



# Annual Report 2024



Fundación  
Leer

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## 27 Years Driving Change in Education

For over twenty-seven years, Fundación Leer has worked tirelessly with a single goal: to build a brighter future for Argentina—one in which every child has access to quality education that allows them to reach their full potential and contribute to the collective well-being.

Our mission is clear: to transform lives through reading. We strive to inspire children to discover in books an endless source of pleasure, knowledge, and creativity. Through reading, we promote critical thinking and communication skills—key pillars for fostering the common good and strengthening the social fabric.

With a dedicated team of professionals, we implement educational programs that reach schools, community centers, libraries, and health centers across the country. We work closely with teachers, principals, school leaders, and supervisors.

We also lead nationwide educational campaigns that integrate technology, such as the [National Reading Marathon](#), [The Reading Challenge](#), [The Club](#), and the innovative educational video game [Galactic Readers](#).

In 2024, we focused on establishing relationships with the newly appointed education authorities across Argentina. As a result of these efforts, we signed cooperation agreements with the Ministries of Education of Córdoba, Chubut, Tucumán, Mendoza, Jujuy, and Corrientes. These agreements allowed us to provide support at the provincial level by offering our educational programs and campaigns to teachers and students through coordinated efforts with public authorities.

Lastly, in 2024, we launched [Reading The Sciences. Alpha Mission](#), a new initiative that promotes reading comprehension and brings children and adolescents closer to the world of science, technology, engineering, and mathematics (STEM)

## 27 Years: A Snapshot of Our Impact



**2.647.979**

children and youth reached through our educational programs.

**2.689.728**

children's and young adult books distributed to educational institutions and non-formal education organizations.

**31.406**

adults trained in strategies for teaching reading and writing.

**12.017**

projects implemented across Argentina's 23 provinces and the City of Buenos Aires.

**5.067**

schools and institutions participated in our programs.

**4.665**

reading spaces equipped with new books offer access to educational materials and encourage a passion for reading.

## Through our campaigns and projects in 2024, we achieved:

**56.459**

children and youth under 17 received educational materials and printed books to support early literacy and inspire a love of reading.

**279.219**

students joined our digital reading platform The Reading Challenge. The Club, gaining access to hundreds of books to enjoy at home.

**4.5 millones**

children, youth, and adults participated in the 22nd National Reading Marathon, representing **15,773 institutions** across **3,332 communities** throughout Argentina.

## Promoting Reading Through Resources and Materials:

- **48.851** new printed books distributed to educational institutions and community centers.
- **135** Reading Backpacks provided with children's literature books for classroom use.
- **23** new reading spaces set up with new books, including 14 mobile libraries.



## Training for Educators and Volunteers:

- **6.607** adults trained in reading and writing instruction strategies.
- **294** corporate volunteers participated in reading promotion activities.

## Educational Projects Implemented:

- **608** educational projects carried out in diverse communities.
- **490** institutions reached with educational programs.

## Our Programs in Action:

Programs to Develop Reading Skills:



### • Reading Sciences. Mission Alpha

We strengthened the scientific literacy from 4th to 7th grade, enhancing their reading comprehension and their engagement with the worlds of science, technology, engineering and mathematics.

### • Reading Helps

This program supports children in grades 1 through 3 in developing reading fluency—an essential milestone on the path to becoming independent readers.

### • Reading Helps – Kindergarten

We strengthen reading and literacy promotion initiatives for 5-year-olds in preschool, helping them take their first steps into the world of language and storytelling.

### • Reading 20-20

This program invites schools to take on the challenge of reading 20 books in a year. We provide books and educational resources for teachers, librarians, and community leaders to build reading habits and expand literary knowledge.

## Early Childhood Reading Initiatives:

- **Read Sowing Futures**

We work with Early Childhood Centers, training educators and creating shared reading spaces where families and children can discover books together.

- **Open Book Project**

We design reading corners with carefully selected books to introduce children to the magic of reading and foster a love of literature from an early age.

- **Family of Readers**

We engage families in the early stages of reading by equipping caregivers and educators with tools to support language development and literacy at home.

## Access to Reading in Community Spaces:

- **Reading Corners**

We enhanced reading environments in libraries and community centers by providing high-quality books for children and their families.



## Training and Capacity Building for Educators:

- **Self-paced Online Courses**

In partnership with provincial Ministries of Education, we implemented self-paced virtual courses on early literacy and reading comprehension, empowering hundreds of teachers with new pedagogical tools.

## Volunteerism and Community Engagement:

- **Audiobook Creation**

We trained volunteers to produce audiobooks, which are now available on our digital platforms and help expand access to stories for thousands of children.

- **Educational Material Development**

Volunteers were trained to design creative, engaging educational materials for early childhood and primary-level institutions.

- **Storytelling Volunteers**

Our *Amigos Cuentacuentos* (Storytelling Friends) program prepares and coordinates volunteers who visit schools to read aloud and share stories, enriching the reading experience for children.

# Partnerships with Ministries of Education in Eight Provinces

Following the 2023 elections, all provincial Ministries of Education in Argentina renewed their leadership.

The new authorities, convened under the Federal Council of Education, established early literacy as a strategic priority through 2030, as outlined in Resolution No. 465/24 – LITERACY, which sets the following goals:

1. Support the development of appropriate reading and writing levels by the end of 3rd grade.

2. Promote equitable opportunities for literacy as a way to accelerate learning in students from 4th grade onward.

3. Develop monitoring and evaluation tools to improve the quality and equity of education.

Guided by this national priority, Fundación Leer approached national and provincial education authorities to propose cooperation agreements that would allow us to work in partnership across the country.

Thanks to this sustained effort and countless conversations, Fundación Leer signed formal cooperation agreements with the Ministries of Education of **Córdoba, Chubut, Mendoza,**

## **Jujuy, Tucumán, and Corrientes.**

All of these provinces have now officially included the National Reading Marathon in their school calendars.

We also provided these provinces with the opportunity to host training sessions for teachers to explore our digital platform The Reading Challenge. The Club and the educational video game Lectores Galácticos. Additionally, Fundación Leer offered more than 3,000 scholarships to teachers across these provinces, free of charge.

