which means they cannot simply be “fixed.” Instead, it calls for rethinking success in the nonprofit and social impact sectors.

Dajani explores how factors like language, biology, and philosophy shape human decision-making when addressing social issues. She advocates for bottom-up solutions driven by individuals and communities rather than top-down approaches.


Structured in two parts, the book offers both reflection and practical insight, aiming to inspire readers to become changemakers and contribute to a better future.

We Love Reading – An Introduction



“We Love Reading – An Introduction” is a program book that presents the philosophy and experience of We Love Reading, focusing on promoting reading for pleasure, addressing low reading levels, and empowering communities through read-aloud practices and local libraries.

It also highlights the initiative’s growth as a social movement, including its work in refugee camps. The book emphasizes how reading aloud can positively impact children and communities, offering a practical and replicable model for social change.



We Love Reading: Research & Impact

We Love Reading Research Department

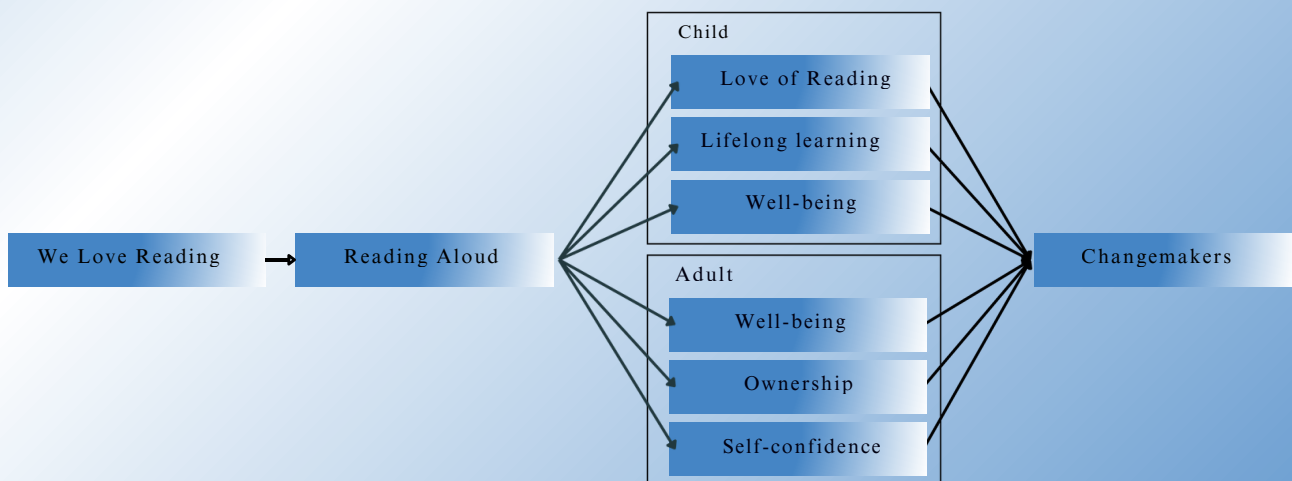
The We Love Reading Research Department ensures that the program is evidence-based and impactful. It examines how reading aloud influences children’s learning, emotional well-being, and community development.

Through ethical and culturally relevant research, as well as global collaborations, the department generates insights that strengthen the program and expand its impact worldwide.

To date, We Love Reading has published more than 25 articles and studies. To achieve its research objectives, the program builds partnerships and collaborates with national and international institutions, including Harvard University, Yale University, Brown University, Queen Mary University of London, Trinity College Dublin, New York University, the University of Jordan, and The Hashemite University.



