

BUILT BY AN ATHLETE. BACKED BY RESEARCH. FREE FOR EVERYONE.



There is a powerful, often overlooked intersection between physical discipline and reading. By linking the identity of both "athlete" and "reader", there is enormous potential to boost literacy rates and make academic and community engagement feel as dynamic and rewarding as physical competition. The drive required to master a sport can be channeled directly into life-long learning and wellness.

An estimated 35 million* children and young adults participate in organized sports in the United States. When students are equipped with the stories and skills to identify when a teammate is "surviving" versus "thriving," they have the potential to become a proactive, peer-to-peer support network that can transform the culture of schools and communities.

*Heinke & Mullner, 2014

Quade Kelley created Reading Athlete as a passion project to build the conditions that merge athletics and literacy. He is now a nationally recognized youth thought leader at the intersection of literacy, athletics, and psychology.

After a Summer 2025 beta test with members of the Athletes For Hope High School Leadership Academy, picture books were found to have incredible impact with high engagement/ low resistance. Reading Athlete was launched in Spring 2026 as a free program with student led research in partnership with Morgan's Message, the Kevin Love Fund and Scholastic with free access offered to the 6k+ Youth Ambassadors through a Tad Health portal.

Reading Athlete currently uses bibliotherapy alongside mental health education, turning a story into a starting point for honest conversations.

- **Always free.** No school, team, or athlete ever pays to take part.
- **Built on education.** Every book and activity is grounded in real mental health learning and partnered with NPO's.
- **Open to every sport and every cause.**



Spring 2026 Project Partners :



K E V I N
LOVE FUND



Uniting communities and transforming sports culture by centering inclusion, equity, and shared belonging through shared story.