The Ministry of Education of Tucumán selected **33 schools** across **32 communities** to implement Leer te Ayuda. These schools received leveled books for early readers, teacher training, and instructional materials focused on foundational reading and writing skills.

• **3 teacher training sessions** and **2 follow-up sessions** were held.

• **163 teachers** and **2,840 students** participated.

• The intervention ran from September through early November 2024.

To evaluate the impact of the program, we conducted a simple assessment involving word dictation tasks with varying levels of complexity. These were administered at two points: a diagnostic evaluation in August and a final evaluation in early November. A total of **1,461 students** were assessed.

**The results showed a significant reduction in spelling errors across all grades.**

The percentage of students with zero spelling errors increased as follows:

- Grade 1: from **17.38%** to **37.66%**
- Grade 2: from **13.52%** to **31%**
- Grade 3: from **10.60%** to **34.54%**

These outcomes clearly indicate that the intervention improved students' reading and writing skills.

## Reading Helps – Kindergarten

This initiative aims to strengthen teaching practices related to early language learning in 5-year-old preschool classrooms. Its objectives are:

- To promote reading and early literacy among young children,
- To support pedagogical practices that encourage oral and written language production, storytelling, and independent reading,
- And to expand schools' collections of children's literature.

### En 2024

- Participating early childhood institutions received reading backpacks filled with new books and educational games developed by Fundación Leer. Each child took home a book to share with their family.

### Program results:

Books distributed:  
**550**

Children reached:  
**525**  
Adults trained:  
**33**

Institutions benefited:  
**15**  
Sponsor:  
**Acerbrag S.A.**

## Reading Helps

This program is designed to help students in grades 1 to 3 become independent readers. Through regular reading practice, children build fluency and confidence, laying the groundwork for strong literacy skills.



### En 2024

Students received the *Galactic Readers* activity book along with a curated selection of texts to promote reading practice. In some cases, the program included the *SuperReaders* game.

Teachers participated in training sessions and received support from Fundación Leer specialists. Classrooms received collections of books designed to develop independent reading.

## Program results:

Books distributed:

**16.853**

Children reached:

**15.410**

Adults trained:

**583**

Institutions benefited:

**144**

Sponsors:

Avery Denninson Foundation

Bunge Argentina S.A.

Distribuidora Cummins S.A. a través de Globalgiving

ExxonMobil

Excelerate Energy S.R.L

Fundación Leer

Grupo Oxbow – Copetro

Henkel Argentina S.A.

Molinos Agro S.A.

Newmont Goldcorp

Pan American Energy LLC

Ranquil S.A.

Tecpetrol S.A.

YPF Energía Eléctrica S.A.



*"The materials we received are incredibly valuable, as they support our students' early literacy within our institutional project: 'Setting up and running our classroom library.'"*

**María Elena, Principal,  
Kindergarten No. 902, Bragado,  
Buenos Aires province.**



## Reading the Sciences – Misión Alpha

This program invites children and teens to explore the worlds of science, engineering, technology, and mathematics (STEM). Through this initiative, participants:

- Develop strategies to understand scientific texts,
- Strengthen critical thinking,
- And learn to formulate questions that drive curiosity and knowledge-building.

Throughout the year, students and their teachers explored a selection of science-focused texts that addressed some of today's most pressing global challenges. Along the way, they expanded their scientific vocabulary and acquired tools for analysis and reflection.

### En 2024

- Each student received the Misión Alpha activity book, specially designed to support learning.



## Program results:

Books distributed:

**6.270**

Children reached:

**5.871**

Adults trained:

**185**

Institutions benefited:

**62**

Sponsors:

Acerbrag S.A.

Distribuidora Cummins S.A.

Excelerate Energy S.R.L

Molinos Agro S.A.

Newmont

Ranquil S.A.

Roche Argentina

Tecpetrol S.A.

Worley Argentina S.A.



*"The book was a great asset in the classroom. The children were eager to dive into it. At first, they needed some guidance, but in the end, they worked independently. Personally, I'd love to keep using the Misión Alpha materials, as the students get really excited about its activities and challenges."*

Susana, teacher, Primary School No. 22, Belén de Escobar, Buenos Aires province.

## Reading 20-20

This program encourages the development of reading habits among children by promoting consistent, spontaneous engagement with books. It challenges schools and families to work together to create more opportunities for reading—with a goal of completing **20 books in one year**.



### Program results:

- Books distributed: **1.540**
- Reading backpacks delivered: **60**
- Children reached: **3.861**
- Adults trained: **79**
- Institutions benefited: **34**
- Sponsors: **Avery Dennison Foundation**  
**Industrias John Deere Argentina S.A.**

### En 2024

- Participating schools received “Mochilas Leer” (Reading Backpacks) containing books specially selected by Fundación Leer experts, to be shared both at school and at home.

*“We used the materials in first cycle grades. The stories and authors were excellent, and the children loved tracking their progress by marking circles on the reading poster. It was very motivating.”*

**Norma, Principal, School No. 1294, Granadero Baigorria, Santa Fe province.**

*“It was wonderful to see families reading together—it clearly boosted reading skills. Today, 90% of our first graders are reading. Having access to books made a big difference.”*

**Mirta, Principal, School No. 228, Las Rosas, Santa Fe province.**

## Proyecto Libro Abierto

This initiative promotes the creation of reading corners with carefully selected new books and provides training to teachers to help them create positive reading experiences. In 2024, eight early childhood schools also received **mobile libraries** equipped with new books to be used across all classrooms.



### Program results:

Books distributed:

**1700**

Children reached:

**660**

Adults trained:

**43**

Institutions benefited:

**17**

Sponsors:

Natura Cosmética S.A

Minera Exar S.A.

YPF Energía Eléctrica S.A.

*"We successfully encouraged reading habits: most children wanted to take books home to read and were thrilled to read both at school and with their families."*

**María, Teacher, School No. 228, El Cevilar, Tucumán province.**



# Familia de Lectores



This program promotes language development and literacy by connecting children and their families to reading. Through collaboration between schools and families, we empower parents and caregivers in the early learning process and provide teachers with tools to guide them.

## En 2024

Families participated in three sessions that highlighted the importance of early literacy and reading habits. Each participating institution received a backpack containing **30 new books** selected by Fundación Leer experts.