WLR Theory of Change



Linear theory of change:
Activity – output – outcome – long term goal

The Impact: More Than Just Reading

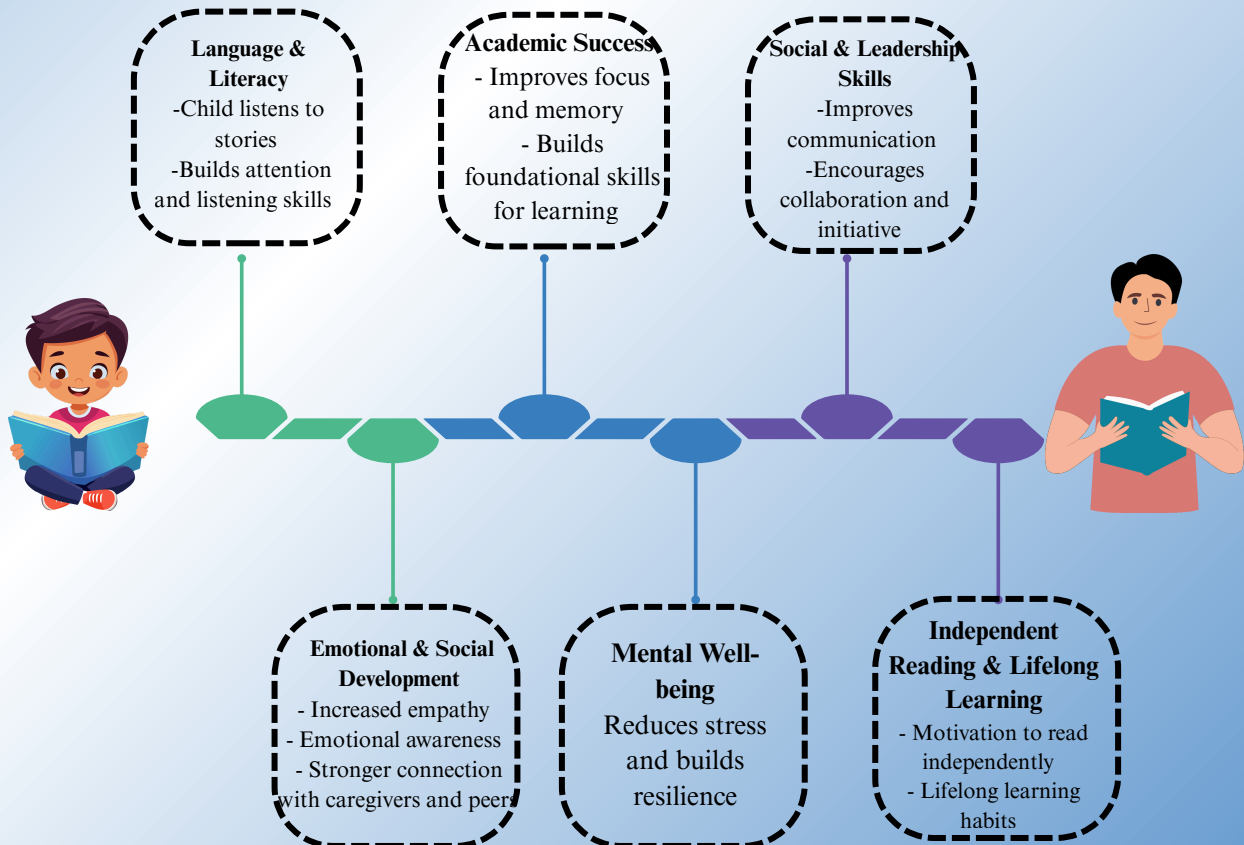
On Children



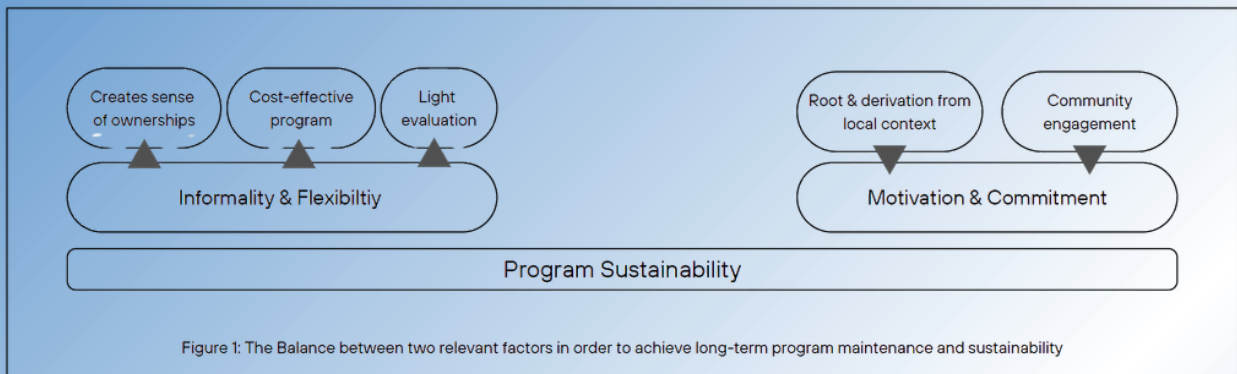
On Ambassadors



Long-Term Impact of Reading Aloud to Children

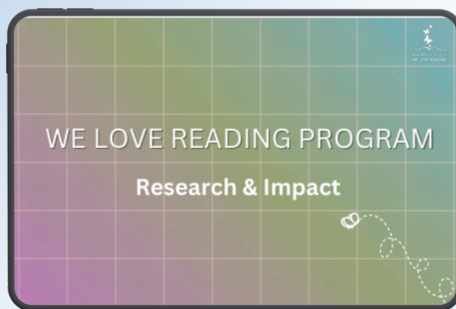


The Drivers of Program Sustainability



This infographic shows that program sustainability depends on balancing two key dimensions: informality & flexibility and motivation & commitment. On one side, flexible and informal approaches such as low costs, simple evaluation, and a sense of ownership make the program adaptable and easy to maintain. On the other, strong motivation, driven by community engagement and local relevance, ensures ongoing participation and commitment. Together, these elements create a balanced system that supports long-term success and sustainability.

We Love Reading Research & Impact Report



We Love Reading: Partnerships & Awards

We Love Reading Partnerships

We Love Reading believes that meaningful change is built through strong partnerships. The program collaborates with a wide range of local and international partners to expand its reach and deepen its impact across communities.

These collaborations include universities, government entities, and local ministries, as well as professionals, experts, and community-based organizations. By working together, We Love Reading is able to adapt to different cultural contexts, support communities more effectively, and ensure the sustainability of its initiatives.

Through these partnerships, the program continues to grow as a global movement empowering individuals, strengthening communities, and spreading the love of reading across borders.



