Mark your calendar for Reach Out and Read’s 6th annual Read and Romp event! Read and Romp is a unique family event which allows children to travel through the pages of some of their favorite storybooks. Along with interactive storybook stations, there will be a buffet lunch and visits from storybook characters like Clifford the Big Red Dog.

To learn more, please visit www.readandromp.org.

Photos courtesy of Doug Bruns/Images For Change, Heidi Heimsal, Jen Ing, Mary Knox Merrill, Gerald Peart, Bethany Versoy, and MSgt. Kimberly A. Yearyen-Siers.

Reach Out and Read is creating the next generation of readers with your support. Read is cost-effective and making a difference in your community. Annual Report and Calendar.
Our Mission

Reach Out and Read makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from 6 months to 5 years of age, with a special focus on children growing up in poverty.

By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities to encourage early literacy skills, so that children enter school prepared for success in reading.

ROR Board of Directors, Staff, and Coalitions

Judy Newman – Chair
eVP and President, Scholastic Book Clubs and E-Commerce
Scholastic Inc.

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Executive Producer
Walt Disney/Universal Television

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MetroHealth Medical Center

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Bob Franko
President
HealthCare Institute of New Jersey (HINJ)

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Reach Out and Read

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President
The Vilsack Foundation

Regional Coalitions

Alabama
American Indian/Alaska Native
Arizona
Arkansas
Colorado
Connecticut
Florida
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Missouri
Mississippi
Montana
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington, D.C.
Washington State

This annual report was produced and distributed with the support of Scholastic
Dear Friends of Reach Out and Read,

2008-09 was a year of tremendous growth and change for Reach Out and Read. In spite of the challenges posed by this tough economy, we were able to reach 500,000 additional children in need, thanks to the loyal support of our donors and the hard work, creativity, and dedication of the ROR Staff, Coalition Leaders, and medical practitioners, including National Medical Director Dr. Perri Klass. We have also reorganized our National Board of Directors, allowing us to capitalize on the individual strengths of each Board Member.

Now, I am thrilled to announce that we have just completed a long, thoughtful, and successful search for ROR’s new Chief Executive Officer. It is my great pleasure to introduce you to Earl Martin Phalen, a proven leader whose incredible passion for improving children’s lives through education will help us do an even better job of getting books into the hands of the children and families who need them most.

Earl has dedicated his life to strengthening low-income families and communities. As a student at Harvard Law School in 1992, Earl founded Building Educated Leaders for Life (BELL), a nonprofit organization that tutors and mentors schoolchildren and keeps them focused on the goal of graduating from college. During his tenure as CEO, Earl increased BELL’s annual revenue from $12,500 to $25.5 million and grew the organization into a national nonprofit that educates more than 12,000 scholars annually. He is a recipient of a Mind Trust Fellowship and is also the Founder and Chair of Summer Advantage USA, which combats summer learning loss.

Earl’s proven fundraising skills, his strong background in nonprofit management, and his passion for children’s literacy will open new opportunities for ROR. I am confident that his leadership will take ROR to new heights, and look forward to introducing him to you in person sometime soon.

On behalf of the Board of Directors, thank you for all you do to support ROR and its critical mission.

Warm regards,

Judy Newman
Chair, National Board of Directors

Greetings from Reach Out and Read

Sometimes in the exam room, when I hand a book to a child, I realize it’s the first book that child has ever held. Too many children are growing up without books, and when economic times get tougher, there’s less money for books, less time, more stress on families. Reach Out and Read gets books to those children, and also helps their parents understand the power of reading together to strengthen families, and help our patients learn.

-- Perri Klass, M.D.  
National Medical Director

I am honored by the opportunity to become the CEO of Reach Out and Read. I have learned a great deal about ROR, and I can say without reservation that this is one of the best nonprofit organizations in America. Few nonprofits have the same evidence base (11 studies), scale (3.8 million children served at 4,500 locations), and impact (significant developmental gains and higher test scores). Because of our extraordinary staff and team of 19,000 volunteer doctors, nurses, and caring adults, all of this is achieved at an extremely low cost. Today, 35% of American children show up to kindergarten unprepared to learn. We will work tirelessly in the years ahead to ensure that all children enter school prepared for success.