## Program results:

Books distributed:

**315**

Children reached:

**138**

Adults trained:

**17**

Reading backpacks delivered:

**9**

Institutions benefited:

**4**

Sponsors:

Aluar Aluminio Argentino S.A.I.C.

Familia Braun

Familia Madanes

Gerdau S.A.

*"For our first Familia de Lectores workshop, I created a reading environment with the question 'What makes a literacy-rich space?' surrounded by images of newspapers, magazines, literary texts, street signs, household labels, and more. My students added their own drawings, with their names written on the back in small letters so families wouldn't see them right away. It was a very inspiring experience to set up this space."*

Eva, Director, Kindergarten No. 449, Puerto Madryn, Chubut province.

# Read Sowing Futures

With support from the Cultural Sponsorship Program (Mecenazgo) and Santander Río, new children's literature books were donated to create reading spaces, and early childhood educators received training to strengthen their teaching and community engagement. The program was implemented in coordination with the General Directorate for Family Development of the Government of the City of Buenos Aires.



## Program results in 2024:

Books distributed:

**400**

Children reached:

**572**

Adults trained:

**4**

Institutions benefited:

**4**

Sponsors:

Mecenazgo – Participación Cultural  
Santander Río

*"This contribution is essential for enriching Early Childhood Centers—especially for the children. Many of them don't have access to books or reading materials. Watching them enjoy the books is an invaluable experience."*

Sandra, Coordinator, CPI "Pimpollitos de Vida", Ciudad Autónoma de Buenos Aires.



# Reading Corners in Libraries

This program focuses on improving educational opportunities for children in vulnerable situations by promoting reading through libraries—key institutions within their communities. New children's and young adult literature books were provided to create reading corners, and librarians and community leaders received training.

Through this effort, libraries were strengthened as vital resources for book access, cultural enrichment, and meaningful learning experiences.

## Program results in 2024:

Books distributed:  
**1.200**

Children reached:  
**350**

Adults trained:  
**7**

Institutions benefited  
**2**

Sponsor:  
**S.A. Importadora y Exportadora de la Patagonia**

*"As an institution that just celebrated 152 years, it's a great opportunity to partner with Fundación Leer—and for the first time, with La Anónima. With this strategic alliance and our shelves full of new books, we're launching a new action plan focused on children, equality, and inclusion. Our goal is to directly reach rural communities with mobile libraries and reading materials. We're eager and ready—we've learned not to complain, but to turn that energy into growth."*

**Gustavo, Community Leader, Biblioteca Popular Sarmiento, Bella Vista, Corrientes province.**



# Corporate Volunteering

**Audiobooks:** A group of **53 trained volunteers** created audiobooks, which were added to our The Reading Challenge. El Club digital library and to Fundación Leer's Spotify channel.

**Storytelling Friends:** A total of **226 volunteers** visited primary schools to share stories and read aloud to children after receiving training from Fundación Leer's experts. Many of these schools also received book donations to continue promoting reading throughout the school year.

**Educational Material Design:** We trained **15 volunteers** to design playful and innovative educational materials aimed at early and primary education.

Corporate volunteering not only promotes reading—it also strengthens social bonds and fosters a culture of commitment and solidarity.



## Results in 2024:

Books distributed:

**1.632**

Children reached:

**1.973**

Adults trained:

**294**

Institutions benefited:

**46**

Sponsors:

Avery Dennison Foundation

Bunge Argentina S.A.

Distribuidora Cummins S.A. a través de Globalgiving

Ernst & Young - Pistrelli

Henry Martin y Asociados S.R.L.

Henkel Argentina S.A.

MetLife Foundation a través de CAF Price Waterhouse & Co SRL S.A. Importadora y Exportadora

de la Patagonia

S&P Global S.A.

The Walt Disney Company

YPF Energía Eléctrica S.A.

Zurich Argentina Compañía de Seguros S.A.

*"There's something special about the atmosphere in the classroom—the joy and affection with which the children welcome us to read, talk about stories, and play. From the corporate side, we're often caught in the whirlwind of work and don't take time for volunteering. But stepping away for just one hour with the kids recharges your energy in the best way."*

Delfina, Volunteer, Henkel Argentina S.A.

## Reading and Allies for Children

To celebrate Children's Day, La Mercantil Andina Compañía de Seguros and Viterra Argentina S.A. donated books to the children of their employees. Additionally, Fundación Prosegur contributed new books to School No. 182 "Fragata Sarmiento" in Misiones.

## Self-paced online trainings in reading skills

Fundación Leer offers virtual trainings and innovative resources. Its objective is to empower educators at all levels by providing them with effective strategies for teaching and promoting reading, thereby fostering learning and a love for books in new generations.

In 2024, in collaboration with the Ministries of Education from the provinces of Chubut, Tucumán, and Córdoba, the foundation selected scholarship recipients among teachers to participate in virtual courses aimed at strengthening reading instruction.

Additionally, with support from Banco Galicia S.A., 30 teachers from different provinces completed the course on Early Literacy and Reading Fluency.

### Self-paced Online Trainings

- **2.552** primary and secondary school teachers participated in the virtual courses, some of whom attended more than one.

The scholarships covered three key topics:

**1. Early literacy and reading fluency:** Strategies to ensure children can read fluently by third grade.

**2. SOS Reading comprehension:** Techniques to improve reading comprehension levels in children across all primary school grades.



**3. How foster comprehension:** Concepts, strategies, and concrete activities to help children develop the skills necessary to read fluently.

## Methodology and Results

- The courses allowed educators from diverse regions to access downloadable materials, video classes, and interactive activities.
- Scholarship recipients highlighted the quality of the content, the in-depth approach to the topics, and the effectiveness of the audiovisual classes led by specialists.
- 100% of participants expressed a high level of satisfaction with the training experience.