We Love Reading Partners

Governments & Official Authorities

Ministry of Culture (Jordan), Ministry of Social Development (Jordan), Ministry of Education (Jordan), Greater Amman Municipality (GAM), Korean National Commission for UNESCO.

International Organizations (NGOs & UN Bodies)

UNESCO, UNICEF, UNHCR, Save the Children, Plan International, FHI 360, RTI International

Foundations Institutions

The Queen Rania Foundation (Jordan), Qatar Foundation (WISE), The Big Heart Foundation

Academic & Research Institutions

University of Jordan, University of Cambridge, Harvard University, Yale University, The University of Chicago, Brown University

Working with Government: Building a National Reading Ecosystem

In partnership with the Jordanian government, We Love Reading has played a key role in strengthening a national ecosystem that promotes lifelong learning and a culture of reading. Recognizing that sustainable impact requires collaboration across sectors, the program worked closely with the Ministry of Culture to develop initiatives that engage communities at scale.

A major milestone in this collaboration was the establishment of the National Reading Campaign platform, designed to support and expand the reach of reading ambassadors across the country. The platform enables ambassadors to document and share their read-aloud sessions, exchange experiences, and contribute to the development of the program, while also generating valuable data on community engagement.

The National Reading Day and the launch of the platform both took place on 29 September, marking a unified national effort to promote reading as a daily practice and a driver of social change.



