MAKING AN IMPACT

Reading WITH, not to.
Parents/caregivers consistently report improvements in the way they read and how much they read with their children.

78% of families not reading 3 or more times a week read more after RAR-MA.

78% of families use 3 or more dialogic reading strategies after RAR-MA.

76% of partners share that their families have improved how they share books after RAR-MA.

33,944 Books Rotated
8,486 Children Served
98 Active Partners

FROM A PARENT

"Esteban will not leave the playgroup without getting his Red Book Bag. We read books almost any time of day and at bed time.

Abigail is very attentive and dramatic. Every time we read she makes the animal noises or imitates the emotions in the book.

I really love this program. I have three children and they have all gone through the program."

- Maria, parent, Chelsea
DEAR READERS

Thank you from the leadership!

Dear Readers,

Thank you for entrusting us to close the literacy opportunity gap in Massachusetts. With you, we are making a difference—both our program partners and parents continue to report increased reading frequency and quality.

2019 was a special year at Raising A Reader MA. We invested in our team and evaluation systems to create a strong foundation for scale and deeper community impact. We streamlined our parent and partner surveys to improve the quality of the data we collect and added three new positions to help effectively engage with families. We are now better positioned to provide more educational opportunities for the current families we serve and add new program partners to access even more families in the coming year.

I am proud of what we have accomplished and I am even more excited for the future. Our ability to deepen impact is directly related to the strong relationships we have developed with you. I continue to be inspired by your commitment to Raising A Reader MA and by our constituents’ commitment to their children’s academic future.

With your engaged support, we will continue our important work to end the literacy opportunity gap so that all children enter kindergarten ready to learn. Thank you. It all starts with the simple act of reading!

With gratitude,

Christine Ward
Executive Director

Dear Readers,

Thank you. It is with your consistent generosity that we equip parents and caregivers to be their children’s first teachers, empowered to be active participants in their children’s education, impacting success in school and beyond.

The range in support from a variety of contributors has laid a stable foundation for us, ultimately allowing us to deepen our impact with our program partners. We owe our success in 2019 to the 62 corporations and businesses, 39 foundations and nonprofits, and 377 families and individuals that contributed to our funding.

It is my honor to share with you that we were selected as a Funded Partner of Boston Children’s Hospital Collaboration for Community Health in the Zero to Five Child Health and Development category. This three-year partnership with $442,000 of conditional funding allows for significant growth in Greater Boston, as we have hired more staff, accessed more children through additional partners, augmented our evaluation capabilities, and heightened our profile as a partner and leader in the early literacy landscape.

We look forward to continuing our partnership in the service of thousands of children across the state.

With gratitude,

Gregg Dooling
Board Chair

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Jonathan Slawsby
Owner & COO, Madison Food Corp.
OUR PARTNERS

Convenience in a trusted setting.
We access parents/caregivers and their children through trusted community partners where families are already involved.

OUR DIFFERENTIATOR

More than a book donation program.
We teach families dialogic reading strategies that effectively engage their children in books, as well as provide age-appropriate and culturally relevant books in a rotating library.

*Fee for service programs not in our direct service communities
OUR FAMILIES

We are proud of the diversity of families we serve. Among our constituents, 34 different languages are spoken.

17% of parents/caregivers have less than a high school education level.

45% of parents/caregivers report that English was not the primary household language.

41% of parents/caregivers report household income of less than $25,000.*

*Parents that did not report income were not included in the total.

At-home reading frequency increased for families across all parent/caregiver education levels.

For parents/caregivers with less than a high school degree, weekly reading frequency increased by 2.3 times that of parents with a high school degree or above.

Parent/Caregiver Education Levels by %

All data captured through parent/caregiver surveys.

FROM THE RESEARCHERS

"Building the capabilities of adult caregivers can help strengthen the environment of relationships essential to children’s lifelong learning, health, and behavior...Policies and programs that address the needs of adult caregivers and help them to engage in serve and return interactions will in turn help support the healthy development of children."

- Harvard University, Center on the Developing Child
THE EARLIER, THE BETTER

1 in 3 children start kindergarten unprepared to learn.

