



*Opening Doors by Opening Books*



# ANNUAL REPORT 2020

# MAKING AN IMPACT

## 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.



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

\*FY17-FY19 average



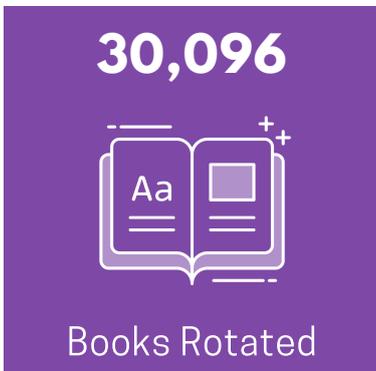
of families use 3 or more dialogic reading strategies after RAR-MA.

\*FY17-FY19 average



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

\*FY 2020 Data



## FROM A FAMILY

"During this time of uncertainty and fear, I find it most comforting to cuddle up with my grandchildren and read together. We are able to learn so much not only from the stories, but also about one another. Just today, while reading with them I learned how much Dominik loves dinosaurs and how Pterodactyls are Addison's favorite dinosaur. I am thankful and appreciative of the time that we spend with each other."

- Grandmother, Brockton

# DEAR READERS

## Thank you from the leadership!

Dear Readers,

Thank you for your support as we work to eliminate the literacy opportunity gap in Massachusetts. In these difficult times, we continue to work with our program partners and parents to provide access to high quality books for young children.

With the onset of the coronavirus earlier this year and the wave of support for social and racial justice issues that have swept the country, we have been faced with a broad array of factors that have greatly affected our operations in ways like never before. Both challenges have offered opportunities for our team to pivot to find new ways, including virtual workshops and storytime videos, to serve and celebrate the diversity of our families. Additionally, our evaluation capabilities have provided valuable data that give us a better understanding of our impact in the communities we serve.

I am proud of our accomplishments, including our evolving and diverse board and team. I am excited about the possibilities that the future holds as we continue to cultivate strong relationships in the high need communities we serve.

Finally, in these challenging times, I am inspired by the resiliency of our families and partners, as well the commitment of our supporters, to join us in our steadfast mission.

With your help, we will eliminate the systemic problem of low literacy so that all children can find the joy and success that comes from reading, the foundation of all learning. Literacy changes everything. Thank you!

With gratitude,



Christine Ward, Executive Director



Dear Readers,

Thank you for your unwavering generosity. Your support is vital as we continue to partner with local providers, parents, and caregivers to expose children to the wealth of opportunities offered by literacy.

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 2020 to the 434 corporations, businesses, foundations, nonprofits, government agencies, families, and individuals who generously contributed to our work and mission.

From the very start, Raising A Reader MA has always worked diligently to ensure that all people, no matter their race, color, ethnicity, religious beliefs, or sexual orientation, have equal opportunities to find success in education and life. It is imperative that no child or family be prevented from finding the literacy support and education they need and deserve. As board chair, I am also proud that we have continued to grow our board into one that embraces diversity. Our goal is for the Board to reflect the communities where we work and serve each day.

Thank you for partnering with us as we work to ensure that every child discovers the power of reading for a lifetime of opportunity.

