

Reach
Out and
Read®

National Center



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News for Friends and Supporters of Reach Out and Read®

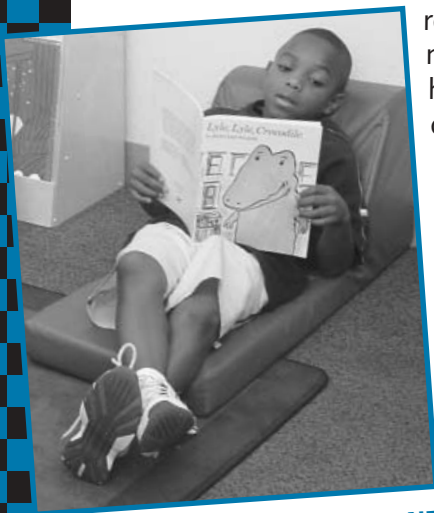
Young Donor Shares His Joy of Reading

Nine year old Marcus Steed of Omaha, Nebraska, is a third grader who loves reading. So it seemed natural to him to share his joy of reading by donating the books he had outgrown to the Children's Physicians-Creighton Clinic where he gets his health care.

Marcus's act of goodwill was recently featured in a story in the *Omaha World-Herald* where he told of the happiness he derived from donating the books. In fact, his

actions were so well received that he was invited to be the guest reader at the opening of a reading corner at a neighboring ROR program at the One World Community Health Center in Omaha.

Marcus's mom, Camille, attributes her son's zest for reading to the time they spend reading together at the end of each day. "Through the stories we shared, I was able to transport him to another world, and his love of books has remained constant."



Marcus Steed of Omaha, NE

Los Angeles Initiative Launched

Los Angeles County has the largest percentage of children living in poverty of any county in the US, and almost 10% of the population is under the age of 5. Reach Out and Read programs currently reach approximately 25,000 of those children, but with the backing of a unique partnership, we will soon expand that number by 12,000.

Initial funding for the LA Initiative was provided by a generous grant from the **California Endowment** for medical provider outreach and collaboration infrastructure. There have been major contributions by **Disney Worldwide** for physician training, technical support and printed materials, and from the **Tiger Woods Foundation** for books for doctors to give to children during their well child visits. The initiative will be seeking additional partners to provide book funding in subsequent years for all Los Angeles ROR programs.

The initiative was championed by Barry Zuckerman, M.D., ROR Board Chair and CEO, and Barbara Carnes, M.D., of Kaiser Permanente Southern California Region. The founding member organizations of the initiative are: The American Academy of Pediatrics California Chapter 2, The Community Clinic Association of L.A. County, Kaiser Permanente Southern California Region, and the ROR National Center.



Joan McCarthy, Manager, Community Relations;
TJ Baptie, VP, Community Relations, Disney Worldwide Outreach, Burbank, CA visit with Condessa Curley, M.D., at the USC Family Practice Center in Los Angeles.

Reach Out and Read Welcomes Two New Members to the Board of Directors

David Johnson

David Johnson is a private investor in early stage companies. He is a founder of the Johnson-Roessler Company, and is on the boards of the Santa Barbara Technology Group, LLC, a holding company for technology companies; Agility Capital, LLC, a bridge fund affiliate of Sand Hill Capital; and several early stage companies.

Prior to his current activities, David was Senior Executive Vice President of Metro-Goldwyn-Mayer Inc., where he was responsible for business and legal affairs, finance, and business strategy. Prior to joining MGM, he was partner of the law firm White & Case, specializing in corporate finance and mergers and acquisitions.

David's other board activities include: Children Now, a child policy and advocacy organization; the Dream Foundation, a national wish-granting organization for the terminally ill; the Los Angeles Mentoring Partnership (LAMP), a mentoring advocacy, recruitment, and training organization; Public Counsel, the nation's largest public interest law firm; and the American Red Cross of Los Angeles.

David is a graduate of Yale College and Harvard Law School. He is married to Suzanne Nora Johnson and resides in Los Angeles.



Lisa Lebovitz

Lisa Lebovitz has been an active volunteer with Reach Out and Read since 1999, working on a number of fundraising events and running the Boston Marathon as ROR's first entry in 2002.

For five years, Lisa worked at Bronner Slosberg Humphrey (Digitas) implementing direct marketing programs. Prior to that she was at Loyalty Management Group (Air Miles) where she led sponsorship marketing and programming. Lisa was also employed by Bain & Company for four years.

Lisa's other volunteer activities have included founding the Jewish Women's Mentoring Program for young professionals for the Jewish Vocational Network; heading the Choices Dinner Gala for Combined Jewish Philanthropies, and creating Safe at Home, with her family, to help families keep Alzheimer's patients living safely at home for as long as possible. She has also been active in a wide variety of community and school programs.

A graduate of Tufts University and the Harvard Business School, Lisa lives in Weston, MA with her husband Stephen and their four children.



Lisa and son Matthew after the 2002 Boston Marathon.

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Around New England Bookfairs

Thank you to **Desmond Duffy** from Around New England Bookfairs for the wonderful work he has done on ROR's behalf. Around New England is a regional book fair company selling high quality adult and children's books. If your company would like to sponsor a book fair to benefit ROR, please contact **Lea Walsh**, Manager of Corporate and Foundation Relations at 617-629-8042, ext. 238.

Charity Navigator

Reach Out and Read is pleased to announce that it has received the highest ranking—4 stars—from **Charity Navigator**, an online resource for responsible giving. For more information go to www.charitynavigator.org.



ROR Marathoner Runs for Reading!