Reading books with a child beginning in early infancy can boost vocabulary and reading skills four years later, before the start of elementary school. (American Academy of Pediatrics, 2017)
OUR DONORS

**Over $100K**
- Boston Children’s Collaboration for Community Health

**$20K - 50K**
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- Amelia Peabody Foundation
- Amundi Pioneer Asset Management
- Fordham Street Foundation
- Funder Collaborative for Reading Success
- Harbus Foundation
- Hestia Fund
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- Kelly and John Carroll
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- Reeder Foundation
- Susan and John Simon

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- Nathaniel and Elizabeth Stevens Foundation
- TD Charitable Foundation
- Vertex Foundation

**$5K - 9.9K**
- Baerlein & Partners
- Beker Foundation
- Bill Barke
- Broadway Restaurant Group
- Cedar Tree Foundation
- DCU for Kids
- Don Hawley

FINANCIALS

**Revenue**
$986,513

**Expenses**
$890,149

Proud partner of

A Boston Children’s Collaboration for Community Health Partner

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United Way of Greater Plymouth County
Eastern Bank
FGS Printing
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State Street
Stefan Spazek
Sue and Dan Farrell
Susan A. and Donald P. Babson Foundation
Susan Klink
Tom Palmer
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Betsy Blount
Bob Loblaw
Brad Greenberg
Bradley Gilbert
Brendan Rice
Brett Girard
Brian Cingel
Brian DiFillippo
Brian Maloy
Brian Trojan
Bridget Malicki
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Burns & McDonnell
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Clare Durkin
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Craig Buermann
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Booty By Brabants
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Boston Symphony Orchestra
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Fairmont Le Château Frontenac
FGS Printing
Flour Bakery & Cafe
Foundation to Be Named Later
G20 Spa and Salon
Gordon's Fine Wine & Liquor
Grill 23
Hope Family Wines
Huntington Theatre Company
Kiernan Conroy Klosek, Photographer
Mandarin Oriental, Boston
Marquis Design
Massachusetts Bay Lines
New England Patriots
Polly Ross Ribatt
Revere Hotel
Row 34
Salon Capri
Sam Adams
The Smoke Shop BBQ
Tito's
Uniek Living
Westport Rivers Vineyard & Winery
XV Beacon Hotel
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Javier Torres
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Justin Greiwe
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Tyler Brennan
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Virginia and Ronald Malicki
VJ Vesnavaer
Will Samuels
William Rice
Wyndsor DePetro

Thank You!
DINNER WITH AN AUTHOR

Our signature fundraising gala on May 8, 2019 was one of our most successful to date, raising over $250,000 in unrestricted funding.

When I first learned about the role at RAR-MA, I was surprised to discover that research showed that the single most significant factor influencing a child’s lifelong achievement is being regularly read to by their adult caregivers before starting kindergarten...This resonated with me because I was a part of this demographic—not to the fault of anyone, but because my family, my community—did not have access to this information.

This profound discovery is what motivates me to work with the passion that I do everyday!

- María Mombeluer, Senior Program Manager

EMERGING LEADERS

Co-chair (CY 2018): Michael Dakers - Panera
Co-chair (CY 2018): Josh Schaer - Freshii Boston
Co-chair (CY 2019): Emily Leinbach - The Bowdoin Group
Co-chair (CY 2019): Chapman Leedy - Federal Reserve Boston
Lauren Atsalis - Bass Doherty
Manusha Chereddy - HarbourVest
Sarah Curry - Jones Lange Lasalle
Jack Gilbert - Cambridge Associates
Elise Goodhue - Northwestern Mutual
Bill Hall - Gordon’s Fine Wine & Liquor
Serene Liu - IBM Labs
Kevin O’Hanlon - Marcus & Millichamp
Ian White - Workbar
Tesla Quinn - Bain

The Emerging Leaders is an associate board of young professionals, whose participants regularly take action to raise awareness and funds for our core mission and develop into future leaders.

Raising A Reader MA is a 501c3 organization with EIN #80-0297898.

Headquartered in the historic Old Corner Bookstore on the Freedom Trail
3 School Street, 3rd Floor
Boston, MA 02108

(617) 292-BOOK (2665) | www.raisingareaderma.org