



Opening Doors by Opening Books



ANNUAL REPORT 2019

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.



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



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



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,

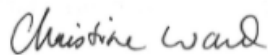
Thank you for entrusting us to close the literacy opportunity gap in Massachusetts. With you, we are making a difference--both our program partners and parents continue to report increased reading frequency and quality.

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

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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

Melissa Alexander

Director of IT, Vertex Pharmaceuticals

Justin Hayward

Partner, Cross Coastal Advisors

Jonathan Nesbit

Managing Director, State Street Global Exchange

Jonathan Slawsby

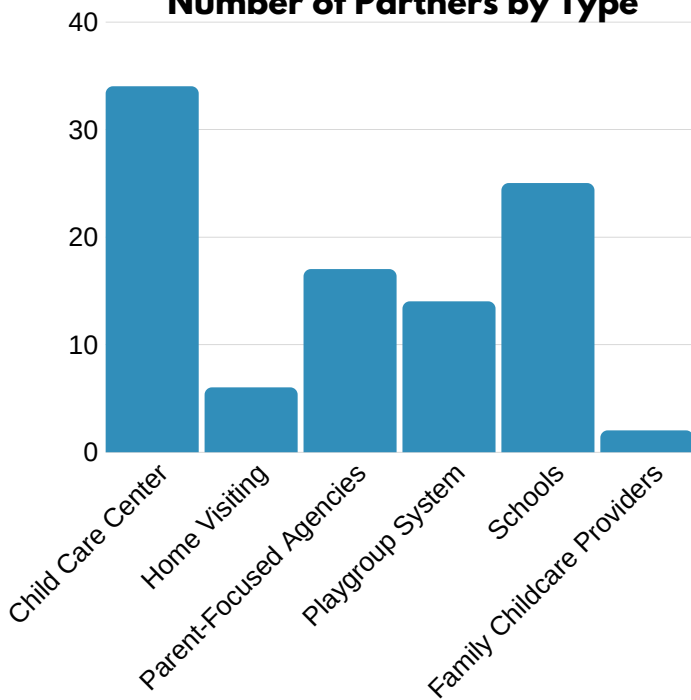
Owner & COO, Madison Food Corp.

OUR PARTNERS

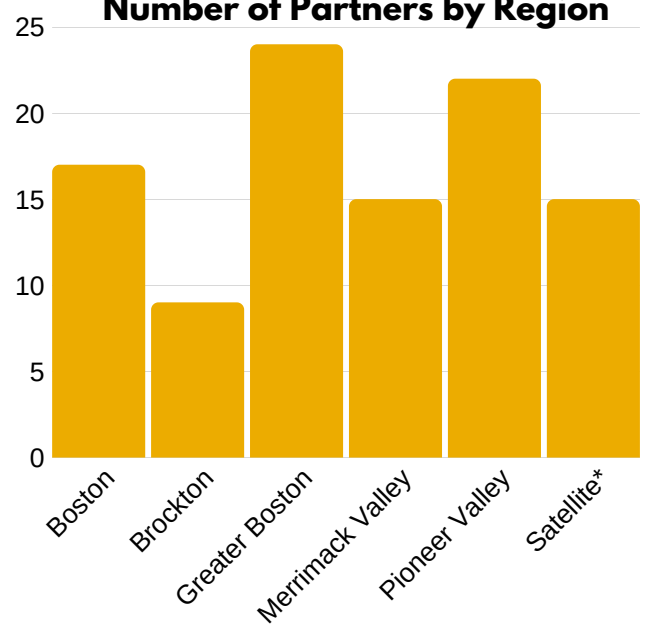
Convenience in a trusted setting.

