

Read to Impact

*Redefining literary exploration as a shared,
enriching, and empowering cultural experience*

www.readtoimpact.org

RTI is a story of *community*...

Read to Impact is Africa's leading literary community, connecting and empowering booklovers across borders. Since its relaunch in 2022, RTI has grown into a vibrant network of 2,300+ highly engaged members across 30+ countries, united by a shared belief: that books are better experienced together.

Through reading challenges, literary festivals, virtual conferences, school outreaches, and digital community engagement, RTI is redefining what it means to explore literature on the African continent and beyond.

INTRODUCTION

RTI is Africa's leading literary community, connecting and empowering 2,300+ booklovers across 30+ countries.

Founded by Israel Peters (publisher, literary entrepreneur, and Creative Director of Read to Impact), RTI represents a new vision for literary culture on the continent. It operates under Gemsread Limited, the parent entity of Gemsread Publishing, one of Nigeria's emerging publishing houses.

We believe that literary exploration is a cultural experience best shared together. When people read in community (discussing, debating, recommending, and reflecting), books become more than tools that serve a variety of purposes. They become bridges across borders, catalysts for connection, and instruments of cultural empowerment.

Our mission is implemented through our reading challenges, community engagement via WhatsApp and digital platforms, our annual distributed literary festival, virtual conferences, school and university outreaches, and our publication, Tell the Impact Magazine.

OUR PHILOSOPHY

#Don'tReadAlone

Reading is often treated as a solitary activity, something you do alone and for yourself. At RTI, we challenge that. We believe reading becomes transformative when it is shared. A book discussed is a book multiplied. A reading challenge completed alongside peers across 30 countries is a unifying cultural engagement.

This “Don’t Read Alone” philosophy drives everything we do. It is why our community thrives on WhatsApp, where daily conversations about books create the kind of accountability and connection that algorithms cannot replicate. It is why our flagship event, RTI Lit Fest (formerly Readers’ Meetup), happens simultaneously across multiple cities and countries rather than in a single location.

**We are building a
community.**

WHAT WE DO

Building Africa's literary community



Reading Challenges

Structured, community-driven reading experiences with prizes, peer accountability, and participants across 30+ countries



RTI Lit Fest

Our flagship annual distributed literary festival, held simultaneously across multiple cities and countries (formerly the Readers' Meetup)



School & Campus Outreaches

Bringing the love of literature to secondary schools and universities, with reading clubs and campus chapters



Tell the Impact Magazine

Our annual publication showcasing our impact and the stories, reflections, and journeys of community members

WHAT WE DO

Building Africa's literary community (continued)



Dream Africa Conference

Our annual virtual conference empowering young African women for personal and career success. Gave birth to The Intentional Women [sub]Community (~700 members)



RTI Spotlight

A regular promotional campaign for African-authored books. Authors indicate interest, and RTI promotes their works for free.

READING CHALLENGES

Our signature programme

RTI's reading challenges are the engine of community engagement. Running multiple times per year, these structured, curated challenges bring together readers across countries in a shared reading experience over several weeks.

Each challenge features:

- A defined reading goal (e.g., one book per week)
- Daily accountability through WhatsApp group sharing
- Virtual book discussions where members explore their readings
- Occasional virtual book talks with authors and literary stakeholders
- Prizes for participants who complete the challenge

20

reading challenges since 2022

37

countries in a single challenge

Africa's distributed literary festival

What began in 2023 as Readers' Meetup has evolved into RTI Lit Fest, a literary festival unlike any other on the continent. Rather than gathering audiences in a single city, the lit fest runs simultaneously across multiple cities and countries as localized literary engagements.

Overall Reach: 13 cities, 8 countries

- Akure, Enugu, Jigawa, Jos, Lagos, Nsukka (Nigeria)
- Juba (South Sudan)
- Dar Es Salaam (Tanzania)
- Harare (Zimbabwe)
- Buea (Cameroon)
- Lusaka (Zambia)
- Accra (Ghana)
- Manchester (United Kingdom)

This distributed model is a unique RTI contribution to the African literary landscape.



