Mission Statement

Reach Out and Read (ROR) 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 patients about the importance of reading aloud and to give books to children at pediatric checkups from six months to five years, with a special emphasis 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 encourage early literacy skills so children enter school prepared for success in reading.

A Message from Barry Zuckerman, MD
CEO and Board Chair, Reach Out and Read

Reach Out and Read (ROR) is the success story of a public-private partnership which has helped primary care pediatricians practice medicine in a new way. We started Reach Out and Read in 1989 at Boston City Hospital (now Boston Medical Center), because we knew how much children loved being read to and how important reading was to their early literacy development. We knew that these experiences, especially those involving everyday interactions with parents, shape the brain architecture that supports the complex learning challenges of school and adult daily life.

Many children who ultimately fail in school start out with reading difficulties. When very young children develop in a literacy-deprived home environment, their innate interest in learning and their natural curiosity are seriously compromised, placing these youngsters at a severe disadvantage. For example, early language skills, the foundation for later reading ability, are based primarily on language exposure. Research shows that children from low-income families hear and learn far fewer words than children from middle-income families and are at

A Message from Perri Klass, MD
President and Medical Director, Reach Out and Read

There’s a certain three-year-old girl I know with a great deal of energy and a strong sense of humor. She’s pretty fast-moving, and her idea of a really good joke is to escape from the exam room just when the doctor is about to listen to her lungs, and go running down the hall, laughing all the way. Whenever she comes for her checkup, I make sure to have a really good book in hand when I enter the room, because I know she won’t be able to resist it. She’ll have to grab the book, first thing, and then she’ll have to show it to her mother, page by page, pointing out all the funny pictures – and while she does that, I’ll get my chance to listen to her heart and lungs and my chance to ask her mother how things are going. There’s no question that it’s more
greater social and educational risk due to their limited vocabularies.

Giving parents the information and the tools – beautiful, appealing children's books – to make reading aloud a daily activity helps parents ensure that their children start school ready to learn and succeed. This is the essence of Reach Out and Read.

Research findings show that ROR works. It works because parents are at the center of this effort, and it matches their aspirations for their children to be healthy and to succeed. It works because the advice parents receive comes from a trusted messenger, their child’s physician. ROR works because it takes advantage of each regularly scheduled medical visit from six months to five years, providing parents with both advice and the tool in the form of a free book.

Lastly, and just as importantly, ROR works because of you, our committed and generous supporters who have taken our mission to put books in the hands of children and made it your own. On behalf of all the parents and healthcare providers who are working to make a love of books and reading part of every healthy childhood, as well as the children whose future is that much brighter, I thank you.

Warm regards,
Barry Zuckerman, MD

fun to go to the doctor when there’s a children’s book involved in the visit. But there’s also no question that it’s more fun to be the doctor when you have books to offer – books to help you show parents a whole range of strategies for engaging young children, entertaining young children, educating young children, books to help you assess your patients’ skills at turning pages and pointing and identifying pictures, books that you know will go home and continue to give pleasure, again and again, to the child and to the parent.

I know that you understand how important these books can be – and how important it is that through Reach Out and Read, the parents and children who are receiving these books are also getting practical advice about helping a baby explore those first board books, or using a beloved book to build routine in a toddler’s life, or working books and story time into a child’s day. This kind of advice from someone the family knows and trusts – the child’s doctor – coupled with that beautiful new book which brightens up the exam room, the checkup, and the whole day for all concerned – is a real recipe for success. And success for a parent and young child in reading aloud is linked to other success – in reading, in school, in life.

With thanks,
Perri Klass, MD
Every day more than 9,500 children across the country leave the doctor’s office with a new book because of Reach Out and Read. Their parents leave with advice about how to read to their children and the message that reading aloud will help prepare them to succeed in school and in life. With your help, ROR truly makes a difference in children’s lives – one book, one doctor, one family at a time.

This has been an extraordinary year for Reach Out and Read. The first year of our ambitious national expansion plan was extremely successful. We reached an additional 535,000 children by establishing 626 new ROR sites. More than 2.7 million children nationwide participated in ROR, receiving over 4.5 million books. More than 44,000 doctors and nurses in 3,000 medical clinics and hospitals in all 50 states are now trained to provide literacy guidance to parents in the exam room.

But there is still so much more to do.

