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

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

ESSENTIAL FOR
School literacy readiness

RESULTING IN
Reading success

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.

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.

Impact Report FY2021
3 School Street, Boston, MA 02108 • www.raisingareaderma.org
info@raisingareaderma.org

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

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.