



Celebrating Together!

Thirty years ago, two pediatricians at Boston City Hospital started giving their young patients books while sharing advice about the importance of reading aloud with their patients' families. Drs. Robert Needlman and Barry Zuckerman observed that many of their youngest patients were missing out on the opportunities for development in the critical first years of life. As pediatric pioneers, they partnered with early childhood educators, and leveraged their access to families with babies and toddlers to encourage reading aloud and integrate literacy promotion into the pediatric setting. From this first clinic serving 500 children and families in Boston, the Reach Out and Read model was born. Today, **34,000 pediatric providers** at **6,400 clinical locations** nationally, deliver our model, reaching **4.8 million children and families** and distributing over **7.4 million new, children's books** every year. Incredible!

Our success today is a direct result of the generosity and passion of you, our donors. We are grateful that you have partnered with us on this journey to support our nation's children during their most formative years, the first five years of life. You have invested not only in the cognitive and social-emotional health of our nation's youngest children – you have also supported their parents and strengthened family bonds.

There is truly no greater investment than our children, our future – thank you.

This 30th anniversary year has given us the opportunity to step back, reflect on our roots, take stock of our progress, and chart an ambitious path forward. As we embark on our next 30 years and beyond, we envision a world where every child is read to every day, cuddled on the lap of someone who loves them. Reach Out and Read is committed to expanding and deepening our impact on the families and children we serve in order to realize this vision. We aspire to harness our three decades of experience, our evidence-based model, and our extensive and growing network of pediatric clinicians into an even more powerful force for change. By using the primary care platform to support the parent-child relationship so that parents are empowered to do what they most want to do: give their children the best start in life so they can thrive and succeed. This is our Next Chapter. We look forward to writing this story with you.

With Gratitude,

Tom DeWitt, MD, FAAP
Chair of the Board

Brian Gallagher
Chief Executive Officer



**A world where every
child is read to every day.**

You made this possible

4.8 Million

Children Served Annually

6,400

Reach Out and Read sites

7.4 Million

New Books Distributed
Annually

IN THEIR WORDS

The demand for our program continues to grow and we often hear from our new sites on why they started Reach Out and Read for their patients.

“I personally spearheaded a Reach Out and Read improvement project as a third year resident which included increasing the rate of children receiving a book from the Reach Out and Read program in our resident clinic. It was a project that was dear to my heart because I was an avid reader while young and wanted other children to have the same experience.”

Provider, Davis Medical Group Pediatric and Adolescent Medicine, Statesville, NC

“We see patients from all demographic and socio-economic backgrounds, including a larger population of Spanish-speaking children. Culturally and age-appropriate books distributed as part of the Reach Out and Read program will have a significant impact on our providers’ ability to assess the developmental progress in patients and will prompt important conversations about language and literacy with parents to ensure that every child has access to the support and services they need to thrive.”

Provider, Confluence Health, Wenatchee Pediatrics, Wenatchee, WA

“We have a new patient who is profoundly deaf and appears to also be developmentally delayed. When I gave her her first Reach Out and Read book, I was amazed at how transfixed she became with the pictures of the babies’ faces. She had never seemed so alert. Her parents were elated to see this response elicited by a book.”

Provider, Craniofacial and Cleft Care Program at the Children’s Hospital, Los Angeles, CA





“Being part of Reach Out and Read over the years has helped promote literacy in our community. This is especially significant since English is not the primary language spoken by a large segment of the population we serve. Giving a new book during well-child visits and talking to parents about the importance of reading aloud is an important resource for our health center.”

Provider, Mattapan Community Health Center, Mattapan, MA

Delivering Results

Our program is evidence-based, supported by independent, published research showing that the children we serve are read to more often, have improved language skills and have a greater love of reading.



