

Impact Report FY2024

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.

What?

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

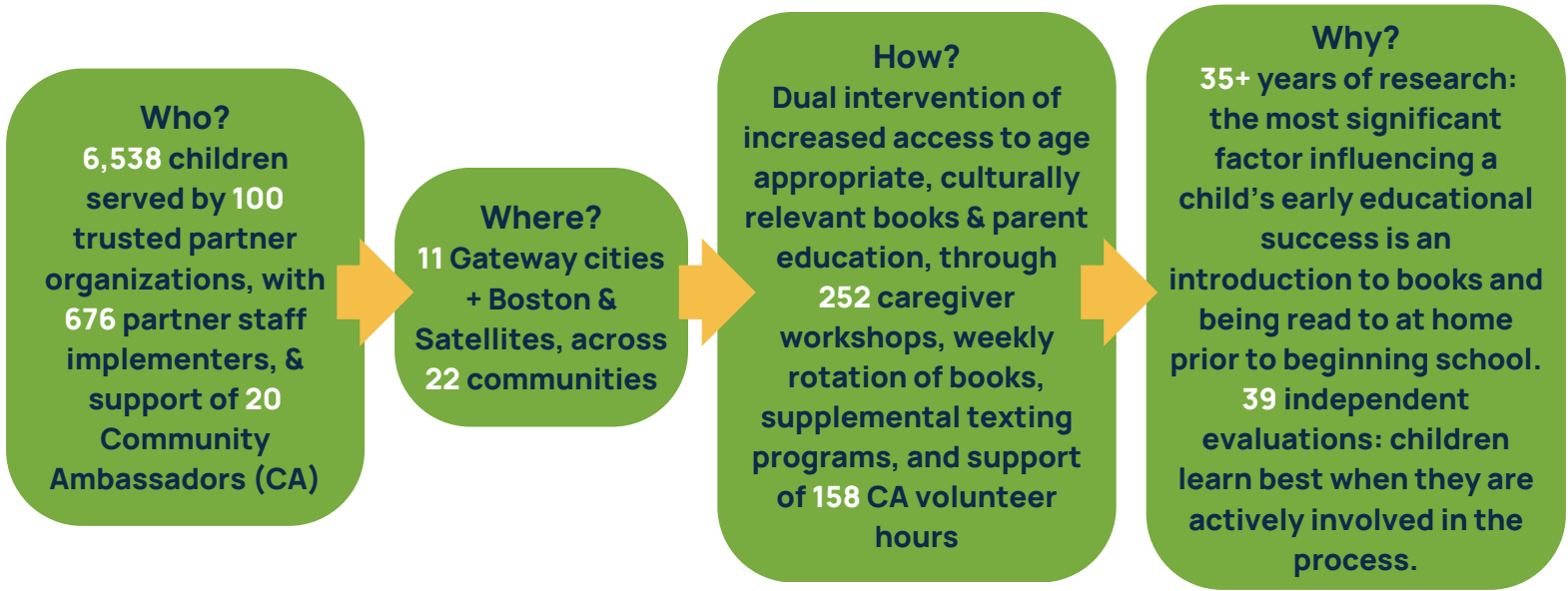
94% Enhanced interest in books

88% Improved oral language skills

93% Increased curiosity about the world



*Data based on FY24 Partner Surveys distributed to 100 partners, with 72 surveys returned.



"Parent participation was really strong this year, especially in groups with the youngest children. They displayed joy and curiosity and a willingness to have fun with their children as we shared stories and practiced dialogue reading strategies!"
- RAR-MA Partner



Learn more about our program

www.raisingareaderma.org



Family Surveys: Spotlight on the Boston Area

- **1,080** children served in this region
- Reported data from results of **191** 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. This is an anonymous retrospective survey asking for pre and post-behavior

Below benchmark data is based on FY24 Family Survey and demonstrates statistically significant results.

Families Reported...	Before RAR-MA	After RAR-MA
Their child asks to look at books at least five times a week (Child Interest)	56%	59%
Family shares books at least three times a week (Reading Quantity)	83%	91%
Family shares books at least 60 minutes a week (Reading Quantity)	80%	89%
Family used at least four dialogic reading behaviors most or all of the time* (Reading Quality)	44%	53%
Family has a reading routine (Reading Quality)	75%	60%

***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



Learn more about why our impact data can vary

Language most spoken at home:



"My daughter loved the Raising a Reader books. It was great to have new, high quality books in the house each week. Some topics that we might not have chosen ourselves were addressed, and it was great to expose my daughter to new ideas."
- RAR-MA Parent

Family survey results:

