MAKING AN IMPACT

Our Mission
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.

- 74% of families not reading 3 or more times a week read more after RAR-MA.
- 82% of families use 3 or more dialogic reading strategies after RAR-MA.
- 75% of partners share that their families have improved how they share books after RAR-MA.

FROM A FAMILY
"During this time of uncertainty and fear, I find it most comforting to cuddle up with my grandchildren and read together. We are able to learn so much not only from the stories, but also about one another. Just today, while reading with them I learned how much Dominik loves dinosaurs and how Pterodactyls are Addison’s favorite dinosaur. I am thankful and appreciative of the time that we spend with each other.”

- Grandmother, Brockton
DEAR READERS
Thank you from the leadership!

Dear Readers,

Thank you for your unwavering generosity. Your support is vital as we continue to partner with local providers, parents, and caregivers to expose children to the wealth of opportunities offered by literacy.

The range of support, from a variety of contributors, has provided a stable foundation for us, ultimately allowing us to deepen our impact with our program partners. We owe our success in 2020 to the 434 corporations, businesses, foundations, nonprofits, government agencies, families, and individuals who generously contributed to our work and mission.

From the very start, Raising A Reader MA has always worked diligently to ensure that all people, no matter their race, color, ethnicity, religious beliefs, or sexual orientation, have equal opportunities to find success in education and life. It is imperative that no child or family be prevented from finding the literacy support and education they need and deserve. As board chair, I am also proud that we have continued to grow our board into one that embraces diversity. Our goal is for the Board to reflect the communities where we work and serve each day.

Thank you for partnering with us as we work to ensure that every child discovers the power of reading for a lifetime of opportunity.

With gratitude,
Gregg Dooling, Board Chair

Dear Readers,

Thank you for your support as we work to eliminate the literacy opportunity gap in Massachusetts. In these difficult times, we continue to work with our program partners and parents to provide access to high quality books for young children.

With the onset of the coronavirus earlier this year and the wave of support for social and racial justice issues that have swept the country, we have been faced with a broad array of factors that have greatly affected our operations in ways like never before. Both challenges have offered opportunities for our team to pivot to find new ways, including virtual workshops and storytime videos, to serve and celebrate the diversity of our families. Additionally, our evaluation capabilities have provided valuable data that give us a better understanding of our impact in the communities we serve.

I am proud of our accomplishments, including our evolving and diverse board and team. I am excited about the possibilities that the future holds as we continue to cultivate strong relationships in the high need communities we serve.

Finally, in these challenging times, I am inspired by the resiliency of our families and partners, as well the commitment of our supporters, to join us in our steadfast mission.

With your help, we will eliminate the systemic problem of low literacy so that all children can find the joy and success that comes from reading, the foundation of all learning. Literacy changes everything. Thank you!

With gratitude,
Christine Ward, Executive Director

Christine Ward, Executive Director

BOARD OF DIRECTORS
Chair - Gregg Dooling
Managing Director, CFO, Americas, Amundi Pioneer

Vice Chair - Francine Rosenzweig
Former Attorney

Treasurer - Heather Dickinson
Managing Director, Deloitte & Touche, LLC

Secretary - Daryl Andrews
Partner, Andrews DeValerio, LLP

Melissa Alexander - Director of IT, Vertex Pharmaceuticals
Ola Friday - Associate Commissioner for Workforce Development, Mass EEC
Aria Glasgow - Associate Partner, AON/Radford Advisory
Justin Hayward - Partner, Cross Coastal Advisors
Susan Houston - Founding Executive Director, MassEcon
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. In total we work with 122 partners.

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. In the last three years, 53 different languages have been spoken by our constituents.

Data from the last three years shows that:

- **16.9%** of parents/caregivers have less than a high school education level.
- **43.8%** of parents/caregivers report that English was not the primary household language.
- **40.4%** of parents/caregivers report household income of less than $25,000.*

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

We saw a significant increase in our text messaging enrollment!

1,106 parents/caregivers received our early literacy facts and tips via text message. That was a **38% increase** over the previous year.

All data captured through parent/caregiver surveys.

---

FROM RESEARCHERS

"In dialogic reading, the adult helps the child become the teller of the story. The adult becomes the listener, the questioner, the audience for the child. No one can learn to play the piano just by listening to someone else play. Likewise, no one can learn to read just by listening to someone else read. Children learn most from books when they are actively involved."

