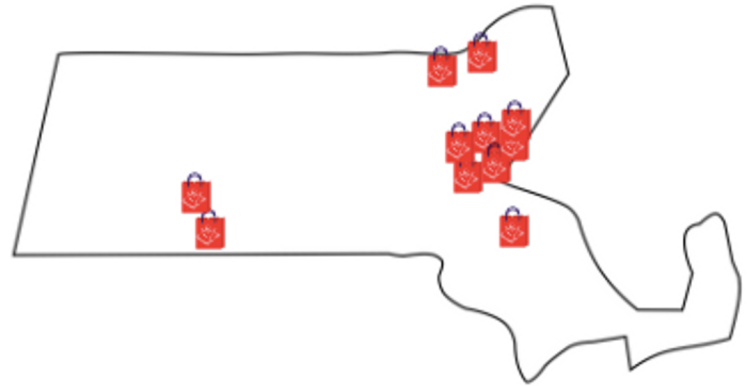


WHERE DO WE SERVE?

98 community partners
10 gateway cities + Boston



WHO DO WE SERVE?

8,486 children served
2,828 parents educated

HOW DO WE SERVE?

20

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

800

Text Message Recipients

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

25%

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?

PARENTS SEE THE IMPACT:

FREQUENCY OF READING:

78% of families reading less than 3 times a week increased their **reading frequency** after RAR-MA.

QUALITY OF READING:

78% of families use at least 3 new **reading strategies** regularly after RAR-MA.

"I learned to make the time and how to better interact with my child through reading books."
- Parent, Springfield

PARTNERS SEE THE IMPACT:

"I think the best part is the gratitude and happiness I see on my families faces when they get to take new books home. I know some families struggle with getting books."
- Partner, Pioneer Valley

91% report that kids show **greater interest in books/reading** as a result of RAR-MA.

85% report that kids have **increased oral language skills** as a result of RAR-MA.