



**Raising
A Reader**
Massachusetts

Opening Doors by Opening Books



ANNUAL REPORT 2018

OUR MISSION

Our goal 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.



"Parents hold the key to their child's future. They play a more important role than they know in preparing their child for school and life success. What Raising a Reader MA does is give them ideas of how they can help their child come to love and understand books and reading." - Sally Fuller, Davis Foundation

WHY EARLY LITERACY?

STATEWIDE ISSUE

In MA, 48% of third graders are not at reading level

INCOME MATTERS

68% of third graders in economically disadvantaged families are not reading at grade level

LANGUAGE MATTERS

78% of English Language Learner third graders are not reading at grade level

RACE MATTERS

67% of black and Hispanic third graders are not reading at grade level



73% of families that RAR-MA serves have a household income of less than \$43K.

SUCCESS STORY

Elbia Rodriguez learned about RAR-MA through her work as a Parent Partner with ABCD Roslindale's BFEN playgroups. Already an active and involved mother to four children, RAR MA's style of dialogic reading felt like a natural form of interacting. Elbia now uses it with her youngest daughters, Angelique (4) and Aniyah (7), as well as with the families that participate in the Roslindale BFEN community events!



NEW INITIATIVE RAISING A READER IN THE WORKPLACE

RAR-MA partnered with UniFirst to launch its pilot In the Workplace program. UniFirst offered the RAR-MA Red Book Bag rotation and parent workshops to its employees as a benefit. Workshops and Red Bags were delivered on-site at UniFirst.



Cynthia Croatti, Executive Vice President at UniFirst received the 2017 Leadership in Literacy award as a result of her efforts to bring this benefit to her employees.

WHY THIS EARLY?

90% of a child's brain is developed by age five.



Parents are most involved in their child's daily lives at ages 0-5.

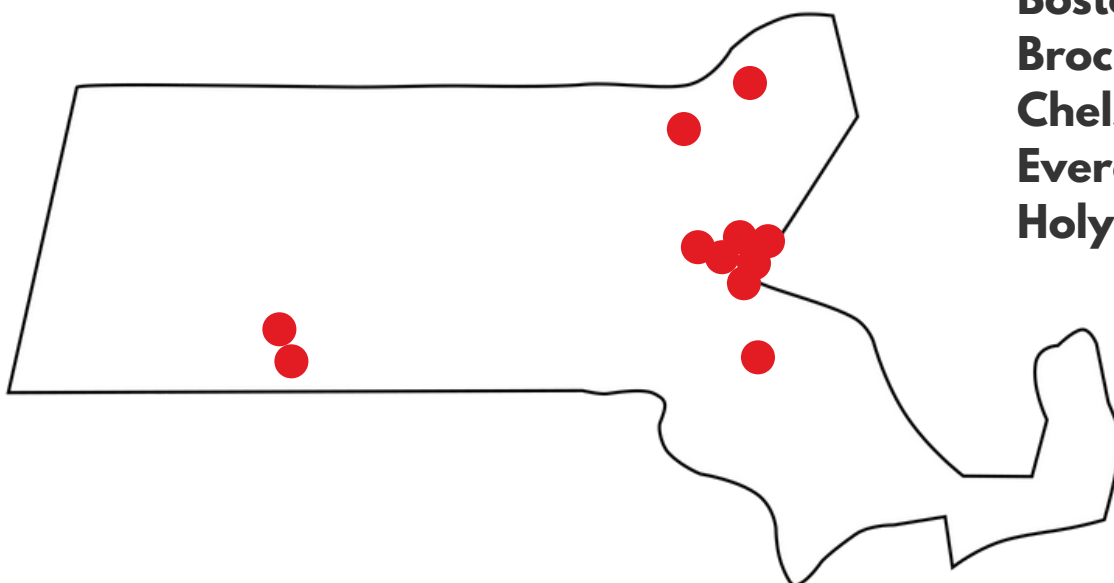
Shared reading is one of the best ways to combine these 2 factors for optimal child development.

We meet parents where they are – partnering with local and community organizations to host or deliver the RAR-MA program in settings trusted by families.