-- Earl Martin Phalen, Chief Executive Officer

Earl Martin Phalen
Chief Executive Officer

Warm regards,

Judy Newman
Chair, National Board of Directors
Reach Out and Read is one of the most successful school readiness initiatives. Reading aloud is one of the best ways to expose your children to new words and develop their early literacy skills. Children whose parents read to them become more proficient readers and perform better in school.
September 2009

October 2009

November 2009

December 2009
Reach Out and Read is research-proven.

- Parents who participate in ROR are more likely to read to their children and spend more time with their children.
- ROR children show significant developmental gains in language and literacy.
- ROR children also score higher on vocabulary tests and school readiness assessments.
Reading Tip: Make a New Year’s Resolution to read aloud to your child at least once a day. It’s important to establish a routine.

Everyone needs a buddy
Become a Reach Out and Read Book Buddy by committing to make a monthly pledge to help prepare children to succeed in school. Find out more at www.reachoutandread.org.
Reach Out and Read is everywhere.

- ROR works in hospitals, health centers, private practices, and clinics, and is adaptable to any healthcare setting.
- ROR serves 3.8 million children nationwide, in communities large and small, urban and rural.
- International programs modeled on ROR have been started in Italy, Israel, the Philippines, England, and Canada.
February 2010

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**February is Library Lover’s Month**

Take advantage of your local library! Sign your child up for a library card and exposing her to thousands more (free!) children’s books.

**Reading Tip:**
When reading with a child, point to the cover and say, “The name of the book is right here,” and -read the title aloud. Then say, “The person who wrote the book is called the author. Her name is right here,” and read the author’s name aloud. You can do the same for the illustrator.

- Valentine’s Day
- Presidents’ Day
- Ash Wednesday
Reach Out and Read is enhancing the quality of care for Latino families.

- ROR developed the Leyendo Juntos (Reading Together) initiative to enable medical professionals to communicate the importance of early literacy more effectively to Spanish-speaking families.

- 86% of ROR Sites nationwide serve families whose first language is Spanish.
### March 2010

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**Reading Tip:**

Choose a favorite place to read together every day – a child’s bedroom, your living room, or even the bus!

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**Follow ROR on the web**

- [www.facebook.com/ReachOutandRead](http://www.facebook.com/ReachOutandRead)
- [www.youtube.com/user/ReachOutandRead](http://www.youtube.com/user/ReachOutandRead)
- [www.twitter.com/ReachOutandRead](http://www.twitter.com/ReachOutandRead)

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**Events:**

- **March 1:** Read Across America Day
- **March 14:** Daylight Savings Time Begins
- **March 17:** St. Patrick's Day
- **March 20:** First Day of Spring
- **March 20:** First Day of Passover

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**FEBRUARY**

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**APRIL**

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Reach Out and Read is cost-effective.

- Doctors and nurses volunteer the time they spend on early literacy, so ROR gets even more “book for the buck”!
- The full, five-year ROR program costs just $40 for each child.
**Reading Tip:**
Have fun while reading aloud – use different voices for different characters.

**April 2010**

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**Tax Time**
Interested in contributing a portion of your tax refund to ROR?
Contact fundraising@reachoutandread.org.
Reach Out and Read is strengthening military families.

Because the ROR model builds routines that reassure children and strengthen family bonds, it has special importance for families being tested by separation and deployment.

33 U.S. military bases now offer ROR Programs, serving more than 90,000 children of military families.
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**Reading Tip:**
Ask your child to describe pictures, repeat phrases used in the story, and predict what will happen next.

**Celebrate Mom**
This Mother’s Day, make a gift to ROR in honor of your mother at www.reachoutandread.org.
Reach Out and Read is doctor-recommended.

- ROR’s simple yet highly successful model was developed in 1989 by pediatricians and early childhood educators. Pediatric healthcare providers continue to lead ROR today.

- Since then, ROR has expanded to more than 4,500 healthcare locations nationwide and has trained more than 52,000 healthcare providers.

- The Reach Out and Read model of early literacy promotion is endorsed by the American Academy of Pediatrics and the National Association of Pediatric Nurse Practitioners.
June 2010

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**Reading Tip:**
Silly sounds are fun to make—grab an animal book and practice making animal noises together.

**A summer of reading**
Help support Reach Out and Read clinics, practices, and hospitals during their busiest time of the year! Every day this summer, ROR practitioners will see 21,000 young children for their regular checkups.
Reach Out and Read is incredibly grateful for our thousands of volunteers.

- ROR would not be possible without the thousands of volunteers nationwide who read to children in clinic waiting rooms and organize local book drives.

