Reach Out and Read®

Making books part of a healthy childhood
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 check-ups from six months to five 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 encourage early literacy skills so children enter school prepared for success in reading.
WE HAVE PRACTICED primary care pediatrics in a wide variety of settings for many years in clinics which serve families living in poverty. Our patients are low-income families, often young single mothers, new immigrants, families trapped in poverty for generation after generation – families under stress, children at high risk. We estimate that one in three children in the United States arrives at the age of school entry without the preparation, in particular the language and early literacy preparation, necessary to learn to read. Despite all the efforts of our educational system, after four years in school, about one-third of our children are not reading at grade level.

Reading delay and school failure are much higher among children who grow up in poverty. School failure limits the future potential of these children, and contributes to the intergenerational cycle of poverty. Children who start school without language and early literacy skills are at great risk to go through school without reading at grade level. They fail, they drop out, they are more likely to get pregnant early, or to get in trouble with the law, and to perpetuate cycles of poverty and dependency. Those first five years of a child’s life are critical: If we want to help children succeed, we have to help their parents build the skills their children need to arrive at school ready to learn to read.

When we monitor babies and young children for speech, language, and development in primary care, we are looking toward children who will have the necessary preparation to learn to read on time, and without problems at school entry. Reach Out and Read (ROR) offers us a medically-based intervention to promote that healthy development in the areas of language and literacy, as part of health care.

So over the years, we’ve had a part in giving out millions of books through ROR – and these books are bright bits of color in the homes of these children, whose lives are often difficult, barren, and dark.

Through ROR, primary care providers now practice medicine in a new way. With your help, we are changing children’s health care and expanding the definition of a healthy child: To grow up healthy means to grow up with a home that stimulates your growing brain, with exposure to spoken language and written language, with books and reading, so that every child arrives at school ready to learn and succeed. Thank you for making this journey with us.

Warm regards,

Barry Zuckerman, MD
CEO and Board Chair

Perri Klass, MD
Medical Director and President

The ROR program gets children ready to read and parents like me wanting to read. From birth, my son loved to hear me read books to him. Now he is an active two-year-old who can never get enough of reading. With a new book at every well visit, he always has a book to read.”

– A ROR Parent,
Philadelphia, PA
THIS YEAR Reach Out and Read (ROR) made significant progress in our strategic efforts to expand our reach to serve even more children in need. In the past 12 months, we opened 375 new program sites, serving an additional 356,000 children. ROR’s proven literacy intervention is now offered to 2.8 million children and their families in 3,289 clinics, health centers, hospitals, and pediatric practices in all 50 states, the District of Columbia, Puerto Rico, and Guam. Over the past 18 years, ROR has trained more than 46,000 doctors and nurses to provide literacy guidance to parents in the exam room. Last year, these medical providers distributed over 4.6 million books through ROR. In the coming year, with your support, we are on track to “prescribe” our 20 millionth book since ROR’s founding in 1989.

Our strategy for this aggressive national expansion involves targeted state-by-state fundraising, advocacy, capacity building, and physician outreach and recruitment. In some states, such as Massachusetts, our penetration is as high as 75%; in other states, such as Mississippi and Arkansas, it is as low as 3%. We are implementing a long-term state-by-state plan to solidify the public and private partnerships and funding sources needed to support ROR wherever there is poverty.

ROR has invested in significant field infrastructure to support the thousands of ROR medical sites around the country. During the past year, we formed new coalitions in New Jersey, Utah, and Michigan, bringing the number of state and regional coalitions that serve ROR sites in their geographic areas to 30. Our long-term goal is to continue to increase field capacity so that an ever-increasing number of ROR sites receive critical support in fundraising, community outreach, centralized book purchasing, quality assurance, training, and site recruitment.

We are also working to expand ROR’s reach to specific underserved segments of the population. A recent study showed that more than 35% of the families served by ROR report Spanish as their primary language. This year, we launched ‘Leyendo Juntos: Reading Together,’ a new initiative designed to determine best practices for physicians and nurses to use when delivering the ROR message and books to Spanish-speaking parents and to expand the number of Spanish-speaking children we serve. ROR is also reaching out to the large number of at-risk children within the Native American population, initiating a new partnership this year with the Indian Health Services to expand the program on Indian reservations.

While ROR is very proud of these initiatives and our impressive 35% growth rate in recent years, there are still over 7 million children in America living in or near poverty who are not served by the program. Thanks to your generous help, we will continue to expand ROR so that every child in our country has the opportunity to grow up with books and a love of reading.

With gratitude,

Martha Gershun
Executive Director

P.S. – We are especially proud of the success of our first-ever employee giving campaign – 100% participation from our team of dedicated professionals at the National Center who have taken ROR’s mission and made it their own!
**Leyendo Juntos: Reading Together**
This year, Reach Out and Read launched an important initiative designed to better serve the approximately one-third of our participants who speak Spanish as their primary language in the home. The goal of *Leyendo Juntos: Reading Together* emphasizes developing research-driven best practices and strategies which will provide medical providers with linguistically and culturally appropriate training and materials to encourage Spanish-speaking families to read aloud to their children. *Leyendo Juntos* is led by a national advisory committee comprised of prominent medical professionals with a special interest and expertise in serving Spanish-speaking families.

**ROR in the Military**
While reading together provides important advantages for all families, military families who face the unique challenges of separation and deployment can reap special benefit from the comfort of this routine. This year saw a significant breakthrough in our efforts to encourage healthcare providers in the U.S. military to implement ROR. After years of advocating on behalf of these families, ROR secured federal funding to implement a pilot project for numerous sites in military clinics and hospitals, with a special focus on those areas actively involved with mobilization and demobilization. We are working with the leadership at the Office of Family Policy at the Department of Defense to launch this exciting initiative and hope that this project will lay the groundwork for future widespread implementation of ROR in the military.

**Indian Health Services**
In recognition of the pressing need for early literacy programs among Native American and Alaska Native populations, ROR is working with the Committee on Native American Child Health (CONACH) within the American Academy of Pediatrics to develop an Indian Health Services (IHS) coalition for ROR. With funding provided in partnership with the Centers for Disease Control, we believe that IHS pediatric healthcare providers can have a powerful impact on this population when they deliver the ROR message and books to these families.
ROR programs are located in more than 3,289 hospitals and health centers in all 50 states, the District of Columbia, Guam, the U.S. Virgin Islands, and Puerto Rico.
This year, ROR distributed more than 4.6 million books.

More than 2.8 million children participated in ROR this year.

Reach Out and Read’s Impact in the U.S.

- # Children served by ROR per state
- Indicates ROR Coalition

More than 46,571 physicians and nurses have been trained in the ROR model.
IN 1999, when I completed the application for my clinic to join Reach Out and Read, I had no idea that it would change the way I practice pediatrics forever. Now I can scarcely remember a well-child visit in those days before ROR. It is such an integral part of my developmental exam that if I forget to bring the book in the room, it is just as if I have forgotten my stethoscope.

As a practicing pediatrician and medical director of ROR Utah, and the former medical director of three programs, ROR has been a learning and teaching opportunity as well as a pleasure. It has given me access to teach my partners about improved developmental exams with a literacy focus. It has also allowed us to identify developmental issues earlier and provide needed early intervention.

As for the difference it makes in our patients’ lives, it is incredible. The context of the visit changes as soon as I give the child a book. A smile lights up on both the parent and child’s face and we have a connection.

While there are many memorable examples of children who have benefited from the program, a few stand out for me. Julianne* is a six-year-old who has come to see me since birth. At her six-month-old exam, she did exactly what was expected, put the book into her mouth and began to chew on it. As she grew, her mom let me know which of the books she would put under her pillow at night and which ones were tattered from use. She is in school now and is reading above grade level. When she comes to clinic with her younger brother, I must be sure to give her a book from our gently used collection for older children so that she doesn’t take his.

Salt Lake City has a large Spanish-speaking population and many children living at-risk. Carlos* is a four-year-old whose mother primarily speaks Spanish and has only a 6th grade education. When they came to the clinic for his four-year check-up, he asked me for the book before I was allowed to start to talk to his mom. During the visit, he was very proud to name the colors on a page and show me that he knew some of his letters. While he was having a wonderful time showing off, I was getting a good assessment of his developmental level. And, the whole time, his mom sat next to him beaming with pride.

It is gratifying to me and to the growing number of doctors and nurses in Salt Lake City to see how ROR continues to make a difference in the lives of our families.

Wendy Hobson-Rohrer, MD, MSPH
Salt Lake City, UT

* names have been changed

Thank you for the books you have given to my son, Alejandro. He didn’t have any books until you gave him one when he was six months old. Now he carries books around the house. Thank you for giving us something to do together.”

– A ROR Parent, Salt Lake City, UT
Awards & Recognition

**NBC Nightly News**
A segment featuring Reach Out and Read, filmed at Boston Medical Center, launched the network’s *What Works* series on March 12, 2007, highlighting programs that have made a positive impact in people’s lives. Barry Zuckerman, MD, joined three Boston families in the exam room to talk about the program and its success.

**Charity Navigator**
For the third consecutive year, Charity Navigator has awarded ROR four stars, its highest rating, a distinction earned by only 8% of the non-profits Charity Navigator evaluates. This coveted rating means that ROR outperforms most other charities in America with respect to fiscal responsibility and financial soundness.

**American Academy of Pediatrics**
ROR Medical Director and President Perri Klass, MD, received the American Academy of Pediatrics (AAP) 2007 Education Award in recognition of the impact her work with ROR has on child health, her innovative contributions to the field of pediatrics, and her participation in the policy-making arena on behalf of pediatric education.

**Catalogue for Philanthropy**
ROR was featured in the 2006 Alumni edition of the Catalogue for Philanthropy, which cited the spectacular growth of our program and expanded outreach to at-risk children since ROR was first profiled in 1997.

**UNESCO Confucius Prize for Literacy**
In July 2007, Reach Out and Read received UNESCO’s Confucius Prize for Literacy for our work to promote literacy in the U.S. The theme for this year’s prize was “Literacy and Health,” in particular, literacy related to general health care, nutrition, family and reproductive health, and health-related community development. The prize recognizes organizations that have made particularly effective contributions in the fight against illiteracy.

The award was the culmination of an exciting year for ROR. In September 2006, ROR was the only U.S. program invited to participate in the White House Conference on Global Literacy convened by First Lady Laura Bush, where participants from around the world gathered to discuss best practices for spreading literacy among the world’s neediest populations.

In March 2007, ROR Medical Director Perri Klass, MD, traveled to Qatar to represent ROR at the UNESCO Regional Literacy Conference to discuss initiatives underway worldwide to improve literacy outcomes.

The ROR model of utilizing the medical community to bring books and advice about the importance of reading continues to attract attention around the globe. Programs modeled after ROR have been established in Australia, Canada, Italy, Israel, Lesotho, and the Philippines. We are excited to be able to share ROR’s best practices with our international colleagues.

*Perri Klass, MD, draws a child in China during her visit there in celebration of ROR’s UNESCO Confucius Prize for Literacy.*
National Center Events

Read and Romp
Boston’s Seaport Hotel was the site of the third annual Boston Read and Romp, our signature children’s event. Event Co-Chairs Cara Ahola, Holly Bonomo, and Kirke Hall, and ticket co-chairs Alex Dubois and Audra Lank welcomed 500 guests for an afternoon of fun-filled activities featuring beloved children’s classic stories. Little ones built towering structures on Mike Mulligan’s construction site while older children mailed letters at The Jolly Postman station. Clifford the Big Red Dog joined in welcoming author Norman Bridwell to the festivities, and guests enjoyed the music of Latin rhythms group Sol Y Canto. Attendees sampled a child-friendly buffet lunch while enjoying a wonderful afternoon which raised more than $70,000 in support of Reach Out and Read.

Read Romp + Rock
Boston’s sumptuous Opera House was the setting for ROR’s evening gala Read Romp + Rock. More than 350 Boston-area friends enjoyed cocktails in the elegant surroundings of the theater lobby, then moved into the theater to learn more about the work of ROR. As the curtain rose dramatically, guests joined the fun onstage where activities included a money booth, book charades, and dancing in this incomparable setting. With generous corporate sponsorships provided by Target, Goldman Sachs, P&G/Gillette, Mellon, and Scholastic, the Rafanelli Events designed party lived up to its growing reputation as Boston’s “not to be missed” gala. For Event Co-Chairs Allison Elvekrog, Becky Haase, Lisa Lebovitz, and Jenny Seeman, the delight on the faces of their friends and colleagues served to confirm their hard work had been rewarded and that this unique evening had raised more than $380,000 to further ROR’s mission.
Reach Out and Read National Conference

Nearly 300 ROR practitioners gathered in Toronto for updates on brain research, health literacy, and innovations in pediatric practice for the 21\textsuperscript{st} century. Mark Teague, illustrator of \textit{How Do Dinosaurs Say Goodnight?}, and Peter Reynolds, author/illustrator of \textit{The Dot} and \textit{Ish}, inspired the audience with their reflections on the creative process behind their work. The 2007 Richard Robinson Award for Excellence, named for Scholastic President, CEO, and Board Chair, Richard Robinson, who has been a longtime advocate for ROR, was presented to Claudia Barrett, ROR Health Literacy Coordinator at Children’s Hospital in Columbus, OH.

One of the best parts of the conference was the chance to meet ROR program administrators and physicians from not only across the country, but from around the world, and to also catch a glimpse into other ROR programs. For me, the final plenary session, \textit{Global Literacy: How ROR is Happening Around the World}, was the conference’s most inspiring one. We heard about the launching of new ROR programs internationally – in Israel, the Philippines, and Lesotho. This presentation reinforced the valuable impact ROR can have around the globe.”

– Elise Henricks, MD, Dorchester, MA

ROR Regional Events

ROR friends and supporters gathered this year in support of ROR’s vital mission at venues and parties nationwide. Read and Romp events were held in Pennsylvania, South Carolina, Texas, and Virginia, while Colorado, Kansas City, and Rhode Island served up green eggs and ham at benefit breakfasts there. Thalassa Restaurant in Tribeca was the site of ROR of Greater New York’s Eighth Annual Benefit and Silent Auction where guests bid on items as diverse as chocolate tastings and trapeze lessons.

Left: Congressman Emanuel Cleaver, II, and local meteorologist Bryan Busby read the Dr. Seuss classic, \textit{Green Eggs and Ham}, in Kansas City in March 2006. Above: Children decorate crowns at South Carolina’s Read and Romp, held in October 2006.
Corporate Partners

Brown Rudnick
Reach Out and Read’s multi-year partnership continued 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 provided book purchasing funds, pro bono legal representation, and employee volunteer involvement for ROR programs.

Cardinal Health
This year marked the second year of a two-year partnership between ROR and Cardinal Health, an international medical products and services company. The Cardinal Health generous financial gift supported both the National Center and ROR programs in Cardinal Health communities.

Mellon
Longtime corporate supporter Mellon New England has made significant contributions to support the launch of Leyendo Juntos: Reading Together, ROR’s national outreach program to better serve the more than 30% of children in our program who speak Spanish in the home as their primary language. Mellon’s contribution through the Arthur F. Blanchard Trust will allow for support of the first-year pilot project in Boston and assist ROR in developing best practices for training medical providers in the most effective ways to talk with Spanish-speaking families about the importance of reading aloud with their children.

Primrose School Franchising Company
ROR entered our second year of a partnership with Primrose Schools, a leading franchisor of early education centers. In 2007, students from Primrose Schools nationwide participated in school-based fundraising events in support of ROR. Primrose and ROR will continue to partner on the organization’s Spring Fling events. In many communities, individual Primrose Schools also partnered with local ROR programs to help put books in the hands of more ROR children.

Scholastic Inc.
Scholastic has significantly supported ROR with hundreds of thousands of donated books for children throughout the country. Through Scholastic’s “ClassroomsCare” initiative, 175,000 books were delivered to ROR sites around the country this year. Our ongoing partnership has also supplied grants for programmatic support and events. We gratefully acknowledge Scholastic’s commitment to making books part of a healthy childhood.

Sovereign Bank
Sovereign Bank’s Holiday Book Drive, its second to benefit ROR, generated more than 23,000 new children’s books for ROR programs throughout the Sovereign region. Donations totaling more than $45,000 were collected during December from customers and team members at nearly 800 Sovereign Community Banking Offices in the Northeast U.S.

Staples Foundation for Learning
The Staples Foundation for Learning became one of ROR’s newest partners in 2007. Their generous grant will support the growth and expansion of ROR programs in Miami-Dade County, FL. Local ROR programs will also participate in festivities surrounding the opening of new Staples stores in the area.

Target
ROR’s longstanding partnership with Target continues to provide critical support for our mission to put books in the hands of children. Target provided significant funding for books and events as well as enhancements to waiting rooms with colorful door hangers and posters that reinforce the ROR message.

Foundations
Charles F. Bacon Trust
The Charles F. Bacon Trust has generously provided support for Leyendo Juntos: Reading Together, ROR’s new Spanish-speaking families initiative. This grant will help ROR identify best
practices for use with parents who speak Spanish as their primary language in the home and to expand the number of Spanish-speaking families and children served by ROR.

**Claire Giannini Fund**
Generous operating support from the Claire Giannini Fund has enabled ROR to continue to extend its reach to at-risk children nationwide.

**Mimi and Peter Haas Fund**
ROR partnered with the Mimi and Peter Haas Fund, a longtime champion of promoting quality programs that support early childhood development. Thanks to their generous support, ROR will significantly expand programs in the San Francisco Bay Area.

**The William Randolph Hearst Foundations**
A significant challenge grant for operating support from the Hearst Foundations will assist the National Center with our expansion work and provide ROR with the critical funding needed to expand our reach to underserved populations.

**Hunt Alternatives Fund**
We are grateful to the Hunt Alternatives Fund for renewing its generous support of ROR through a grant to provide operating support to the ROR National Center.

**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, ROR will be undertaking a targeted expansion initiative on the city’s north side. Support from the Knight Foundation will enable us to expand the number of ROR programs in the area to serve even more children.

**Lebovitz Family Charitable Trust**
Staying true to its mission to make meaningful contributions in the communities in which they live, trustees of the Lebovitz Family Charitable Trust made a significant grant to create a new ROR program at T.C. Thompson Children’s Hospital in Chattanooga, TN. Thanks to this generous gift, a significant portion of the approximately 15,000 at-risk children in Chattanooga will now benefit from the ROR intervention.

**The Ludcke Foundation**
The Ludcke Foundation has generously provided the initial grant for our newest initiative, *Leyendos Juntos: Reading Together*. In addition to providing support to develop best practices for the delivery of the program to ROR participants who speak Spanish as their primary language in the home, the experience derived from this pilot project will provide a framework for future projects that address the specific needs of other communities where English is a second language.

**J. Willard and Alice S. Marriott Foundation**
ROR is pleased to announce that a new, significant grant from the J. Willard and Alice S. Marriott Foundation will support ROR’s efforts to expand programs in Greater Washington, D.C. this year.

**The McGrath Family**
A longtime ROR supporter, the McGrath Family recently made another generous, multi-year grant to ROR in support of its programs in Boston and Palm Springs, CA. We are extremely grateful to the McGrath Family for their ongoing support of ROR’s mission to put books in the hands of low-income families and children.

**Starr Foundation**
A new supporter of ROR, this foundation recently provided valuable operating and expansion support to both the National Center and ROR of Greater New York. These funds are particularly valuable in helping the organization sustain our long-term growth and ensuring the quality of our programs across the nation.

**The Stratford Foundation**
This year ROR was the grateful recipient of a first-time grant from the Stratford Foundation in support of books, pediatric trainings, and materials for ROR programs in Southeastern MA. We are excited to be partnering with this Boston-area foundation for the first time.

**The Stringer Foundation**
The Stringer Foundation renewed its support of ROR through a generous grant to fund operating requirements at the National Center and enable ROR to continue to expand our reach nationwide.
REACH OUT AND READ is grateful for the support of legislators at the state and federal level. By visiting ROR programs in their districts, key members of Congress were able to experience firsthand ROR’s impact in the communities they represent. Carrying their support of the ROR message back to Washington, 97 U.S. Representatives and 53 Senators signed a letter of support for ROR’s fiscal year 2008 funding request to the Labor, Health and Human Services, and Education Appropriations Subcommittee.

Senator Edward Kennedy and his wife, Victoria, read to young patients at Somerville Pediatrics in Somerville, MA.

Senator Kay Bailey Hutchison shares a book with children in Amarillo, TX.

**Number of states where ROR receives state funding**

10

**Meetings with Members of Congress on Hill Day**

226

**Legislators supporting ROR’s FY08 request**

150

**Legislative site visits in home districts**

70
Charity Navigator – Four Stars Again

For the third consecutive year, Reach Out and Read has been awarded four stars by Charity Navigator (its highest rating), a distinction earned by only 8% of the non-profits it evaluates. Millions of donors use this online resource annually to determine how effectively a charity operates on a daily basis and to gauge how well an organization is positioned to sustain its program. The four-star rating enables donors to make informed philanthropic decisions, confident of ROR’s sound fiscal management and effective stewardship of their gifts. ROR is proud to be Charity Navigator’s only national pediatric literacy program with a four-star rating.

Number of children served by ROR in 2002: 1.5 million

Number of children served by ROR in 2007: 2.8 million

Financial Report

FY07 Statement of Activities*

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*Note: FY07 results preliminary at time of publication
ROR Salutes Multi-Year Donors

Through the creation of our multi-year giving circle, Reach Out and Read would especially like to thank those donors whose generous pledges and long-term commitments have made it possible for us to more accurately predict revenues and plan program expansion.

Multi-Year Donors
Adams Respiratory Therapeutics
Jean & Parrish Arturi
Cardinal Health Foundation
Faucett Family Foundation
Chris & Mary Beth Gordon
Mimi and Peter Haas Fund
John S. & James L. Knight Foundation
The McGrath Family
Ramsey McCluskey Foundation
Primrose School Franchising Company
Deborah & Robert Slotpole
The Stratford Foundation
The Weezie Foundation

$100,000+
Cardinal Health Foundation
Mimi and Peter Haas Fund
HealthCare Institute of New Jersey (HINJ)
John S. & James L. Knight Foundation
Kraft Foods Global/Post Alpha Bits Cereal
Primrose School Franchising Company
Scholastic Inc.
Target

$50,000 – $99,999
Half Price Books
William Randolph Hearst Foundations
Starr Foundation
The Weezie Foundation
Healthcare Foundation of New Jersey

$25,000 – $49,999
Brown Rudnick
Sandy & Paul Edgerley
Carol Fippin
Chris & Mary Beth Gordon

Over the years, pediatricians in the Franklin Clinic have tried in informal ways to encourage parents to read to their children. However, the ROR program as it is structured, with the gift books to the families and volunteers reading in the waiting room as models for the parents, provides a perfect combination for reaching these families.”
– Frances Malinoff, MD,
Santa Barbara County Public Health Department – Franklin Clinic, Santa Barbara, CA

Donors

Edward H. Linde Family Foundation
Marguerite Casey Foundation
The J. Willard and Alice S. Marriott Foundation
The Bank of New York Mellon Corporation
Merck & Co., Inc.
Hal Miles
Novartis Pharmaceuticals Corporation
Pfizer, Inc.
Procter & Gamble/Gillette
Ralph L. and Winifred E. Polk Foundation
Ramsey McCluskey Family Foundation
Riemer & Braunstein LLP
Schering Corporation
Jennifer & Thomas Seeman
Staples Foundation for Learning
State Street Corporation
Stratford Foundation
The Stringer Foundation
Margaret E. Thielisch

$5,000 – $9,999
AFLAC Foundation Inc.
American Council For Excellence & Opportunity
Beth Lebovitz Backer & Dan Backer
CIBC World Markets
Cogan Family Foundation
CVS/pharmacy
Ami & Will Danoff
Faucett Family Foundation
The First Congregational Church of Winchester
General Growth Properties – Natick Mall
Martha Gershun & Don Goldman
William & Janet Gorth
Larry & Beth Greenberg
Knez Family Charitable Foundation
Marion & David Mussafer
Alexandra Nash
Nissan North America, Inc.
Novo Nordisk
The Parthenon Group
Partners HealthCare
Mr. & Mrs. Thomas Pernetti
Maurice & Luly Samuels
sanofi-aventis
Angali Sastry & Mark O’Brien
Daniel & Ranella Saul
Eric & Beth Schlager
Kathy & Robert Stansky
Nick & Sangita Thakore
Tiger Woods Foundation
The TJK Foundation, Inc.
United Way of Massachusetts Bay
Wyeth
Drs. Barry & Pamela Zuckerman

Edward H. Linde Family Foundation
Marguerite Casey Foundation
The J. Willard and Alice S. Marriott Foundation
The Bank of New York Mellon Corporation
Merck & Co., Inc.
Hal Miles
Novartis Pharmaceuticals Corporation
Pfizer, Inc.
Procter & Gamble/Gillette
Ralph L. and Winifred E. Polk Foundation
Ramsey McCluskey Family Foundation
Riemer & Braunstein LLP
Schering Corporation
Jennifer & Thomas Seeman
Staples Foundation for Learning
State Street Corporation
Stratford Foundation
The Stringer Foundation
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Beth Lebovitz Backer & Dan Backer
CIBC World Markets
Cogan Family Foundation
CVS/pharmacy
Ami & Will Danoff
Faucett Family Foundation
The First Congregational Church of Winchester
General Growth Properties – Natick Mall
Martha Gershun & Don Goldman
William & Janet Gorth
Larry & Beth Greenberg
Knez Family Charitable Foundation
Marion & David Mussafer
Alexandra Nash
Nissan North America, Inc.
Novo Nordisk
The Parthenon Group
Partners HealthCare
Mr. & Mrs. Thomas Pernetti
Maurice & Luly Samuels
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Merck & Co., Inc.
Hal Miles
Novartis Pharmaceuticals Corporation
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Our Family Health Center is in an impoverished area of New Jersey and when parents have to make choices between buying books or food, literacy and its importance in child development is a difficult concept to sell. With the ROR program we are able to help parents understand the importance of these concepts, without forcing them to make choices they cannot afford. If this program can help even one child from Paterson escape poverty through proper development, literacy, and education, it would be a huge success.”

