

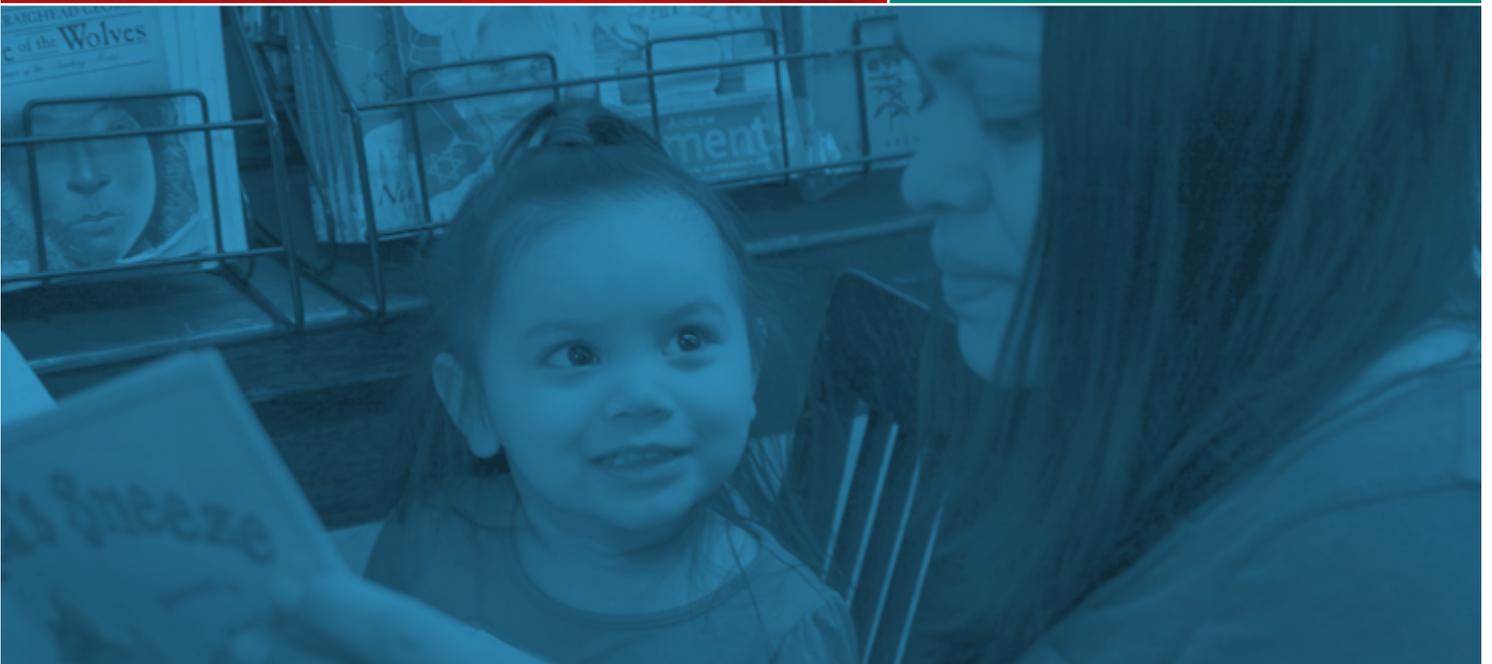


ENDING THE CYCLE
OF LOW LITERACY



“Thanks to RAR MA, we can create a better future for our well-being and, more than anything, for our children, to see them grow up and have a better education. Without reading, we can’t do anything. With it, we can become better people, have better values...”

.....
Laura, Raising A Reader MA Parent Ambassador



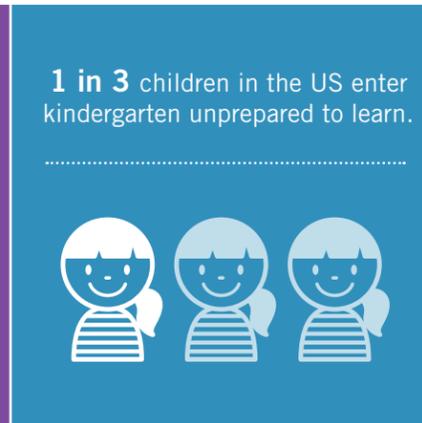


**WITH YOUR SUPPORT,
WE ARE CHANGING
THE LIVES OF CHILDREN
ACROSS MASSACHUSETTS**

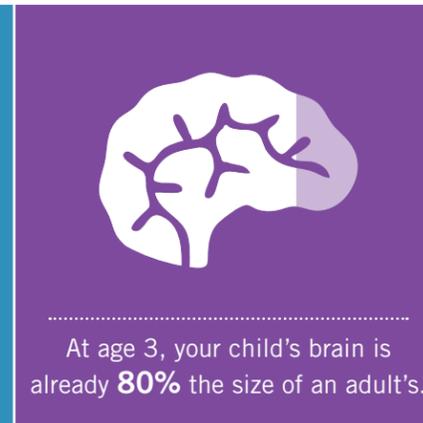
More families are sharing new books at home weekly and their children are entering kindergarten with the pre-literary skills necessary for success.