By implementing self-paced courses, Fundación Leer reaffirms its commitment to teacher training, providing innovative pedagogical tools that contribute to improving literacy and reading comprehension processes across the country. This is reflected in participants' testimonials:



*"The course was very informative and addressed essential topics related to reading comprehension. The concepts and models discussed are valuable tools for enriching teaching practices."*

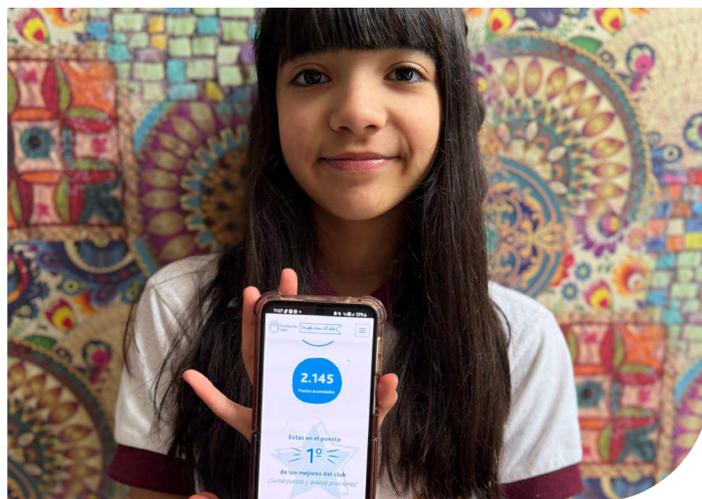
*"I found the course and its insights very interesting. I will incorporate challenges to help improve my students' text comprehension."*

*"There were many concepts I didn't know, and they are very important for achieving the goal of understanding and teaching to understand."*

## The Reading Challenge. The Club

For children ages 6 to 12, in primary schools nationwide.

This initiative fosters reading and writing by establishing literary clubs in schools and providing digital tools that make literature fun and educational. The goal is to help children read more books throughout the year and strengthen their reading skills. The platform [desafioleerelclub.leer.org.ar](https://desafioleerelclub.leer.org.ar) offers an interactive experience that transforms reading into a game-like journey through gamification strategies.



## A Strategic Alliance: “Mobile Library” and Reading Backpacks Giveaway

With the support of **S.A. Importadora y Exportadora de la Patagonia**, participating reading clubs were entered into a giveaway for **28 Reading Backpacks** (1,440 books) and **6 mobile libraries**, each containing 100 carefully selected books. The giveaway was open to the most active clubs located in towns where the company has branches.

With these alliances and results, **The Reading Challenge. The Club** continues growing, bringing to more and more children all over the country, the possibility to enjoy reading and enrich their literary education.

*“Each year our school registers for the National Reading Marathon. Every teacher creates their own reading club. I started a club with my fifth-grade students and use the reading guides available on the platform—it’s a great way to introduce them to literary classics. I always try to instill the habit of reading in my students and my daughter, because reading enriches us all.”*

Jessica, Teacher, Santiago del Estero.

### Impact of The Reading Challenge. The Club Since Its Launch:

Children registered on the platform:  
**496.719**  
Books read:  
**823.413**  
Hours dedicated to reading:  
**136.727**  
Reading clubs created in schools:  
**21.215**  
Communities participating:  
**2.693**

## Sponsors of The Reading Challenge. The Club

**Corporate Sponsors:** S.A. Importadora y Exportadora de la Patagonia, Pan American Energy LLC, Tecpetrol S.A.

**Partner Organizations:** Biblioteca del Congreso de la Nación; Cámara Argentina de Publicaciones; Ministerio de Educación de la Nación; OEI Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura; OMEP Organización Mundial para la Educación Preescolar.

**Publishers:** A-Z Editora S.A., Catapulta Editores, Del Naranjo S.R.L., Ediciones Abran Cancha, Ediciones de la Terraza, Editorial Comunicarte, Editorial Sigmar S.A.C. e I; Editorial El Ateneo (Grupo Ilsha S.A.); Editorial La Brujita de Papel S.A.; Fondo de Cultura Económica de Argentina S.A.; Editorial Guadal S.A.; Grupo Macmillan; Limonero Textos S.R.L.; Penguin Random House Grupo Editorial S.A., Pictus S.R.L., Riderchail Editions S.R.L.; SM Ediciones; Quipu (Libronet S.R.L.); V&R Editoras S.A.

## Recognizing Argentina's Top Young Readers

In November 2024, we honored the top readers from each province in Argentina who stood out in **The Reading Challenge. The Club**. This national recognition, now in its fourth year, celebrates the dedication and love for reading shown by children ages 6 to 12 across the country.

**24 children were awarded** for the number of books they read on the platform. They received children's books and a certificate of recognition from their school communities.

With support from **BBVA Banco Francés S.A.**, the top three readers also received:

- A backpack with 20 new books, and
- A mobile library with 100 books for their school.

**S.A. Importadora y Exportadora de la Patagonia** also awarded a winner from Sarmiento, Chubut, with 10 new books and a "reading cart" containing 400 books for their school.

*"I started The Reading Challenge. The Club with all my classes in March, as I do every year. It's a platform full of great resources. The kids read all year long, both at school and at home. We're thrilled Benja received this award—but many other students are also deeply engaged and loving the experience."*

**Fabiana, Benjamin's Teacher, winner from Chubut.**

*"It was such a joy to find out my daughter was named top reader! We discovered the platform through a WhatsApp group, and ever since, she's been reading non-stop in her free time. We're incredibly proud and grateful to her teachers for encouraging her."*

**Rocío, mother of Malena, winner from Chaco.**



## 22nd National Reading Marathon

For children, youth, adults, families, and educational communities across Argentina.

The National Reading Marathon has a clear mission: To raise awareness about the importance of reading in children's daily lives and to promote reading in the public agenda by encouraging schools and families to create joyful and meaningful reading experiences that ripple out across entire communities.

