



News for Friends and Supporters

SPRING 2006



Running for Reach Out and Read

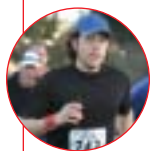
On April 17th, a team of six incredibly dedicated runners represented ROR in the 110th Boston Marathon. Five wore the invitational ROR number, provided by the generosity of John Hancock Financial Services. The National Center was thrilled to be able to provide runners with the opportunity to take part in the road race and grateful for the support they provided ROR! Third-year Harvard biology major **Kay Negishi**, Suffolk University Law student **J. Alain Ferry**, cMarket employee **Brian Hooper**, Hampshire House catering manager **Emily Silver**, **Morgan Salmon**, and **James Bastian, MD** were our participants. Dr. Bastian, a pediatrician, practices at the Southern Jamaica Plain Health Center, where he participates daily in Reach Out and Read.



Negishi



Ferry



Hooper



Silver



Bastian

This year, our marathoners used some unique approaches to fundraise for ROR. Several established very successful personal fundraising web pages and one hosted a party at The Point in Faneuil Hall in March.

It's not too late to donate to ROR in honor of our marathoners. For further details, please visit the ROR website, www.reachoutandread.org.

Read Romp + Rock

Who says kids get to have all the fun at Read and Romp? The Reach Out and Read National Center hosted its first adult event, Read Romp + Rock, on February 10 at the State Room in Boston. This "non-gala" gala, generously sponsored by Mellon and designed by Rafanelli Events, was a fun and funky evening attended by close to 400 friends, supporters and fans of Reach Out and Read. This was truly an event like none other in Boston—guests got to relax in armchairs and sofas, play an assortment of games and book-themed activities, listen to a variety of musicians and spoken word performers (including our own Perri Klass, MD!), and learn more about the importance of pediatric literacy and the important work of Reach Out and Read. Proceeds from the event will support Reach Out and Read's mission of helping all children in this country grow up loving books and reading.



Guests commented on the fun they had during the evening, how memorable the event was, and that they are already planning to join us again next year! Event co-chair Susan Viracola added, "It was so exciting to see a new generation of friends and colleagues get involved with Reach Out and Read and learn more about young children and literacy. Not only was our event a financial success, but it was also a success in terms of bringing together a group of strong, committed people who will help lead Reach Out and Read into the future."

Most importantly, Read Romp + Rock provided Reach Out and Read with a highly visible opportunity to recognize our supporters and friends, celebrate our mission, and introduce a new group of caring individuals to our program. The event was made possible by many generous corporations, foundations and individuals and five dedicated and creative co-chairs: Allison Elvekrog, Mari Lathrop, Lisa



Read Romp + Rock Committee Co-Chairs: Susan Viracola, Mari Lathrop, Lisa Lebovitz, Allison Elvekrog, Jenny Seeman, all of Weston

Lebovitz, Jenny Seeman, and Susan Viracola. Reach Out and Read is deeply

CONTINUED ON PAGE 4

A Message from the New ROR Executive Director: Martha Gershun

It is a great honor to be expanding my role with Reach Out and Read as the organization's new Executive Director. My history with the organization is a rich one. I have been on the Board of Reach Out and Read Kansas City, as well as on the National Board of Directors since 1998. Last year, I stepped down from that position to become the Director of National Expansion, working to recruit 600 new sites and serve an additional 500,000 children during the current fiscal year.

As the ROR program continues to grow, the need for an executive director to oversee the National Center's day to day operations has become clear. The addition of my new position will allow Perri Klass, MD, our president and medical director, to concentrate on the critically important tasks of training, writing and speaking about the program on a national level, as well as continuing to shape our strategic vision for the future.

In my new responsibilities with ROR I will assume leadership of the National Center, as we continue to work with our sites and Coalitions to bring books and a love of reading to children living in poverty. For me, this is the culmination of a 20-year career in multi-site management, including positions in curriculum design, operations and marketing with DeVry University; leadership of an Internet publishing company; and management of a 50-person training department for H&R Block.

It is a pleasure to continue our work together to benefit the children and families touched by Reach Out and Read.

BOARD PROFILE

Patrice M. Kozlowski

Senior Vice President, Corporate Communications, The Dreyfus Corporation

Patrice M. Kozlowski serves as senior vice president of corporate communications of The Dreyfus Corporation. She is also a member of the firm's senior management committee. Patrice has served on board of The Dreyfus Family Needs Charitable Trust and currently serves as an advisor to the Dreyfus Diversity Council.

