



Annual Report 2007



Reach Out and Read Florida's Impact in FY '07

- Supported 188 ROR Programs.
- Served more than 176,000 Children.
- Prescribed and gave out more than 350,000 books.
- Trained 222 health care providers.



Making Books Part of a Healthy Childhood

Reach Out and Read Florida

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BOARD OF DIRECTORS

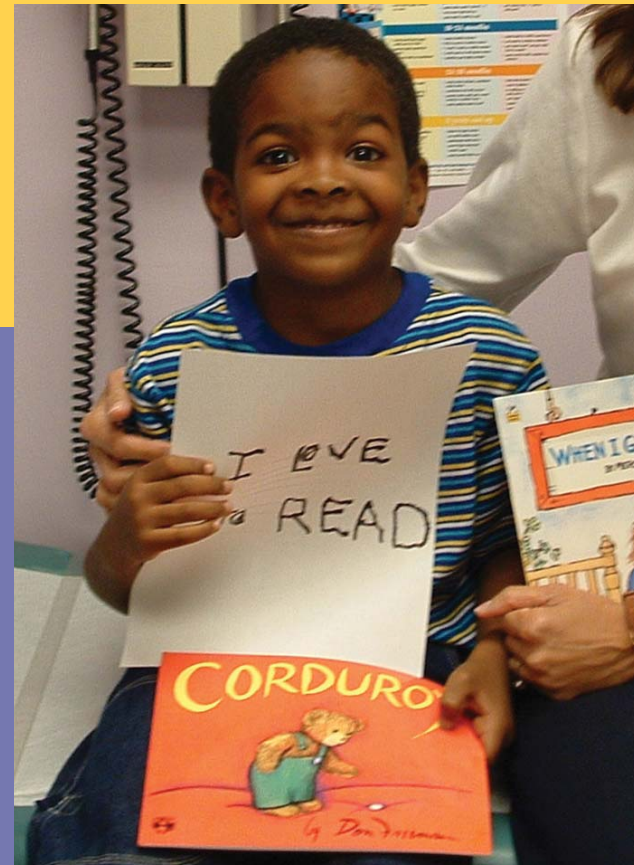
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OUR MISSION IS TO PROVIDE THE TRAINING AND RESOURCES NECESSARY TO PUT BOOKS INTO THE HANDS AND HOMES OF EVERY YOUNG CHILD

June 2007

Dear Friends:

As we prepare the annual report for FY '07, it gives us an opportunity to reflect on Reach Out and Read Florida's (ROR Florida's) challenges and accomplishments. The greatest challenge was identified when the US Census reported 20% of Florida's children or 262,596 children under the age of 5 were living in poverty. The board identified those children at risk and in need of literacy assistance. The challenge was ROR FL was only reaching approximately 120,000 of those children in FY '06. With great thought and support from Just Read, Florida!, Reach Out and Read National Center and our regional ROR coalitions, ROR FL launched an expansion initiative. That expansion initiative was our greatest accomplishment. ROR FL expanded the program into 50 new ROR medical clinics serving an additional 50,000 children. As we look forward, our goal is to reach not only the 262,596 children living in poverty and in need of literacy but all 1,299,996 children in the state. Ultimately, we want all children to receive literacy promotion as part of their primary pediatric care.

Reflecting on the year, there are other key accomplishments that ROR FL accomplished:

- Served a total of 176,000 children
- More than 350,000 developmentally, culturally and age appropriate books were distributed
- Trained 222 medical providers at 64 sites

This year has been an exciting and exhilarating year, filled with wonderful opportunities for ROR Florida to reach the children of Florida and could only have been accomplished with the support of the ROR Florida Board, Advisory Council, our partners and affiliates. So, let me take this opportunity to thank each of you on behalf of the children of Florida.

Looking forward to working together in FY '08.

Lee Sanders, MD
Chair
ROR FL Board of Directors

Regina Roberson
Executive Director

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Reach Out and Read Florida Supporters:

Just Read, Florida!, Reach Out and Read National Center, Florida Department of Health

In-Kind:

Florida Department of Health, Palm Beach County Literacy Coalition, Miami-Dade Family Learning Partnership, Broward Literacy Coalition, Broward School District, Star Warehouse, Quill Publishing, Storm Library, David Reese, Regina Roberson, Matt Kiely, Rod Trzcinski, Courtney Trzcinski, Richard and Kay Puckett.

Affiliations:

Florida Pediatric Society, Scholastic Books, All About Books

Partnerships:

Just Read, Florida!

The partnership with Just Read, Florida! enabled ROR Florida to increase from 1 FTE in FY '06 to 2.6 FTE's in FY '07. The increased staff support enabled the coalition to expand Regional Coordinator support in the Panhandle, the Gulf Coast, North Florida and Central Florida. This increased staff support allowed ROR FL to support the existing 138 sites and provide the support necessary to implement the ROR model into 50 new medical sites.

The support also provided funding for approximately 145,454 books for children in ROR clinics throughout Florida.

Palm Beach County Literacy Coalition

PBC Literacy Coalition provided 1 FTE to support the Palm Beach County ROR sites and funding for books.

In addition, they provided office space, equipment and staff support to the ROR Florida staff.

Miami-Dade Family Learning Partnership

Miami-Dade Family Learning Partnership provided 2 FTE's to support the Miami ROR sites and funding for books.

Broward School District and Broward Literacy Coalition

The Broward School District supports the Broward Literacy Coalition which oversees the Broward ROR program. The School District provided the Broward Literacy Coalition a .5 FTE to support the Broward ROR sites and funding for books.

Florida Department of Health

The Florida DOH supports the Department of Health sites with book funds.