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

Number of Partners by Type



Number of Partners by Region

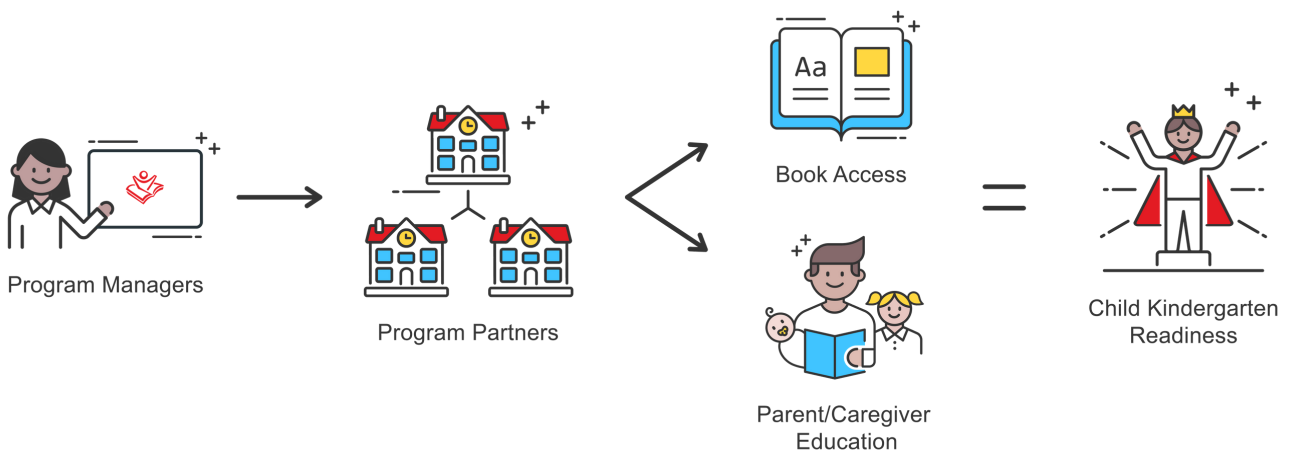


*Fee for service programs not in our direct service communities

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.



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.

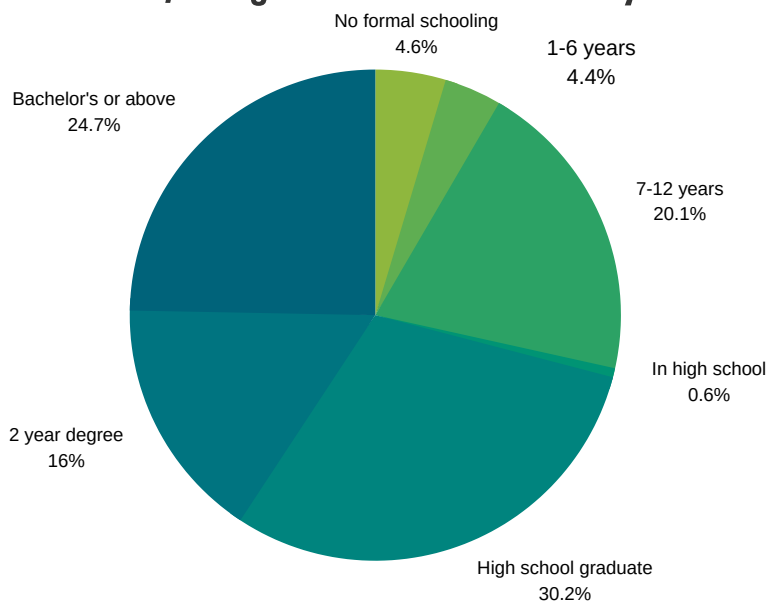
For parents/caregivers with less than a high school degree, weekly reading frequency increased by **2.3 times** that of parents with a high school degree or above.

All data captured through parent/caregiver surveys.



Our mission is to close the literacy opportunity gap among children birth to age six in high-need communities by helping families develop and practice shared home reading habits.

Parent/Caregiver Education Levels by %



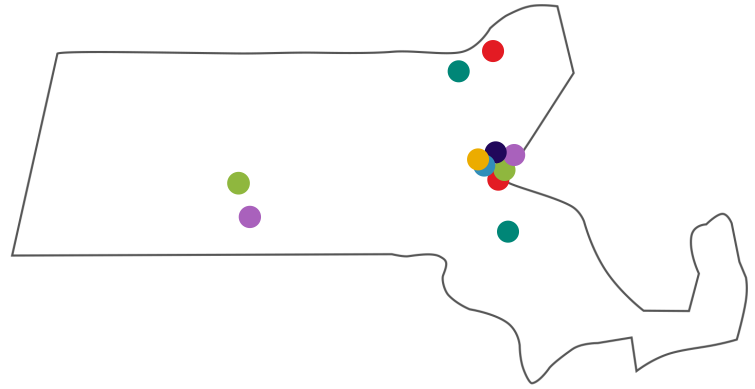
FROM THE RESEARCHERS

"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

OUR COMMUNITIES

The state of early literacy.