Spanish-Speaking Families Initiative

Here at the National Center, we have been hard at work developing an initiative to meet the unique literacy needs of specific underserved segments of the population. A recent study revealed that more than 35% of the families served by ROR report Spanish as their primary language. This has motivated the launch of our new Spanish-Speaking Families Initiative, designed to determine best practices for physicians and nurses to use when delivering the ROR message to Spanish-speaking parents and to expand the number of Spanish-speaking children served by ROR. This initiative will serve as a model for future ROR multilingual initiatives, such as Portuguese and Hmong, which will be similarly designed to improve delivery of the ROR model to other large, underserved populations.

Expanding ROR’s Reach

We are also working with partners in many states to match ROR resources and expansion plans to ensure we reach more children in underperforming school districts. We know that reading aloud to children from infancy will help them start school ready to learn. Our hope is to target these at-risk areas so that more children start kindergarten with the pre-literacy skills they need to succeed in the classroom, thus improving the learning environment – and the educational outcomes – for all the children in the school.

Managing a national program of this scope requires significant extension and refinement of our infrastructure. Much of our work this year has been focused on expanding and deepening our state and regional coalitions to assist with physician outreach and recruiting, quality assurance, technical assistance, local fundraising, and statewide advocacy.

We are thrilled to announce this hard work has paid off with the establishment of six new coalitions this year, bringing us to 27 coalitions nationwide. In addition, new city and county initiatives are underway in major metropolitan areas across the country. Our partnership with the American Academy of Pediatrics (AAP) continues to grow. We now have formal relationships with 14 AAP Chapters around the country, assisting ROR with site expansion and sustainability.

Programs

On the program side, ROR continues to develop innovative, cost-effective ways to provide books to low-income children. Our long-term partnership with Scholastic allows us to work together to negotiate with over 25 children’s publishers to offer high-quality children’s books to ROR sites at 50-70% off list price.

Reach Out and Read is the only national literacy program in the U.S. that utilizes the existing infrastructure provided by our system of pediatric primary care. Effective early intervention is a vital means to ensure that children start school ready to learn and succeed. Through your commitment and generous support, we are bringing ROR’s mission – to make the love of books and reading part of every healthy childhood – to more children every day. On behalf of all the children we serve, thank you for all you do for Reach Out and Read.

With gratitude,

Martha Gershun
The National Conference provided an opportunity to present our two major awards: The Richard Robinson Award and the ROR Literacy Champion Award. The Richard Robinson Award is named in honor of the Scholastic President and CEO and recognizes a ROR doctor, nurse, or coordinator who demonstrates an outstanding commitment to ROR. Individuals honored in 2006 were Wyntress Smith, of the Solano County Library, who coordinates eight ROR programs, and Edith Christmas, Steve Simpson, MD, and Era Twyman from the Gary Literacy Coalition.

Barbara Carnes, MD, Kaiser Permanente

The ROR Literacy Champion Award is presented annually to individuals, corporations, or foundations which support the mission of ROR through a steadfast commitment to early literacy. This year the 2006 Literacy Champion Awards were presented to the family of Joseph Wortis, in recognition of the generous bequest made by this family of authors and book lovers, and to Kaiser Permanente, the nation’s largest non-profit integrated health plan, as the first healthcare program to provide ROR to their young patients.

2006 was a banner year for Reach Out and Read! The ROR program received special recognition from numerous organizations.

Charity Navigator

For the second consecutive year, ROR was awarded a four-star rating by Charity Navigator. ROR was the only national pediatric literacy program honored with Charity Navigator’s highest rating in recognition of our outstanding fiscal responsibility.

Charity Navigator, America’s premier independent charity evaluator, works to advance a more efficient and responsive philanthropic marketplace by evaluating the financial health of America’s largest charities.

James Patterson Page Turner Award

ROR 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. This award recognizes the original and effective ways that ROR spreads the excitement of books and reading.

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.

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.”

Northern California Children’s Booksellers’ Association

ROR received the Association’s Otter Award at a celebration dinner in San Francisco in March, 2006.
Hurricane Relief

In times of crisis, re-establishing familiar routines is critical to the well-being of those impacted by tragedy. For the youngest victims of Hurricane Katrina, books offered solace and continuity in the aftermath of the storm. Immediately following Hurricane Katrina, Reach Out and Read mobilized to provide books to thousands of children and families throughout the Gulf Region. The National Center harnessed a broad network of still-functioning ROR sites, mobile medical units, and out-of-state doctors and nurses to deliver books in Alabama, Louisiana, Mississippi, and Texas. In addition, we were able to provide books to thousands of evacuees receiving medical care at ROR locations throughout the country. Through generous financial and in-kind donations from our supporters, ROR was able to distribute more than $120,000 in books to over 50,000 children and families affected by the storm.

