



Mission:

To inspire & encourage a love of reading in children, while providing access to free books in the communities that need it most.

Problem:

8.5 million US children lack access to books. According to the U.S. Department of Education, up to 61% of low-income families do not have any books for their kids at home.



Goals:

Create a world in which every child has access to books.

Improve the reading achievement of low-income children.

Inspire a life-long love of learning and books.

What can I do?

Working directly with our network of community centers and our hospital partnerships, we strive to fill the need of books for children all across the country.

If you'd like to get in involved you can **shop our book club merch**, gift a book for someone in need, or participate in our monthly read-a-thon contest.

Welcome to the 143 Book Club!

"Our top priority is making sure that books are available to any child, at any time of the year. Closing the achievement gap starts with access, and books are the key. 143 Book Club is here to make sure families get the books the so desperately need."

- Crista Maldonado

Crista's Story



Hi, I'm Crista, proud wife and mother to two wildlings.

Prior to becoming a mom I did some pretty rad stuff too; from CEO, to developing and selling a fundraising app specifically designed for the non-profit sector, doing for others is a priority. I've mediated rival gangs, tutored homeless children, volunteered in children's hospital's, doing all I can to create safe spaces for children.

Learning about the shortage of books in low-income areas, I knew I had to take action. We know that children who are surrounded by books have a better chance of becoming life long learners. The statistics show how low literacy rates correlate with higher drop out rates, and increased incarceration numbers. Too many low-income children live in book deserts, geographic areas where reading materials are difficult to obtain, or non existent.

Even before the pandemic upended instruction, only 35% of fourth-graders met the standards for reading proficiency set by the National Assessment of Educational Progress, an even lower number than in 2017.

So this is what I did... Before the pandemic I started collecting thousands of books and setting up free libraries at child care facilities and food banks in my city. We called it the 143 Book Club. It was a great start, but there's more work to be done.

So we're officially starting the 143 Book Club. Every purchase of a tee, hoodie or accessory helps get books to the children who need it most. Reading to our children is one of the most important things we can do, your support makes it possible, welcome to the club!



Elsie Pelayo designed the Logo and Apparel graphics under the direction of her Dad (and Designer) Heber Pelayo.

"We're both so stoked to be working together on a project that will have a positive impact on the community. Sharing my experience & guidance with Elsie through this subject matter left us both with an awesome sense of purpose & accomplishment. We can't wait to see Elsie's incredible art on everyone supporting such a noble cause."

-Heber Pelayo

Elsie is an accomplished 8th grader from Oxnard, CA. She has a strong passion for learning, Illustration & Volleyball. Her Mom, Diana attributes her academic success to her early access to books. You can see more of her work at: www.elsiepelayo.com