- ROR proudly took part in President Obama’s Summer 2009 United We Serve Initiative, welcoming U.S. Health & Human Services Secretary Kathleen Sebelius (left) to the ROR Site at Takoma Park Pediatrics in Maryland.
Reading Tip:
Make bath time reading time. Take advantage of this relaxing time by letting your child read waterproof books, or by reading him a book as he sits in the tub.

Information at your fingertips
Check out www.reachoutandread.org for literacy resources and information on key developmental milestones.
Reach Out and Read is an initiative with strong bipartisan support.

- ROR is supported in part by funding from the U.S. Department of Education and nine states.
- Photos: (Below, Left) Congressman John Carter (R-TX) at Scott & White Hospital Clinic, Temple, TX; (Below, Right) Senator Blanche Lincoln (D-AR) at Flowers Pediatric Clinic, Pine Bluff, AR; (Right) Congressman James McGovern (D-MA) at Marlborough Pediatrics, Marlborough, MA; (Far Right, Top) Representative Judy Biggert (R-IL) at Downers Grove Pediatrics, Bolingbrook, IL; (Far Right, Bottom) Senator Jack Reed (D-RI) at Naval Health Clinic New England, Newport, RI.
Reading Tip:
Infants have an attention span of only a few minutes. Try doing several short readings each day.

Stay connected
Interested in the latest news and upcoming events, as well as doctor-recommended children’s books? Sign up for the ROR e-newsletter today at www.reachoutandread.org!

August 2010

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Ramadan Begins

Get Ready for Kindergarten Month

JULY

SEPTEMBER
Reach Out and Read is proud to partner with ClassroomsCare.

- Every year, hundreds of thousands of American schoolchildren participate in Scholastic's ClassroomsCare program.
- When schoolchildren read 100 books in their classrooms, Scholastic donates brand-new books to ROR.
- Last year, ROR received and distributed 316,000 brand-new, high quality books through this program.
**Reading Tip:** Take a field trip to your local library for story hour!

Get your Rompers ready
Read and Romp 2010 is coming soon! Reserve tickets for you and your child today at www.readandromp.org!
Reach Out and Read is expanding to serve more Native American children.

- ROR’s American Indian/Alaska Native Coalition has partnered with Reading Is Fundamental (RIF) to double the number of Indian Health Service (IHS), Tribal, and Urban hospitals and clinics that participate in ROR.

- Nationwide, these Sites serve more than 48,000 Native American children.
## October 2010

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<td>Select books that relate to what is happening in your child’s world – starting preschool, going to the dentist, getting a new pet, or moving to a new home.</td>
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### Purchasing Power

Sign up for the ROR credit card at http://www.cardpartner.com/app/reach-out-and-read. For every card activated, UMB Bankcard will donate $50 to ROR!
Reach Out and Read is bringing children’s stories to life.

Read and Romp is ROR’s signature children’s event that includes music, food, and fun-filled activities featuring beloved children’s stories.

Last year, more than 500 children and family members joined us at the event in Boston—some learned yoga at the “My Daddy is a Pretzel” station, some built towering structures on “Mike Mulligan’s” construction site, and others cuddled with baby bunnies at the “Runaway Bunny” station.

Read and Romp Boston raises enough money to start up 15 brand-new ROR Sites!
### November 2010

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**Reading Tip:**
Talk to your child all day long. Describing the weather or what you’re cooking for dinner will help your child learn words, ideas, and how language works.

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**The perfect way to say thank you**
This Thanksgiving, thank your favorite schoolteacher for the gift of reading by making a donation to ROR in his or her honor at www.reachoutandread.org.
Reach Out and Read is making a difference.

Because of the generous support of our donors, this year ROR distributed more than 6 million books to the 3.8 million children we serve.

Your support enables ROR to serve more than 25% of all American children living at or near poverty.

With your continued support, we hope one day to help every child to grow up with books and a love of reading.
Thank you
During this holiday season, we want to thank all of our corporate, foundation, and individual supporters for your generous contributions! Your support helps put millions of books in the hands and homes of children in need.

Reading Tip:
Remember to have fun! The more fun kids have reading aloud, the more they will love books and want to read them again.

