



News for Friends and Supporters

FALL 2006



Reach Out and Read has the power to help families break the cycle of poverty.

Kathryn Staggs, MD, said it so simply. In a recent letter, the California pediatrician and ROR provider shared one of the proudest moments she has experienced as a pediatrician:

"I first met Miguel when he was three years old. The family was in complete chaos. His mother faced chronic illness, depression, homelessness and poverty. Many times she felt she could not care for her children properly.*

Despite all this, we developed a trusting relationship and she brought her children to all their well-child visits, each time leaving with a brand-new Reach Out and Read book. The children and mother cherished those books.

When I last saw Miguel, his mother told me proudly that he was the number one reader in his kindergarten class. He loves to read and is well on his way to becoming a lifelong learner. For certain, Miguel will face many obstacles, but ROR has brought hope to his life. His success is a testament to the power of ROR to help families break the cycle of poverty."

*NOT HIS REAL NAME

Dr. Staggs practices at the Los Angeles County & USC Medical Center which last year distributed more than 3,700 books to ROR families.

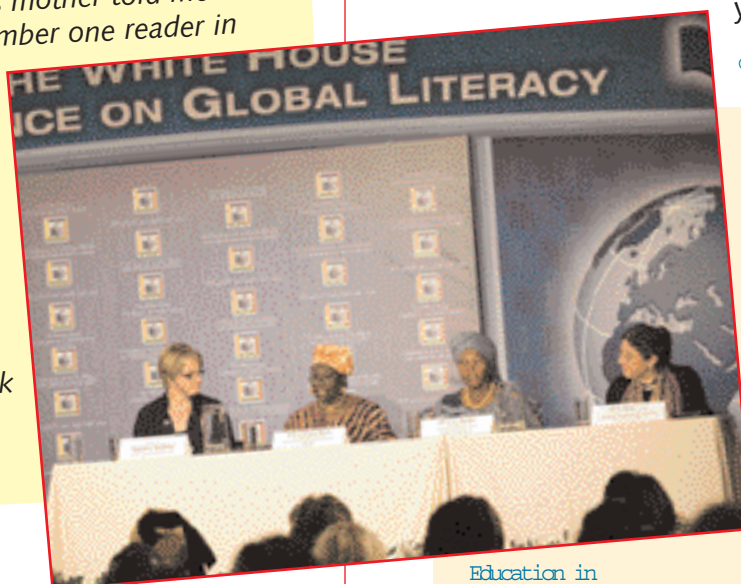
ROR Featured at White House Conference on Global Literacy

On September 18, 2006, Perri Klass, MD, ROR Medical Director and President, had the unique honor to represent Reach Out and Read as the only U.S. program highlighted at the first White House Conference on Global Literacy held at the New York City Public Library during the opening week of the United Nation's 61st General Assembly. As Honorary Ambassador for the United Nations Literacy Decade, Laura Bush hosted the White House Conference on Global Literacy in partnership with the U.S. Department of State, U.S. Department of Education, U.S. Agency for International Development and U.N. Educational, Scientific and Cultural Organization.

The conference was an outcome of Mrs. Bush's visits to countries around the world where she witnessed the power of literacy to improve lives, especially for women and girls. She hoped that by sharing best practices, nations would learn from each other, turning good ideas into successful programs and encouraging sustained global and country-level leadership to promote literacy.

U.S. Secretary of Education Margaret Spellings, a recent visitor to a ROR program in Pittsburg, PA introduced Dr. Klass. She stated, "Dr. Klass from the U.S. reminds us that it is incumbent upon all of us to break cycles of poverty and dependence and reinforce the importance of a mother's attention, voice, time, and ability in building critical literacy skills in the early years of a child's life."

CONTINUED ON PAGE 3



Secretary of Education Margaret Spellings participated in a panel discussion on Mother-Child Literacy and Intergenerational Learning during the White House Conference on Global Literacy Monday, Sept. 18, 2006, at the New York Public Library. Joining Secretary Spellings from left are: Maria Diarra Keita, Founding Director, Institute for Popular

Education in Mali; Florence Molefe, Facilitator, the Family Literacy Project in South Africa, and Dr. Perri Klass, ROR Medical Director and President.

