ANNUAL REPORT 2019
MAKING AN IMPACT

Reading WITH, not to.
Parents/caregivers consistently report improvements in the way they read and how much they read with their children.

78% of families not reading 3 or more times a week read more after RAR-MA.

78% of families use 3 or more dialogic reading strategies after RAR-MA.

76% of partners share that their families have improved how they share books after RAR-MA.

33,944 Books Rotated

8,486 Children Served

98 Active Partners

FROM A PARENT

"Esteban will not leave the playgroup without getting his Red Book Bag. We read books almost any time of day and at bed time.

Abigail is very attentive and dramatic. Every time we read she makes the animal noises or imitates the emotions in the book.

I really love this program. I have three children and they have all gone through the program."

- Maria, parent, Chelsea
Dear Readers,

Thank you for entrusting us to close the literacy opportunity gap in Massachusetts. With you, we are making a difference—both our program partners and parents continue to report increased reading frequency and quality.

2019 was a special year at Raising A Reader MA. We invested in our team and evaluation systems to create a strong foundation for scale and deeper community impact. We streamlined our parent and partner surveys to improve the quality of the data we collect and added three new positions to help effectively engage with families. We are now better positioned to provide more educational opportunities for the current families we serve and add new program partners to access even more families in the coming year.

I am proud of what we have accomplished and I am even more excited for the future. Our ability to deepen impact is directly related to the strong relationships we have developed with you. I continue to be inspired by your commitment to Raising A Reader MA and by our constituents’ commitment to their children’s academic future.

With your engaged support, we will continue our important work to end the literacy opportunity gap so that all children enter kindergarten ready to learn.

Thank you. It all starts with the simple act of reading!

With gratitude,

Christine Ward
Executive Director

Dear Readers,

Thank you. It is with your consistent generosity that we equip parents and caregivers to be their children’s first teachers, empowered to be active participants in their children’s education, impacting success in school and beyond.

The range of support from a variety of contributors has provided a stable foundation for us, ultimately allowing us to deepen our impact with our program partners. We owe our success in 2019 to the 62 corporations and businesses, 39 foundations and nonprofits, and 377 families and individuals who generously contributed.

I am pleased to share with you that RAR-MA was selected as a Funded Partner of Boston Children’s Hospital Collaboration for Community Health in the Zero to Five Child Health and Development category. This three-year partnership with $442,000 of conditional funding allows for significant growth in Greater Boston, as RAR-MA has hired more staff, accessed more children through additional partners, augmented our evaluation capabilities, and heightened our profile as a partner and leader in the early literacy landscape.

We look forward to continuing our partnership in the service of thousands of children across the state.

With gratitude,

Gregg Dooling
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OUR PARTNERS

Convenience in a trusted setting.
We access parents/caregivers and their children through trusted community partners where families are already involved.

**Number of Partners by Type**

- Child Care Center: 30
- Home Visiting: 15
- Parent-Focused Agencies: 10
- Playgroup System: 5
- Schools: 4
- Family Childcare Providers: 2

**Number of Partners by Region**

- Boston: 25
- Brockton: 20
- Greater Boston: 15
- Merrimack Valley: 10
- Pioneer Valley: 5
- Satellite*: 5

*Fee for service programs not in our direct service communities

OUR DIFFERENTIATOR

More than a book donation program.
We teach families dialogic reading strategies that effectively engage their children in books, as well as provide age-appropriate and culturally relevant books in a rotating library.

Program Managers → Program Partners

Book Access

Child Kindergarten Readiness
OUR FAMILIES

We are proud of the diversity of families we serve. Among our constituents, 34 different languages are spoken.

17% of parents/caregivers have less than a high school education level.

45% of parents/caregivers report that English was not the primary household language.

41% of parents/caregivers report household income of less than $25,000.*

*Parents that did not report income were not included in the total.

At-home reading frequency increased for families across all parent/caregiver education levels.

For parents/caregivers with less than a high school degree, weekly reading frequency increased by 2.3 times that of parents with a high school degree or above.

All data captured through parent/caregiver surveys.

FROM THE RESEARCHERS

"Building the capabilities of adult caregivers can help strengthen the environment of relationships essential to children’s lifelong learning, health, and behavior...Policies and programs that address the needs of adult caregivers and help them to engage in serve and return interactions will in turn help support the healthy development of children."

- Harvard University, Center on the Developing Child

OUR MISSION

Our mission is to close the literacy opportunity gap among children birth to age six in high-need communities by helping families develop and practice shared home reading habits.
THE EARLIER, THE BETTER

For minority students, this number increases.