Medical Champions and Medical Trainers:

The in-kind support of our Medical Champions is invaluable. They set the standard for the ROR program, training in literacy development and the ROR model, provide technical support to ROR sites and guidance to the Regional Coordinators. They are:

- Dr Lee Sanders
- Dr Lloyd Werk
- Dr Sharon Dabrow
- Dr Karen Toker
- Dr Sonya Dominquez
- Dr Luis Concepcion
- Dr Don Phillips
- Nancy Day, ARNP

Program Expansion:

Reach Out and Read Florida expanded its coalition to include 39 new program sites and 11 new program satellites for a total of 50 new sites serving an additional 50,708 children. This expansion enabled ROR Florida to expand the program into 10 new counties. They are: Jefferson, Walton, Wakulla, Calhoun, Liberty, Levy, Escambia, Santa Rosa, Holmes and Clay.

Training:

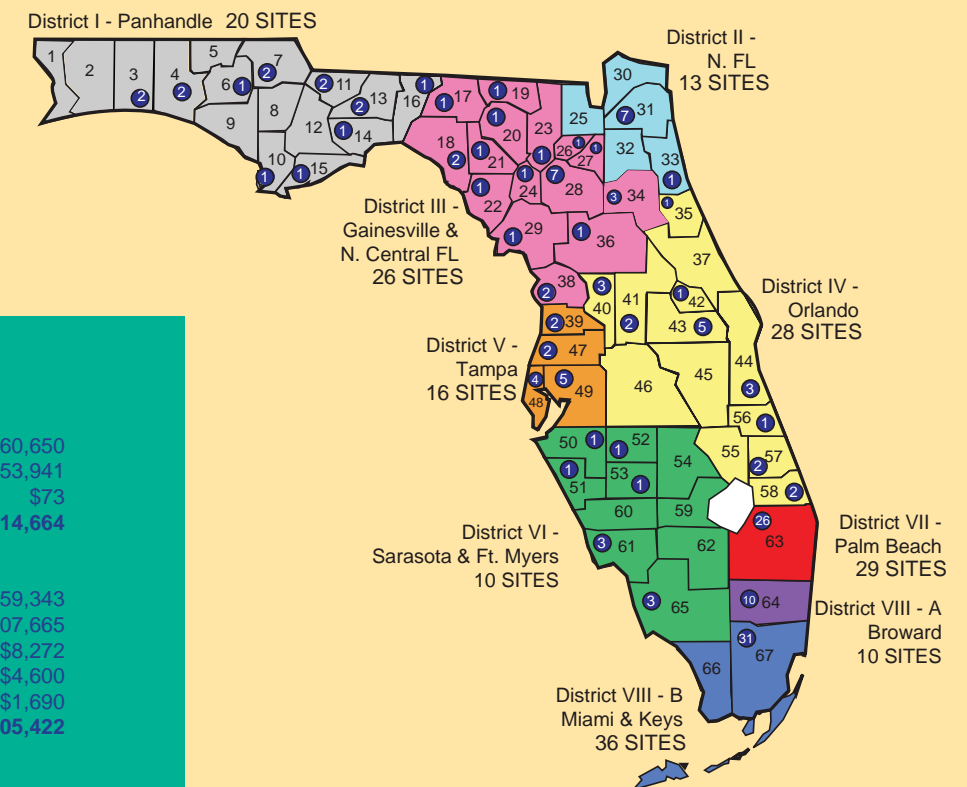
Reach Out and Read Florida is excited to add new sites and children to the ROR program but as with any new growth, it is critical to provide the foundation to assure continued success. To support the expansion, training was a strong focus. Training in the ROR program standards, ROR mission, early literacy developmental milestones, books at the well-child visit and giving parents participatory guidance was given to each new site. In FY '07, 222 medical providers at 64 sites were trained and/or retrained. Reach Out and Read Florida would like to thank the following for providing those trainings: Dr Lee Sanders, Dr Karen Toker, Dr Sharon Dabrow, Dr Lloyd Werk, Dr Luis Concepcion, Dr Don Phillips and Nancy Day, ARNP.

Reach Out and Read Florida would like to thank the Florida Department of Health for inviting Dr Lee Sanders to speak at the Medical Director and Director of Nurses annual conference where 74 physicians and nurses were trained in the ROR program.

Legislative:

Reach Out and Read Florida was a partner at the 2007 Children's Summit and Children's Week helping to bring awareness of the needs of Florida's children to state legislators. As a partner at Children's Week, Reach Out and Read Florida hosted a legislative reading corner in the Capitol Rotunda on March 27, 2007 for 7 state legislators who read to approximately 400 visiting children. Reach Out and Read Florida would like to thank the following for their participation: Rep. Adam Hasner, Rep. Anitere Flores, Rep. Evan Jenne, Rep. Dave Murzin, Rep. Peter Nehr, Rep. Mary Bradenburg and Senator Joyner.

Reach Out and Read is always proud to have legislators visit local sites to see the ROR program at work. In 2007, Dr Eleanor Blitzer at Physicians Primary Care hosted a Sen. Martinez staff visit, Dr Jump at Kids' Care Pediatrics hosted Rep. Joe Pickens, Dr Subhashini Yalamanchi at Delray Beach Health Center hosted Rep. Adam Hasner and Dr. Thresia Gambon at Rosie Health Center hosted Rep. Ros-Lehtinen.



Financial Statement

Contributed Support - Income	
Grants	\$560,650
In-kind contribution	\$553,941
Earned revenue	\$73
Total income	\$1,114,664
Program Expenses	
Book distribution and literacy rich materials	\$759,343
Salaries & related expenses	\$307,665
Nonpersonnel expenses	\$8,272
Occupancy expenses	\$4,600
Misc expenses	\$1,690
Total Expenses*	\$1,105,422

*In-Kind included