On **September 27, 2024**, we celebrated the **22nd edition** of the Marathon, which brought together more than **4.5 million children, youth, and adults** across the country. This year's theme was: **"Laughter, Giggles, and Irony: When Humor Takes Over Literature"**



### A Year-Round Calendar of Reading Activities

The campaign began months in advance with:

- A downloadable Activity Guide for teachers and community leaders
- A collection of activities for children
- A Conversation Series featuring children's literature experts reflecting on the theme

The website [conectadosporlalectura.leer.org](https://conectadosporlalectura.leer.org) offered: Interactive games

- Creative activities for kids
- Video workshops with writers and illustrators

Meanwhile, our platform [desafioelclub.leer.org.ar](https://desafioelclub.leer.org.ar) featured:

- Over 200 free books from renowned authors and publishers
- A special section dedicated to humor in literature
- Games, reading challenges, and teaching resources for educators

## Celebrations Around the Country on Marathon Day

### • Padre Mugica Neighborhood, Buenos Aires City

In collaboration with the Special Projects Unit of the Buenos Aires Metropolitan Area (UPE-AMBA), more than 80 children participated in a unique experience blending dance and literature. The event was led by Palais de Glace, Fundación Julio Bocca, and Fundación Leer. Writers Gabriela Burín and Mauro Zoladz hosted workshops, and Biblioteca Mafalda joined with read-aloud sessions.

### • Palermo H Art Gallery, Buenos Aires City

Children and teens celebrated the Marathon through activities that combined reading with visual arts and music in an inspiring setting.

### • Reader Fairs in Cities Across Argentina

Schools in Tartagal (Salta), Rincón de los Sauces (Neuquén), and Bragado (Buenos Aires) hosted joyful reading days with teachers and community members.

### • Bilingual Book Distribution in Tucumán

Over 100 schools in Tucumán received bilingual books to enrich the reading experience during the Marathon.

### • Corporate Volunteers Committed to Reading

Volunteers from companies such as Acerbrag S.A., Bunge Argentina S.A., YPF Luz, and Zurich Aseguradora Argentina S.A. visited schools in Buenos Aires, Córdoba, Mendoza, Salta, Santa Fe, Santiago del Estero, and Tucumán. They read to the children



## El impacto de la Maratón a nivel nacional:

Participants:

**4.503.297**

Institutions involved:

**15.773**

Communities from all 23 provinces and the City of Buenos Aires

**3.332**

*"Every year, we host a true marathon. We march from the public library to the city square. The streets are filled with jokes, rhymes, and poems. Local businesses open their doors, the city council joins in, supermarket cashiers tell funny stories, and even the police prepare special reading spaces. Grandmothers are invited to read with the kids—it's a celebration of books and joy!"*

**Mariela Paredes, Principal, Kindergarten No. 94, San Justo, Santa Fe province.**

## Supporters of the National Reading Marathon

### Institutional Support

National Academy of Education, Argentine Chamber of Publications, OEI (Organization of Ibero-American States), OMEP (World Organization for Early Childhood Education), Ministry of Culture of Buenos Aires City.

### Main Sponsors

Andreani Logística S.A., Futurebrand S.A., S.A. Importadora y Exportadora de la Patagonia, Syncromind S.A., Tecpetrol S.A.

### Friends of the Marathon

Acerbrag S.A., Apex América, Cementos Avellaneda S.A., Atento Argentina S.A., Banco Santander Argentina S.A., Startek Latam, Telemercado SRL, Total Energies Argentina, Voicenter S.A.

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# Galactic Readers. A Journey Through Words

For children ages 5 to 8.

This educational video game was created to support early reading development by helping children ages 5 to 9 build fluency and confidence.

Through fun mini-games, the program presents structured activities that help children:

- Recognize sounds in words
- Understand the alphabetic principle—a key skill in learning to read

The game is built on the idea that **play is a natural learning language for children**. By using it as a learning tool, we foster engagement, motivation, and meaningful literacy growth.

## Impact in 2024:

To expand access, Fundación Leer released the game in three separate apps, making it easier for families with low-spec smartphones to download and use the platform.

Children using the game:

**7.521**

Teachers registered:

**1.270**

Classrooms created:

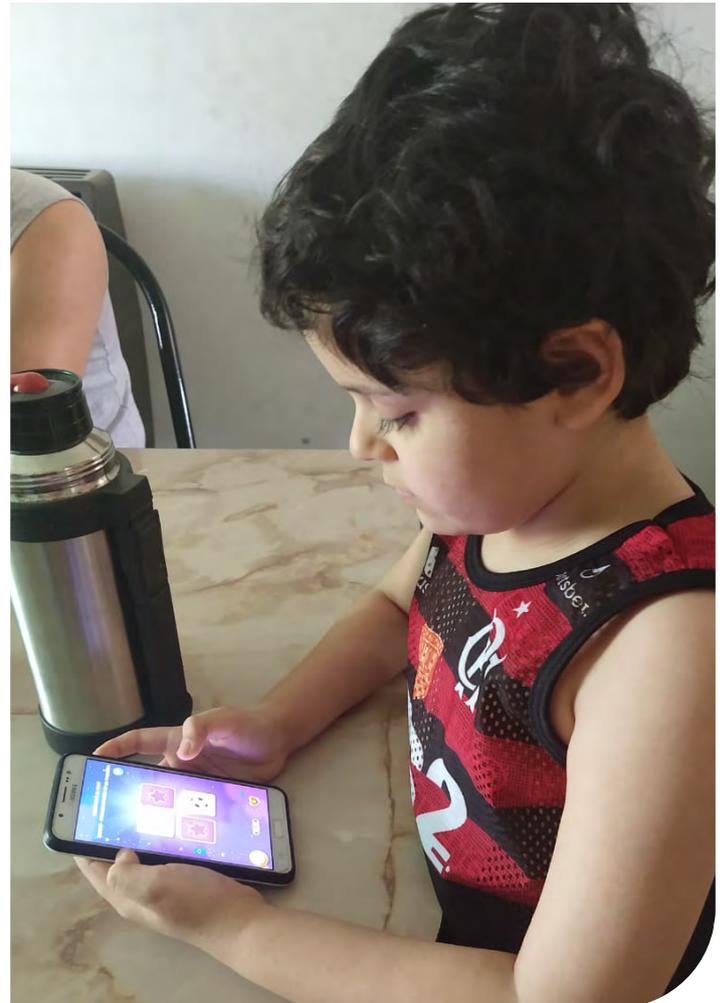
**2.458**

Communities reached:

**374**

## Supporting Companies:

Índigo Music and Pan American Energy



*"I love the game—we use it a lot. I connect it to the projector, and it's so powerful. Now, kids are the ones asking their parents to log in and read! Combined with the printed materials, it's explosive. They're so excited, and that excitement spreads to their families. It's a high-quality resource that's fundamental to literacy. I have 27 students this year, and for the first time, more than 20 are already reading. I believe this will be the first year I don't send a large group into 4th grade still struggling—and it's thanks to these tools."*

**Emanuel, Teacher, School No. 68, Misiones.**

# Fundación Leer in the Media



**A calentar motores: el humor corre en la pró Maratón Nacional de Lectura**

Con el lema "Entre risas, carcajadas e ironías. Cuando el humor irrumpe en la literatura", el viernes 27 se larga la edición número 22 de la campaña que promueve el amor por los libros

21 de septiembre de 2024 · 18:33 · 3 minutos de lectura




**Un país unido por la lectura**

27 de septiembre de 2024 · 00:05 · 2 minutos de lectura



La Maratón de Lectura se corre en escuelas, bibliotecas y, también, en las redes sociales

Genileiza Fundación Leer



**Locos por los libros: 4,5 millones de "corredores" en la Maratón Nacional de Lectura**

Lectores de todas las edades, desde chicos de jardín a adultos y alumnos de escuelas primarias y secundarias de todo el país, participaron hoy de una nueva edición de la "carrera" que tiene a los libros como protagonistas.

27 de septiembre de 2024 · 20:15 · 2 minutos de lectura




**La Fundación Leer premió a un nene de Sarmiento como uno de los más lectores de la Argentina**

Se trata de uno de los 24 niños de todo el país que fueron premiados por la fundación.

por REDACCIÓN CHUBUT 27/11/2024 - 20:31.hs



**DESPERTAR** entrerriano

CONCORDIA · ESPECIALES DE · POLÍTICA · ECONOMÍA

Cursos y Eventos

**Maratón de Lectura en la Biblioteca Municipal "Grosiolo"**



**DIARIO PANORAMA**

Santiago del Estero, Martes 15 Octubre de 2024 27°

**Alumnos de la Escuela N° 31 "Pedro Pablo Gorostiaga" participaron de una Maratón de Lectura**

Se trata de un contingente estudiantil de 7º grado. La actividad educativa estuvo destinada a fomentar el interés por la lectura y permitió salir del aula para reflexionar sobre la importancia del conocimiento en el entorno grupal.




**Premiados por leer**

21 de noviembre de 2024 · 00:05 · 4'

▶ ESCUCHAR NOTA



Los chicos, felices, en la última Maratón Nacional de lectura de la Fundación Leer



Desafío Leer. El Club

La Fundación Leer reconoció a los chicos más lectores de cada provincia argentina en su 4ta edición del Premio al Chico más Lector. Así,



MARATON DE LECTURA 2024

# Acknowledgements

Alicia Levi, Presidente y Directora Ejecutiva, RIF; Jorge Ader; Damián Amato; Laura Ávila; Daniel Bajarlía; Gonzalo Bascounet; Florencia Bitar; Fernando Bosch; Federico Mauricio Braun; Federico Braun (P); Nicolás Braun; Alejandro M. Breuer Moreno; Delfina Bruno; Alejandro Buzzetti; Canela (Gigliola Zecchin); Guadalupe Costa; Daniel Benchimol; Daniel Desein; Dr. Gustavo Javier Sibona; Dr. Luis Ramón Elzeard; Dra. Ana Belén Elgoyhen; Dra. María Silvina Riveros; Dra. Patricia B. Tissera; Mariano Drudi; Verónica Di Gregorio; María Morena del Río; Jorge Esponda; Wenceslao Esponda; Martín Etchevers; Carlos Etcheverrigaray; Mercedes Elaskar; Keila Elías; Carolina Ferro; Eduardo Ferrari; Valeria Franco; María Freixas Braun; Agustina Grimmitch; Silvina Hojman Madanes; Malena Hehn; Jorge Galperín; Marcelo Galperín; Eduardo García Mansilla; Sergio Garrido; Máximo Girotti; Ignacio González García; Eduardo Grüneisen; Gianina Kravetz; Marie Claire Kobeth; Gustavo Koniszcz; Jorge N. Labanca; Roberto López; Javier López Llovet; Fernando Malenchini; María Julia Manzini; Gilberto Marín; Facundo Marino Martínez; Caterina D. Macek; Elías Mejalelaty; Matilde N. Abulafia (Mejalelaty); Fabiana M. Mejalelaty; Mauro Morelli; Teo Morelli; Santiago Murman; Santiago Murtagh; Jesús Navarro; Fernando Novas; Marcela Nulchis; Sofía Pasquini; Marta Pereyra; Sebastián Pereira; Carlos Pignata; José Pochat; Julio Ramirez; Agustina Reggiani; José Luis Rinaldi; Fernán Saguier; Julio Saguier;

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## Institutions, organizations and corporations that make our support

**Institutions and organizations;** Asociación Médica Argentina; Cámara Argentina de Publicaciones; OEI Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura; OMEP Organización Mundial para la Educación Preescolar.

### Public Organizations

Ministerio de Cultura del Gobierno de la Ciudad de Buenos Aires; Ministerio de Educación de la Ciudad de Buenos Aires; Ministerio de Educación de la provincia de Buenos Aires; Ministerio de Educación de la provincia de Córdoba; Ministerio de Educación de la provincia de Chubut; Ministerio de

Educación de la provincia de Jujuy; Ministerio de Educación, Cultura, Infancias y DGE de la provincia de Mendoza; Ministerio de Educación, Ciencia y Tecnología de la provincia de Salta; Ministerio de Educación de la provincia de Tucumán.