Marathoners

On April 17, 2006, a team of six incredibly dedicated runners represented ROR in the 110th Boston Marathon. Five wore the invitational ROR number provided by John Hancock. Running for ROR this year were Kay Negishi, third-year Harvard biology major; J. Alain Ferry, Suffolk University law student; Brian Hooper, cMarket employee; Emily Silver, Hampshire House catering manager; and James Bastien, MD. Dr. Bastian, a pediatrician and enthusiastic ROR provider, practices at the Southern Jamaica Plain Health Center. We are grateful to our runners who committed to intense physical training and engaged family, friends, and colleagues in their fundraising efforts to help put more books into the hands of children.

Read and Romp 2005

Read and Romp is a signature family event celebrating many of the books children love. Read and Romp events have taken place in Boston, Houston, Omaha, Philadelphia, South Carolina, and Virginia.

A sparkling fall afternoon at the Seaport Hotel was the setting for ROR’s second annual Boston Read and Romp. Young children roamed through a maze of interactive storybook stations, meeting some of their favorite characters and wandering through the pages of popular children’s titles. Little ones got to “pat a 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. For its 350 attendees, Boston’s Read and Romp is one of the year’s most anticipated events.

ROR greatly 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. Mark your calendars and plan to join us on November 19, 2006 for the third annual Boston Read and Romp.
Read Romp + Rock 2006

Who says children get to have all the fun? The Reach Out and Read National Center hosted its first adult event, Read Romp + Rock, on February 10, 2006 at the State Room in Boston. This “non-gala” gala, generously underwritten by Presenting Sponsor Mellon New England 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 vital work of Reach Out and Read. We especially thank our Celebrity Readers who donated a variety of reading experiences that were won by some lucky guests. Proceeds from the event will support ROR’s mission of helping all children in this country grow up loving books and reading.

The hard work and extraordinary vision of co-chairs Allison Elvekrog, Mari Lathrop, Lisa Lebovitz, Jenny Seeman, and Susan Viracola made our inaugural Read Romp + Rock an unforgettable evening that stayed true to our mission of promoting pediatric literacy. Please plan to join us on March 2, 2007 at the Opera House in Boston for this annual event.

2006 National Conference

More than 300 ROR clinicians, coordinators, coalition leaders, and literacy champions joined the ROR National Center staff for two exhilarating days in San Francisco to listen to nationally-known speakers, network with colleagues, update their training, and fine-tune best practices. During plenary sessions Dorothy Strickland, PhD delivered a stimulating talk on working with families to foster literacy development; Lewis First, MD challenged the audience with his concept of change as it related to ROR; and Barry Zuckerman, MD provided tips for skilled observation of children’s behavior in the exam room. Rueben Martinez, recipient of a MacArthur “Genius Award,” closed the meeting with a motivating tale of transforming his life from barber to bookseller. In addition, conference participants attended break-out sessions on topics from the emotional aspects of reading aloud to the importance of literacy rich waiting rooms and met with representatives from 12 publishers to see the latest in children’s books. Generous conference support was provided by Pfizer, Scholastic, and Target.
Charity begins at…Charity Navigator

For the second consecutive year, Charity Navigator, an online resource that evaluates non-profits, awarded Reach Out and Read four stars (****), its highest rating. Many donors report that they depend on the clear, objective, reliable assessments of the financial health of charities provided by Charity Navigator. The four-star rating means that Reach Out and Read outperforms most other similar charities and exceeds sector standards with respect to the percentage of funds dedicated to direct programmatic needs. Reach Out and Read is proud to be Charity Navigator’s only national pediatric literacy program with a four-star rating.

Growth in fundraising from $9.7 million in fiscal year 2005 to $14.4 million in fiscal year 2006 enabled ROR to support and sustain our existing programs around the country and reach an additional 535,000 children in 626 new program sites.