2019 MCAS RESULTS
3rd Graders Partially or Not Meeting Expectations in RAR-MA Communities

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>44%</td>
</tr>
<tr>
<td>Boston</td>
<td>61%</td>
</tr>
<tr>
<td>Brockton</td>
<td>75%</td>
</tr>
<tr>
<td>Chelsea</td>
<td>64%</td>
</tr>
<tr>
<td>Everett</td>
<td>55%</td>
</tr>
<tr>
<td>Holyoke</td>
<td>77%</td>
</tr>
<tr>
<td>Lawrence</td>
<td>65%</td>
</tr>
<tr>
<td>Lowell</td>
<td>54%</td>
</tr>
<tr>
<td>Lynn</td>
<td>57%</td>
</tr>
<tr>
<td>Malden</td>
<td>51%</td>
</tr>
<tr>
<td>Revere</td>
<td>45%</td>
</tr>
<tr>
<td>Springfield</td>
<td>59%</td>
</tr>
</tbody>
</table>

For minority students, this number increases.

Results by Subgroup

- EL or Former EL: 63%
- Economically Disadvantaged: 62%
- Black: 62%
- Hispanic/Latino: 62%
- White: 37%

FIGHTING LEARNING LOSS

74% of preschool programs for children closed due to coronavirus

A study by the National Institute for Early Education Research surveyed 1,000 parents with children between the ages of three and five, and it found that program closures resulted in less learning support. Our families have continued to receive support to minimize learning loss resulting from pandemic closures in the communities we serve. ([www.edsource.org](http://www.edsource.org))

OUR COMMUNITY AMBASSADORS

Advocates within the communities we serve.

Community Ambassadors volunteer within their own communities, connecting prospective participants with our program and offering a personal connection within the community. Our Community Ambassadors are a valuable resource, engaging parents with providers to build relationships and make a difference.

As champions of our program, the Community Ambassadors participated in the virtual workshop pilot, made videos/storytimes to support our COVID-19 response, and provided valuable feedback for the family resource page.
In March 2020, the coronavirus pandemic began to heavily impact how we were able to provide services to our families and partners throughout Massachusetts.

With the implementation of a stay-at-home order by Governor Baker, our partners were closed. Our families - faced with a variety of difficulties, including school and support agency closures, unemployment, and lack of food - were now forced to navigate the challenges of teaching their children at home.

In response, we implemented a number of initiatives to support our families and partners through this difficult time (www.raisingareaderma.org/families):

- **Expanded Texting Initiatives**
- **Robust Multilingual Video Resources**
- **New Webpage Featuring Tools For Families**
- **Virtual Workshops**
- **Enhanced Community Ambassador Outreach To Families**
- **Shared Resources Concerning Racial Justice**

**Temporary Red Book Bag Rotation Program Changes**

Out of an abundance of caution, our signature Red Book Bag Rotation program was suspended in March to help prevent the spread of the coronavirus. We continue to follow the guidance of health and safety experts to ensure the safe reimplementation of our program.
OUR DONORS

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

$20K - 60K
Adelaide Breed Bayrd Foundation
Amelia Peabody Foundation
Community Foundation of Western Massachusetts
Fordham Street Foundation
Irene E. and George A. Davis Foundation
Lawrence J. and Anne Rubenstein Charitable Foundation
Liberty Mutual Foundation
Nan Haar Legacy Foundation
Perpetual Trust for Charitable Giving, Bank of America, N.A., Trustee
Reeder Foundation
Susan and John Simon
TJX Companies

$10K - 19.9K
A.C. Ratshesky Foundation
Amundi Pioneer Asset Management
Bill Barke
John and Kelly Carroll
Couch Family Foundation
Foundation M
Grace E. Brooks Trust, Bank of America, N.A., Co-Trustee
HarborOne Foundation
Ellen Roy Herzfelder
Josh and Jessica Lutzker
PNC Foundation
Raising A Reader National
Vertex Foundation

$5K - 9.9K
Beker Foundation
Biogen
Dave and Camille Carlstrom
DCU for Kids
David Davidson and Francine Rosenzweig
Deloitte
Eastern Bank Charitable Foundation
Emily Hall Tremaine Foundation