### Corporations that Support Education:

Acerbrag S.A., Aluar Aluminio Argentino S.A.I.C., Andreani Logística S.A., Atento Argentina S.A., Avery Dennison Foundation, Banco de Galicia y Buenos Aires SAU, Banco Santander Argentina S.A., BBVA Banco Francés S.A., Benevity, Bunge Argentina S.A., CAF - Charities Aid Foundation America, Cementos Avellaneda S.A., Cerro Vanguardia - Anglogold Ashanti Argentina S.A., Distribuidora Cummins S.A., Ernst & Young - Pistrelli, Henry Martin y Asociados S.R.L., ExxonMobil Exploration Argentina S.R.L., Excelerate Energy S.R.L., Fondation Air France, Fundación Carlos Díaz Vélez, Fundación Prosegur, Futurebrand, Gerdau S.A., GlobalGiving, Grupo Ilhsa S.A., Grupo Konecra, Grupo Oxbow - Copetro S.C., Henkel Argentina S.A., Industrias John Deere Argentina S.A., Infa S.A., La Mercantil Andina Compañía de Seguros, Mecenazgo - Participación Cultural, MetLife Foundation, Minera Exar S.A., Molinos Agro S.A., Natura Cosmética S.A., Newmont Goldcorp, Orica Argentina S.A.I.C., Pan American Energy LLC, Price Waterhouse & Co SRL, Prosegur Argentina, Ranquil S.A., Roche Argentina S.A., S.A. Importadora y

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Accompany SRL; Allende & Brea - Estudio Jurídico; Escribanía Esponda; Estatic S.A.; Fundación Noble; G. Breuer – Abogados, Propiedad Industrial e Intelectual; Microsoft 365; Packing S.A.; Syncromind S.A.; TASA Logística S.A.; Telecom Argentina S.A. (Fibercorp).

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## Publishing Houses

Arte a Babor S.R.L.; Adriana Hidalgo Editora S.A.; A-Z Editora S.A.; Catapulta Editores; Del Naranja S.R.L.; Ediciones Abran Cancha; Ediciones Colihue S.R.L.; Ediciones de la Flor S.R.L.; Ediciones Iamiqué S.A.; Ediciones de la Terraza; Editorial Albatros S.A.C.I.; Editorial Artemisa SA; Editorial Comunicarte; Editorial El Ateneo (Grupo Ilhsa S.A.); Editorial Océano Argentina; Editorial Guadal

S.A.; Editorial La Brujita de Papel S.A.; Editorial Sigmar S.A.C. e I.; Fondo de Cultura Económica de Argentina S.A.; Fundación Edelvives; Grupo Macmillan; Gárgola Ediciones (Modelo para Armar S.R.L.); Norma Editorial (Kapelusz Editorial S.A.); La Bestia Equilátera S.R.L.; Limonero Textos S.R.L.; Loqueleo (Ediciones Santillana S.A.); Penguin Random House Grupo Editorial S.A.; Pequeño Editor S.R.L.; Pictus S.R.L.; Quipu (Libronet S.R.L.); Riderchail Editions S.R.L.; UnaLuna (Editorial Claridad S.A. - Editorial Heliasta S.R.L.); V&R Editoras S.A.



## Our Work Nationwide

### Buenos Aires

Adrogué, Abasto, Almirante Irizar, Angel Etcheverry, América, Arenza, Arrecifes, Arribeños, Asamblea, Avellaneda, Azucena, Azul, Bahía Blanca, Baigorrita, Bernal, Béccar, Berisso, Belén de Escobar; Bolívar, Bosques, Boulogne Mer Sur, Bragado, Campana, Cañuelas, Carlos Casares, Carmen de Patagones, Caseros, Colonia Suiza, Comodoro Py, Chivilcoy, Claypole, Colón, Coronel Suárez, Don Bosco, Don Orión, El Talar, Florencio Varela, Florentino Ameghino, Francisco Álvarez, General Alvear, General Daniel Cerri, General O'Brien, General Pacheco, General Madariaga, Glew, Haedo, Ingeniero White, Isidro Casanova, Irala, Ituzaingó, Junín, Joaquín Gorina, La Plata, La Tablada, Lanús, Lincoln, Lobería, Los Cardales, Los Toldos, Loma Hermosa, Luis Guillón, Luján, Maza, Mar de Cobo, Mar del Plata, Mariano Moreno, José Mármol, Martínez, Mechita, Mercedes, Olascoaga, Parada Robles, Pila, Piñeyro, Presidente Derqui, Quilmes, Ramos Mejía, Salto, San Fernando – Islas, San Justo, San Nicolás de los Arroyos, Sarandí, Salto, Tandil, Tolosa, Tortuguitas, Trenque Lauquen, Valentín Alsina, Verónica, Vicente López, Villa Adelina, Villa de Mayo, Villa Jardín, Villa Libertad, Villa Martelli, Villa General Arias, Villa Ventana, Virrey del Pino, Warnes.

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Belén, Corral Quemado, Chumbicha, Puerta de San José; Chaco: Avía Terai, Charata, Coronel Du Graty, Corzuela,

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### Ciudad Autónoma de Buenos Aires

### Córdoba

Alica, Alejandro Roca, Balnearia, Chacabuco, Camilo Aldao, Colonia La Argentina, Córdoba, General Paz, La Calera; La Concepción, La Cumbre, Laboulaye, Los Algarrobos, Morteros, Sacanta, Villa Huidobro.

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### La Pampa

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### Mendoza

Algarrobal (Las Heras), Buena Nueva (Guaymallén), Cañada Seca, Coquimbito (Maipú), Cruz De Piedra, El Cerrito, El Challao (Las Heras), El Resguardo (Las Heras), General Belgrano (Guaymallén), Godoy Cruz, Jaime Prats, La Dormida, La Escandinava, Las Cañas, Las Tortugas (Godoy Cruz), Los Árboles, Los sauces, Malargüe, Maipú, Mendoza, Phillips, Rama Caída, San José, San Martín, San Rafael, Tupungato, Villa Atuel Norte, Villa Marini.

### Misiones

Aristóbulo Del Valle, Capioví, Garuhapé, Garupá, Puerto Delicia, Puerto Iguazú, San Javier.

### Neuquén

Aguada San Roque, Añelo, Bajada del Agrio, Centenario, Chos Malal, Costa de Malleo, Junín de los Andes, Neuquén, Octavio Pico, Piedra del Águila, Plaza Huinca, Plottier, Rincón de los Sauces, San Demetrio, Vista Alegre Norte.

## Our Work Nationwide

### Río Negro

Allen, Cipolletti, El Bolsón, General Conesa, General Roca, Ingeniero Jacobacci, Las Grutas, Mainqué, Maquinchao, Ñirihuau, Pilcaniyeu, Río Colorado, San Antonio Oeste, San Carlos de Bariloche, Viedma, Villa Regina.

