

Who?

We serve families with children birth to age six in high-need communities to provide increased access to age appropriate, culturally relevant books and share interactive reading strategies with parents and caregivers.

7,524

Children Served

10

Gateway cities + Boston

Brockton • Chelsea • Everett • Holyoke • Lawrence • Lowell • Lynn • Malden • Revere • Springfield

Where?

We partner with early childhood community organizations to extend the reach of our services across Massachusetts.

122

Program Partners

FACILITATED BY

472

Partner Staff

SUPPORTED BY

19

Community Ambassadors

How?

Through our program model, we provided:

INCREASED BOOK ACCESS

30,096

Books Shared

REINFORCED THROUGH

116

Family Workshops Delivered

1,057

Caregivers Educated

37,141

Literacy Text Messages Sent

What?

After RAR-MA participation:

74%

Families reading less than 3 times a week reported reading together more often

82%

Families reported using 3+ interactive reading strategies

87%

Partners shared that children showed a greater interest in books and reading

82%

Partners shared that children increased oral language skills

Why?

Our efforts - supported by 30 years of research - are:

IN SERVICE OF

Expanding language and literacy skills and competencies



ESSENTIAL FOR

School literacy readiness



RESULTING IN

Reading success

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



FAMILIES SEE THE IMPACT:

"When Mia received the books, she was so happy. She said, 'Is this for me?!' She held it close with a big smile on her face! She reads every night before bedtime, and she picks that book to read often."

- Parent, Greater Boston

Vision

To make interactive reading a joyful and rewarding routine for all families. We equip parents to be their child's first teacher, empowered to be active participants in their child's education, impacting success in school and beyond.

Mission

To close the literacy opportunity gap among children ages birth to age six in high-need communities by helping families develop and practice shared home reading habits