With gratitude,



Gregg Dooling, Board Chair

## BOARD OF DIRECTORS

### Chair - Gregg Dooling

Managing Director, CFO, Americas, Amundi Pioneer

### Vice Chair - Francine Rosenzweig

Former Attorney

### Treasurer - Heather Dickinson

Managing Director, Deloitte & Touche, LLC

### Secretary - Daryl Andrews

Partner, Andrews DeValerio, LLP

**Melissa Alexander** - Director of IT, Vertex Pharmaceuticals

**Ola Friday** - Associate Commissioner for Workforce Development, Mass EEC

**Aria Glasgow** - Associate Partner, AON/Radford Advisory

**Justin Hayward** - Partner, Cross Coastal Advisors

**Susan Houston** - Founding Executive Director, MassEcon

**Jonathan Nesbit** - Managing Director, State Street Global Exchange

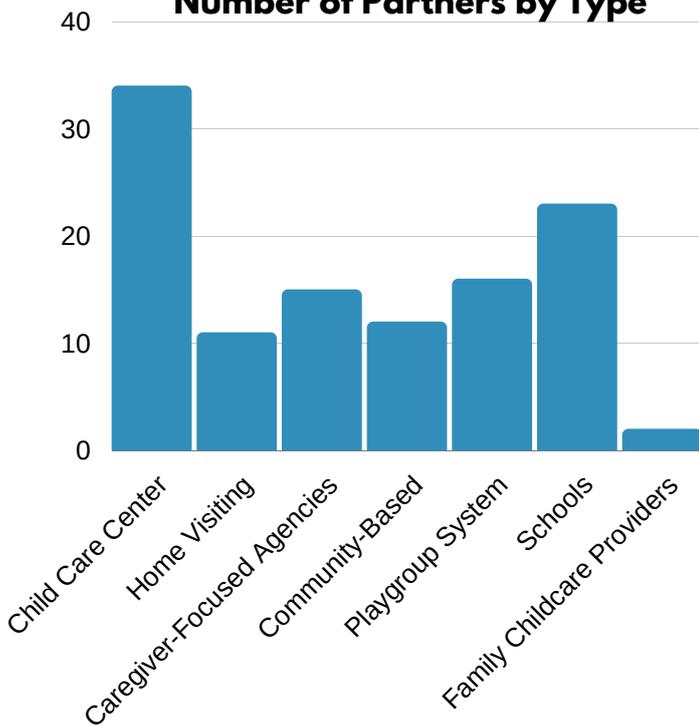
**Jonathan Slawsby** - Owner & COO, Madison Food Corp.

# OUR PARTNERS

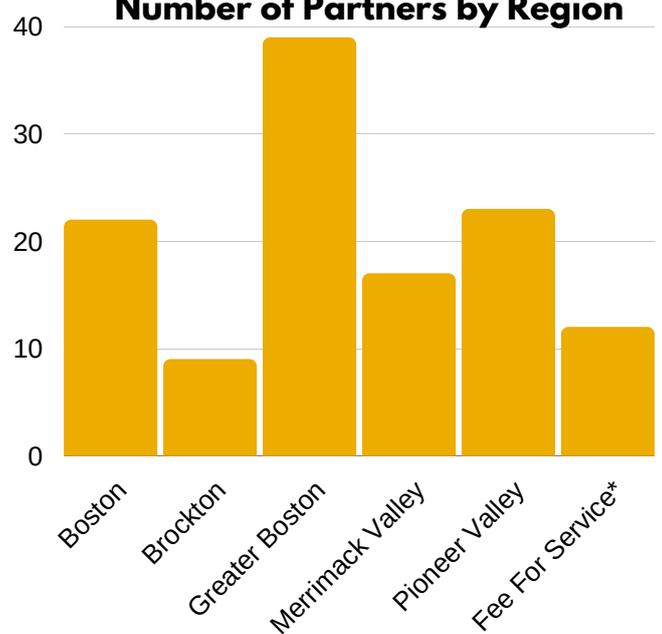
## Convenience in a trusted setting.

We access parents/caregivers and their children through trusted community partners where families are already involved. In total we work with 122 partners.

**Number of Partners by Type**



**Number of Partners by Region**

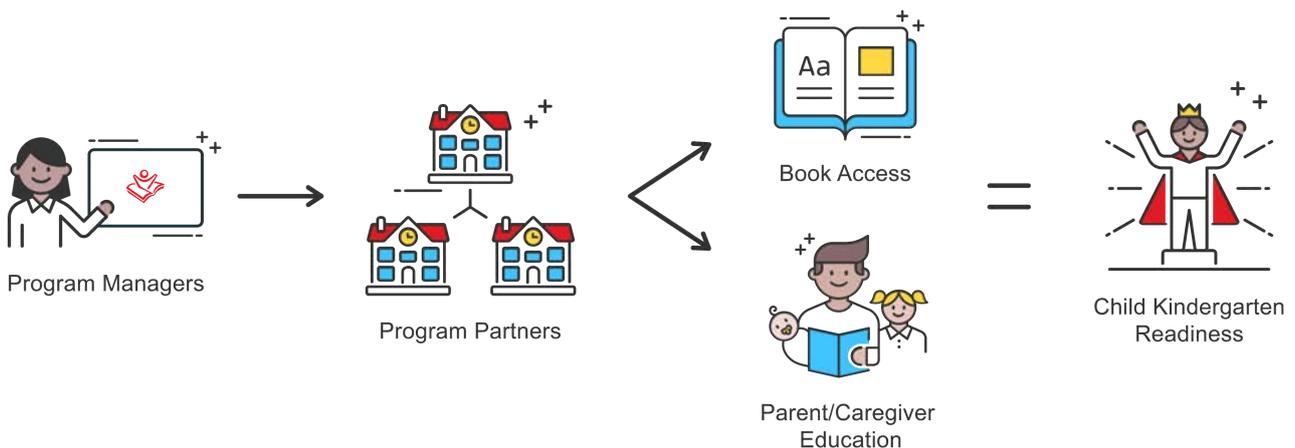


\*Fee for service programs (satellite, workplace, and professional development only) not in our direct service communities

# 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.



# OUR FAMILIES

**We are proud of the diversity of families we serve.**

In the last three years, 53 different languages have been spoken by our constituents.