First Day of Winter
Christmas Day
First Day of Chanukah
**Reach Out and Read®**

### Financial Report

**FY09 Revenue and Support**

- **Government Support** $5,743,900 (45%)
- **In-Kind Contributions** $3,720,200 (30%)
- **Contributions** $2,989,900 (24%)
- **Other Income** $139,500 (1%)

**Total** $12,593,500 (100%)

---

**FY09 Expenses**

- **Programmatic Expenses** $9,864,600 (81%)
- **Fundraising Expenses** $1,280,900 (11%)
- **General and Administrative Expenses** $1,005,400 (8%)

**Total** $12,150,900 (100%)

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**FY09 Programmatic Expenses**

- **Books** $5,883,600 (60%)
- **Program Support** $1,938,800 (20%)
- **ROR Regional Coalition Contracts** $1,376,200 (14%)
- **ROR Regional Coalition Expenses** $335,700 (3%)
- **Training** $141,500 (1%)
- **Other Program Expenses** $135,300 (1%)
- **Literacy Materials** $53,500 (1%)

**Total** $9,864,600 (100%)

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*Note: FY09 results preliminary at time of publication*

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**Awards and Recognition for Reach Out and Read**

- **Charity Navigator**
- **Social Capitalist** Award 2008
- **Independent Charities of America** Seal of Excellence
Reach Out and Read®

Supporters and Donors

Reach Out and Read is grateful to everyone who made a contribution between July 1, 2008 and June 30, 2009.

We are especially grateful to our Literacy Champions, those donors who have contributed $5,000 or more over the past Fiscal Year.

$1,000,000+
Commonwealth of Massachusetts, Department of Early Education and Care
U.S. Department of Education, Fund for the Improvement of Education

$100,000+
Bill and Melinda Gates Foundation
Highland Street Foundation
Primrose Schools
State of Utah Strategic Resources, Inc.
Target

$25,000 – $99,999
The American Legion Child Welfare Foundation, Inc.
The Annenberg Foundation
Charles F. Bacon Trust, Bank of America, Trustee
BAE Systems Inc.
Bezos Family Foundation
Boeing Corporation
Bristol-Myers Squibb Employee Giving
The Annie E. Casey Foundation
Jessie B. Cox Charitable Trust Fund
Davenport Foundation
Mimi and Peter Haas Fund
The A.D. Henderson Foundation, Inc.
Lebovitz Family Charitable Trust
A.L. Mailman Family Foundation, Inc.
Partnership for Families of Northside/The Robbins Foundation
Procter & Gamble Personal Care Sovereign Bank
State Street Foundation, Inc.
The Stringer Foundation
Thrive By Five Washington United Way, Inc.
Wal-Mart Foundation
The Weezie Foundation
Joseph Wortis Trust

$10,000 – $24,999
Bain Capital Children’s Charity Ltd.
Cameron Foundation
The Eisner Foundation
Fletcher Allen-CMNI/VT
Herbert and Roseline Gussman Foundation
Healthcare Institute of New Jersey (HINJ)
The Hershey Company
Suzanne Nora Johnson & David Johnson
Klarman Family Foundation
Ann & Hal Logan
Memorial Foundation for Children
Merck & Co., Inc.
Judy Newman
Novartis Pharmaceuticals Corporation
Pfizer Inc.
The Community Foundation of Shreveport-Bossier

$5,000 – $9,999
Anonymous
Jean & Parrish Arturi
The Association of American Publishers
BD
Beth Lebovitz Backer & Dan Backer
James M. Blakemore
Brindle Foundation
Bristol-Myers Squibb Company
The Byrd Family Foundation
Missy & Marshall Carter
Children’s Charities of America
Citizens Bank Foundation
Cogan Family Foundation
Daiichi Sankyo, Inc.
Emerald Foundation
The Estee Lauder Companies, Inc.
Dr. Amy Fahrenkopf
Ferguson Enterprises, Inc.
Mary Beth & Chris Gordon
Houghton Mifflin Harcourt
Hunton Foundations
Independent Charities of America
Johnson & Johnson
Jane Koppelman
Elizabeth & Douglas Korn
NAIW (International)
Alexandra Nash
Pitney Bowes Employee Involvement Fund
Ralph L. and Winifred E. Polk Foundation
The Ramsey McCluskey Family Foundation
Sandra & Lawrence Simon Family Foundation, Inc.
The Community Foundation of Southeastern Massachusetts
S. Mark Taper Foundation
The TJX Foundation, Inc.
United Way of Pierce County
Jeanette Sarkisian Wagner
Wyeth
Y & R Charitable Trust

