

About Raising A Reader MA (RAR-MA)

Raising A Reader MA is an evidence-based family engagement, early literacy program that coaches families of young children to create a culture of shared reading.

Our goal is to close the literacy opportunity gap among children birth to age six by helping families develop, practice, and maintain shared home reading habits. We envision a world where interactive reading is a joyful and rewarding routine for all families. We celebrate caregivers as their child's first teacher, participating in their child's education and influencing their child's success in school.

We seek to end the cycle of low literacy by helping families across Massachusetts develop high impact home reading routines that lay the foundation for a lifetime of learning, success, and productive, responsible citizenship.

Research shows that the single most important activity for building the knowledge required for success in reading is when parents are involved in reading aloud to their children (Shumow, 2010).

How does it work?

RAR-MA's dual intervention is simple to implement and complements programming in a variety of family-serving settings. First, a rich assortment of children's books in bright red bags circulate weekly through the families' homes. Second, a family engagement education curriculum supports caregivers in dialogic reading strategies to use with the books.

Our program model, which both increases access to books and strengthens interactive reading quality, is driven by more than 30 years of research. As far back as 1985, the National Commission on Reading has noted that the **"single most important activity for building the knowledge required for eventual success in reading is reading aloud to children."** (Becoming a Nation of Readers: The Report of the Commission on Reading. National Academy of Education. Dr. Richard C. Anderson, Chairman. Professor and Director. Center for the Study of Reading.)

What are the benefits of a partnership with RAR-MA?

The Participant experience:

1. **Exposure** to our signature red book bag program with weekly rotations of developmentally appropriate, culturally relevant books in multiple languages.
2. **Training** on interactive reading with children regardless of a caregiver's own literacy abilities or native language.
3. **Education** about the importance of reading with children and its impact on building vocabulary, expanding receptive and expressive language skills, and introducing early literacy concepts in the context of healthy brain development .

The Program experience:

Partnership Content	Initial Year Fee	Subsequent Year Fees
	\$850.00 plus materials	0-100 children: \$850.00 101-150 children: \$1000.00 201 plus children: \$1250.00
Dedicated RAR-MA Lead	✓	✓
Program Implementation Format Annual Consultation	✓	✓
Coordinator Orientation	✓	\$300 per visit
Implementer Orientation	✓	\$300 per visit
Curriculum Train-the-Trainer Session and Coaching	✓	\$300 per visit
Bag Rotation Organization, Training, and Technical Support	✓	\$100 per Implementer
Joint Virtual Family Engagement Workshops (6 per year)	✓	✓
Exclusive Family Engagement Workshop or Playgroup Session Facilitation	✓	\$400 per event
Workshop Outreach	✓	\$200 per event
RAR-MA Partner Networking Annual Conference	✓	✓
RAR-MA Statewide Activities and Events	✓	✓
Partner Portal Resource and Evaluation Center Online Access	✓	✓
RAR Catalog Access	✓	✓
Waived Shipping, Handling, and Processing Fees on Orders	✓	✓
Material costs	varies	varies
Literacy Tips Texting Program	✓	✓
Evaluation Analysis & Reporting	\$300.00 per year	\$300.00 per year

What are the materials costs?

The first year of partnership with RAR-MA is the most expensive due to the initial investment in books, bags, and materials. Costs decrease in following years as materials are utilized in subsequent programming which maximizes sustainability and return on investment.

Estimated cost of materials varies on number of children and on specific age, language, and theme of the book kits. After the initial year, replacement needs costs will also vary based on amount of lost or damaged materials. It is reasonable to anticipate 10-15% loss. Please reach out to our main office for a quote.

What do Partners need to succeed?

- A dedicated coordinator to maintain communication with RAR-MA staff, respond to annual report requests, and distribute and collect information from families.
- Space to hold family events and to store a rotating Red Bag library
- Implementers* to manage the Red Bag rotation (estimated 2 hours per week, per group)
- Implementers* to facilitate family engagement workshops.

*Implementers can be staff or volunteers who will be trained by RAR-MA.

How do I become a Partner?

For Additional information, please contact our main office: info@raisingareaderma.org or 617-292-2665.