2018 MCAS RESULTS

3rd Graders Partially or Not Meeting Expectations in RAR-MA Communities

Statewide	48%
Boston	67%
Brockton	78%
Chelsea	64%
Everett	59%
Holyoke	81%
Lawrence	68%
Lowell	57%
Lynn	61%
Malden	59%
Revere	52%
Springfield	67%

For minority students, this number increases.

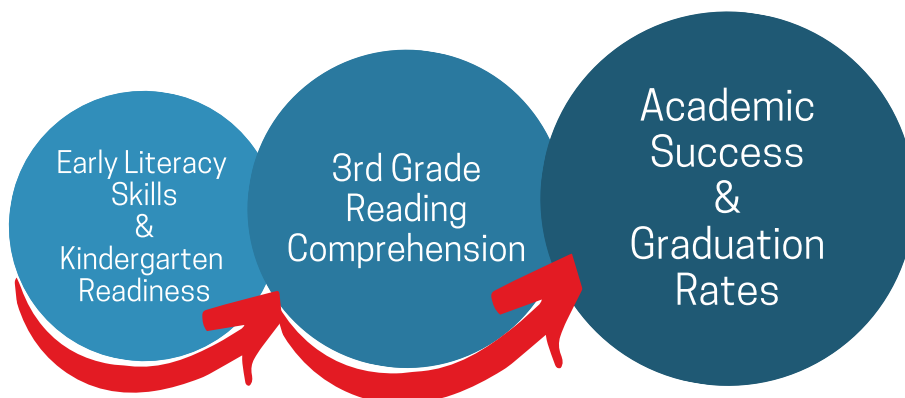
Results by Subgroup

EL or Former EL	67%
Economically Disadvantaged	66%
Black	67%
Hispanic/Latino	67%
White	51%

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

Adelaide Breed Bayrd Foundation
 Amelia Peabody Foundation
 Amundi Pioneer Asset Management
 Fordham Street Foundation
 Funder Collaborative for Reading Success
 Harbus Foundation
 Hestia Fund
 Irene E. and George A. Davis Foundation
 Kelly and John Carroll
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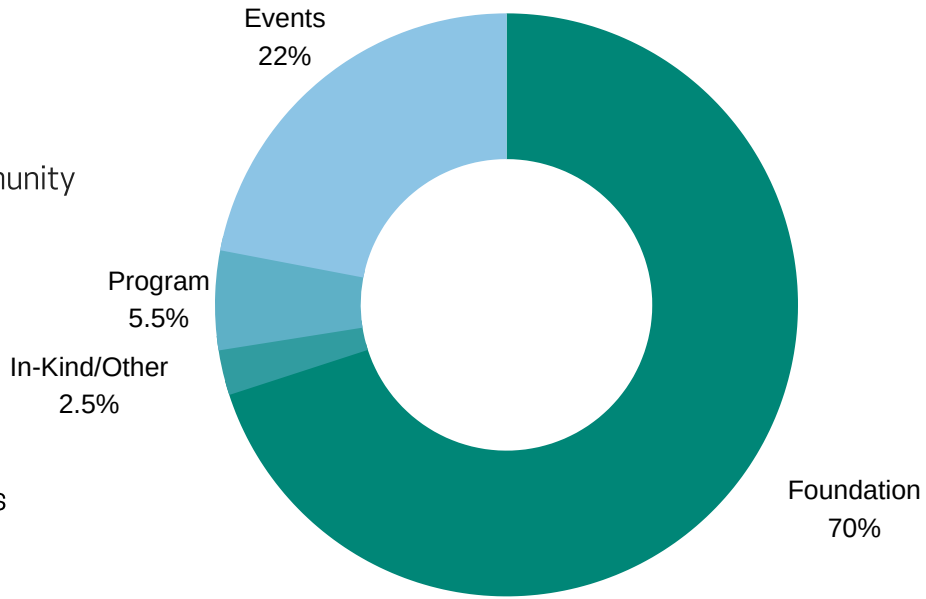
\$10K - 19.9K