$1,000 – $4,999
1-800 Contacts
Aqua Charitable Trust
C.R. Bard Foundation, Inc.
Book Manufacturers’ Institute, Inc.
Borders Group, Inc.
Boston University
The Bright Foundation, Inc.
California Community Foundation
Theresa & Charles Callahan
Deborah & Michael Carey
Marguerite Casey Foundation
ClearStaff, Inc.
Comcast Corporation
The Denton A. Cooley Foundation
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Mary Jane & Glenn Creamer
Jean & Thomas Dies
Mary Doorley & Leonard Simborski
Carol & Thomas Downey
George S. and Dolores Dore
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Elliott-Lewis Corporation
Endo Pharmaceuticals, Inc.
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Read and Romp
Presenting Sponsor
Cabot

Entertainment Sponsor
Walden Media

Storybook Station Sponsors
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Beth & Dan Backer
The Bonomo Family
Debbie & Harvey Boshart
Ashley & Ari Haseotes
The Kidder Smith Gallery
The Rodgers, Ross/Zuker & Siff Families

Best Seller Sponsors
Janet & William Gorth
KDSA Consulting, LLC
The Wolk/Klein Family

Page Turner Sponsors
Robin & Bob Buonato

Read Romp + Rock Production Managers
Sandy & Paul Edgerley
Lisa & Stephen Lebovitz
Target

Headliners
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Stacey & David E. Goel
Jenny & Tom Seeman

Rock Stars
Goldman, Sachs & Co.
Beth & Larry Greenberg
Suzanne Nora Johnson & David Johnson
Marion & David Mussafer
New England Patriots
Charitable Foundation
Luly & Maurice Samuels
Scholastic Inc.

Opening Act
Anonymous
Jean & Parrish Arturi
Dewey Square Group, LLC
Anne-Marie Fitzgerald & Lynda Tocci
Janet & William Gorth
Becky & John Haase
Dr. Perri Klass & Larry Wolff
Joanne Melikian-Cate & Earl Cate

Partners HealthCare

Sound Crew
Barbara & Ted Alfond
Berkshire Partners LLC
Kathy Bickimer & Richard Nesto
Bridge Entertainment, LLC
Mary Jane & Glenn Creamer
Debbie & Keith Gelb
Helen’s Restaurant
KDSA Consulting, LLC
Gillian & Bill Kohli
Rebekah & Tony LaCava
The MENTOR Network
The Muzila Families
The Pucker Gallery
Marcie & Jon Pucker
Riemen & Braunstein LLP
Michele & Ken Sax
Rachel & Antony Solomon
Joanna & James Stubbine
Elizabeth & Caleb White

Peni & Steve Berger
Ellen J. Berlin
Jeffrey Berlin
Helen Berman
Sheila Berman
Max Binder
Patti & Dick Blauvelt
Abbie Bloom
Linda & Richard Bobst
Amelia Sirrine Britton
Keith Brodie
Cindy Brooks
Hope Brown
Kristian Brown
Terry & Rocky Buford
The Burke Family
Devin Buschman
Jordan Buschman
Dr. Robert Byrd
Zeynep Celik & Perry Winston
Cal Chambers
Connie Chambers
Susan Chien
Dylan Chirgwin
Amanda Cincotta & Buddy Bear Teachers
Catherine Cohen
Debbie Cohen
Kathy Cohen
Saul Cohen
Jane Conklin
Mary Elizabeth Corbett
Andrew Cowan
Pat & Bob Cowan
Bowen Wright Cox
Natalie Crawford
Tom Curley
Amanda & Richard Curtin
Flora & Benjamin D.
Ann Dahlheim
Lucy Darragh
Lynn & Jan Dash
Gil Davis
Carol Daynard
Isabelle de Trabuc
Diane DerMarderosian
Darlene Determan & Len Edgerly
Maddie & Ben
Dieffenbacker
The DiNicola Family
Eileen & Len DiSavino
Kevin P. Dowd
The Doyle Family
Lois & William Edgerly
Stephanie Edgerly
Adam Elmqist
Sophia Farina
A. Denise Farrugia
Rachel & Owen Faust
Sam Robert Ferraguto
Alana & Adam FitzGerald
Sheila & TJ Fitzgerald
Cindy Fitzgibbon
Theo Fogel
Joe Foleno
Liz & Jim Foo
David Fox
Amanda Freedman
Maddy Friedman
Faith Fuller
Jackson Gage
Kaitlyn Gallitano
Samantha Garbush
Katie & Joey Geist
Susan Gennaro
Marion & Bill George
Martha Gershun
Kristen Gibbs
Justin Gilroy
Adam Glassman
Annette Gosman
Sonja Goodale
Mary Beth Gordon
Reba Gottscho
Shawna Graham
The Elizabeth Green School
Staff
Katie Gribben
Barbara Griffin
Elaine Grossman
Hadley Gwin
Becky Haase
Del Harbuck
Beth Harrington
Nina Harris
Leah Hassler
Carol & Jerry Havlin
Jane W. Hay
Hays Pediatric Center
Kathy Healey
Joyce Heathwood
Donna Hicks & Rick Castino
Rachel Hirsch
Ranella Hirsch
Ilene & Peter Hoffman
Stanley Hoffman
Gerald Hopkins
Emily Horvath
Maren Ingram
Barbara & Joe Irwin
J. M & Family
Ellan Jackson
Tyler Jansky
Ellen & Barry Johnson-Fay
Renia Kahn
Leona Keener
Megan Burke Kidder
Patricia & Michael Kidder
Rondi Kilham
Larry Kimmel
Alex Kingsbury
Denton Noon Kiwanis
Dr. Perri Klass
Sheila Solomon Klass
The Kohlman-Gold Family
Bridge & Claire Koller
Abigail Koneski
Jake Kornmehl
Erika Krall
Logan Kush
Susan Lacy
Ladies #1 Book Club
Marion & Mel Landew
The Laraja Children
Caleb Laufer
Michael Lavender
Greg Lawrence
Gifts Made in Memory of the Following

