

## News for Friends and Supporters of Reach Out and Read®

### ROR and Verizon Launch New Partnership

**V**erizon's involvement with Reach Out and Read continues to expand on the national level with the announcement of an innovative partnership between ROR and the Women's Association of Verizon Employees (WAVE). WAVE volunteers will be working in their communities to support local ROR programs. Volunteer opportunities include reading in clinic waiting rooms, organizing Scholastic Book Fairs to benefit local programs, and conducting book drives. WAVE volunteers will also be asked to assist ROR sites by sharing their strengths in such areas as grant writing and graphic design.

We are delighted that the WAVE leadership has designated ROR as their new partner and welcome our new WAVE volunteers. Lea Janelle, Foundation and Corporate Relations Officer at the National Center is coordinating this effort.

**Julie Hartman, National WAVE Literacy Chairperson, reads to children at the kickoff of the ROR-WAVE literacy partnership at the University of South Florida, Department of Pediatrics, in Tampa, FL.**

### ROR "Friends Groups" Launch in Houston and Greater Philadelphia

**F**riends Groups are volunteer organizations that support the work of ROR Coalitions by raising funds and promoting local awareness of Reach Out and Read. We are delighted to announce the formation of two new friends groups in Texas and the Greater Philadelphia area.

The **Friends of Reach Out and Read Texas** has scheduled "Read and Romp," on May 17, in Houston. An active steering committee, which has been planning the event since November, is led by Hailey Bechtol. To date, "Read and Romp" has raised \$30,000 for books.

"Reach and Romp" is an innovative family event focused on children's books. Children will receive a passport that takes them to different interactive stations themed after selected children's books including: *Where the Wild Things Are* by Maurice Sendak, *Chicka Chicka Boom Boom* by Bill Martin Jr., *The Empty Pot* by Demi, *Go Dog Go!* by P.D. Eastman and *Olivia* by Ian Falconer.

The day will include mystery book prizes, lunch, storytelling, story dictation, and entertainment by award-winning children's musician Joe McDermott. Five different Texas artists have agreed to paint canvases for each booth, and various Houston friends have volunteered to design floral arrangements for the lunch tables.

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# Introducing...

## ROR Board of Directors Member Joanne Jaxtimer

Joanne Jaxtimer has been an active member of the ROR Board of Directors since its establishment in 1998. A passionate supporter from the program's earliest days, Joanne has been committed to help shape ROR in its growth as a national organization.

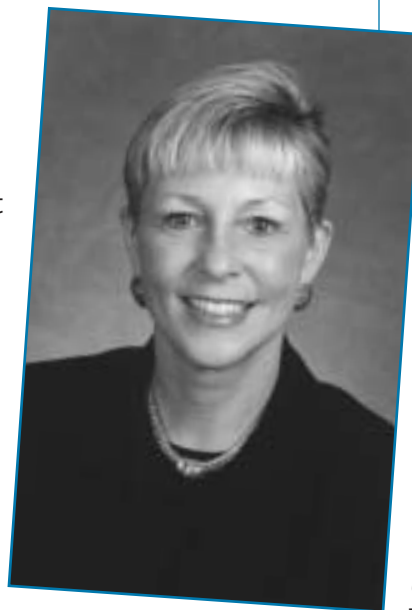
As first vice president and director of Corporate Affairs at Mellon Financial, Joanne is responsible for managing a wide range of external and internal operations, including Public and Media Relations, Community and Government Relations, Mellon Charitable Giving Program, Employee Communications, Events Management and Graphic Arts.

While her title speaks to what she does, what distinguishes Joannie is how she does it. In her work at Mellon, Joannie has been an active participant in changing the face of corporate philanthropy. During eight years at Mellon she has been in the vanguard, working to foster more active and focused relationships between corporate philanthropists and their non-profit partners.

"Today, funders wish to be much more involved with their community partners," she reflected recently. And the long-term ROR/Mellon relationship accurately reflects that philosophy. Under Joanne's direction, Mellon continues to support ROR's core programming while providing technical assistance and guidance in innumerable ways, both locally and nationally.

A well-known figure in Boston's public arena, Joanne served on Mayor Thomas Menino's Transition Committee as a member of the Public Safety Task Force. She is currently vice chairman of the Board of Directors of the Boston Municipal Research Bureau. In addition to the ROR Board, Joanne also serves on the boards of the Massachusetts Taxpayers Association, the Greater Boston Chamber of Commerce, Massachusetts Institute for a New Commonwealth (MassINC), The Partnership, National Braille Press, and the National Conference for Community and Justice.

Joanne graduated from Newton College of the Sacred Heart with a B.A. in Psychology in 1975. She lives in Milton, Massachusetts with her husband, Michael Barry, and their eight-year old son, Michael, whom they adopted from Ecuador.



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For more information please contact **Hailey** at [hbechtol@houston.rr.com](mailto:hbechtol@houston.rr.com).

In Philadelphia, the newly formed Friends of **Reach Out and Read Greater Philadelphia** hosted a reception on April 23, 2003 at the Kimmel Center for the Performing Arts, designed to introduce the greater Philadelphia community to Reach Out and Read. The reception was hosted by Paul S. Beideman, Chairman, Mellon Financial Corporation, Mid-Atlantic and Mark S. Schweiker, President and CEO, Greater Philadelphia Chamber of Commerce and supported by Mellon Financial Corporation.

The Committee is currently beginning to plan a gala event for the fall, 2003. To become involved with the Greater Philadelphia Friends please contact: **Kirsten Plender** at [plender@email.chop.edu](mailto:plender@email.chop.edu).