Results by Subgroup
EL or Former EL 67%
Economically Disadvantaged 66%
Black 67%
Hispanic/Latino 67%
White 51%

1 in 3 children start kindergarten unprepared to learn.

Reading books with a child beginning in early infancy can boost vocabulary and reading skills four years later, before the start of elementary school. (American Academy of Pediatrics, 2017)
OUR DONORS

Over $100K
Boston Children’s Collaboration for Community Health

$20K - 50K
Adelaide Breed Bayrd Foundation
Amelia Peabody Foundation
Amundi Pioneer Asset Management
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FINANCIALS

Revenue
$986,513

Expenses
$890,149

Proud partner of

A Boston Children’s Collaboration for Community Health Partner
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Scott Hartz
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Shaun Real
Staci Gilbert
Stephanie Zelman and Richard Rosensweig
Susan and Matt Botein
Temple Shalom of Newton
Thomas Ahern

$250-499
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Brookline Booksmith
Christopher Saulnier
Connie Coburn
David Castellano
Dianna and Chris Morgan
George Grant
Heather Shanahan
Jack Gilbert
Jean Scarrow
Jen and John Malone
Jen Bowers
John Galivan
John Gilbert
Karima Aust
Kathy Sherbrooke
Linda Gibbs and Tom McMahon
Liz Zigmont
Louie Crosier
Margaret Begley
Mary Jo Johnson
Maura O’Leary
Michelle Torgerson
Micki Rowaan
Patrick Grecco
Peter Poulin
Rachel and Keith Gubbay
Susan and Julian Houston
Theresa Brockelman
Trish Schiapelli
Zac Bissonnette

Under $250
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Adam Lopez
Adam Scott
Alex Nadas
Alex Pardy
Alexander Gruber
Alison Parker
Allen Arseneau
Alison and Kevin Stone
Altrusa International Foundation of Plymouth County
Amanda Gibson
Amazon
Andrea Seagrave
Andrew Foley
Andrew Sarno
Angela Han
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Caroline Ruttner
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Jamie Tober
Jane Dakers

In-Kind Support
America's Test Kitchen
Amundi Pioneer
Booty By Brabants
Boston Harbor Cruises
Boston Symphony Orchestra
BRIX
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Cinquencento Roman Trattoria
Deloitte
DePrisco Diamond Jewelers
Elite Island Resorts
Erin Gates Design
Fairmont Le Château Frontenac
FGS Printing
Flour Bakery & Cafe
Foundation to Be Named Later
G20 Spa and Salon
Gordon’s Fine Wine & Liquor
Grill 23
Hope Family Wines
Huntington Theatre Company
Kiernan Conroy Klosek, Photographer
Mandarin Oriental, Boston
Marquis Design
Massachusetts Bay Lines
New England Patriots
Polly Ross Ribatt
Revere Hotel
Row 34
Salon Capri
Sam Adams
The Smoke Shop BBQ
Tito's
Uniek Living
Westport Rivers Vineyard & Winery
XV Beacon Hotel
Janice Justice
Jason Xanthakis
Javier Torres
Jenna Chodos
Jess DiFillippo
Jessica Southam
Jill Quinby
Joanne Cushing
Joe Heiberger
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John Carey
John Gearan
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Justin Greiwe
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Timothy Koeth
Tina Robinson
Todd Weeber
Tom Lane
Tracey Tebrow
Trevor Hunt
Trish Larsen
Tucker Cushing
Tyler Brennan
Vicky Cox
Virginia and Ronald Malicki
VJ Vesnaver
Will Samuels
William Rice
Wyndsor DePetro

Thank You!
DINNER WITH AN AUTHOR

Our signature fundraising gala on May 8, 2019 was one of our most successful to date, raising over $250,000 in unrestricted funding.

When I first learned about the role at RAR-MA, I was surprised to discover that research showed that the single most significant factor influencing a child’s lifelong achievement is being regularly read to by their adult caregivers before starting kindergarten...This resonated with me because I was a part of this demographic - not to the fault of anyone, but because my family, my community - did not have access to this information.

This profound discovery is what motivates me to work with the passion that I do everyday!

- Maria Mombeluer, Senior Program Manager

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The Emerging Leaders is an associate board of young professionals, whose participants regularly take action to raise awareness and funds for our core mission and develop into future leaders.

Raising A Reader MA is a 501c3 organization with EIN #80-0297898.

Headquartered in the historic Old Corner Bookstore on the Freedom Trail
3 School Street, 3rd Floor
Boston, MA 02108

(617) 292-BOOK (2665) | www.raisingareaderma.org