Dear Friends,

We are grateful that year after year you have chosen to promote the welfare of children and families throughout the United States by investing in Reach Out and Read.

Your steadfast support means that, in 2018, Reach Out and Read fulfilled all of our short-term financial obligations and closed out the year with significant long-term investments, providing even greater financial sustainability for our organization.

It is my honor to share with you that Scholastic Inc., under the leadership of Chief Executive Officer Richard Robinson, has provided Reach Out and Read with $500,000 to help seed our first-ever national endowment. Revenue from the investment of the endowment will be used to grow capacity, promote research and new ideas, and implement new technology. In celebration of our 30th anniversary in 2019, we’ve set a $2 Million goal for the endowment.

We are so grateful that you have partnered with us on this journey and look forward to celebrating our 30th anniversary with you!

With gratitude,

Tom DeWitt, MD, FAAP
Chair of the Board

Dear Partners,

Thank you. Because of you, we continue to grow at a rate of 5% annually, reaching more children, more families, and more pediatric providers than ever before. I am honored to share with you a few highlights from the past year.

Great strides were made in securing public funding in several states, including Georgia, Massachusetts, North Carolina, South Carolina, and Washington State, and with your support our individual donor base has grown by one-third over the past two years. I am honored to mention our partners at the Heising-Simons Foundation and NCR Foundation who provided crucial funding for the special initiatives highlighted in this report.

This increased funding ensures that millions of infants and toddlers will benefit from the critical role that reading and language-rich interactions play in their early brain development and ability to learn and succeed throughout their lives.

Thank you for making a difference.

Brian Gallagher
Chief Executive Officer
Reach Out and Read trains pediatric providers nationwide to coach parents at all infant and toddler well visits about the critical role that reading and language-rich interactions play in their daily routine, starting at birth.
Gathering Our Network – Advancing Our Impact

Reach Out and Read held our annual Leadership Conference on May 16-18, 2018. More than 150 medical providers, experts and researchers in pediatrics, literacy, and early childhood development gathered at Cincinnati Children’s Hospital in Ohio. We were warmly welcomed and hosted by Board Chair Dr. Tom DeWitt, Director of General and Community Pediatrics at Cincinnati Children’s Hospital, and his team.

Participants learned about the latest research in our field from thought leaders such as Ariel Kalil, PhD, of the Behavioral Insights and Parenting Lab at the University of Chicago. John Hutton, MD, Assistant Professor, University of Cincinnati, Department of Pediatrics and Adriana Weisleder, PhD, Assistant Professor, Department of Communication Sciences and Disorders, Northwestern University, discussed the latest research on parent-child interactions and early childhood brain development. Reach Out and Read Executive Directors and Program staff shared new and innovative ways to increase program quality and fidelity, as well as efforts to enhance our brand awareness in order to attract more pediatric practices and corporate partners.

This was our largest conference to date, and represented the work of more than 6,000 program sites and 32,000 practitioners across the country. Pleased with the powerful turn-out by the network, Dr. DeWitt said, “What we did at our National Leadership Conference will ripple out into our national network.”
“The ideas we discussed keep Reach Out and Read moving forward, so that we remain at the forefront of early childhood development, especially for children growing up in poverty.”

Tom DeWitt, MD, FAAP, Board Chair, Reach Out and Read

OUR IMPACT

“A picture tells a thousand words. The Reach Out and Read pediatrician on the left has coached this young mother on the power of loving her child through reading aloud. She may not be thinking about the broader impact of this moment, but this interaction and all the ones like this to come are essential to her baby’s future success. We know that 80 percent of all brain development happens in the first three years of life. Here, we see a mother embracing this reading experience, and all the benefits it brings, starting in infancy. That is what Reach Out and Read is all about.”

Brian Gallagher, Chief Executive Officer
18 MOS
Simple Counting

24 MOS
How Many?

36 MOS
Comparison
For almost three decades, Reach Out and Read has worked with a network of volunteer medical providers to promote early literacy and rich parent-child interactions during routine pediatric exams. With a transformational gift of $914,000 from the Heising-Simons Foundation, we are exploring how we can enhance our proven core model to foster foundational math skills and promote “math talk” as a way for parents to interact with their young children. Our pilot showed that early math offers a promising enhancement of our core model, one that merits refining and expanding.

