

Year in Review

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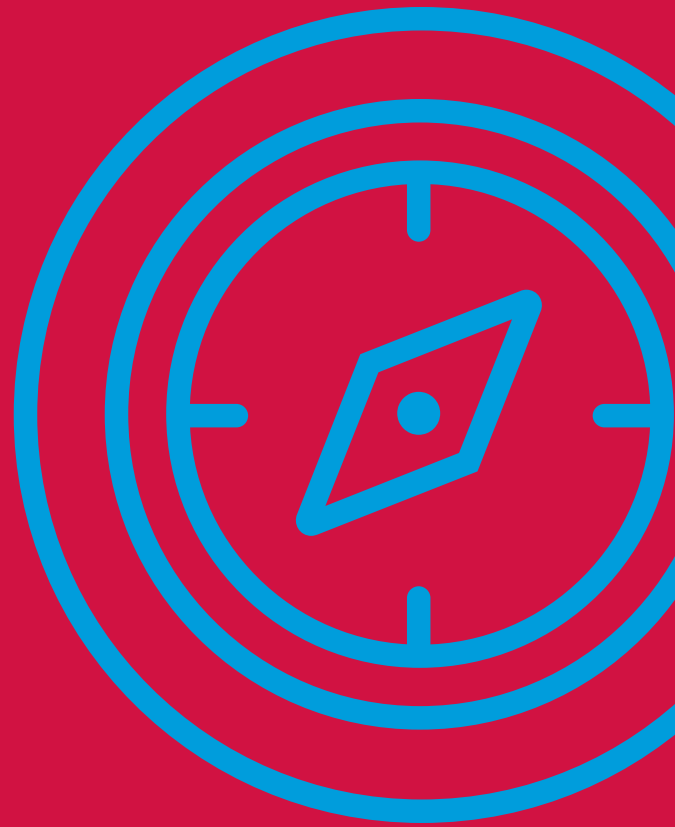
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2018




a letter from amy erickson, executive director

What an amazing year it's been!

Thank you to all who champion our work, support our goals, and help fund our program. You all are the best! We are particularly thankful for and inspired by all of the pediatricians implementing the Reach Out and Read Georgia intervention. Every day, pediatric teams invest time connecting with families across the state by sharing the transformative power and importance of reading aloud to parents to help build a child's young developing brain.

There's something magical that happens each and every time a child receives a new book from their doctor. That's why we are so passionate about reaching as many children as possible. Our vision is that one day ALL children in Georgia are served by a Reach Out and Read trained pediatrician.

Reach Out and Read
Georgia gives young children a
foundation for success by
incorporating books into
pediatric care and encouraging
families to read aloud together.





volunteers

A heartfelt thank you to our intrepid volunteers across the state. Reach Out and Read Georgia volunteers host book drives, provide inventory management, fund raise, and read aloud in neighborhood waiting areas.

Reach Out and Read Georgia partner pediatricians volunteer 13,294 cost-free doctor hours annually to implement the program and partner medical sites have purchased \$31,726 worth of books.

LOCAL SPOTLIGHT

Pi Beta Phi Alumnae, led by Cami Slaby Nail, volunteered to decorate the Reach Out and Read Georgia tree at the 2018 Festival of Trees. As a result of their effort, and our fantastic community, we raised more than \$24,000 and received a spotlight on Good Day Atlanta.

activities & campaigns

- Social Media
- Facebook Advertising
- Media Outreach
- Press Release Distribution
- Georgia State Charitable Giving Campaign
- Georgia Gives Day
- Giving Tuesday
- Appeals
- Atlanta Business Chronicle Ad
- National Philanthropy Day Table
- Email Marketing
- Content Creation & Curation
- Read Across Georgia
- Mayor's Summer Reading Club Campaign
- Georgia Family Connection Partnership Annual Conference
- Georgia Division of Family and Children Services Child Abuse Prevention Day
- GA AAP Exhibit
- GA AAP 20th Anniversary Gala Recognition
- Festival of Trees
- Good Day Atlanta feature
- Georgia Pre-K Week Gold Sponsor of Voices for Georgia's Children

team

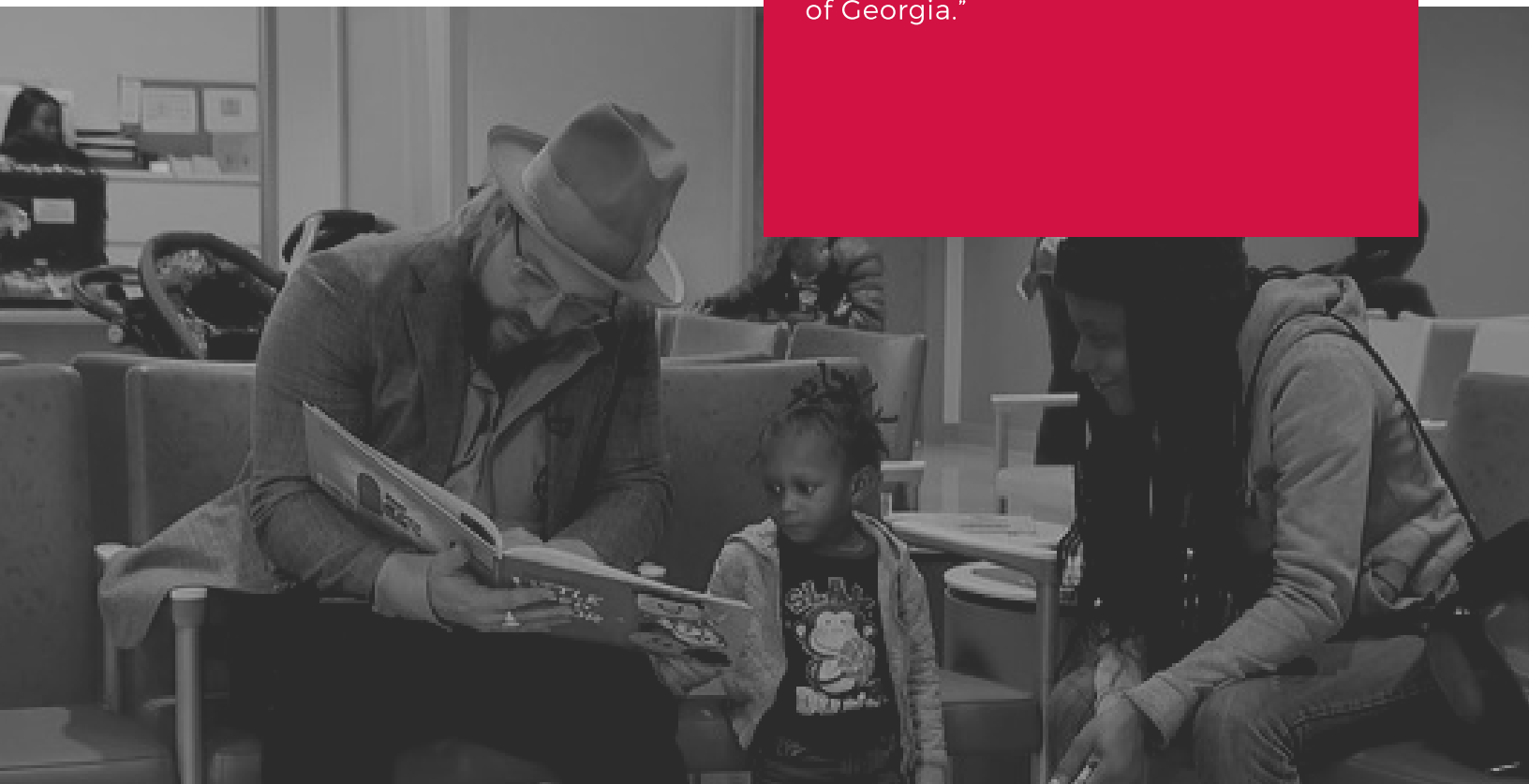
Amy Erickson, Executive Director
Karolina Klinker, Program Manager
Gail Phillips, Program Manager
Whitney Mohler, Grant Writer
Maureen Maycheco, Communications
Consultant

Terri Garden-McFadden, M.D., Medical
Director of Primary Care at Children's
Healthcare at Hughes Spalding and
Reach Out and Read Georgia Medical
Director

In December, Reach Out and Read Georgia was featured on Good Day Atlanta. FOX 5 Atlanta reporter Paul Milliken joined us for a meet and greet with Coy Bowles, three-time Grammy award-winning member of the Zac Brown Band and renowned children's author, our Medical Director, Terri McFadden, MD, and our Executive Director, Amy Erickson.

