

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.

4,850
Children Served

11

Gateway Cities + Boston

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

Where?

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

97

Program Partners

FACILITATED BY

431

Partner Staff

ENHANCED BY

14

Community Ambassadors

354

volunteer hours

How?

Through our core dual intervention program model, we provided:

PARENT/CAREGIVER EDUCATION

135

Family Workshops Delivered

INCREASED BOOK ACCESS

4 titles

Shared Each Bag Rotation

SUPPLEMENTED BY

27,972+

Text Messages Sent
Facts, Tips, and Activities

What?

After RAR-MA participation:

74%

Families reported increased reading frequency*

82%

Families reported using 3+ interactive reading strategies

78%

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

80%

Partners shared that children increased oral language skills

Why?

Our efforts - supported by 30 years of research -

IN SERVICE OF

Expanding language and literacy skills and competencies

ESSENTIAL FOR

School literacy readiness

RESULTING IN

Reading success

PARTNERS SEE THE IMPACT:

"The best part is the support received from the program, the interactive reading techniques, the website, the enthusiasm, and ability to motivate staff to engage parents."

- Partner, Greater Boston



FAMILIES SEE THE IMPACT:

"The program has been a wonderful reminder to facilitate dialog while reading. We love the books that are in English and Spanish."

- Parent, Pioneer Valley



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.

10/2021 Data based on returned partner and matched family surveys. Family reported data are FY17-FY19 averages. Partner reported data are FY20-FY21 averages. *Percentage representative of families initially reading less than 3 times per week increasing reading frequency.