BOARD PROFILE

Norman A. Katz

Managing Partner, Madera Partners, LLC

A longstanding interest in learning resources for at-risk families led Norman Katz to Reach Out and Read. "ROR, with its emphasis on early support for families and children through the intervention of medical personnel in the reading process, seemed like a natural entry point into the family learning support system," he commented recently.

After a successful 25 year career in Chicago real estate development, Norman now lives in Tiburon, California with his wife Lucinda, Head of School at Marin Country Day School. He continues to participate in commercial and residential real estate through his investment company, Madera Partners, LLC. Prior to his return to California in 2005, Mr. Katz was President and Managing Partner of Chicago-based Everest Partners, LLC. Under his leadership, Everest Partners was involved in significant revitalization projects in downtown Chicago.

Norman received his Bachelor of Arts in both Psychology and Music from San Francisco State College and his Master in Urban and Regional Planning from the University of Illinois, Urbana/Champaign. He also has a lifetime California Teaching Credential.

He is a member of the Board of Directors of the Ounce of Prevention Fund in Chicago, an organization that invests in the healthy development of at-risk infants, toddler and preschoolers. He also serves on the boards of the New Century Chamber Orchestra and Gateway High School, a San Francisco Charter School.

He recently commented, "It is a pleasure to join a Board that, along with its staff, has built a very successful model that has been replicated in literally thousands of locations throughout the country. If I can be of help in thinking through the challenges and opportunities that lie ahead, I will consider myself quite fortunate."

Riding for ROR

Adventurers Erik Balsbaugh and Jon Natkin began their 6,000 mile cross-country bike ride in honor of Reach Out and Read on August 20 in Jackson Hole, WY with stops along the way.

"While we were in Seattle, we had the opportunity to tour the ROR program at the Harborview Medical Center and to say that we were impressed is an understatement," said Balsbaugh. "It is amazing how enthusiastic everyone on the hospital staff is about the program, and even more amazing how the kids in the clinics are enthralled by the books they are given."

Jon Natkin pointed to the importance of reading in his life when describing the 6,000 mile ride. "Reading has allowed me to follow my dreams; with knowledge garnered from books, it is possible to make wise decisions and guide yourself through life."

The journey will end in early November at Key West, FL, but it is not too late to support Erik and Jon's ride across the country! Visit the ROR homepage, www.reachoutandread.org, to make a donation in support of Jon and Erik and read more updates on their trip to find out if they will visit a community near you.



Erik and Jon visited the Harborview Medical Center ROR program in Seattle, WA on September 14, 2006.

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Tom Perneti

A Donor's Perspective

For ROR donor Tom Perneti, supporting Reach Out and Read is about providing opportunities—opportunities he took for granted growing up. The New Jersey father of two and longtime ROR donor was encouraged by his employer, a Wall Street investment bank, to make philanthropy a priority in his personal life. When wife Tracey told him about a pediatric literacy program she learned about in *Parent Magazine*, Tom found that ROR's mission resonated deeply with him.

"My parents always stressed the importance of education. While attending college in Washington DC, I took a series of summer jobs in retail stores. I worked with guys who had dropped out of high school—folding shirts was about as far as they were going to go. I realized that reading was the key to succeeding academically and in life. Even more importantly, reading changed my view of the world. Reading has opened my mind to new ideas and ways of thinking."

In the Perneti household, learning truly begets learning. Sons Tommy, 5, and Tristan, 3, both love books and bedtime stories are a cherished part of the family's routine. "Reach Out and Read is a terrific program; I support ROR because it is so important to give every child the opportunities I took for granted."



Reach Out and Read

Birthday Party

Ava Marsh of Lexington and twins Matt and Mia Simon of Winchester celebrated their birthdays by asking guests to bring a new children's book to benefit children served by Reach Out and Read. The books were distributed at Boston Medical Center in support of the ROR mission to help make books and reading part of every healthy childhood.



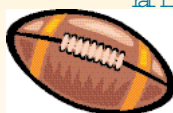
GLOBAL LITERACY FROM PAGE 1

The conference was attended by an international audience comprised of First Spouses from over 30 nations and Ministers of Education from over 40 countries.

Dr. Klass joined representatives from Afghanistan, Bolivia, Brazil, Burkina Faso, Egypt, India, Mali, and South Africa in the conference proceedings.