DID YOU KNOW?

Parental involvement in children's literacy practices is a more powerful force than other background variables, such as income, family size, and level of parental education. (Flouri and Buchanan, 2004)

WHERE WE SERVE



Boston
Brockton
Chelsea
Everett
Holyoke
Lawrence
Lowell
Lynn
Malden
Revere
Springfield

TO OUR SUPPORTERS

A NOTE FROM THE EXECUTIVE
DIRECTOR & BOARD CHAIR

BOARD OF DIRECTORS

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Director of IT, Vertex Pharmaceuticals

Justin Hayward

Managing Director, Cross Coastal Advisors

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Jonathan Slawsby

Owner & COO, Madison Food Corp.

OUR DONORS

\$100K

Barr Foundation

\$50 - 99K

MassMutual Financial Group

\$25 - 49.9K

Funder Collaborative for Reading Success

Amelia Peabody Foundation

TJX Companies

Irene E. and George A. Davis Foundation

UniFirst Corporation

Cummings Foundation

Cabot Family Charitable Trust

John & Sue Simon

Community Foundation of Western Mass

\$10 - 24.9K

Jessica & Josh Lutzker

Fordham Street Foudation

Lawrence J. and Anne Rubenstein Charitable Foundation

Reeder Foundation

Liberty Mutual Foundation

First Non Profit Foundation

Amundi Pioneer Asset Management

Adelaide Breed Bayrd Foundation

Rodman Ride for Kids

Nathaniel and Elizabeth Stevens Foundation

Cedar Tree Foundation

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Grace E. Brooks Trust

Deloitte

Foundation M

John Carroll

Bunzl/R3

Vertex Foundation

\$5 - 9.9K

Raising A Reader National

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Francine Rosenzweig

Jonathan Slawsby

Gregg & Robin Dooling

Couch Family Foundation

Barbara Lynch

Heather Dickinson

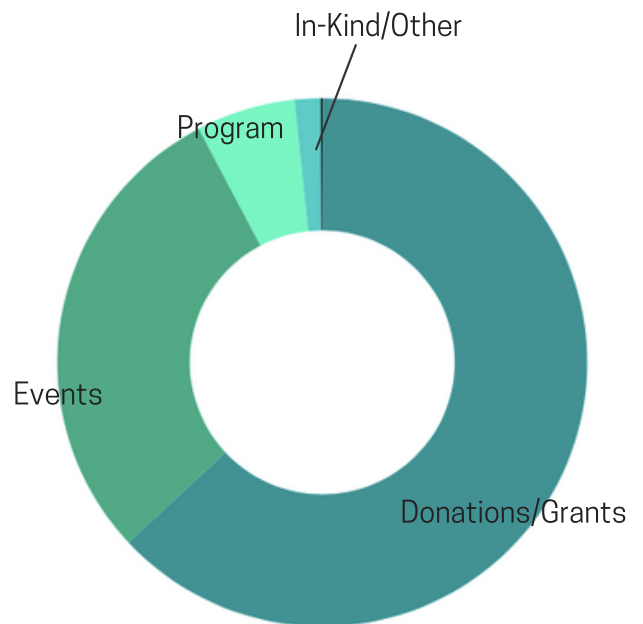
Yellow Wood Partners

Thomas Anthony Pappas

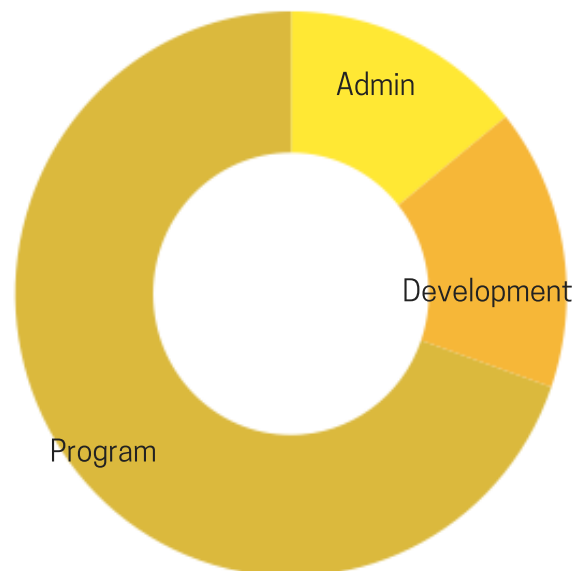
Charitable Foundation

Mona & Harvey Levenstein

FINANCIALS



Revenue
\$913,320



Expenses
\$824,330

Lovett Woodsum Family Charitable Foundation
Partners HealthCare
Beker Foundation
Wells Fargo
DCU for Kids

