



Impact Report FY2023



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Opening Doors By
Opening Books

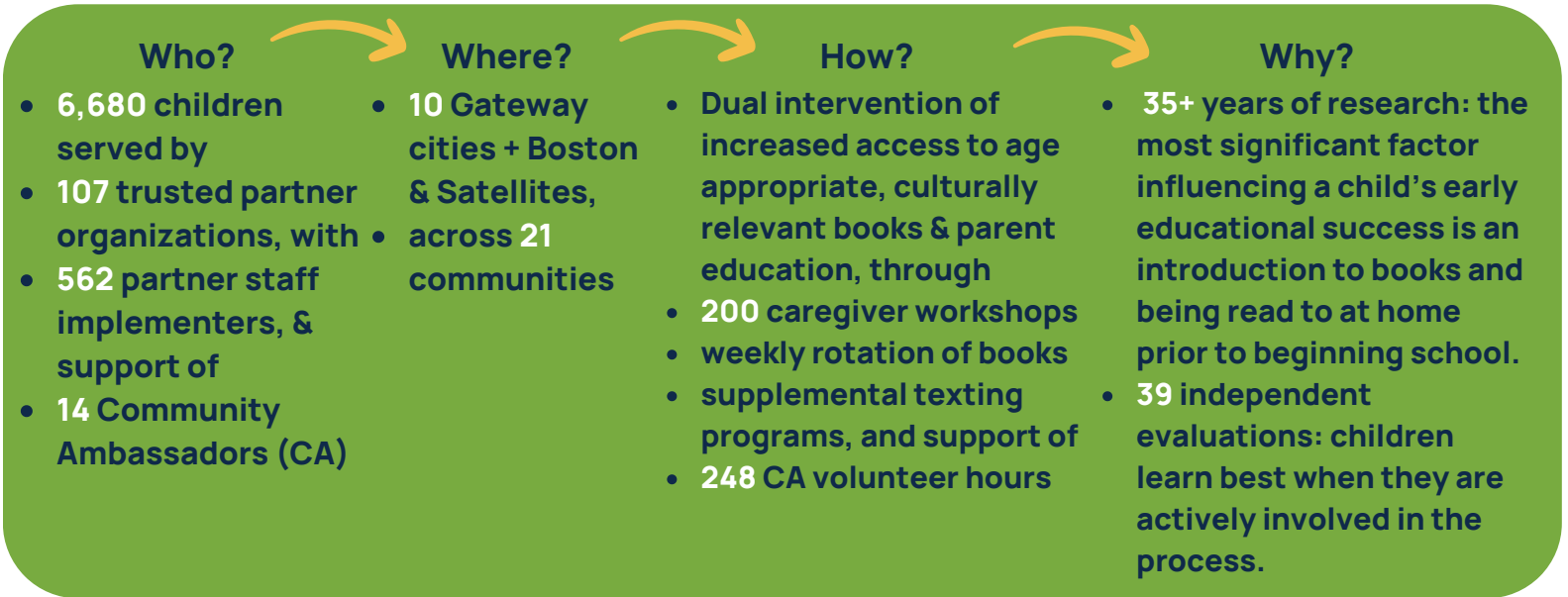
Our mission is to close the literacy opportunity gap among children ages birth to six in under-resourced communities by helping families develop and practice shared home reading habits.

Learn more about our program model & philosophy

What? Partners shared that as a result of RAR-MA this year, children in their programs show*



*Data based on FY23 Partner Surveys distributed to 105 partners, with 75 surveys returned.



"I always enjoy receiving feedback from families participating in the program about how excited they are to receive the red bags and have access to books to read at home with their children. Many families report an increased excitement about reading at home just by having this kind of access to high-quality titles." -RAR-MA Partner





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Family Surveys: Spotlight on Southeast Area & Satellite Regions

- 1,280 children served in this region
- reported data from results of 221 survey responses



The program team collaborated with a regional cohort of partners to engage families in the survey, including focused in-person conversations, resulting in an increased response rate.

Below benchmark data is based on FY23 Family Survey and demonstrates statistically significant results.

Families reported...	Before RAR-MA	After RAR-MA
Their child asks to look at books at least 5 times a week (child interest)	35%	60%
Family shares books at least 3 times a week (reading quantity)	64%	86%
Family shares books at least 60 minutes a week (reading quantity)	35%	50%
Family has a reading routine (reading quality)	76%	92%
Family used at least 4 dialogic reading behaviors most or all of the time * (reading quality)	42%	72%

*Dialogic Reading Strategies:

- Caregiver asks child questions about story
- Caregiver lets child choose what to read
- Caregiver uses different voices for different characters in the story
- Caregiver talks with child about new words and what they mean

"The variety of books is so much fun, and they are always age appropriate. My child also feels a sense of pride and ownership over her reading "her" books from playgroup... She knows the red bag and it's contents are her special surprise each week and she looks forward to exploring the stories and pictures with our family." -RAR-MA Parent

Language most spoken at home:

Family survey results:

