



2014 ANNUAL REPORT



ENDING THE CYCLE OF LOW LITERACY



“Thanks to RAR MA, we can create a better future for our well-being and, more than anything, for our children, to see them grow up and have a better education. Without reading, we can't do anything. With it, we can become better people, have better values...”

Laura, Raising A Reader MA Parent Ambassador





WITH YOUR SUPPORT, WE ARE CHANGING THE LIVES OF CHILDREN ACROSS MASSACHUSETTS

More families are sharing new books at home weekly and their children are entering kindergarten with the pre-literacy skills necessary for success.

RAISING A READER MASSACHUSETTS BY THE NUMBERS IN 2014



Nearly 12,000 children and families served.



Over 45,000 books in circulation across MA.



Over 200 parent workshops held.

PARENTS WHO HAVE ATTENDED WORKSHOPS ARE...



2X more likely to talk about new words.



5X more likely to ask questions.



10X more likely to make up their own stories.

"I definitely see the difference between children who had RAR in preschool and those who came into kindergarten without. They know how books work, how illustrations and text go together."

- Kindergarten Teacher

7 YEARS' WORTH OF LOCAL DATA COLLECTION AND ANALYSIS SHOW THAT RAR MA IMPACTS ALL FAMILIES, WITH AN EVEN GREATER EFFECT ON THOSE WITH THE HIGHEST NEEDS:

Families making under \$45K/year showed a **24% increase** in shared reading routines.



Spanish speaking families showed a **52% increase** in shared reading routines.

1 in 3 children in the US enter kindergarten unprepared to learn.



Middle Income	Low Income
13 : 1 BOOKS	1 : 300 BOOK CHILDREN

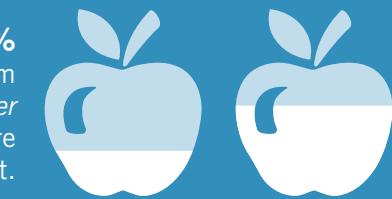


Ratio of Age-Appropriate Books Per Child in Middle and Low-Income Neighborhoods



At age 3, your child's brain is already **80%** the size of an adult's.

IN MASSACHUSETTS, 2013 3RD GRADE PROFICIENCY DATA HIGHLIGHTS A STARTLING CONTRAST.



38% of children from middle and upper class families were not proficient.

69% of children from low income families were not proficient.



If not reading proficiently by 3rd grade, children of color from low income families are **8 times more likely to drop out of school later on.**

By age 3, children from economically privileged families have heard **30 million** more words than children from low income families.



We teach parents how to share books with their children...even if they can't read the words. Using a method called **dialogic reading**, parents will ask questions during story time using pictures as prompts. This will increase the number of words a child hears.

"I've seen my son change. He is talking a lot more. It's impressive the number of words he is pronouncing."

- Parent



WHO ARE THE PARENT AMBASSADORS?

Parent ambassadors are those who have already experienced our program and have a desire to become **leaders in their communities**. They support us with anything from outreach to other parents to facilitating workshops on their own. Our data shows that **parents are more likely to return for another workshop when it is led by a parent ambassador.**

BECAUSE OF YOUR SUPPORT, IN THE PAST 8 YEARS, WE WERE ABLE TO DELIVER OUR PROGRAM IN BOSTON, 9 GATEWAY CITIES, AND 17 LOCAL AFFILIATES.



★ CORE COMMUNITIES

Boston	Lowell
Brockton	Lynn
Chelsea	Malden
Everett	Revere
Lawrence	Springfield

• LOCAL AFFILIATES

Adams	Newton	Southbridge	West Springfield
Arlington	North Adams	Truro	Woburn
Brewster	Oxford	Waltham	Worcester
Cambridge	Plymouth	Wellfleet	
Eastham	Somerville		

DEAR FRIENDS

RAISING A READER MASSACHUSETTS IS KNOWN AS “THE RED BAG” PROGRAM

because of our signature red bags which are rotated among nearly 12,000 families statewide, each with four culturally and age appropriate books. The core of the Raising A Reader Massachusetts program goes so much deeper than a rotating book library. We are a family engagement and education program that utilizes books as tools to empower parents to have a more active role in preparing their children to be successful in school. Our program is focused on the first six years, the most critical time in a child's development, but the impact of Raising A Reader MA goes well beyond the first few years. Raising A Reader MA helps parents build a bond with their children through their increased interactions. This parental involvement is a more powerful force on educational outcomes than any other family background variables, including social class, family size and level of parental education.

Of course, none of this work is done in isolation – Raising A Reader MA is by nature a collaborative organization. All accomplishments are equally shared among our program partners in the community, our deeply committed Board of Directors, and many of you who have supported us along the way. With your help, we will continue our work until every child has an equal opportunity for achievement and every parent has the opportunity to excel in what may be their most important role – their child's first teacher.



Lisa S. Thompson
Lisa Thompson
Board Chair



Donna DiFillippo
Donna DiFillippo
Executive Director

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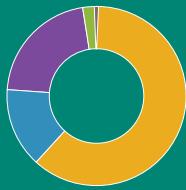
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Merrill Lynch Wealth Management

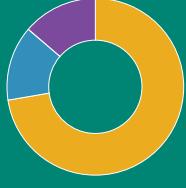
Evan Zall, *President and Co-Founder*, Ebbn Zall Group

FYE 2014 OPERATIONAL FINANCIALS



REVENUE

62.1%	■ Unrestricted Gifts Grants Contributions	602,906
14.0%	■ Special Fund Raising Event net Direct Cost	136,221
21.5%	■ Fee for Service	208,953
2.1%	■ In-Kind	20,295
0.3%	■ Other	2,545
	TOTAL	970,920



EXPENSES

72.5%	■ Program Services	795,594
13.7%	■ Administration	150,454
13.7%	■ Development	150,606
	TOTAL	1,096,654



Every dollar we invest in high-quality early education can save more than seven dollars later on - by boosting graduation rates, reducing teen pregnancy, even reducing violent crime.

The cost per child in 2014 is \$100.

(That's only about 20 Fenway Franks.)



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Raising A Reader MA is an independent affiliate of the California-based Raising A Reader. Raising A Reader MA is a 501(c)(3) nonprofit organization (EIN 80-0297898). All contributions are tax deductible to the extent allowed under the law.