# Four Marathon Runners Cross the Finish Line for ROR!

On Patriot's Day, April 21st, the Reach Out and Read marathon team hit the streets and finished the 107th running of the Boston Marathon to benefit ROR programs. These four athletes from Massachusetts trained in the midst of a harsh New England winter for one of America's toughest and most celebrated races.

The first ROR Team included: **Emily Gallagher** of Quincy, **Edmond Gingras** of Belchertown, **Patricia Hambrick** of Weston, and **Graham Luce** of Sherborn. **David Whalen** of Andover was unfortunately side-lined by injuries but continued to support ROR through his fundraising efforts.

We were fortunate to have two individuals closely associated with Reach Out and Read on the team. Emily Gallagher is a ROR National Center staff member and avid long-distance runner. Emily was excited to represent Reach Out and Read while achieving a personal goal of completing her first Boston Marathon.

Ed Gingras ran the marathon to benefit the Leominster Reach Out and Read site directed by his daughter, Dr. Terry Callahan. At a fit 61 years, Mr. Gingras trains for triathlons as well as marathons and is a big fan of ROR. "Having

not had the opportunity to access books as a child, I think ROR is terrific," he said.

It's not too late to sponsor one or all of our 2003 team. Donations may be made in honor of the 2003 Boston Marathon team or an individual runner. Congratulations to all of our runners, and many thanks to their supporters!

We hope to continue our ROR Boston Marathon team expansion in 2004. If you are interested, please contact **Beth McGuire** at 617-629-8042, x240 or email [fundraising@reachoutandread.org](mailto:fundraising@reachoutandread.org).

**Marathoner Ed Gingras ran to benefit the ROR clinic in Leominster, MA.**



**Emily Gallagher celebrates the completion of her first Boston Marathon.**

## Support for ROR Continues to Grow Nationally

### Federal Appropriations Update

We are pleased to announce that Congress included a \$3 million earmark for Reach Out and Read in the FY2003 omnibus appropriations bill. Work is already underway at the National Center to promote "ROR in FY04!" as we continue to seek federal funding for program expansion and sustainability.

### Corporate and Foundation Support Continues to Sustain ROR

*We would like to thank:*

**The American Booksellers Association** for their donation of 75,000 copies of *Sylvia Long's Mother Goose*, published by Chronicle Books, as part of their Prescription for Reading Campaign.

**CVS/pharmacy** for their support of ROR coalitions.

**National Football League (NFL) Charities** for a grant to support Reach Out and Read programs by providing 20,000 new books to our sites.

**Ronald McDonald House Charities** for a grant to expand ROR sites throughout the country.

**Toys R Us**, who through its Reading Ready program has awarded more than \$120,000 in grants to several ROR coalitions around the country. These gifts will support book purchases and program expenses.

**Verizon Reads** for their continued support of ROR site expansion and sustainability.

**The Weezie Foundation** for their multi-year commitment to ROR's growth.

# ROR National Conference

Seaport Hotel, Boston, MA

May 30–June 1, 2003

Featuring:

Award winning author Judy Blume

New ROR research

Expanded workshop sessions

For complete conference information  
check the ROR website:

[www.reachoutandread.org](http://www.reachoutandread.org)

## More Ways You Can Support Reach Out and Read

### Make your Next Gift to ROR on-line

Visit the ROR website: [www.reachoutandread.org](http://www.reachoutandread.org).  
If you wish to make a gift to honor someone special,  
ROR will send a beautiful gift card. The ROR card is  
perfect for Mother's Day, Father's Day, graduation, or  
as a year end gift for your favorite teacher.

### 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 Reach Out and Read.  
Contact **Beth McGuire** at the ROR National Center,  
617-629-8042, x240, or email her at [beth.mcguire@reachoutandread.org](mailto:beth.mcguire@reachoutandread.org)  
for complete instructions.

### THANK YOU FROM PAGE 5

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Dr. Pamela Zuckerman



Thank you to **Nancy Tafuri** for her wonderful gift of art to Reach Out and Read. You may know some of her books including *Silly Little Goose* and *I Love You, Little One*. You can look forward to seeing the new artwork on upcoming ROR materials.



# Thank You to Our Supporters

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Books Part  
of a Healthy  
Childhood**

## In Their Own Words

“I am so excited about this opportunity to provide our children and families with the precious gift of books. Most of the children we serve have little opportunity to take the journeys that only books can provide. The VCR that ran continuously in our waiting room has not been on in months! Most of our clients are Hispanic, just learning English, and the bilingual books are perfect for us, as we encourage both children and parents to read, learn and enjoy.”

**Olivia Giddings, R.N.**, *Mecklenburg County Health Department, Charlotte, North Carolina*

## Where We Are:

- At the **Gallup Indian Medical Center** in Gallup, New Mexico where 14 medical providers are prescribing nearly 2,000 books a year to families in which 46% of the health care is Medicaid funded and 48% funded through the Indian Health Services.
- In Portland, Oregon at **La Clinica de Buena Salud** where 83% of the population is identified as self-pay or uninsured.
- At the **Lowell Community Health Center** in Lowell, Massachusetts, where a \$14,500 annual book budget provides new books for families, 95% of whom are living at 100% of the Federal poverty level.
- At the **Syracuse Community Health Center**, an urban clinic in Syracuse, NY, with over 7,000 annual well-child visits in a population where languages spoken include English, Haitian Creole, Spanish and Vietnamese.