The Juba edition drew ~70 participants at the French Institute, University of Juba. The Manchester edition was hosted by RTI's Creative Director. The Lagos and Enugu editions featured Gemsread authors.

OUR IMPACT

At a glance

2,300+

Community members across Africa
and beyond

30+

Countries represented in our
community

20

Reading challenges completed
since 2022

13

Host cities for Lit Fest

8

Countries hosting Lit Fest 2025

37

Countries in a single reading
challenge

4

Years of operation

2

Tell the Impact Magazine volumes
published

VOICES FROM THE COMMUNITY

What our members are saying

“Reading should be more than a hobby, reading is a skill that once learnt has the capacity to open your mind, the capacity to take you places.”

— Cynthia, Kenya

“Thank you for giving me a community that's also my accountability partners and a tribe connected by books. The challenge has made me realise [that] one of my long-term goals to read everyday.”

— Blessings, Zambia

“I met cool bibliophiles like myself and made connections. And then the activities on the WhatsApp group such as the ongoing Reading Hive Challenge got me more excited.”

— Praise Abraham, Nigeria

“Since I joined the 5-week reading challenge my life changed. The habit has already developed in my brain and blood.”

— Irene, Tanzania

STORIES OF IMPACT

Chuol Tap

South Sudan

RTI's Country Coordinator, Chuol, coordinated the Juba editions of RTI Lit Fest (2024, 2025), drawing about 70 participants in the 2025 edition. He drives RTI's vision of locally led literary engagement.

Nafisah Bukari

Ghana

A participant in the Thrive Reading Challenge, Nafisah described how reading and reviewing transformed her engagement with books. The book talk sessions were her first experience of literary discussion, and they changed how she approaches reading.

John Gracious

Sierra Leone

John joined the Consistency Reading Challenge and discovered that sharing reflections daily created accountability he had never experienced. He now reads daily and credits the challenge for building that habit.