Statement of Revenue and Expenses*

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| **Total expenses**        | $14,054,000 | 100%

Programmatic Expenses

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| **Total**           | $12,256,000 | 100%

*Note: FY ’06 results preliminary at time of publication
$100,000+
Cardinal Health Foundation
Joseph Wortis Trust
Kraft Foods Global/Post Alpha Bits Cereal
Qwest Communications
Scholastic Inc.
Target Stores

$50,000 – $99,999
AmeriChoice
The Brown Foundation
Marshall & Missy Carter
Children’s Futures
John S. & James L. Knight Foundation
The Weezie Foundation

$25,000 – $49,999
Bank of America – Alfred Chase Charity Trust
Brown Rudnick
Half Price Books
Lisa & Stephen Lebovitz
Mellon New England
Mellon Charitable Giving – Arthur F. Blanchard Trust

$10,000 – $24,999
Anonymous
Blue Cross Blue Shield of FL Community Fund
Steven & Joan Belkin
The Dewey Square Group
Sandy & Paul Edgerley
Claire Giannini Fund
Harbus Foundation
Hunt Alternatives Fund
Suzanne Nora Johnson & David Johnson
Becky Kidder Smith & Thomas Smith
Klarman Family Foundation
Love Family Foundation, Inc.
Marguerite Casey Foundation
Hal Miles
Elizabeth Moran
Moses and Leba Lebovitz Charitable Trust
Pfizer, Inc.
Ralph L. and Winifred E. Polk Foundation
The Ramsey McCluskey Family Foundation
The Stringer Foundation

$5,000 – $9,999
Anonymous
AFLAC Foundation Inc.
Bain Capital Children’s Charity Ltd.
Blue Cross Blue Shield of MA

BookEnds of Winchester
Ms. Jane Brock-Wilson
CIBC World Markets
Cogan Family Foundation
Faucett Family Foundation
Fidelity Investments Firstgiving
Chris & Mary Beth Gordon
Larry & Beth Greenberg
Knez Family Charitable Foundation
Kurzweil Foundation, Inc.
Mari & John Lathrop
Marion & David Mussafer
Nissan North America, Inc.
Partners HealthCare
James Patterson Page Turner Award
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Eric & Beth Schlager
Jennifer & Thomas Seeman
Sovereign Bank
The Thakore Family
Tiger Woods Foundation
United Way, Inc.
Drs. Barry & Pamela Zuckerman

Firefly Books
Anne-Marie Fitzgerald & Lynda Tocci
Maura Flaherty
Deborah & Sean Ford
Patricia & Charles Geiger
Martha Gershun & Don Goldman
Dana Gerson & Jeffrey Unger
Jodi & Jamie Goldstein Gordon Brothers Group, LLC
Granger Medical Clinic II
Dr. Thorne & Ms. Joanna Griscom
Vicky & Jeff Hadden
Marion & Maxine Hanks
Harper Collins
Harvard Medical School
Lisa Remey Hastings & Mark Hastings
Peggy & Michael Heffernan
Joan & Gene Hill
Fred & Andrea Hoff
Houghton Mifflin Company
Kim & Fred Howard
Susan & Steven Insoft
Norman Jacobs
Jewish Communal Fund
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Allan & Maria Jones
Ross & Emily Jones
Jr. Aid Association of Malden
The Kettering Family Foundation
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Perri Klass & Larry Wolff
Jennifer Knapp
Steven & Lorna Kogon
Catherine & Rob Lachenauer
Cindy & Seth Lavry
Edward H. Linde Family Foundation
Richard & Nancy Lubin
Massachusetts Center for the Book
Massachusetts Medical Society
Peter & Mary Ann Mattoon
The MENTOR Network
Mr. & Mrs. Michael Miles
Amy S. Millman & Paul Kochis
Martha Minow & Joe Singer
J.Z. & D.A. Montgomerie
Chris & Linda Nanji
National Association of Police and Lay Charities
Kathy Bickimer & Richard Nesto
Judith Newman
M. Frank Norman
Northland Publishing Inc.
Patrick & Jennifer O’Beirne
### $500 – $999

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**Schwab Fund for Charitable Giving**

- Second Congregational Church
- David Seidenberg
- Ellis Seidman & Jenny Netzer
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- The Zankel Fund

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**S$500 – S$999**

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- Patrick Engelman & Diana Chaplin
- Collette & Thomas Chilton
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**$250 – $499**

- Anonymous
- Lynn Chapman-Adler & Michael Adler
- Advanced Laser & Skin Cancer Center, LLC
- Larry Ardit
An old tradition covered a child’s first book with honey so he or she would always associate learning with sweetness. Loving books is the magic step in loving learning. Yet I know that many children spend little time with books before starting school. When the pediatrician gives a child his or her own book through ‘Read Out and Read,’ magic happens – and it could be a magic seed with lifelong reach.”

