

## Who?

We serve families with children birth to age six in high-need communities to provide increased access to age appropriate, culturally relevant books and share interactive reading strategies with parents and caregivers.

**7,524**

Children Served

**10**

Gateway cities + Boston

Brockton • Chelsea • Everett • Holyoke • Lawrence • Lowell • Lynn • Malden • Revere • Springfield

## Where?

We partner with early childhood community organizations to extend the reach of our services across Massachusetts.

**122**

Program Partners

**FACILITATED BY**

**472**

Partner Staff

**SUPPORTED BY**

**19**

Community Ambassadors

## How?

Through our program model, we provided:

**INCREASED BOOK ACCESS**

**30,096**

Books Shared

**REINFORCED THROUGH**

**116**

Family Workshops Delivered

**1,057**

Caregivers Educated

**37,141**

Literacy Text Messages Sent

## What?

After RAR-MA participation:

**74%**

Families reading less than 3 times a week reported reading together more often

**82%**

Families reported using 3+ interactive reading strategies

**87%**

Partners shared that children showed a greater interest in books and reading

**82%**

Partners shared that children increased oral language skills

## Why?

Our efforts - supported by 30 years of research - are:

**IN SERVICE OF**

Expanding language and literacy skills and competencies



**ESSENTIAL FOR**

School literacy readiness



**RESULTING IN**

Reading success

### PARTNERS SEE THE IMPACT:

"I think the best part is the gratitude and happiness I see on my families faces when they get to take new books home. I know some families struggle with getting books."

- Partner, Pioneer Valley



### FAMILIES SEE THE IMPACT:

"When Mia received the books, she was so happy. She said, 'Is this for me?!' She held it close with a big smile on her face! She reads every night before bedtime, and she picks that book to read often."

- Parent, Greater Boston

### Vision

To make interactive reading a joyful and rewarding routine for all families. We equip parents to be their child's first teacher, empowered to be active participants in their child's education, impacting success in school and beyond.

### Mission

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