Nikki Shearman, Reach Out and Read’s Chief of Strategic Initiatives, explains the initiative: “Initially, we are focusing on implementing a limited study, working with 1,000 families in five states. Together with the leaders from these affiliates, we have created a protocol, a provider training, a suite of early math materials and an evaluation process. We have just started sharing early math enhancement with the families and children that we serve and the response so far has been highly enthusiastic.”
1 in 6
CHILDREN IN THE UNITED STATES HAS A DEVELOPMENTAL DISABILITY

2X
CHILDREN INSURED BY MEDICAID HAVE A NEARLY TWO-FOLD HIGHER PREVALENCE OF ANY DEVELOPMENTAL DISABILITY

290%
DIAGNOSIS OF AUTISM INCREASED 290% OVER THE LAST 12 YEARS
NEW RESEARCH PROMPTS
DEVELOPMENTAL DISABILITIES
GUIDE UPDATES

“At NCR Foundation we believe potential is distributed equally; opportunity, however, is not. Through our support of the Developmental Disabilities Promotion Guide we are providing the opportunities for children with developmental challenges and their families to interact and develop reading and listening skills very early in their development so they can progress to their fullest potential!”

Yvonne Whittaker, Foundation Lead, NCR Foundation

Our Developmental Disabilities Literacy Promotion Guide was created for primary care providers who treat infants and children with developmental challenges and provide support, advice, and helpful resources to their families. Since the original guide was produced ten years ago, there has been a boom in research related to autism, reading disabilities, and learning challenges, which gave us a wealth of resources for meaningfully adapting the information and resources we had been providing.

Dr. Monica Ultmann, Director of Developmental-Behavioral Pediatrics at Tufts Medical Center in Boston, and a consultant to Reach Out and Read with expertise in language development and disabilities, led the charge for the much-needed comprehensive updates to the Guide, parent handouts and training videos.

“Widespread developmental and behavioral screening in primary health care settings has led to an increase in the number of infants and young children who are identified with various developmental issues at increasingly early ages. As a result, families are more frequently turning to providers for information and guidance. This project applies our model and addresses emergent literacy in infants and children with disabilities, providing support to providers in working with this group of children and their families.”

Monica Ultmann, MD, Director of Developmental-Behavioral Pediatrics, Tufts Medical Center
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

Ron Asher, Medical & Community Engagement Manager and Jessica Mortensen, Executive Director Reach Out and Read, both of Washington; Wendy Hart, Director of Finance & Operations, Reach Out and Read

Total Expenses
Fiscal Year End June 30, 2018 (unaudited)
$13,501,061

- Fundraising 9%
  $1,222,848
- General & Administrative 8%
  $1,079,399
- Program 83%
  $11,198,814

Total Revenue & Support
$14,720,175

- Government 18%
  $2,696,885
- Contributions 47%
  $6,970,086
- In Kind 32%
  $4,702,043
- Other 2%
  $351,161

Reach Out and Read is a national nonprofit organization represented in every U.S. state and D.C. We work with 25 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.
A Young Child’s Journey to Success Begins with You!

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 4.7 million children served last year.

1 MILLION OR MORE
Commonwealth of Massachusetts
Scholastic
State of South Carolina

$500,000-$999,999
Heising-Simons Foundation*

$100,000-$499,999
All About Books
Paul G Allen Family Foundation
BAE Systems
The Boeing Company
Boeing- South Carolina
C.T. Dorste Fund
Fidelity Foundation
Foundation for the Carolinas
Goizueta Foundation
The Victor and Phyllis Grann Family Foundation, Inc.
George Kaiser Family Foundation
NCR Foundation
The Mabel Louise Riley Foundation
Charles and Lynn Schusterman Family Foundation
State of Washington Department of Early Learning

$25,000-$99,999
Anonymous (4)
Austin Family Foundation
Mary Black Foundation*
Bob’s Discount Furniture Charitable Foundation, Inc.
Cape and Islands United Way
Carnegie Corporation of New York
ChildTrust Foundation
The Community Foundation for Greater New Haven*
Community Foundation of Western Massachusetts
Irene E and George A Davis Foundation
Delta Dental of Michigan, Ohio, and Indiana
Durham County
The Edgerley Family Foundation
Richard M Fairbanks Foundation
Fulton County Housing and Human Services Dept.