– Gregory A. Costello, MD, MS, DABFP, Associate Director, Family Medicine Department, Barnert Hospital, Paterson, NJ
Reach Out and Read adds something special to our well-child visits. We have a lot of Spanish-speaking and bilingual families. Sharing a bilingual book with them tells them that we value their native language, recognize their language limitations, and share with them that hope that their children will be successful when they enter school."

– Donald Miller, MD,
Medical Director, Reach
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AAP Chapter President,
California Chapter 3 San
Diego, Pediatrician, North
County Health Services
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ROR is a valuable part of Alaska’s education and health collaboration efforts. It is a main component of the Alaska Community Preschool Project. We are recruiting new clinics for ROR programs, delivering training to primary care providers, and developing a cadre of Alaskan ROR trainers as main activities of this initiative. In Alaska, we will be reaching children, families, and their healthcare providers in urban, rural, and remote settings around the state.”

– Paul Sugar, Education Specialist, State of Alaska Department of Education and Early Development
The children benefiting from ROR programs live in many of the city’s most at-risk neighborhoods, including those where there is limited access to public libraries or bookstores. Without receiving encouragement and books from their doctors, many of these children will already be lagging behind by the time they reach school and encounter formal reading instruction.”

– Dr. Terry Kind, Medical Director for Reach Out and Read of Metro DC

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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 617-455-0643.
Giving

Multi-Year Donors
New this year! The creation of a giving circle designed to recognize donors whose commitments over a multi-year period have made it possible for Reach Out and Read to forecast our revenues and effectively plan the needs of our program. Consider making a multi-year gift to enable us to expand our reach to more children year after year.

Planning Matters
A planned gift to Reach Out and Read is a wonderful way to leave a lasting charitable legacy and to ensure that future generations grow up loving books and reading. With the additional benefit of providing the donor with some important tax and income advantages, a bequest or other giving vehicle naming ROR as beneficiary will help secure the future for our program and the children we serve.

To include ROR in your estate plans, contact your financial planner or plan administrator or call us at 617-455-0643.

Reachoutandread.org
Our comprehensive online resource for friends and supporters! Visit our website to make a gift to ROR, bid on featured items in our online auctions, register for events, and learn the latest news from ROR. Get tips on reading to little ones, find out about developmental milestones for children, or make a gift to commemorate a special occasion or honor a favorite teacher. Make reachoutandread.org your first stop for all things literary!

Special Occasions
Celebrate a birthday, anniversary, or other milestone by making a gift to ROR. Thank a person who has helped make the love of books and reading part of your life. Commemorate a loved one or recognize an accomplishment while helping ROR put books in the hands of children. Your gift is tax deductible, and we will send a beautiful acknowledgement of your generosity to the individual you designate.

Monthly Gift Options
Put books in the hands of children throughout the year! Use our monthly gift option to benefit children over the summer, throughout the school year, and during vacation.

"We support ROR in so many ways because we want to give every child the opportunity to love books and reading. In addition to providing financial support to enable more children to participate in ROR, I am an active volunteer for the program. As we embarked on our estate planning, we began to realize that a bequest to ROR offered us the perfect opportunity to create a meaningful, lasting legacy."

– A ROR Donor, Boston, MA

Matching Gifts
Is your company a matching gift company? Many companies match donations made by their employees to non-profits with an educational mission like ROR. Contact your human resources department to find out how to make your gift to ROR worth even more!

For further information on making a gift, contact us at 617-455-0643 or go online at www.reachoutandread.org.
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November 4, 2007
Seaport Hotel, Boston
Fourth 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!

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