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How to Become a We Love Reading Partner

1. Engage Community Leaders



Explain WLR & Inspire Recruitment

2. Use the Movie Documentary



The Neighborhood Storyteller

3. Decide the Training Language



Adapt to Local Needs

4. Share Training Widely



Spread the Link & Encourage Sharing

5. Choose & Source Books



Select Culturally Suitable Books

6. Distribute Books to Ambassadors



7. Create WhatsApp Groups



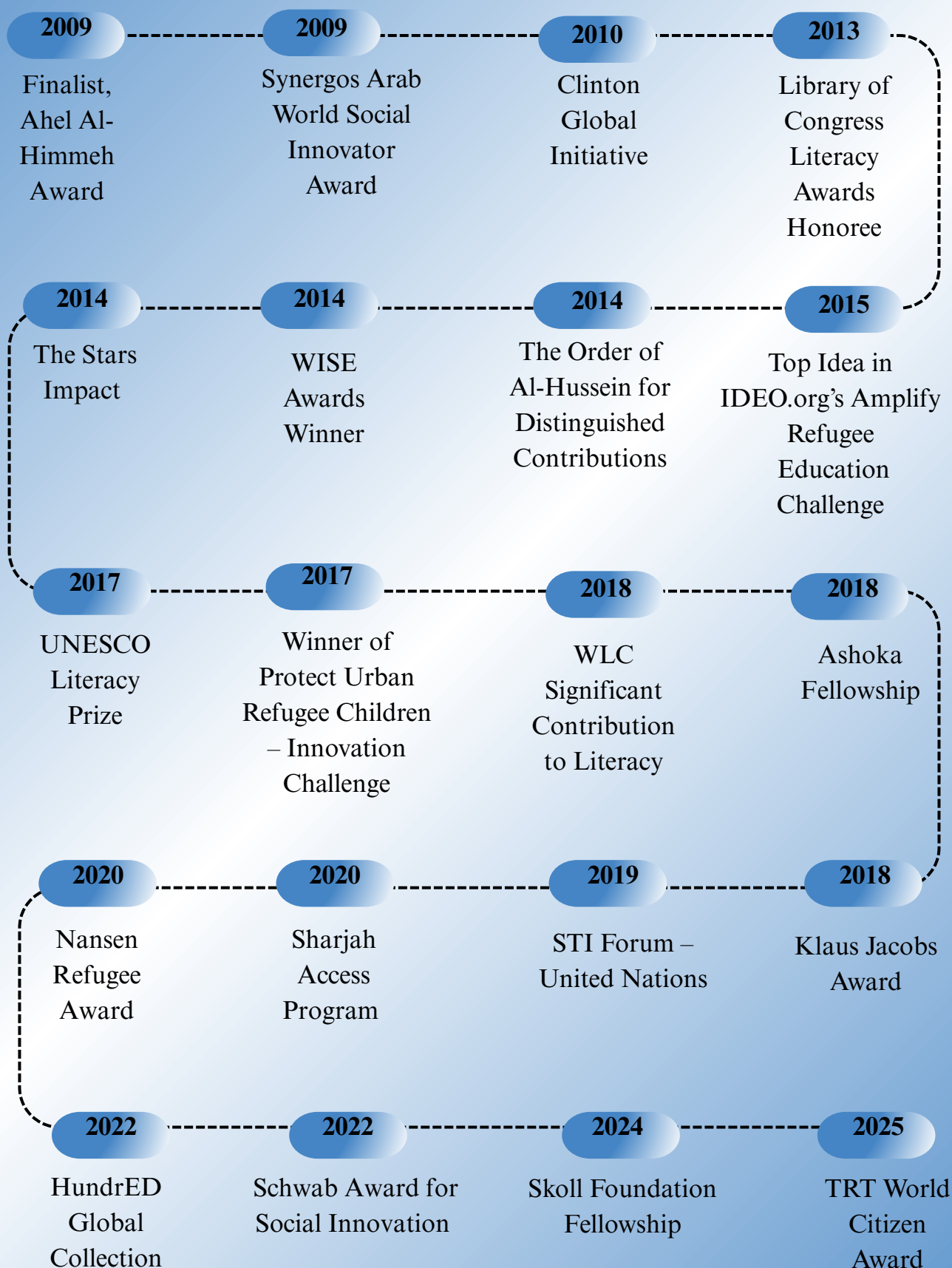
Add WLR Ambassadors

8. Build a Community



Share Resources & Follow Up

We Love Reading Awards Over 20 Years



We Love Reading: In the Media

Global Media Coverage

We Love Reading has been featured across leading international media platforms. Scan the QR code to explore a curated selection of articles, interviews, and stories highlighting the program's global impact.