A.C. Ratshesky Foundation
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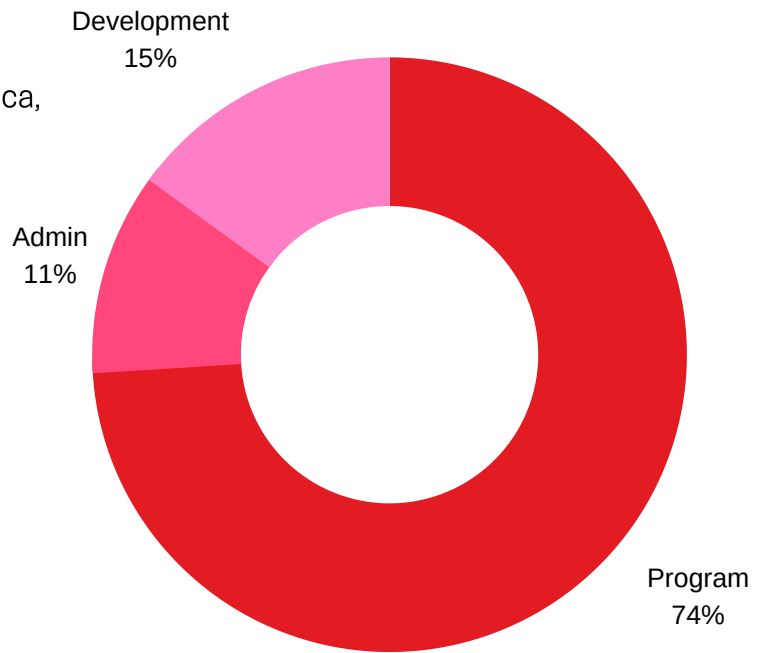
\$5K - 9.9K

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



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FGS Printing
Francine Rosenzweig
Gillian Meek and Jon Nesbit
The Hamilton Company Charitable Foundation
HarborOne Foundation
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\$2.5K - 4.9K

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Dellbrook | JKS
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Margaret and John Malicki
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People's United Community Foundation of Eastern
Massachusetts
Progress Partners
Rakel Meir and Brian Bell
Rodman for Kids
Stephanie and Brian Spector
United Way of Greater Plymouth County
Webster Bank

\$1K - 2.4K

Allyce Najimy
Amy Lipton and Joseph DeSantis
Andrew Boyd
Annie and Ilan Ganot
Aubert J. Fay Charitable Fund
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Raising A Reader National
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Save the Harbor Save the Bay
St. Mark's Episcopal Church
State Street
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\$500-999

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Scott Hartz
Serene and Obey Arthur Liu
Shaun Real
Staci Gilbert
Stephanie Zelman and Richard Rosensweig
Susan and Matt Botein
Temple Shalom of Newton
Thomas Ahern

\$250-499

ANONYMOUS
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Brookline Booksmith
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Dianna and Chris Morgan
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Heather Shanahan
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Zac Bissonnette

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Alex Pardy
Alexander Gruber
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Amanda Gibson
Amazon

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Bridget Malicki
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James Lathrop
Jamie Leake
Jamie Tober
Jane Dakers

In-Kind Support

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Amundi Pioneer
Booty By Brabants
Boston Harbor Cruises
Boston Symphony Orchestra
BRIX
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Cinquecento Roman Trattoria
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Elite Island Resorts
Erin Gates Design
Fairmont Le Château Frontenac
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Foundation to Be Named Later
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Gordon's Fine Wine & Liquor
Grill 23
Hope Family Wines
Huntington Theatre Company
Kiernan Conroy Klosek, Photographer
Mandarin Oriental, Boston
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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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Jason Xanthakis
Javier Torres
Jenna Chodos
Jess DiFillippo
Jessica Southam
Jill Quinby
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Joe Heiberger
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Terri O'Brien
Tesla Quinn
The Body
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Tina Robinson
Todd Weeber
Tom Lane
Tracey Tebrow
Trevor Hunt
Trish Larsen
Tucker Cushing
Tyler Brennan
Vicky Cox
Virginia and Ronald Malicki
VJ Vesnaver
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!

- Maria Mombeluer, Senior Program Manager



EMERGING LEADERS

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.

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
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Bill Hall - Gordon's Fine Wine & Liquor
Serene Liu - IBM Labs
Kevin O'Hanlon - Marcus & Millichamp
Ian White - Workbar
Tesla Quinn - Bain



*Opening Doors
by Opening Books*



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