Reflecting on the conference, Dr. Klass said, "This was a remarkable group of people and spending time with them made me more aware of what a basic life and death issue literacy really is. For millions of children around the globe, it is not an extra to grow up with books—it is related to their fundamental health and well-being."

Patriot's TE #82 Daniel Graham reads to Foster and Leighton Graham (no relation) at Gillette Stadium. Their father, David Graham, won a celebrity reading raffle at last winter's Read Romp - Rock event.



Corporate Partnerships

Cardinal Health

2006 marked the beginning of a two-year partnership between the ROR National Center and Cardinal Health, an international medical products and services company. Cardinal Health's generous financial gift to ROR will be used to support ROR programs in Cardinal Health communities, to develop a formal volunteer program for Cardinal Health employees, and to support the National Center and its

programs. To learn more, visit their website at www.cardinalhealth.com



Half Price Books

ROR is pleased to announce that Half Price Books will feature an inscription recognizing Reach Out and Read in the 12th edition of *Say Goodnight to Illiteracy*, a collection of contributions from their annual Bedtime Storybook Contest. Proceeds from the sale of this book and a generous donation from



Half Price Books will benefit ROR programs nationwide. To announce this renewed collaboration, Half Price Books and ROR are partnering to develop a number of exciting events in ROR communities across the country. To learn if there is a Half Price Book store near you, please visit their website: www.halfpricebooks.com



Move with Purpose™

ROR is delighted to have been selected as the featured charity for Move with Purpose™, an activewear company with a unique focus on philanthropy. As a founding principle, the company donates 20% of its sales to non-profits.

"We love working with ROR and our customers really respond to the ROR mission" said Diane Rich, President of Move with Purpose.™ "We believe that giving can be fun for everyone and small contributions can make a difference." To learn more, please visit their website at www.movewithpurpose.com



Primrose Schools

ROR welcomes Primrose Schools, a leading franchisor of early education centers, as a new national partner. More than 18,000 students from 150 Primrose Schools nationwide participated in school-based fundraising events, and together, they raised \$100,000 to support ROR.



Primrose children and franchisees hold up literacy posters in Atlanta on August 22, 2006.

Funds from the Primrose Schools donation will enable ROR to help more than 30,000 children in areas of need throughout the country—with a special emphasis on Primrose communities.



A Primrose student introduces speakers from Primrose and ROR in Denver on August 26, 2006.

According to Jo Kirchner, president and CEO of Primrose Schools, the donation reflects Primrose's goal of promoting early literacy skills among young children. "Reading provides one of the best indicators of a child's future academic success in school. Every child should be

read to regularly, and should be encouraged to use books as a resource and for entertainment." For more information on Primrose Schools please visit: www.primroseschools.com



Proxpro, Inc.

Reach Out and Read welcomes Proxpro, Inc., a leading provider of mobile people search tools for smart professionals, as a new national partner.

"We are delighted to support Reach Out and Read," said Annie Bourne, President of Proxpro. "Reach Out and Read captures a brief but powerful opportunity to put children on a great path by teaching them the joy of reading—and being read to. Proxpro's philosophy is similar—we believe that there are key moments in a professional's business life that can set a career on a new trajectory. Proxpro's mobile tools expose hidden value for our customers in the business world around them."

To learn more about this new venture, see: www.proxpro.com





Fox Zip Trips Benefit ROR

Gene Lavanchy
and friends at the Fox
Zip Trip to Mansfield,
MA

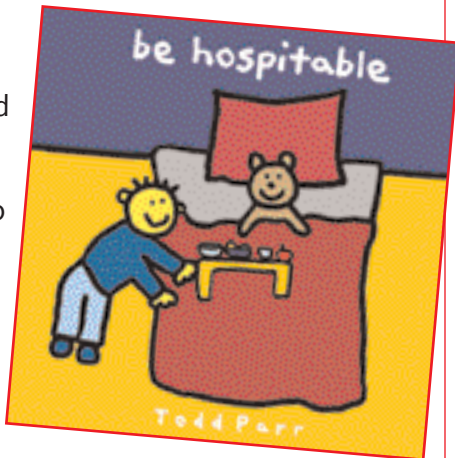
From Amesbury to Petersham, from Arlington to Provincetown, the Fox TV Boston Morning News Team traveled throughout Massachusetts on Friday mornings this summer, bringing along their request for books for ROR. The response was overwhelming! Encouraged by a little healthy competition between communities, more than 5,000 books were donated by Fox viewers. The books were then distributed to children at ROR sites throughout the Commonwealth. Our thanks to the Morning News Team including: Kim Carrigan, Gene Lavanchy, Doug VB Goudie, Doug Meehan; Anquetette Jamison, SkyFox reporter; Dot Joyce, producer; and Maggie Hennessey-Nees, Director of Marketing and Community Affairs.



