

WHERE DO WE SERVE?

111 community partners
10 gateway cities + Boston



WHO DO WE SERVE?

10,072 children served

Households with annual income <\$43K: **73%**

Multilingual households: **90%**

Parents without high school degree: **68%**

HOW DO WE SERVE?

19

Parent Ambassadors

RAR-MA Champions - parents who have gone through our program and volunteer their time to help give other families the knowledge and resources that helped their children succeed

692

Text Message Recipients

Tips at their Fingertips - our text messaging program gives weekly book recommendations and reading strategies to parents/ caregivers

29%

Workshop Retention

Come Back for More - RAR-MA aims for 25% of workshop attendees to return for a second event - we exceeded our goal!

WHAT DID WE ACCOMPLISH?

FREQUENCY OF READING:

80% of families reading less than 3 times a week increased their **reading frequency** after RAR-MA.

Non-English speakers: **2x** increase in reading frequency.

Low income (<\$43K): **4x** increase reading frequency.

QUALITY OF READING:

85% of families use at least 3 new **reading strategies** regularly after RAR-MA.

Average number of new reading strategies utilized: **2.7**

For non-English speakers: **3.1**

MAXIMUM IMPACT:

Parents who attended **workshops** in addition to receiving **Red Book Bags** added twice as many new behaviors.

PARENTS SEE THE IMPACT:

"I have learned that reading to kids is very important. I see an increase in their language and vocabulary and they seem to enjoy the quality time spent reading." - Parent, Barrett Russell School, Brockton

PARTNERS SEE THE IMPACT:

2 out of 3 say that they communicate more with families about reading because of RAR.

94% report that kids show greater interest in books/reading as a result of RAR-MA.

90% report that kids have increased oral language skills as a result of RAR-MA.