FINANCIALS

Revenue
$864,842

Expenses
$1,022,942

Proud partner of

Ready4K

Friends of the Children Boston

United Way

Boston Basics
Gregg and Robin Dooling
Kate Enroth and Dana Schmaltz
FGS Printing
Hamilton Company Charitable Foundation
Lovett-Woodsum Foundation
Ted and Erica Pappendick
Richard K. and Nancy L. Donahue Charitable Foundation
Jonathan and Lisa Slawsby
TD Bank, N.A.
TD Charitable Foundation
UniFirst Corporation

**$2.5K - 4.9K**
Daryl and Chris Andrews
CHT Foundation
EY
Aria Glasgow
Greater Lowell Community Foundation
Marcus and Amanda Hall
William and Mari-Ann Hogan
Horace A. Moses Charitable Trust, Bank of America, N.A., Trustee
Julian and Susan Houston
Carol McKean
Nordson Corporation
People’s United Community Foundation of Eastern Massachusetts
Brian and Stephanie Spector
The Charlotte Home
United Way of Greater Plymouth County

**$1K - 2.4K**
Woodbury Andrews
ANONYMOUS
Aon Foundation
Brenda and Stephan Bancel
Birch Hill Investment Advisors
Boston Estate Planning Council
Stephen Carr and Louise Elving
City of Chelsea
Heather Dickinson
Scott Harvey
Harvard Pilgrim Health Care
Don Hawley
John Isley
John Hancock
Levin Financial Group
Eric and Judith Lubershane
Kelly Newman

Susan Pope
Geoffrey Smith
Stefan Spazek
Susan A. and Donald P. Babson Foundation
The Curious George Store Collaboration

**$500-999**
Margaret Begley
Zac Bissonnette
Jeanne Blasberg
George and Marie Chabot
Maria Veronica de Greiff
John and Margaret Malicki
Michael Ruttner and Donna DiFillippo
Elaine Schaefer
Kathleen Schaefer
Thomas Shapiro
David Sinclair
Roddy and Gretchen Young

**In-Kind Donations**
Jay Delaune - (Salesforce Consultant)
Deloitte
Mike Hamilton (Website Consultant)
Everett Hayward
Immediate Response
Michael Lee - Brown University (Videographer)
Morgan Stanley
Ian Lindsey
Mark Neiker - Extended Sessions
Steve Smith - Community In Roads (Videographer /Video Editor)

Thank You!

All funding is representative of pledges in FY 2020.
LIVE! WITH AN AUTHOR

Our signature fundraising gala for 2020, Dinner with an Author, was originally scheduled for May, and rescheduled to be a virtual gala in October 2020, due to the pandemic. We used the situation to provide a unique opportunity for our supporters – the chance to interact with some of our authors from the comfort of their homes as part of our new Live! with an Author series.

Throughout the series, we featured 13 authors, including Ben and Tonya Mezrich and Ace Atkins, who were able to share about their books and answer questions from the audience and share a love of reading.

EMERGING LEADERS

Co-chair (CY 2019-20): Emily Leinbach - The Bowdoin Group
Sarah Canavan - Vynamic
Manusha Chereddy - HarbourVest
Sarah Curry - Jones Lange Lasalle
Amanda DiMatteo - Peabody & Arnold LLP
Maeve Foley - Raines International
Caroline Greiwe - iBoss
Parker Greiwe - Boston Children’s Hospital
Bill Hall - Nightshift Brewery
Arwa Jivani - MGH
Chloe Lee - Jobcase, Inc.
Serene Liu - IBM Resilient
Kelly Newman - White & Case
Annie O’Connell - MassEcon
Brendan Rice - Magellan Jets
Clune Walsh - BCG
Ian White - Workbar
Joshua Zeff - KPMG

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

Featured Authors

Susan Solomont - Clair Messud
Dr. Ron Ferguson - James Wood
Tatsha Robertson - Rob Cocuzzo
Marianne Leone - Amy Cuddy
Ben Mezrich - Ace Atkins
Tonya Mezrich - Nataly Kogan
David Sinclair

Raising A Reader MA is a 501(c)(3) 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 | www.raisingareaderma.org