Forbes

The New York Times

WORLD ECONOMIC FORUM

hundrED



The Neighborhood Storyteller Documentary



Asmaa Al-Rashed a WLR Ambassador Featured in the Neighborhood Storyteller Documentary

The war forced Asmaa to leave Syria and marry at the age of 16. However, after receiving We Love Reading training held at the Zaatari refugee camp, Asmaa rebuilt her identity, becoming the «Neighborhood Storyteller». She began using read-aloud sessions for children as a bridge to address pressing issues in her new community in the camp in Jordan.

Six years later, as her eldest daughter reached adolescence, Asmaa reflected on her own deprivation of education, which inspired her to launch an initiative to train teenage girls to read aloud to children. This initiative aimed to create a future filled with opportunities that Asmaa herself lacked at their age.

Asmaa's initiative, Let's Read was selected by the UNHCR's Innovation Fund from among 3,300 applications received this year, with only 26 projects chosen. Asmaa's project stood out among them. The initiative aims to provide educational tools for youth in the Zaatari refugee camp, with a special focus on girls and women.

As the world continues to grapple with the complexities of refugee crises and displacement, initiatives like «Let's Read» serve as a beacon of hope, emphasizing the importance of innovative solutions and collaborative efforts in paving the way for a brighter future, even in the most challenging circumstances.

Testimonials

What people say about our program



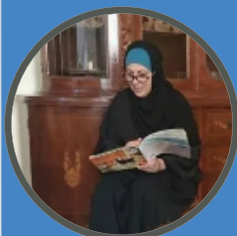
“Focus on early childhood years, as they are when a child’s personality is formed and their future begins to take shape. While working with teachers is important, engaging parents remains the greatest challenge. We Love Reading has the solution.”

Dr. Omar Alrazzaz, Former Prime Minister of Jordan



“We Love Reading has that secret sauce we need to motivate both children and adults to pursue learning, not because they have to, but because they want to.”

Rana Dajani, 2019 UN Science, Technology and Innovation Award Acceptance Speech



“Children began reading stories to their parents, who were delighted and reached out to ask about the reading sessions and how the idea started. I introduced them to We Love Reading and its mission to cultivate a love of reading among children.”

Jameelah Abu Melhem, WLR Ambassador, Jerash

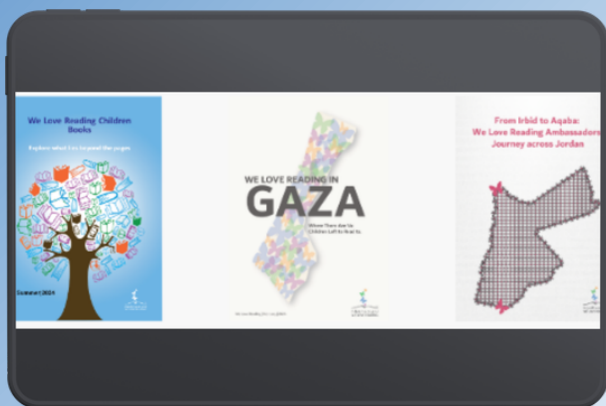


“Through implementing the We Love Reading model, I realized that real impact comes from building sustainably literate communities. By training ambassadors who, in turn, train others, the program creates a ripple effect that allows it to grow organically and reach more children over time.”

Mohamed, Founder of Young Leaders Academy, WLR Partner in South Africa

We Love Reading Media Kit

We Love Reading Magazines



We Love Reading Brochures



We Love Reading Policy Briefs



Find out more in the We Love Reading media kit



Support Our Cause



Read to children in your neighborhood.



Buy our books or donate to start a library.



Make us part of your CSR (Corporate Social Responsibility).



Donate.



Spread the word!





Keep in touch and get the latest updates from We Love Reading Program



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Do you want to become a We Love Reading Ambassador?
Join our online training now!

Arabic Version



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Languages