Patrice, who has more than 20 years of experience in financial services public relations, joined Dreyfus in 1991 as associate director of corporate communications. She was named director of corporate communications in 1994, promoted to vice president in 1996 and named senior vice president in 2000.

Prior to joining Dreyfus, Patrice was a senior account supervisor with Manning, Selvage & Lee, managing the corporate and financial public relations efforts for a division representing approximately one-third of the New York office's revenue. Previously, she was assistant vice president with Georgeson & Company, Inc., where she developed and managed investor and financial public relations programs for NYSE-listed companies. She began her career as a communications specialist with Philadelphia Life Insurance Company.

In addition to her role on the ROR national board, Patrice has had a long-term and productive relationship with the Children of Bellevue's ROR program. Patrice received her B.A. in journalism from Temple University.

Patrice and her husband Nevil Ede live in CT where they spend many hours reading with their two young daughters, Alexandra, almost 6, and Madison, 4. We are grateful to Patrice for her dedication to ROR.



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Reach Out and Read
Associate Professor of Pediatrics
Boston University School of
Medicine

We bid farewell to **Joshua Sharfstein, MD** who has stepped down from the ROR Board upon assuming a new position as the City Health Commissioner for Baltimore. We wish him well in his new position and thank him for his contributions to Reach Out and Read.

Corporate Partnerships

Thank you Charlesbridge and WBUR!

As part of an on-going partnership involving ROR, Charlesbridge, and WBUR-Boston, more than 9,000 new books were donated to ROR. This year, the books were divided between Massachusetts program sites and ROR programs impacted by Hurricane Katrina.



Charlesbridge

Announcing a New National Partner— Qwest Communications

We are delighted to announce a new grant from Qwest Communications that will benefit ROR programs in Arizona, Colorado, Minnesota, Nebraska, New Mexico, South Dakota, Utah, Virginia, and Washington, D.C. Kick-off events are taking place in Phoenix, Minneapolis, and Denver this spring.



"Qwest's mission is to empower customers with communications tools while Reach Out and Read empowers children to learn through the magic of books," said Ric Padilla, Qwest vice president of corporate social responsibility. "Qwest is committed to making a positive difference in the communities where customers live and work, and we are proud to be a part of a program that helps parents and children prepare for success."

Sovereign Bank Book Drive Benefits ROR Programs

ROR programs in Connecticut, Massachusetts, New Hampshire, New Jersey, Pennsylvania, and Rhode Island received an additional treat this holiday season. More than 32,850 books were donated to ROR as part of Sovereign Bank's sixth annual holiday book drive, held during December at hundreds of Sovereign locations.



Sovereign Bank

"We definitely hit a high note for children's literacy by teaming up with Reach Out and Read for this year's drive," said Jay S. Sidhu, chairman and chief executive officer of Sovereign Bank. "It's heartwarming to see how our customers, Sovereign team members and the community at large displayed their support by contributing thousands of books."

ROR Receives Competitive Harbus Grant

ROR recently received a \$10,000 grant from the Harbus Foundation, a foundation run and administered by Harvard Business School students. In addition to the monetary grant, an HBS consulting team has dedicated their winter term to completing a consulting project focused on program growth. Team member Arijit Roy commented, "After evaluating applications and conducting site visits, we were deeply impressed by the ability of ROR to have an impact."



Focus on Family Foundations

Weezie Foundation, a longtime supporter of Reach Out and Read, recently responded to a request from the National Center for support in diversifying its donor base by issuing a \$150,000 challenge grant to individuals and family foundations. Payable in increments of \$75,000 in each of the next two years, Weezie has pledged to match dollar for dollar gifts made by individuals and foundations during that period. The challenge grant has resulted in support from new donors as well as increased giving on the part of current donors.

For Howard Simon of the Sandra and Lawrence Simon Family Foundation, ROR's Charity Navigator rating of four stars (****) played a significant role in his family's decision to make its first gift to Reach Out and Read. "Reach Out and Read appealed to the Foundation because of its strong track record of dedicating 90% of its funding directly to programmatic support. The ROR intervention works to prevent or mitigate future problems by encouraging children to read, and that work ultimately benefits everyone in our society."

The prospect of a matching grant from the Weezie Foundation also held strong appeal for Simon. "When I checked out the ROR website and discovered that the impact of the Foundation's contribution would be doubled through the challenge grant, I realized ROR presented an opportunity for us to make a measurably more meaningful difference to children growing up at or near poverty."