### Salta

Abra Grande, Aguas Blancas, Cobres, El Gallinato, Finca El Cedral, La Caldera, La Calderilla, Las Lajitas, Las Viñas, Lesser, Lumbreras, Peña Colorada, Piquete Cabado, Río Pescado; Rosario de Lerma, Salta, San Miguel, Sauce Redondo, Vaqueros.

### San Juan

Chimbas, Concepción, Colonia Gutiérrez, Colonia Médano de Oro, Colonia Rodas, La Cañada, Las Flores, Quinto Cuartel, San Juan, Santa Lucía, Villa Bolaños, Villa del Carril.

### San Luis

Justo Daract, El Trapiche, La Toma, Nueva Galia, San Luis, Villa Krause; Santa Cruz: 28 de Noviembre, Comandante Luis Piedrabuena, El Calafate, Gobernador Gregores, Las Heras, Los Antiguos, Perito Moreno, Pico Truncado, Puerto Deseado, Puerto San Julián, Puerto Santa Cruz, Río Gallegos, Río Turbio.

### Santa Fe

Arminda, Bigand, Bombal, Cabal, Caferata, Cayasta, Coronel Bogado, Elortondo, Las Rosas, Los Cardos, Oliveros, Pedro Gómez Cello, Rosario, Rufino, San Gregorio, San Martín de

las Escobas, Santa María Norte, San Cristóbal, San Jorge, Santa Fe, Sastre, Vera, Villada, Villa Constitución.

### Santiago del Estero

Bandera, Mercedes, San Jorge, San Luis, San Nicolás, Santiago del Estero, Tintina, Urutaú, Villa Río Hondo.

### Tierra del Fuego

Base Esperanza, Río Grande, Ushuaia.

### Tucumán

Alta Gracia, Aguilares, Barrancas, Buena Vista, El Cadillal, Cruz Alta, El Bracho, Delfín Gallo, Gastona Norte, Gastona Sur, La Ciénaga, La Florida, La Junta, Loma de Ciudadita, Los Valenzuelas, Los Juárez, Los Sosa, Malvinas, Monteagudo, Quilmes, Ramos, San Miguel de Tucumán, Tapia, San Miguel de Teniente Berdina, Tres Pozos, Tafí Viejo, Villa Chicligasta.



## Looking Ahead: 2025 Outlook

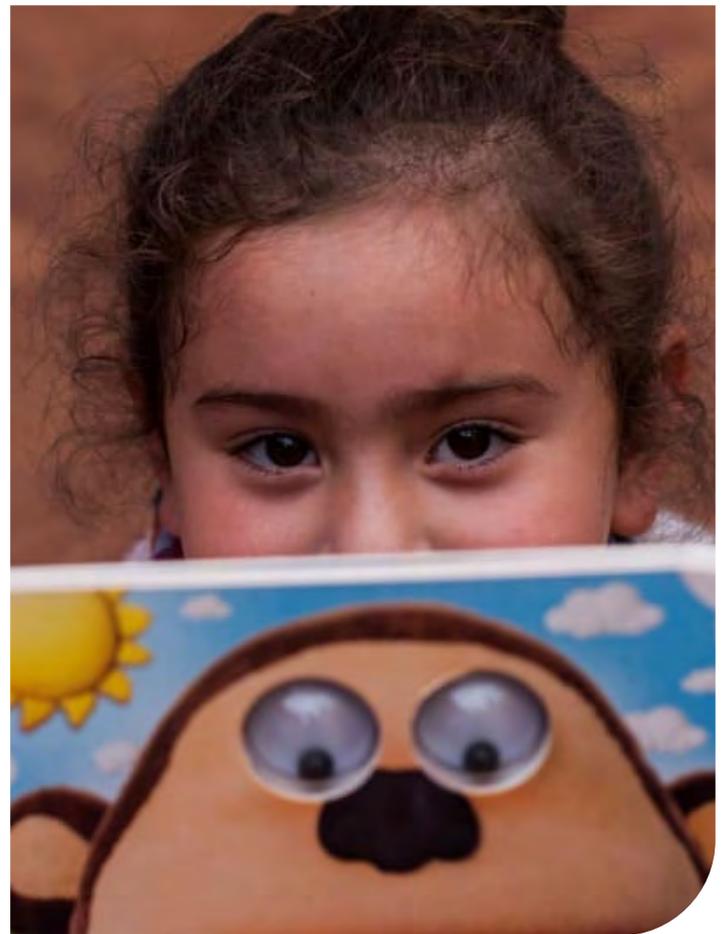
Argentina is facing a serious economic crisis that will undoubtedly impact the companies that support Fundación Leer's nationwide work.

Despite this, we remain deeply committed to our mission: To help children across the country learn to read—and to **want** to read.

In 2025, we will:

- **Continue our partnership with the Ministry of Education of Tucumán**, offering the Reading Helps program to the 33 schools we worked with in 2024. Students in grades 1 to 3 will receive the Galactic Readers activity books, and students in 4th grade will receive Misión Alpha.
- **Offer more training scholarships** for teachers across all provinces of Argentina.
- **Develop new editions of Misión Alpha for 1st and 2nd year of secondary school**, expanding our support for reading comprehension in STEM fields.
- **Launch a secondary school section on The Reading Challenge. The Club**, responding to strong demand from teachers nationwide.
- **Continue strengthening the National Reading Marathon** as a powerful, inclusive strategy to spark a love of reading across Argentina.
- **Invest in digital infrastructure** to streamline processes, improve data analysis, and make our educational platforms more accessible for teachers.
- **Expand cooperation agreements with Ministries of Education throughout the country** to ensure coordinated, impactful work in support of literacy.

Through all these efforts, Fundación Leer remains committed to improving literacy, supporting education, and building a future where every child in Argentina can read—and thrive.



*Fundación Leer's financial statements are audited annually by Price Waterhouse & Co SRL, who, as of April 30, 2025, issued an unqualified report on the financial statements as of [12/31/2024]. To request a full copy, please contact [info@leer.org.ar](mailto:info@leer.org.ar).*



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