\$2.5K - 4.9K

Jon Nesbit & Gillian Meek
Kate Enroth & Dana Schmaltz
Daryl Andrews
Stefan Spazek
William Cowan
Leah Bundy
DST Systems
Ernst & Young
FGS Printing
Progress Partners
Edwards Garment Co
ADP, LLC
Rachel & Keith Gubbay
GoJo Industries
CHT Foundation
Kimberly & Eric Aulenback
Lewis Family Foundation
United Way of Greater Plymouth County
Steve DiPietro
Brian & Stephanie Spector
Stephen Rosen
HarborOne Bank
Helen G. Hauben Foundation

\$500 - 2.4K

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Kimberly & Eric Aulenback
Lewis Family Foundation
United Way of Greater Plymouth County
Steve DiPietro
Brian & Stephanie Spector
Stephen Rosen
HarborOne Bank
Helen G. Hauben Foundation

\$499 and Under

Paula Warchol
Inessa Palchikova
Ann Carter
Heather Sussman
Maura O'Leary
Charles Roussel
Connie Coburn
ML Strategies
Joe McQuaid
Brooks Finnegan
Elyse Pirzada
Karen Taggart
Gretchen Pfuetze
Joan Jolley
Dawn Tringas
Ted McEnroe
Jody Steel
Waltham Elementary Reading Department
Dale Jorgenson
Loomis Chapman Leedy
Susan Botein
Leah Polack
Kate Dimancescu
Network for Good
Michael Winton
Bring Me a Book Franklin
Patricia Rowe
Kerin Nunn
Mark Poznansky
Greeshma Shetty
Kristin Casey
Joyce Kehoe
Mark Joyce
Gary & Lynne Smith

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Bronwen Sisca
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Roxanne Lowe
Kathleen Meaney
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Andrew Thompson
Shawn Wilson
Melissa McKim
Kathleen Camilli
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E*TRADE Securities
Karen Harrington Wilson
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RJ Gentile
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Clare Crowell
Jenna Chodos
Jacqueline Bizzarro
Timothy Koeth
Eleanor Sharpe
Davis Snyder
Kara Migausky
Ben O'Sullivan-Pierce
Brendan Rice
James Burt
Greg Boccio
Christine Freyermuth
Bill Bossbaly
Tamar Meyer
Hannah Simons

thank you



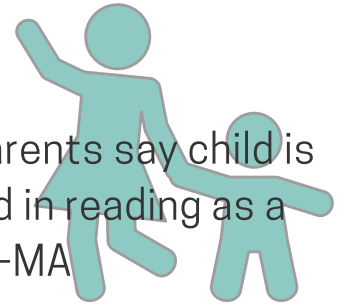
MAKING AN IMPACT

After participating in our Red Book Bag program and/or parent workshops, parents reported increases in reading frequency and in reading behaviors (strategies for dialogic reading).



47%

of families parents say child is more involved in reading as a result of RAR-MA



85%

of families are reading with at least 3 new reading strategies after RAR-MA



80%

of families not reading 3+ times per week, increased their reading frequency after RAR-MA



Non-English speaking parents reported increasing their reading frequency **by twice as much**



Parents with household income < \$43K reported increasing their reading frequency **by 76%**

FROM THE PROGRAM PARTNERS

94% report that children show greater interest in books/reading after RAR-MA

90% report that children have increased oral language skills after RAR-MA

"I learned how to make it fun so she will end up learning. We take our time on each page and picture. When she speaks both Spanish and English, she uses sentences and not just words."

- Jose, Brockton

