Barbershop Books creates child-friendly reading spaces in barbershops and provides early literacy training to barbers. Our innovative model significantly increases out-of-school time reading among Black boys ages 4–8 by connecting fun books to a male-centered space and by involving Black men in boys' early reading experiences.

100+

Barbershop Books generates 21 minutes of reading.

$1=21 minutes

Every dollar invested in Barbershop Books generates 21 minutes of reading.*

*Based on a 2018 program evaluation.

1X
2X

Reading for fun, just once or twice a month, improves reading scores.*

86%

OF BARBERS REPORT SEEING BOYS READ DAILY OR ALMOST EVERYDAY.*

Utilizes a child-centered approach that pays special attention to reluctant readers and the culture of Black barbershops.

Provides new curated books recommended by Black boys.

Collaborates with community partners, leveraging established relationships with local barbershops.

Facilitates early literacy trainings for barbers.

Cultivates young boys’ reading identities.

MEDIA COVERAGE:

CITY GOVERNMENTS, SCHOOL DISTRICTS, LIBRARY SYSTEMS, COLLEGES AND UNIVERSITIES, CIVIC LEADERS, BARBERSHOPS, CHURCHES, AND OTHER LOCAL NONPROFITS.

Barbershop Books is a community-based literacy program implemented by Reading Holiday Project, Inc. (RHP), a NYC based 501c3 nonprofit literacy organization. RHP creates early positive reading experiences for young children of color.

Reading for fun, just once or twice a month, improves reading scores.*

Every dollar invested in Barbershop Books generates 21 minutes of reading.*

*Based on a 2018 program evaluation.

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Barbershop Books cultivates young boys’ reading identities.