To learn more about the Weezie Foundation Challenge grant or to make a gift, contact ROR at **617-629-8042 x239**.

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READ ROCK + ROMP—FROM PAGE 1

grateful for their generous support of time and resources and their ongoing commitment to helping children in need.

Doctor turned poet Perri Klass said it most succinctly in her remarks that evening:

*Goodnight room, goodnight moon,
Goodnight cow jumping over the moon—
Goodnight bears, thank you co-chairs,
Good night kitty and thank you committee!
Goodnight giraffe, great work, staff!
Corporate sponsors, friends and leaders
Mothers, fathers, writers, readers,
Poets, musicians, patients, doctors
A toast to all Read
Romps and Rockers!*

Larry Wolff,
Barbara Alfond, and
Dr. Perri Klass enjoy
the VIP area



Ronald Davis,
Karine Apollon
(General Manager,
Literacy Initiatives
Group Scholastic Inc),
Crystal Gavin, and
Patricia Adamson



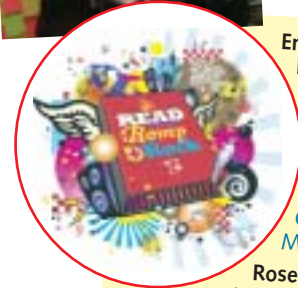
David Lamere, Chairman
and Chief Executive Officer
of Mellon New England,
with Laura Lamere and
Dr. Barry Zuckerman, CEO
and Chairman of the Board,
Reach Out and Read

Read Romp + Rock thanks its Celebrity Readers

One of the special surprises guests enjoyed during this lively event was the opportunity to win a chance for an experience with a Celebrity Reader. Chosen from the ranks of prominent authors and newsmakers as well as Boston's political and sports notables, Celebrity Readers agreed to donate their time and talents for a once-in-a-lifetime experience. We congratulate the raffle winners who have a memorable reading experience ahead of them.



Barbie and
Alex Cobb
of Weston
share their
favorite
book



Emily Elizabeth
Bridwell – the
original Clifford
companion
Lou Casagrande
– CEO of
Boston
Children's
Museum

Rosevelt Colvin
– NE Patriots

Andre Dubus III – author (*House
of Sand and Fog*)

Dr. Ralph Earle – beloved
Weston pediatrician

Joseph Finder – author
(*The Moscow Club*)

Daniel Graham – NE Patriots

Robie Harris – children's author
(*It's Not the Stork*)

John Havlicek – Boston Celtics

Jed Hoyer – Boston Red Sox

Sara Hunter – children's author
(*The Unbreakable Code*)

Ted & Jackie Johnson – NE Patriots

Perri Klass – author (*Quirky Kids*)

Bill Littlefield – WBUR: *Only a
Game*

Lois Lowry – children's author
(*The Giver*)

Gregory Maguire – author
(*Wicked*)

Thomas Menino – Mayor of Boston

Sue Miller – author (*The Good
Mother*)

Gretchen Monahan – Grettacole

Trot and Kathryn Nixon
– Boston Red Sox

Kathleen O'Toole – Boston Police
Commissioner

Tom Perrotta – author
(*Little Children*)

Randy Price – WHDH-TV, Boston

Steve Ralston – NE Revolution

Matt Reis – NE Revolution

Malcolm Rogers – Director,
Boston Museum of Fine Arts

Anne Romney – First Lady of
Massachusetts

Brian Scalabrine – Boston Celtics

Ted Sheu – "The Poetry Guy"

Mike and Dawn Timlin
– Boston Red Sox

Taylor Twellman – NE Revolution

Jason Varitek – Boston Red Sox

Ted Wayman – UPN 38, Boston

Delonte West – Boston Celtics

JoJo White – Boston Celtics

Read and Romp '05

A sparkling fall afternoon at the Seaport Hotel was the setting for ROR's second annual Boston Read and Romp. Youngsters roamed through a maze of interactive storybook stations with the opportunity to meet some of their favorite characters and wander through the pages of popular children's titles. Little ones got to "pat the bunny" and "make a mouse a cookie" while meeting Clifford the Big Red Dog and Max from "Where the Wild Things Are." The afternoon concluded with singing and dancing during a lively musical performance by Steve's Songs. The 350 attendees also found time to munch on chicken fingers, carrot sticks, and other child-friendly treats.