Bowles is the author of four books for kids, starting with 2012's Amy Giggles — Laugh Out Loud, and donated a thousand of his books to Reach Out and Read Georgia in November 2018.

Coy explains, "Growing up, people always said, don't forget where you came from; the state of Georgia has given me more than I could ever imagine. Reach Out and Read is the perfect organization to connect my dedication to literacy with the children's books that I write in the state of Georgia."



community impact by the numbers



In 2018, Reach Out and Read Georgia supported 105,761 local children at 110 clinics in 67 Georgia counties.



Reach Out and Read Georgia experienced an 88.85% statewide increase in programmatic delivery.



100% of site visits completed and progress reports submitted, a proof point for program fidelity and quality. For the first time, Reach Out and Read Georgia provided resources (books, funds, equipment and/or literacy materials) to all sites.



Expansion to 11 new sites last year, totaling 10,352 children and 34 health care providers. 100% of providers at expansion sites are trained and funding is secured.

strategic partnerships

2018 was a year highlighted by strategic partnerships and local collaboration. Reach Out and Read Georgia was identified as one of Learn4Life's three bright spots, meaning support from the Learn4Life Advisory Board to scale our work across the metro Atlanta region.

Along with other leading nonprofits in the region, representatives from Reach Out and Read Georgia served on the Georgia Department of Health Brain Trust Committee and the Georgia Department of Public Health State Council.

- Learn4Life
- Georgia Chapter, American Academy of Pediatrics
- Get Georgia Reading Campaign
- Georgia Early Education Alliance for Ready Students, GEEARS
- Talk to Me Baby Campaign
- Junior League of Atlanta
- Young Men's Service League, Centennial Chapter
- Pi Beta Phi Atlanta Alumnae Chapter
- Georgia Family Connection Partnership
- AAP, Georgia Chapter
- Gwinnett County Public Schools



community support

FOUNDATION PARTNERSHIPS

James M Cox Family Foundation | \$200,000 over 3 years

The Goizueta Foundation | \$200,000 over 3 years

United Way of Greater Atlanta via The Joseph B. Whitehead Foundation | \$150,000

Arthur M. Blank Family Foundation | \$100,000 over 3 years

Bobbie Bailey Foundation via The Community Foundation of Greater Atlanta | \$50,000 over 2 years

United Way of Hall County | \$41,100

Anonymous Foundation via The Community Foundation of Greater Atlanta | \$25,000

Scott Hudgens | \$15,000

Francis Hollis Brain Foundation Fund via The Community Foundation of Greater Atlanta | \$5,000

John and Mary Franklin Foundation | \$5,000

United Way Valdosta | \$4,000

Glynn County Department of Public Health | \$2,000

Navicient Health Foundation | \$2,000

Healthcare Georgia Foundation | \$1,000

Constellation (Exelon Generation) | \$500

INDIVIDUAL DONORS (OVER \$1,000)

Anonymous | \$5,000

Audrey Morgan | \$2,500

Lisa Dolan | \$1,000

Cami Nail | \$1,000

John Upchurch via The Community Foundation of Northeast Georgia | \$1,000

Anonymous Donor via The Community Foundation of Northeast Georgia | \$1,000

STATE SUPPORT

Georgia Division of Family and Child Services, Office of Prevention and Support | \$60,000

Georgia Department of Public Health | \$50,000

Fulton County Dept. of Housing and Community Development | \$49,000

Georgia Department of Public Health, Project Launch | \$23,000

CORPORATE SUPPORT

United Parcel Service | \$14,400

The Primerica Foundation via The Community Foundation of Northeast Georgia | \$10,000

Anonymous | \$7,500

IN-KIND BOOK DONATIONS

All About Books

Barnes and Noble

Books A Million

Coy Bowles

Mayor's Summer Reading Club

Scholastic

The University System Office (USO) of the University System of Georgia-Board of Regents

IN-KIND DONATED SERVICES

\$1,211,131 via Georgia pediatricians implementing the program



where great stories begin™

WWW.REACHOUTANDREAD.ORG/GEORGIA