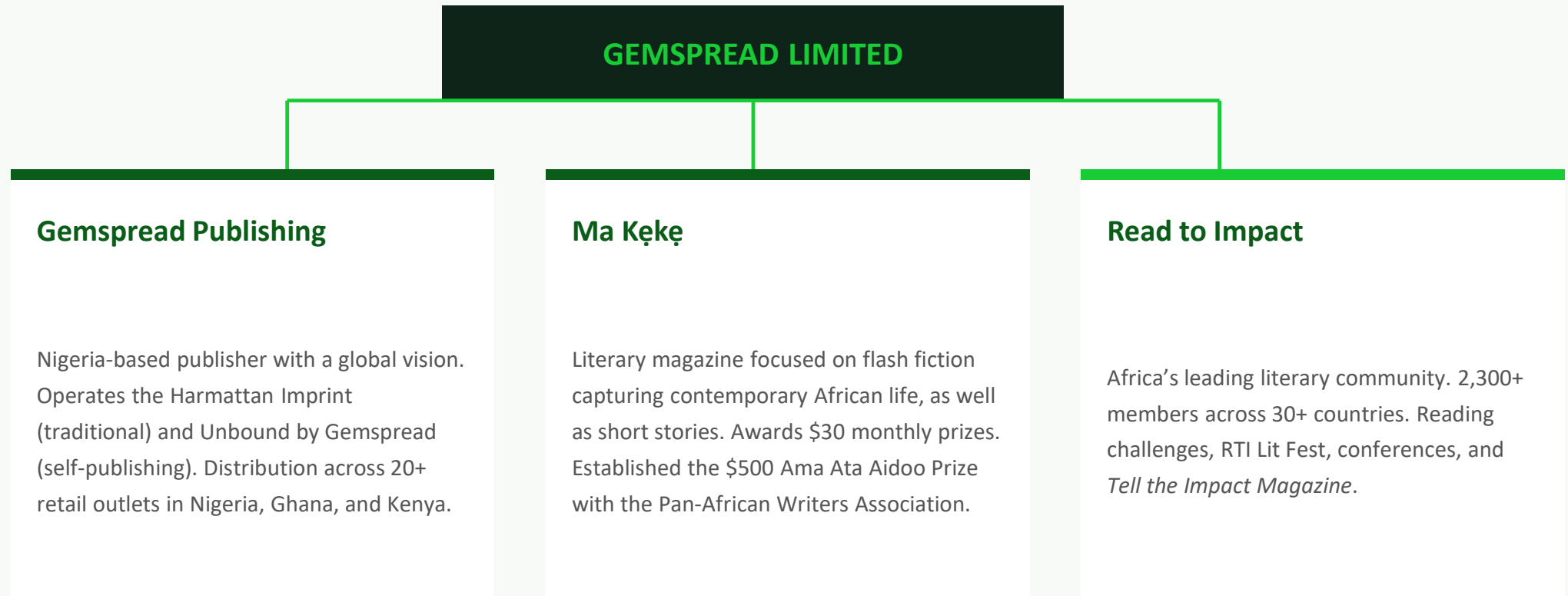
Nyeadeh

Liberia

Nyeadeh joined RTI following her uncle's passing, whose last words were 'never stop reading and evolving.' Since joining, her daily reading time tripled from 30 to 90 minutes. She calls RTI 'the best thing that ever happened to me.'

THE GEMSPREAD ECOSYSTEM

Read to Impact operates under Gemsread Limited



This ecosystem means RTI is not an isolated community initiative. It sits within a growing African literary enterprise.

WHY PARTNER WITH RTI

A unique opportunity in the African literary space

RTI is actively seeking partners and sponsors to join us in building Africa's largest literary community. No other organisation on the continent offers what RTI offers:



Pan-African reach

2,300+ engaged members across 30+ countries, primarily young Africans actively reading, exploring literature, and forging meaningful cross-border connections while at it



Highly engaged audience

Daily WhatsApp discussions, multi-week challenges, and annual conferences and literary festivals



Distributed festival model

RTI Lit Fest is the only literary festival on the continent operating simultaneously across multiple cities and countries



Publishing ecosystem

RTI sits within Gemsread Limited alongside a publishing house and literary magazine



Growing digital infra

RTI Lounge app (in development) will create new channels for partner visibility

We welcome partnerships with publishers, bookshops, literary festivals, cultural institutions, corporate sponsors, and development organisations.

Sponsorship enquiries: info@readtoimpact.org

www.readtoimpact.org

THE TEAM



Israel Peters

Creative Director

Founder and CEO of Gemsread Limited. Publisher at Gemsread Publishing. MA in Publishing (Global Excellence Scholar, University of Exeter). Former English Editor at MDPI (UK).



Omotolani Adebowale

Chief Operating Officer

Bachelor's and Master's in Civil Engineering. Host of the annual Dream Africa Conference. Alumna of the Mini-MBA programme, Tekedia Institute.



Precious M. Dada

Community Manager

Studying Electrical and Electronics Engineering at FUAM. 4 years of experience in digital marketing and social media management.



Chuol Tap

Country Coordinator, South Sudan

Innovative educator, social entrepreneur, and geoscientist. Developer of Cogno Learning Platforms. Coordinated Lit Fest Juba 2024 and 2025.



Oko Patricia G.

Regional Coordinator, SE Nigeria

UI/UX designer and Women Techmakers Ambassador. Manages a tech community at the University of Nigeria, Nsukka.

WHAT'S NEXT

Over the next 3 years...

RTI's ambition is to become Africa's largest literary community. Here is how we plan to get there:



Scale to 10,000+ members

across 40+ countries by 2028



Expand RTI Lit Fest

to 20 cities across 15 countries, deepening the distributed model



Build a partnership network

with publishers, bookshops, literary festivals, cultural institutions, and common-interest organizations



Launch RTI Lounge

our mobile app for social reading with reading challenges, book logging, book reviews



Establish university chapters

at 5 African universities




Develop RTI's industry voice


contributing to conversations about literary development and reading culture in Africa

Read to Impact

Don't Read Alone

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