Lila and Jessica Sherman get a hug from Clifford, The Big Red Dog

Once again, we benefited from the creativity and organization of Event Chair Ruth Weinstein of Wellesley, Decorations Chair Kirke Hall of Westwood and Mystery Book Chair Cara Ahola of Sherborn, and a dedicated committee of Read and Rompers. "Read and Romp has become our favorite family event," commented Kirke Hall. "My daughters get so excited when the date approaches. I love helping on the event committee by creating the decor of each station. Seeing the delighted expressions on the children's faces as they enter the room and engage at each station is so rewarding and affirms the importance of Reach Out and Read's dedication to its mission of pediatric literacy." Cara Ahola was equally enthusiastic, "It was a thrill for me to participate in Read and Romp again this year! Because we get to see firsthand and participate in the joy that books bring to our children at Read and Romp, it is a fantastic event that just drives home the vitally important work done by Reach Out and Read."

Mark your calendar and gather your friends to join us for Read and Romp '06, on November 19 at the Seaport Hotel.

READ AND ROMP

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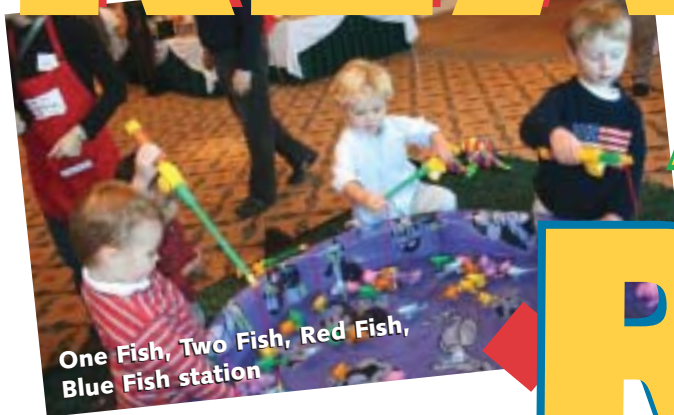
Susie Burt and John Lathrop "pat the bunnies"



If you give a mouse a cookie...



Making crowns at Where the Wild Things Are



One Fish, Two Fish, Red Fish, Blue Fish station

READ

AND

ROMP

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Celebrating Reach Out and Read

We are proud to announce that ROR received special recognition by the following organizations:

James Patterson Page Turner Award – Reach Out and Read received a \$5,000 “par excellence” award in the inaugural year of the Page Turner Award program initiated by author James Patterson. ROR joined 33 other recipients who were selected from a field of over 1,500 nominations. The award was designed to acknowledge “schools, bookstores, libraries, and other organizations, as well as individuals, that go to extraordinary lengths to spread the joy of books and reading across the country.”

Massachusetts Center for the Book – ROR was awarded the Book Medalist award for 2005. This annual award “recognizes an individual or organization for outstanding contributions to the Massachusetts book community.”

Massachusetts Association of College and University Reading Educators (MACURE) – ROR was selected to receive the 2006 Celebrate Literacy Award. MACURE is a special interest council of the Massachusetts Reading Association, a professional non-profit organization of individuals whose primary purpose is to improve the quality and level of literacy in Massachusetts.

Northern California Children's Booksellers' Association – ROR received the Association's Otter Award at a celebration dinner in San Francisco in March, 2006.

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The Zankel Fund

\$500-\$999

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From Sparta, With Books

Sparta, Greece is a long way from Weston, MA. But that's the route Jamie Monovoukas took (with stops in London and New York) and fell in love with reading along the way. After emigrating to the U.S. at age five and speaking no English, Jamie fondly remembers how quickly books became a source of comfort and as well as a connection with her new classmates. Fluent in English by age eight, she recalls the excitement of visiting the library and ordering books through her school. Inspired by the stories of survival and courage and the way her favorite characters met challenges, books became a primer in how to achieve despite steep odds as well as a source of guidance and sustenance.

Today Jamie, a successful film producer and mother of Elexi, Ari, and Christian, is a staunch supporter of Reach Out and Read. "Books enabled me to see different possibilities, to be transported and move freely in new venues. I want to give children with limited resources the opportunity to make friends with books as I did." Jamie's experience serves as an important reminder that love of books and of reading are vital ingredients in every healthy childhood.

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In Celebration of Mothers and Daughters

In April 2006, Ballantine Books released *Every Mother Is a Daughter: The Neverending Quest for Success, Inner Peace, and a Really Clean Kitchen (Recipes and Knitting Patterns Included)*. The book is a dialogue between ROR Medical Director and President, Perri Klass, MD and her mother Sheila Solomon Klass, about the similarities and differences in their lives. It is Dr. Klass' tenth book and her mother's seventeenth.