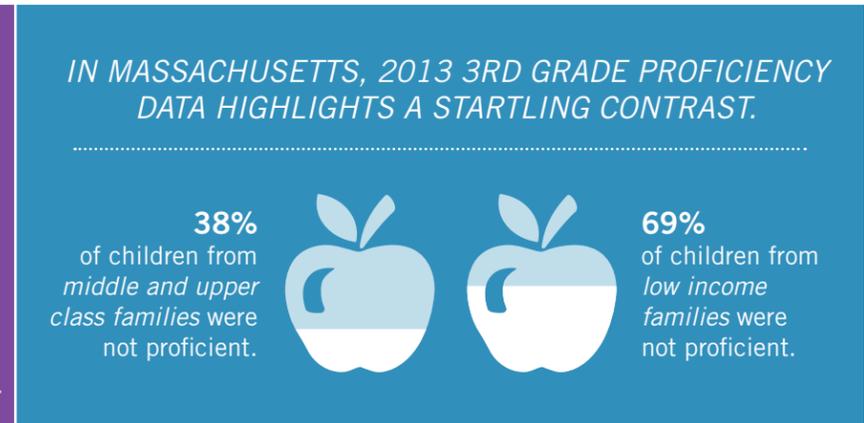
“Most students have a very limited selection or no books at home. RAR MA exposes our families to many different books and gives parents an opportunity to read at home with their children.”
- *Community Partner*



We teach parents how to share books with their children...even if they can't read the words. Using a method called **dialogic reading**, parents will ask questions during story time using pictures as prompts. This will increase the number of words a child hears.



By age 3, children from economically privileged families have heard **30 million** more words than children from low income families.



“I've seen my son change. He is talking a lot more. It's impressive the number of words he is pronouncing.”
- *Parent*



“I'm really grateful to be part of the RAR family. My son does not stop reading. Every night he will ask me to read a book with him before going to bed.”
- *Parent Ambassador*

WHO ARE THE PARENT AMBASSADORS?

Parent ambassadors are those who have already experienced our program and have a desire to become **leaders in their communities**. They support us with anything from outreach to other parents to facilitating workshops on their own. Our data shows that **parents are more likely to return for another workshop when it is led by a parent ambassador.**



“I definitely see the difference between children who had RAR in preschool and those who came into kindergarten without. They know how books work, how illustrations and text go together.”
- *Kindergarten Teacher*



DEAR FRIENDS

RAISING A READER MASSACHUSETTS IS KNOWN AS "THE RED BAG" PROGRAM

because of our signature red bags which are rotated among nearly 12,000 families statewide, each with four culturally and age appropriate books. The core of the Raising A Reader Massachusetts program goes so much deeper than a rotating book library. We are a family engagement and education program that utilizes books as tools to empower parents to have a more active role in preparing their children to be successful in school. Our program is focused on the first six years, the most critical time in a child's development, but the impact of Raising A Reader MA goes well beyond the first few years. Raising A Reader MA helps parents build a bond with their children through their increased interactions. This parental involvement is a more powerful force on educational outcomes than any other family background variables, including social class, family size and level of parental education.

Of course, none of this work is done in isolation – Raising A Reader MA is by nature a collaborative organization. All accomplishments are equally shared among our program partners in the community, our deeply committed Board of Directors, and many of you who have supported us along the way. With your help, we will continue our work until every child has an equal opportunity for achievement and every parent has the opportunity to excel in what may be their most important role – their child's first teacher.



Lisa Thompson
Lisa Thompson
Board Chair



Donna DiFillippo
Donna DiFillippo
Executive Director

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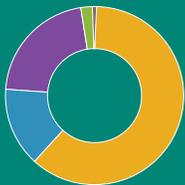
Michael Sperlinga, *Managing Director and Financial Advisor*,
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Evan Zall, *President and Co-Founder*, Ebben Zall Group

FYE 2014 OPERATIONAL FINANCIALS

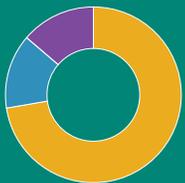
REVENUE



| | | |
|-------|--|---------|
| 62.1% | Unrestricted Gifts Grants Contributions | 602,906 |
| 14.0% | Special Fund Raising Event net Direct Cost | 136,221 |
| 21.5% | Fee for Service | 208,953 |
| 2.1% | In-Kind | 20,295 |
| 0.3% | Other | 2,545 |

TOTAL 970,920

EXPENSES



| | | |
|-------|------------------|---------|
| 72.5% | Program Services | 795,594 |
| 13.7% | Administration | 150,454 |
| 13.7% | Development | 150,606 |

TOTAL 1,096,654



Every dollar we invest in high-quality early education can save more than seven dollars later on - by boosting graduation rates, reducing teen pregnancy, even reducing violent crime.

The cost per child in 2014 is \$100.

(That's only about 20 Fenway Franks.)



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raisingareaderma.org | [facebook.com/raisingareadermassachusetts](#) | [twitter.com/RaisingAReaderM](#)

Raising A Reader MA is an independent affiliate of the California-based Raising A Reader. Raising A Reader MA is a 501(c)(3) nonprofit organization (EIN 80-0297898). All contributions are tax deductible to the extent allowed under the law.