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.

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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“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
I've seen my son change. Low-income families are entering kindergarten with the pre-literate skills necessary for success. More families are sharing new books at home weekly and their children are part of the RAR family. My son does not stop reading. He is talking a lot more. It's impressive the number of words he is pronouncing. - Parent

At age 3, your child’s brain is already 80% the size of an adult's. IF not reading proficiently by 3rd grade, children of color are 5 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. 70% of children get more than 9X the words they hear at home than those who are not read to at home. What parents do in these early years has the biggest impact on their child’s success in school.

ACROSS MASSACHUSETTS

THE LIVES OF CHILDREN

WE ARE CHANGING

WITH YOUR SUPPORT,
RAISING A READER

BY THE NUMBERS

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

Raising A Reader MA is an evidence-based early literacy program that helps families of young children (ages 0-6) develop, practice, and maintain habits of reading together at home. Our core program model, which both increases access to books and offers support for strengthening the culture of reading at home, is driven by 25 years of research that show the most significant factor impacting a child’s academic success is being regularly read to by a parent or other primary adult caregiver before starting kindergarten. Our goal is to end the cycle of low literacy by helping families across Massachusetts develop high-impact home reading routines that lay the groundwork for a lifetime of learning, success, and productive, responsible citizenship.

IN 2014, 25% of children from low-income neighborhoods entered kindergarten unprepared to learn. The 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.

FAMILIES, WITH AN EVEN GREATER EFFECT ON THOSE WITH THE HIGHEST NEEDS:

- 24% increase in shared reading routines.
- 7% increase in the percentage of children reading proficiently.
- 38% increase in the number of books made available to children.

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

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

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

RAISING A READER MA | 9B Hamilton Place, 3rd Floor, Boston, MA 02108 | Phone: 617-292-2665 | Email: info@raisingareaderma.org | raisingareaderma.org | facebook.com/raisingareadermassachusetts | twitter.com/RaisingAReaderM

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.

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Robert White, Vice President and Financial Advisor, Merrill Lynch Wealth Management
Evans Zak, President and Co-Founder, Ebben Zall Group

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

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2014 ANNUAL REPORT

FYE 2014 OPERATIONAL FINANCIALS

REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted Gifts &amp; Grants</td>
<td>608,906</td>
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<tr>
<td>Special Fund Raising Event</td>
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<tr>
<td>Direct Cost</td>
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<tr>
<td>In-Kind</td>
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<td>Other</td>
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EXPENSES

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<td>Program Services</td>
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<td>Administration</td>
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<tr>
<td>Development</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>1,206,845</td>
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</tbody>
</table>

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