Emilio N. Arispe
Marguerite Avolt
Aviva Baden-Eversman
Nicola Blanco
Robert Block
Bonnie Bowden
David Brock
Buzz Carless
John Haskell Casey
Rose Cooper
William Coyne
Gerry Diamond
Lydia dos Santos
Rebecca Duriez
Norman Faett
Alexander Lee Fallon
Michael Finkle
Edith & Joe Franklin
Florence Friedman
Mitzi Gluckman
Gilda Goldstein
Nicola Gonzalez
Steven Graham
Elizabeth Greco
Eudora Grubbs
Edna Maves Heeg
Leslie Brown Holloway
Gertrude Irons
Don Keen
Helen Galland Loewus
Charles Mann
H. Joseph Markert
Stephanie Masten
Lucille Mazur
Helen McKenzie
Barb Meyer
Mary Miele
Paula Nalen
Paul Newman
Ann Northway
Kathy Nowak
Patricia Odintz
Elizabeth K. Olsen
Elizabeth 'Betsy' Olson
Catherine Parker
Ruth Levinger Peoples
Carolyn Peterson
Carrie Pilvan
Lily Anne Puckett
Ray & Jack
Eileen Rehm
John Charles Remington
Dr. Marc Rifkin

Every effort has been made to ensure the accuracy of this report. If we have inadvertently made an error or omission, please notify us at 617-455-0644.
Our Mission

Reach Out and Read makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading.

Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from 6 months to 5 years of age, with a special focus on children growing up in poverty.

By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities to encourage early literacy skills, so that children enter school prepared for success in reading.
Reach Out and Read is creating the next generation of readers with your support.

Number of children served by ROR: 3.8 million
Number of books distributed by ROR in FY09: 6 million
Number of ROR Programs in the U.S.: 4,535
Number of hours volunteers dedicate to ROR every year: 130,150

Reach Out and Read would like to recognize some of our newest strategic partners. Thank you for all that you’ve done in the past year to help us achieve our mission!

Reach and Romp is a unique family event which allows children to travel through the pages of some of their favorite storybooks. Along with interactive storybook stations, there will be a buffet lunch and visits from storybook characters like Clifford the Big Red Dog.

Mark your calendar for Reach Out and Read’s 6th annual Read and Romp event! Read and Romp is a unique family event which allows children to travel through the pages of some of their favorite storybooks. Along with interactive storybook stations, there will be a buffet lunch and visits from storybook characters like Clifford the Big Red Dog.

To learn more, please visit www.readandromp.org

November 15, 2009
10:30 a.m. – 2:00 p.m.
Seaport Hotel Ballroom
Boston, MA

November 15, 2009
10:30 a.m. – 2:00 p.m.
Seaport Hotel Ballroom
Boston, MA