The trusted relationship with our more than **34,000** pediatric providers takes place in over **6,400** locations

91%

Our model has the potential to reach 91% of all children in the United States through well-child visits, beginning at birth



Half of the children we serve are from low-income families



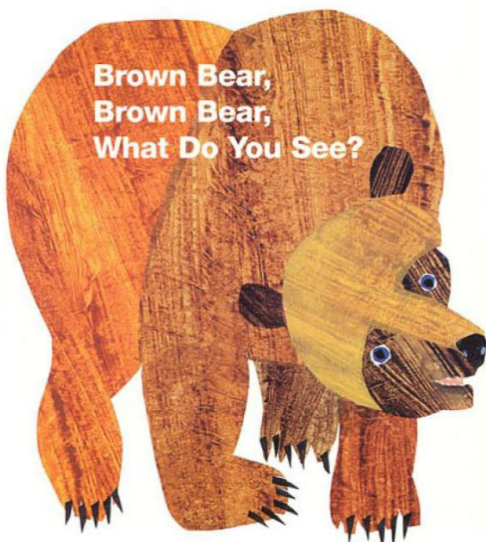
Reach Out and Read has universal scale—we serve **4.8** million children annually across the U.S.



We give out **7.4** million new age and developmentally appropriate books annually

The effectiveness of our model is recognized by the American Academy of Pediatrics in a policy statement that recommends early literacy promotion as an essential component of pediatric care.

Bill Martin Jr / Eric Carle



DID YOU KNOW?

Brown Bear, Brown Bear, What Do You See? is one of Reach Out and Read's most popular books. Our clinicians love the rich repetition, familiar word patterns and the brightly colored artwork of Eric Carle. The simple story unfolds with asking a question of what the brown bear sees. The pictures not only teach color and object recognition but captivates the young reader to find out what comes next by turning the page. And at 12 months, understanding that pictures are symbols of real things is a first step toward understanding that print also represents ideas of items in the real world.

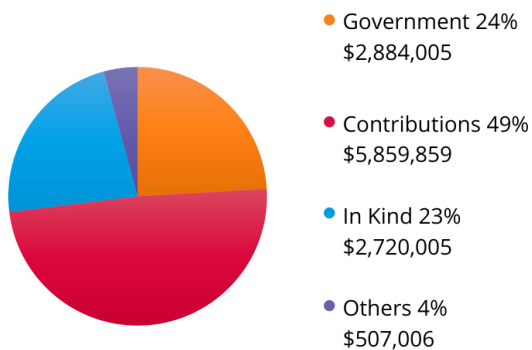
Financials

Reach Out and Read continues to grow all lines of revenue, while maintaining a net operating surplus and increasing our operating reserves, creating financial strength and flexibility.

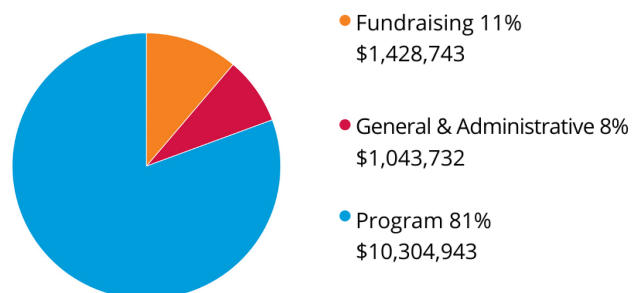
*Ed Mulherin, Chief Financial Officer
Reach Out and Read*



Total Revenue & Support \$11,970,875



Total Expenses Fiscal Year End June 30, 2019 (unaudited) \$12,777,418



Reach Out and Read is a national nonprofit organization represented in every U.S. state and D.C. We work with 30 affiliates across the nation, including independent 501(c)(3) organizations, offices housed within local American Academy of Pediatrics chapters and offices housed within local university, health or state systems. The financials represent the revenue and expenses of the 10 affiliates that are included with the National Center in the Reach Out and Read, Inc. 501(c)(3) organization.

Reach Out and Read integrates reading aloud into pediatric care, providing books and coaching that help every family make reading a part of their daily routine.

Your gift to Reach Out and Read empowers parents to be their child's first teachers. Your support has allowed us to positively impact children in all 50 states, with more than 4.8 million children served last year.

\$1 Million or More

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\$10,000 - \$24,999

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Their commitment ensures impactful and lasting effects on literacy for our families.

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