RAISING a Reader MASSACHUSETTS

# ROUND UP FOR LITERACY

## WHO WE ARE

The mission of Raising a Reader Massachusetts is to close the literacy opportunity gap among children birth to age six in under-resourced communities by helping families develop and practice shared home reading habits.

Over 35 years of research and 41 independent evaluations show that being regularly read to by a parent or caregiver before kindergarten is the most significant factor impacting a child's academic success.

Raising a Reader Massachusetts supports families to build, practice, and grow reading routines with their children. To do this, we empower families through book access and coaching to be active participants in their child's education.

## OUR COMMUNITIES

Boston - Brockton - Chelsea - Chicopee - Everett
Haverhill - Holyoke - Lawrence - Lowell - Lynn
Malden - Methuen - Middleboro - West Newton
Norton - Norwood - Plymouth - Revere - Saugus
Springfield - Wakefield - Winthrop

## WHAT IS ROUND UP FOR LITERACY?

Our Round Up For Literacy program is an opportunity for independent bookstores to partner with Raising a Reader Massachusetts in a simple, but powerful way.

By asking patrons to round up their purchases - with the difference being donated to Raising a Reader Massachusetts - small gifts of just a few cents will add up quickly. They would help to supply families in communities throughout the Commonwealth with the early literacy education supports and materials they need to form a solid educational foundation prior to entering school.

## HOW TO PARTICIPATE?

There is no cost to participate, and we will work with you on how to best implement the program in your business.

For more information, please contact Angela Haynes, Director of Development, by email at angela@raisingareaderma.org or by phone at 617-823-9618.