## Data from the last three years shows that:



**16.9%** of parents/caregivers have less than a high school education level.



**43.8%** of parents/caregivers report that English was not the primary household language.



**40.4%** of parents/caregivers report household income of less than \$25,000.\*

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

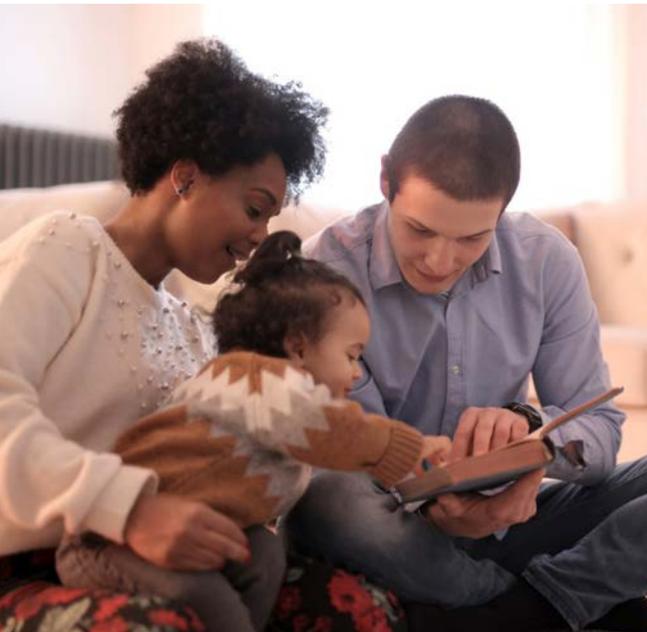
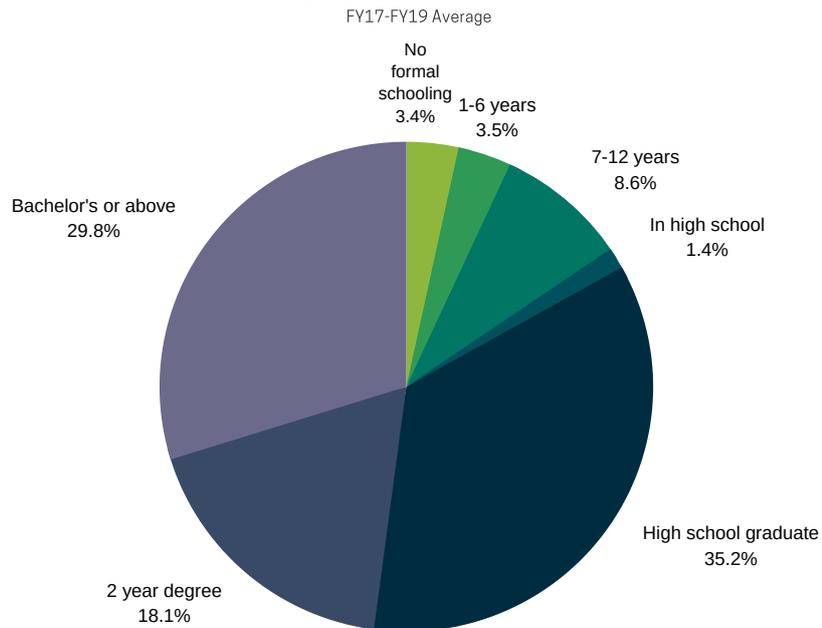
## We saw a significant increase in our text messaging enrollment!

1,106 parents/caregivers received our early literacy facts and tips via text message. That was a **38% increase** over the previous year.

All data captured through parent/caregiver surveys.



## Parent/Caregiver Education Levels by %



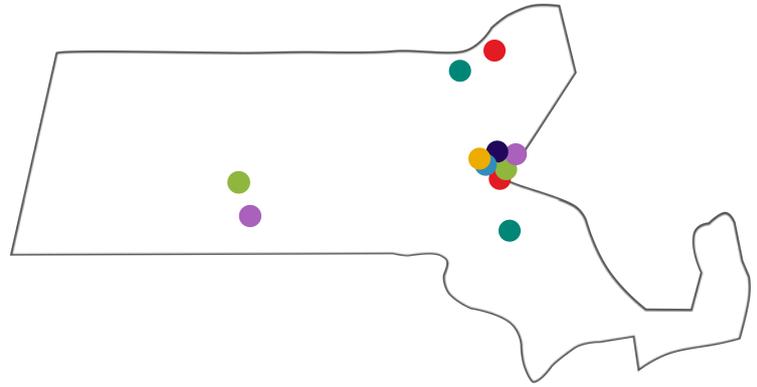
## FROM RESEARCHERS

"In dialogic reading, the adult helps the child become the teller of the story. The adult becomes the listener, the questioner, the audience for the child. No one can learn to play the piano just by listening to someone else play. Likewise, **no one can learn to read just by listening to someone else read.** Children learn most from books when they are actively involved."

- Grover J. (Russ) Whitehurst,  
[www.readingrockets.org](http://www.readingrockets.org)

# OUR COMMUNITIES

The state of early literacy.



## 2019 MCAS RESULTS

### 3rd Graders Partially or Not Meeting Expectations in RAR-MA Communities

Statewide	44%
Boston	61%
Brockton	75%
Chelsea	64%
Everett	55%
Holyoke	77%
Lawrence	65%
Lowell	54%
Lynn	57%
Malden	51%
Revere	45%
Springfield	59%

**For minority students, this number increases.**

### Results by Subgroup

EL or Former EL	63%
Economically Disadvantaged	62%
Black	62%
Hispanic/Latino	62%
White	37%

## FIGHTING LEARNING LOSS

### 74% of preschool programs for children closed due to coronavirus

A study by the National Institute for Early Education Research surveyed 1,000 parents with children between the ages of three and five, and it found that program closures resulted in less learning support. Our families have continued to receive support to minimize learning loss resulting from pandemic closures in the communities we serve. ([www.edsource.org](http://www.edsource.org))



## OUR COMMUNITY AMBASSADORS

### Advocates within the communities we serve.

Community Ambassadors volunteer within their own communities, connecting prospective participants with our program and offering a personal connection within the community. Our Community Ambassadors are a valuable resource, engaging parents with providers to build relationships and make a difference.

As champions of our program, the Community Ambassadors participated in the virtual workshop pilot, made videos/storytimes to support our COVID-19 response, and provided valuable feedback for the family resource page.

# CORONAVIRUS' IMPACT

## Innovative solutions to a major crisis.

In March 2020, the coronavirus pandemic began to heavily impact how we were able to provide services to our families and partners throughout Massachusetts.

With the implementation of a stay-at-home order by Governor Baker, our partners were closed. Our families - faced with a variety of difficulties, including school and support agency closures, unemployment, and lack of food - were now forced to navigate the challenges of teaching their children at home.

In response, we implemented a number of initiatives to support our families and partners through this difficult time ([www.raisingareaderma.org/families](http://www.raisingareaderma.org/families)):



BOOK OF THE WEEK  
Me and My Grandma

Raising A Reader Massachusetts

Check our weekly Calendar for fun activities

- Video story time
- Reading strategies
- Arts and crafts
- #RARMAFUN challenge

STAY CONNECTED:

@raisingareaderma @raisingareadermassachusetts

@RaisingAReaderM Raising A Reader Massachusetts

Expanded Texting Initiatives

Robust Multilingual Video Resources

New Webpage Featuring Tools For Families

Virtual Workshops

Enhanced Community Ambassador Outreach To Families

Shared Resources Concerning Racial Justice



## Temporary Red Book Bag Rotation Program Changes

Out of an abundance of caution, our signature Red Book Bag Rotation program was suspended in March to help prevent the spread of the coronavirus. We continue to follow the guidance of health and safety experts to ensure the safe reimplemention of our program.

# OUR DONORS

## Over \$100K

Boston Children's Collaboration for Community Health

## \$20K - 60K

Adelaide Breed Bayrd Foundation  
 Amelia Peabody Foundation  
 Community Foundation of Western Massachusetts  
 Fordham Street Foundation  
 Irene E. and George A. Davis Foundation  
 Lawrence J. and Anne Rubenstein Charitable Foundation  
 Liberty Mutual Foundation  
 Nan Haar Legacy Foundation  
 Perpetual Trust for Charitable Giving, Bank of America, N.A., Trustee  
 Reeder Foundation  
 Susan and John Simon  
 TJX Companies

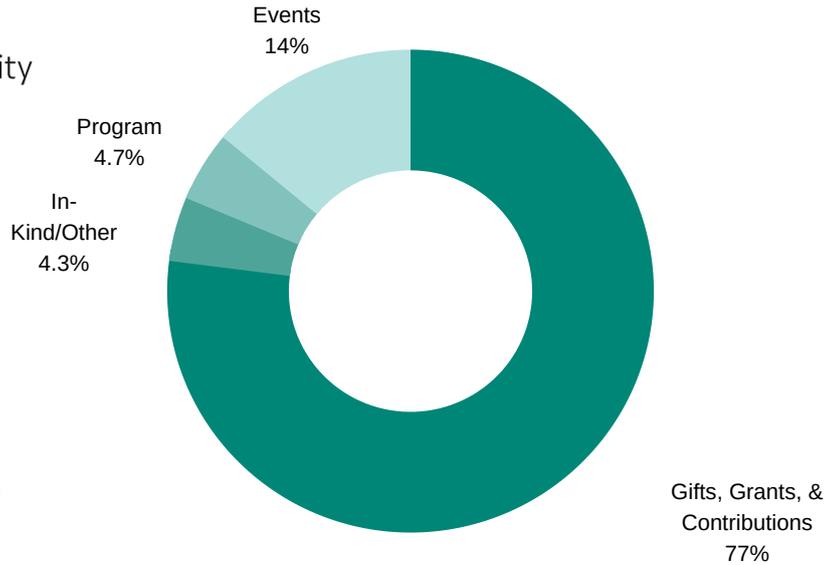
## \$10K - 19.9K

A.C. Ratshesky Foundation  
 Amundi Pioneer Asset Management  
 Bill Barke  
 John and Kelly Carroll  
 Couch Family Foundation  
 Foundation M  
 Grace E. Brooks Trust, Bank of America, N.A., Co-Trustee  
 HarborOne Foundation  
 Ellen Roy Herzfelder  
 Josh and Jessica Lutzker  
 PNC Foundation  
 Raising A Reader National  
 Vertex Foundation

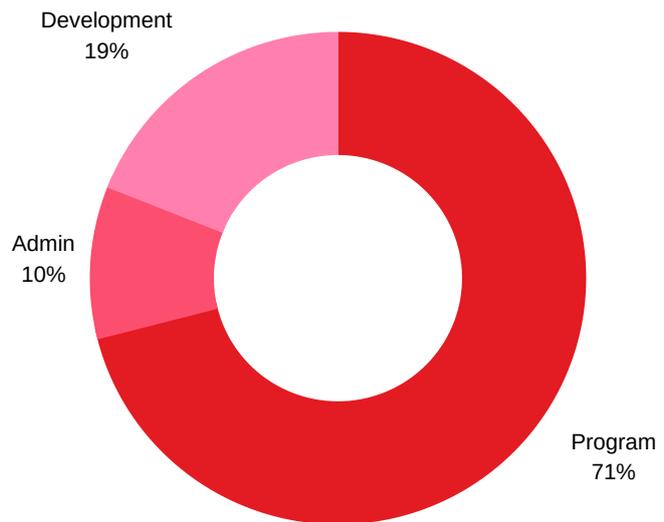
## \$5K - 9.9K

Beker Foundation  
 Biogen  
 Dave and Camille Carlstrom  
 DCU for Kids  
 David Davidson and Francine Rosenzweig  
 Deloitte  
 Eastern Bank Charitable Foundation  
 Emily Hall Tremaine Foundation

# FINANCIALS



**Revenue**  
\$864,842



**Expenses**  
\$1,022,942

*Proud partner of*



Gregg and Robin Dooling  
Kate Enroth and Dana Schmaltz  
FGS Printing  
Hamilton Company Charitable Foundation  
Lovett-Woodsum Foundation  
Ted and Erica Pappendick  
Richard K. and Nancy L. Donahue Charitable Foundation  
Jonathan and Lisa Slawsby  
TD Bank, N.A.  
TD Charitable Foundation  
UniFirst Corporation

## **\$2.5K - 4.9K**

Daryl and Chris Andrews  
CHT Foundation  
EY  
Aria Glasgow  
Greater Lowell Community Foundation  
Marcus and Amanda Hall  
William and Mari-Ann Hogan  
Horace A. Moses Charitable Trust, Bank of America, N.A.,  
Trustee  
Julian and Susan Houston  
Carol McKean  
Nordson Corporation  
People's United Community Foundation of Eastern  
Massachusetts  
Brian and Stephanie Spector  
The Charlotte Home  
United Way of Greater Plymouth County