Vicky Anne Hadden will be celebrating her 40th birthday this year by running the Boston Marathon for Reach Out and Read. The Weston mother of a one year old son, and step-mom of 10 and 12 year old boys, is looking forward to running her first marathon in a decade. As someone who "can't imagine a life without books," Vicky is thrilled to be running to benefit ROR. You can make a donation in her honor at www.reachoutandread.org.



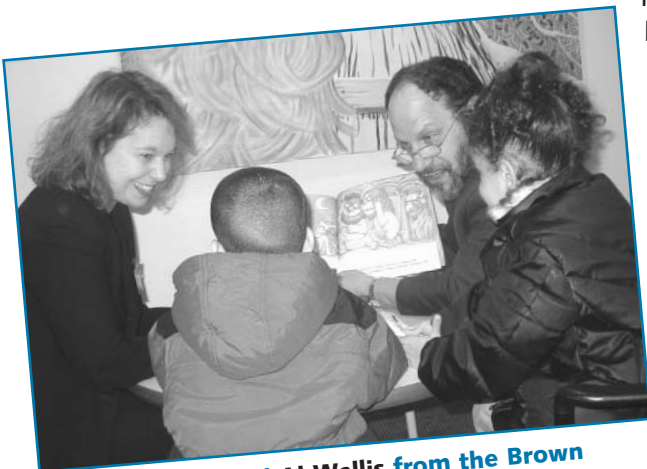
Vicky Hadden with son, Maclean.

Brown Rudnick Charitable Foundation Supports ROR in Four Cities

The Reach Out and Read National Center recently received a generous relationship grant from the **Brown Rudnick Charitable Foundation**. The grant encompasses four cities—Boston, New York, Providence and Hartford—all home to offices of the law firm Brown Rudnick Berlack Israels. The grant will support book purchasing, pro bono legal representation and employee volunteer involvement.

"Reach Out and Read offered us a fresh, hopeful and logical approach to one of the problems we want to help remedy—the link between poverty and low literacy levels," commented Al Wallis, Executive Director of the foundation. "We are delighted to be able to work with an organization that provides a simple, effective and innovative approach to this problem."

Site visits with Brown Rudnick representatives have already taken place in all four cities. Each office has adopted a ROR program, providing support for the book budget and volunteer opportunities in clinic waiting rooms. We thank Brown Rudnick for their generous support and look forward to working with them throughout this partnership.



Franca DeRosa and Al Wallis from the Brown Rudnick Charitable Foundation read to children at a visit to Connecticut Children's Medical Center.

National Support Grows!

Federal Appropriations Update

We are pleased to announce that with the passage of the Consolidated Appropriations Bill in January 2004, \$4 million in federal funding has been approved for Reach Out and Read. While the amount fell short of the requested \$6 million, we are grateful for this funding which will allow us to continue to grow and help sustain our programs in these difficult economic times.

Hasbro Children's Foundation Supports ROR Rural Outreach Initiative

The **Hasbro Children's Foundation** has recently made a two-year grant to ROR specifically targeted to the ROR Rural Outreach Initiative. The Hasbro grant will allow ROR to continue to expand literacy interventions in Alaska and the Dakotas, and begin new expansion efforts in the coming year into rural areas of Florida, Minnesota and Virginia.

According to the U.S. Census, 195 of the nation's 200 poorest counties are in rural areas. The ROR Rural Outreach Initiative was developed as a response to the unique challenges faced by physicians who see patients in remote areas where there are great distances between rural providers. Over the next three years, this ROR initiative will increase literacy interventions by doctors and nurses where there are few clinic-based programs and where many children live in poverty.

Did You Know?

A typical middle-class child enters first grade having been read to approximately 1,000 hours, while the corresponding child from a low-income family averages just 25 hours.

(Neuman, Temple University, 1997)

To add to your reading list...

Two new books by ROR Medical Director **Perri Klass, M.D.** have recently been released:

Quirky Kids – (*Understanding and Helping Your Child Who Doesn't Fit In – When to Worry and When Not to Worry*) – in collaboration with Eileen Costello, M.D.

The Mystery of Breathing: A Novel

If you start your Amazon purchase on the ROR homepage: www.reachoutandread.org, ROR will benefit!



New Ways to Support ROR

Make a Gift of a Lifetime to Reach Out and Read

If you are interested in planned giving or making a bequest to Reach Out and Read please contact **Anne-Marie Fitzgerald**, Director of Development at 617-629-8042, ext. 226 or email her at annemarie.fitzgerald@reachoutandread.org.

Give a Gift of Stock to ROR

Whether your shares are held in a brokerage account, or you have a physical stock certificate, you can easily transfer stock to ROR. Please contact **Beth Krueger** at 617-629-8042, ext. 240 or email her at beth.krueger@reachoutandread.org for complete instructions.

Send a ROR Gift Card

The ROR card is perfect for Mother's Day, Father's Day, graduation, or as a year-end gift for a favorite teacher. You can make your donation on-line at www.reachoutandread.org or contact **Beth Krueger** at 617-629-8042, ext. 240.



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Katee Doland, Miss Colorado, reads to children at the Westside Family Health Center in Denver, as part of an event celebrating the donation of 50,000 books to Reach Out and Read Colorado through Scholastic Book Club's ClassroomsCare initiative.



Calling All Book Group Members!

Are you a member of a book group? Would you and your group like to get involved in an exciting national initiative to help ROR doctors put more books into the hands of young children?

If you would like more information about our book group project, set to launch in this fall, please contact **Lea Walsh** at 617-619-8042, ext. 238 or email her at lea.walsh@reachoutandread.org.