Martha Minow, Professor, Harvard Law School
ROR Supporter
Reading to our children when they were young expanded their horizons, enhanced their literacy skills and gave us wonderful memories.

By supporting ROR, we hope to give others the opportunity to share that experience.

Bob and Debbie Slotpole

ROR Sustaining Donors

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Turner Award
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Foundations

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John S. & James L. Knight Foundation
Marguerite Casey Foundation
James Patterson Page

Turner Award
Plymouth Rock Foundation
The Stringer Foundation
Tiger Woods Foundation
The Triple T. Foundation
The Zankel Fund
The Ramsey McCluskey Family Foundation has a mission of supporting education projects that help students to be more successful in school. We receive many worthy grant proposals each year but Reach Out and Read’s was one of the easiest to say “yes” to. The enthusiasm of the ROR staff when we visited one of the Boston locations, plus the data showing the long-term value of having parents read to children from an early age is a compelling story that is easy to support.”

Margaret Ramsey,
The Ramsey McCluskey Family Foundation
ROR Donor
Gifts Made in Memory of the Following Individuals
Estelle Avery
Marguerite Barnes
Anna Battista
Madeline Berry
Barney Bona
Peggy Campbell
Rose Carrozza
Nancy Castle
Marianne Cheng
Edwin Cohen
Elsa Cohen
Ella Cohen
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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 617-629-8042 x239.
The commitment and support of our dedicated corporate partners has been vital in assisting ROR in extending our reach to more children at risk as well as in raising awareness of the critical importance of our work. We are deeply grateful to the corporations listed here not only for their financial commitment but for their dedication to the long-term growth and sustainability of our organization.

**CORPORATE PARTNERSHIPS**

- **Brown Rudnick**
  Reach Out and Read continued its partnership with the Brown Rudnick Charitable Foundation in 2006 through a Relationship Grant supporting ROR programs in three cities that are home to Brown Rudnick offices: Boston, New York, and Providence. The grant will provide book purchasing funds, pro bono legal representation, and employee volunteer involvement for ROR programs.

- **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 made a generous financial gift to ROR that will be used to support ROR programs in Cardinal Health communities, to develop a formal volunteer program for Cardinal Health employees who want to support ROR, and to support the National Center and its programs. ROR is grateful for Cardinal Health's support, and enthusiastic about this new and innovative partnership.

- **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 favorite 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.

- **AmeriChoice**
  AmeriChoice, part of the UnitedHealth Group and a public sector health-care provider, has been a long-time sponsor of Reach Out and Read in Maryland, New York, New Jersey, and Pennsylvania. Recently AmeriChoice has played a significant role in our expansion efforts, providing funding and site-recruitment support in at-risk areas throughout the state of New Jersey.

- **Mellon New England**
  Long-time ROR supporter Mellon New England continues to play a significant, strategic role in the development and growth of Reach Out and Read. Mellon's early support and belief in the program, which helped ROR leverage additional private and public dollars, is an excellent example of what one funder's vision and dedication can accomplish.

  Recently, support provided through Mellon's Arthur F. Blanchard Trust funded development of a new ROR training video that has been distributed to all ROR medical providers. Additionally, Mellon helped to ensure the success of our first Boston gala, *Read Romp + Rock*, by generously supporting the event as its Presenting Sponsor.

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Qwest Communications
Qwest Communications supports a network of ROR sites in nine states including Arizona, Colorado, Minnesota, Nebraska, New Mexico, South Dakota, Utah, Virginia, and Washington, DC, and has generously provided funding for the ROR National Center in Boston. This new corporate partnership is flourishing due to Qwest’s strong belief in encouraging its employees to volunteer and in emphasizing a “Spirit of Service” throughout the company.

Scholastic
Scholastic is committed to helping ROR fulfill its mission through publication of the annual ROR Book Catalog as well as generous start-up and sustainability book packages for ROR sites. ROR programs throughout the country continue to benefit from book donations made by Scholastic Book Club’s ClassroomsCare and Winter Gift programs, which together provided more than 300,000 books to ROR programs this year. Scholastic also provided generous event support to ROR’s National Center through sponsorship of Read Romp + Rock and Read and Romp.