Be Hospitable

The Hilton Family of Hotels is bringing its message about the importance of being courteous and thoughtful with its first-ever children's book by acclaimed author/illustrator Todd Parr—*be hospitable*®. A donation of 10,000 books will be made to Reach Out and Read.

Carrying on the pay-it-forward theme, the unique and limited edition book is also available for a nominal donation online at www.behospitable.com/toddparr. For every \$5 donation, the Hilton Family of Hotels will provide a copy of the book to the purchaser and donate an additional book to Reach Out and Read.



Catalogue for Philanthropy

In 2006, as part of the *Catalogue's* ten year anniversary celebration, ROR was one of the non-profits honored from among hundreds of charities featured in previous catalogues. Spotlighted as a "...spectacular success story of a *Catalogue* charity," *Catalogue* editors particularly cited the following excerpt from ROR's application:

As a fledgling organization funded primarily by foundations and other private supporters, we were honored to have been included in one of the early editions of the Catalogue for Philanthropy. Fueled by gifts from Catalogue readers (several of whom continue to support ROR) and using the (Catalogue) article to appeal to both new and current donors, donations and commitments grew and ROR began to diversify its donor base, a process which continues today. Soon after our listing in the Catalogue, ROR received the endorsement of the American Academy of Pediatrics and today is widely regarded as the nation's premier pediatric literacy organization.

Hearst Foundations Offer Challenge Grant

In spring, 2006, the William Randolph Hearst Foundations issued a generous and significant challenge grant in support of ROR's national expansion effort. This grant provides critical funding for operating support and is designed to leverage the resources of other donors interested in meeting the Hearst Foundations challenge. The challenge is issued through December 31, 2006, providing a perfect opportunity to double the impact of your year-end philanthropy.

The 1998 *Catalogue* reported that ROR had provided 1.2 million books to children since its founding in 1989. This year alone, more than 4 million children will receive books through ROR.

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(Gifts and grants of \$250 and above)

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Generous Nation Campaign

Reach Out and Read is pleased to be included in a new public service advertising (PSA) campaign sponsored by The Advertising Council called "Generous Nation." The campaign is designed to inspire and motivate Americans to get involved in helping those in need. The campaign includes the call-to-action, "Don't Almost Give, Give." To make a gift, visit www.dontalmostgive.org and click on "Education."



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Charity Navigator

We are delighted to report that for the second consecutive year, Charity Navigator, an online resource that evaluates non-profits, awarded Reach Out and Read four stars, its highest rating. The four star rating signifies that **Reach Out and Read outperforms most other similar charities with the respect to the percentage of funds dedicated to direct programmatic needs.**

Donors can be confident that in supporting charities rated highly by *Charity Navigator*, they will be supporting an organization that is fiscally responsible and financially healthy. Reach Out and Read is proud to be *Charity Navigator's* only national pediatric literacy program with a four star rating.



SAVE THE DATE

Read and Romp 2006

Sunday, November 19, 2006 Seaport Hotel, Boston

There's still time to join us for a great opportunity to thank our supporters and celebrate the joys of reading. Bring the entire family to explore some favorite childhood books and support Reach Out and Read!

Read Romp + Rock!

Friday, March 2, 2007 Opera House, Boston

Join us for Read Romp + Rock, an evening to benefit Reach Out and Read. Last year, we welcomed close to 400 friends, supporters, and fans of Reach Out and Read in an evening that featured a lounge type

atmosphere, a variety of musical and spoken work performances, and various games and book-themed activities. Proceeds from Read Romp + Rock support



our mission to make the love of books and reading part of every healthy childhood.