## **\$1K - 2.4K**

Woodbury Andrews  
ANONYMOUS  
Aon Foundation  
Brenda and Stephan Bancel  
Birch Hill Investment Advisors  
Boston Estate Planning Council  
Stephen Carr and Louise Elving  
City of Chelsea  
Heather Dickinson  
Scott Harvey  
Harvard Pilgrim Health Care  
Don Hawley  
John Isley  
John Hancock  
Levin Financial Group  
Eric and Judith Lubershane  
Kelly Newman

Susan Pope  
Geoffrey Smith  
Stefan Spazek  
Susan A. and Donald P. Babson Foundation  
The Curious George Store Collaboration

## **\$500-999**

Margaret Begley  
Zac Bissonnette  
Jeanne Blasberg  
George and Marie Chabot  
Maria Veronica de Greiff  
John and Margaret Malicki  
Michael Ruttner and Donna DiFillippo  
Elaine Schaefer  
Kathleen Schaefer  
Thomas Shapiro  
David Sinclair  
Roddy and Gretchen Young

## **In-Kind Donations**

Jay Delaune - (Salesforce Consultant)  
Deloitte  
Mike Hamilton (Website Consultant)  
Everett Hayward  
Immediate Response  
Michael Lee - Brown University (Videographer)  
Morgan Stanley  
Ian Lindsey  
Mark Neiker - Extended Sessions  
Steve Smith - Community In Roads  
(Videographer /Video Editor)

# Thank You!

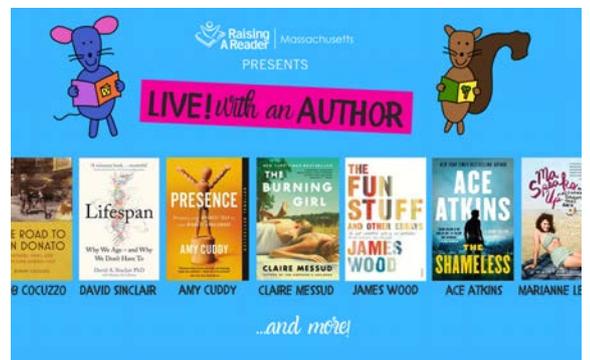


*All funding is representative of pledges in FY 2020.*

# LIVE! WITH AN AUTHOR

Our signature fundraising gala for 2020, Dinner with an Author, was originally scheduled for May, and rescheduled to be a virtual gala in October 2020, due to the pandemic. We used the situation to provide a unique opportunity for our supporters - the chance to interact with some of our authors from the comfort of their homes as part of our new *Live! with an Author* series.

Throughout the series, we featured 13 authors, including Ben and Tonya Mezrich and Ace Atkins, who were able to share about their books and answer questions from the audience and share a love of reading.



## Featured Authors

Susan Solomont	Clair Messud
Dr. Ron Ferguson	James Wood
Tatsha Robertson	Rob Cocuzzo
Marianne Leone	Amy Cuddy
Ben Mezrich	Ace Atkins
Tonya Mezrich	Nataly Kogan
David Sinclair	

# EMERGING LEADERS

Co-chair (CY 2019-20): Emily Leinbach - The Bowdoin Group  
Co-chair (CY 2019-20): Chapman Leedy - Federal Reserve Boston  
Sarah Canavan - Vynamic  
Manusha Chereddy - HarbourVest  
Sarah Curry - Jones Lange Lasalle  
Amanda DiMatteo - Peabody & Arnold LLP  
Maeve Foley - Raines International  
Caroline Greiwe - iBoss  
Parker Greiwe - Boston Children's Hospital  
Bill Hall - Nightshift Brewery  
Arwa Jivani - MGH  
Chloe Lee - Jobcase, Inc.  
Serene Liu - IBM Resilient  
Kelly Newman - White & Case  
Annie O'Connell - MassEcon  
Brendan Rice - Magellan Jets  
Clune Walsh - BCG  
Ian White - Workbar  
Joshua Zeff - KPMG

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



*Opening Doors  
by Opening Books*



Raising A Reader MA is a 501(c)(3) organization with EIN #80-0297898.

Headquartered in the historic Old Corner Bookstore on the Freedom Trail  
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Boston, MA 02108

(617) 292-BOOK | [www.raisingareaderma.org](http://www.raisingareaderma.org)