Sovereign Bank
Sovereign Bank harnessed the power of its staff, employees, and customers through a tremendously successful book drive this past year. In total, Sovereign Bank donated more than 32,000 children’s books to ROR during the bank’s sixth annual holiday book drive at hundreds of locations throughout Sovereign’s operating markets. Sovereign has also provided generous financial support to ROR for the past two years.

Target
Reach Out and Read is pleased to continue its work with longtime supporter Target through the national retailer’s Ready Sit Read program. ROR serves as the main content provider for Ready Sit Read; together Target and ROR distributed posters and other materials containing the ROR message to over 6,000 pediatric practices throughout the country this year. Target was a major supporter of ROR events including the 2006 National Conference, Read and Romp, and Read Romp + Rock.

Verizon Foundation
Verizon has continued its longstanding support in the form of funding for ROR programs in Verizon communities across the nation. Additionally, ROR has benefited from a productive partnership with the Women’s Association of Verizon Employees (WAVE). WAVE volunteers work in their communities to support local ROR programs by reading in clinics and sponsoring book fairs and book drives.

“Target recognizes that reading is the foundation for lifelong learning. We are proud to partner with Reach Out and Read to help foster a love of reading and make books a healthy part of a family’s daily routine.”

Laysha Ward, Vice President, Community Relations, Target ROR Corporate Partner
The Harbus Foundation

The Harbus Foundation works in partnership with Harvard Business School students committed to supporting Boston-area non-profits. The foundation provides grants and consulting services to local organizations working in the areas of literacy, education, and journalism. In addition to providing ROR with generous financial support, the Harbus Foundation provided a pro bono consulting team of HBS students who made valuable recommendations to enhance our plans for growth and sustainability.

The William Randolph Hearst Foundations

A significant grant for operating support from the Hearst Foundations was made to assist the National Center with its expansion work and to provide ROR with the critical funding needed to expand our reach to underserved populations. Structured as a challenge grant, this generous support from the Hearst Foundations is assisting Reach Out and Read in leveraging the resources of other donors.

Hunt Alternative Fund

We are excited to be partnering again with the Hunt Alternatives Fund – a longtime friend to ROR and a champion around the world for issues such as literacy promotion and poverty alleviation. Most recently, the foundation made a generous grant to support the National Center’s efforts to expand our model to promote pediatric literacy to underserved areas of the country.

The John S. and James L. Knight Foundation

Thanks to a generous two-year commitment from the John S. and James L. Knight Foundation in support of ROR’s work in Philadelphia, Reach Out and Read will be undertaking a targeted expansion initiative on the city’s north side. This area, which is of special interest to the Foundation, has numerous families who will benefit from participation in ROR. Support from the Knight Foundation will enable us to expand the number of ROR programs in the area, as well as the number of children in need whom we are able to serve.

Ramsey McCluskey Family Foundation

A generous grant from the Ramsey McCluskey Family Foundation was made to ensure that ROR providers in northern New England can continue their work in distributing books to at-risk families and children.

The Weezie Foundation

A long-time ROR supporter, the Weezie Foundation’s multiyear challenge grant assisted ROR in expanding and diversifying our individual donor base and is directed specifically to the ongoing development and growth of the Friends of Reach Out and Read groups that have formed nationwide.
2006 Capitol Hill Day

Reach Out and Read state and regional leaders participated in ROR’s third Capitol Hill Day on March 8, 2006. Thirty-five ROR leaders held 163 meetings with their Members of Congress to update them on Reach Out and Read’s activities and urge their support of the program, specifically requesting that Members sign a letter of support for ROR’s federal funding request and encouraging Members to visit ROR programs in their home districts and states.

As a result of those efforts and the ongoing work of the ROR National Center, ROR has built a broad, bipartisan coalition of supporters in both the House and the Senate. In March, 185 U.S. Representatives and 59 U.S. Senators signed letters to their respective appropriations subcommittees in support of ROR’s FY ’07 funding request. This is the highest level of legislator support to date for our program.

Legislative Site Visits

In conjunction with our goal to increase legislator support, ROR programs across the country encouraged their U.S. Members of Congress to visit ROR sites in their home districts and states. During the year, ROR hosted 95 Members of Congress at sites throughout the country, allowing policymakers nationwide to see firsthand the vital role ROR plays in the communities they represent, as well as the incredible impact ROR is making locally in reaching families and children in need.
Celebrating a special occasion?
Consider making a donation to Reach Out and Read to mark this milestone. Whether honoring a teacher, celebrating a birthday, anniversary, bar or bat mitzvah, or other special event, a gift to Reach Out and Read is a wonderful way to ensure that a new generation of readers will have the chance to fall in love with books. Your gift is tax deductible and Reach Out and Read will send a beautiful card in acknowledgement of your thoughtfulness to the individual you designate.

A tribute gift is also a thoughtful way to recognize and honor the passing of a loved one.

"I was glad that some parents, by observing my interactions with their children, are able to see that reading can be an enjoyable activity that does not have to be restricted to an academic setting. I hope they will bring this idea into their home, and begin reading to their children for fun on a regular basis if they had not been doing so already."

Allison Rizzuti, ROR Volunteer
Bellevue Hospital, New York

Make the most of your gift!
Does your employer have a matching gift program? Many companies match donations their employees make to organizations with an educational mission like Reach Out and Read. Contact your Human Resources office to obtain a short form to complete and send to Reach Out and Read with your donation. That's all it takes to make your gift do even more to put books in the hands of children!

"ROR allows the medical residents to learn how to connect with their patients and their families in a whole new way by stressing early literacy. They are able to share in the joy of a child’s first book and the wonder of a parent as they watch their child develop the skills they will need to become a successful reader."

Abigail Klemsz, MD, PhD
Riley Hospital for Children, Indianapolis, Indiana
Ways to Give

Visit our web site, www.reachoutandread.org, to learn about the latest literacy research and new ROR initiatives, register for upcoming events, or to make a gift to help support our mission. Consider volunteering at your local ROR clinic, organizing a book drive, or gathering friends and family for Read and Romp or Read Romp + Rock.

Giving to ROR is easier than ever: make your gift online or by mail; by check or via credit card; in a lump sum or over the course of the year. Whatever your choice, you can be confident about supporting this cost-effective program with proven results.

Other ways to give

Consider making a gift of appreciated securities to help make a love of books and reading part of every healthy childhood. A legacy gift is another wonderful way to make a lasting impact on our mission to put books in the hands of children. Speak to your financial planner or call Reach Out and Read to learn how a legacy gift for Reach Out and Read can benefit your estate.

Put your gift to work all year long!

Become a Book Buddy and make periodic gifts throughout the year. This is an easy way to ensure that your gift is reaching children during the school year or on vacation.

Right now we are living in a shelter and the ROR books my daughter gets are the first and only books she has.”

A ROR parent, Columbia, South Carolina

For further information on making a gift, visit us at www.reachoutandread.org or contact us at 617-629-8042 x239.
LOOKING AHEAD

With your support, ROR plans to continue to extend our reach to millions more children at risk for school failure.

With a goal of reaching an additional 300,000 children next year through expansion of our program into underserved areas as well as a renewed focus on the specific needs of multilingual populations, we continue to strive to make love of books and reading part of every healthy childhood. Through your commitment and support, we have come so far; please accept our deepest gratitude and an invitation to continue with us on this journey to put books into the hands of children.

“... The Reach Out and Read program provides pediatricians with an opportunity to improve children’s lives and lay the groundwork for success in school and life.

In addition to improving school readiness, reading together is a wonderful bonding experience for both parent and child.”

Cindy Sheets, MD, FAAP, USA Children’s Medical Center Pediatric Outpatient Clinic, Mobile, AL

Save the Date

Please plan to join us at these upcoming events:

November 19, 2006
Seaport Hotel, Boston
Third Annual Boston Read and Romp – 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!

March 2, 2007
The Opera House, Boston
Read Romp + Rock – Join us at the second edition of this hip, “non-gala” gala with our friends and supporters in support of pediatric literacy.

May 4-5, 2007
Toronto, Ontario, Canada
Eighth Annual Reach Out and Read Conference.
Reach Out and Read Board of Directors

Barry Zuckerman, MD  
Chair  
CEO Reach Out and Read  
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Perri Klass, MD  
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Save the Date

November 19, 2006
Seaport Hotel, Boston
Third Annual **Boston Read and Romp** – 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!

March 2, 2007
The Opera House, Boston
**Read Romp + Rock** -- Join us at the second edition of this hip, “non-gala” gala with our friends and supporters in support of pediatric literacy.

May 4-5, 2007
Toronto, Ontario, Canada
Eighth Annual **Reach Out and Read Conference**.