F.R.E.S.H. and Human Services Grants
E. L. & Thelma Gaylord Foundation
Georgia Division of Family and Children Services
The Lisa and Douglas Goldman Fund
Philip L Graham Fund
The Green Foundation
Grigg Lewis Foundation, Inc.*
Grossman Family Foundation
The Carol Ann and Ralph V Haile, Jr./U.S. Bank Foundation
Inasmuch Foundation
Indian Health Service
James Family Foundation
Kenneth Rainin Foundation
Jane Keil Koppelman
Lovett-Woodsum Foundation
North Carolina Partnership for Children
Novant Health
Otto Haas Charitable Trust
Pampers
The Partnership for Families
Pitney Bowes Literacy & Education Fund
Ralph Lauren

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REACH OUT AND READ IS PROUD TO HAVE AN ENDURING CORPORATE PARTNERSHIP WITH SCHOLASTIC BOOKS.

Their support ensures our medical champions positively impact families and their young children every day.

Sisters of Mercy of North Carolina Foundation
Skeebo Foundation
St. John Health System
Stolte Family Foundation
The Stringer Foundation
The Henry and Marilyn Taub Foundation
United Way of Greater Los Angeles
United Way of Greater Waterbury*
United Way of Hall County

$10,000-$24,999
American Savings Foundation
Anonymous
Atrium Health
Bamford Foundation
The Beaufort Fund of the Coastal Community Foundation
Bezos Family Foundation
Brindle Foundation
Frances P Bunnelle Foundation
Johnny Carson Foundation
Chapin Foundation
Chisholm Foundation
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Community Foundation of Southeastern Massachusetts Acushnet Foundation Fund
The Community Foundation of Western North Carolina
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The Elkes Foundation
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Garman Family Foundation
Georgia Department of Public Health
Curtis and Dina Gray
Jeremy and Carolyn Hastings
Nancy Hellebrand Blood and Casey Blood
The Hershey Company
Scott Hudgens Family Foundation
Dr. John Hutton and Ms. Sandra Gross-Hutton
Interstate Books4School
The Jolley Foundation
Kappa Psi Pharmaceutical Fraternity
The Karma Foundation
F.M. Kirby Foundation, Inc.
The Krisbin Foundation Trust
Lisa and Stephen Lebovitz
Stew Leonard III Children’s Charities
Ann and Hal Logan
Lower Pearl River Valley Foundation
Jessie Lyons
Marks Family Foundation
Anna Markus
Park Foundation
Ralph L and Winifred E Polk Foundation
Rutgers Community Health Foundation
The Bob and Anna Lou Schaberg Fund at VNHC
Schumann Fund for New Jersey
Shelton Hardaway Short, Jr. Trust
Smart Start Central Oklahoma
The Stocker Foundation
Subaru of America Foundation, Inc.
Tannenbaum-Sternberger Foundation
The Marty Tomberg Charitable Fund, a part of the Tomberg Family Philanthropies
Toyota Motor Manufacturing Mississippi, Inc.
UncommonGoods
United Way of Greenville
UnitedHealthcare – North Carolina
Vertex Pharmaceuticals
Virginia Association of Health Plans
Winer Family Foundation
Nina Wolpow

$5,000-$9,999

All In Team Foundation
The Allergan Foundation
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Bain Capital Children’s Charity
The Harold H Bate Foundation
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Bertsch Family Charitable Foundation, Inc.
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Taylor Foundation
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TJX Foundation, Inc.
United Way of Chatham County
Westwind Fund of the Oregon Community Foundation

$1,000-$4,999

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Alamance Regional – Cone Health
All State Good Hands for Literacy
Lamberto Andreotti
Anonymous
Ms. Karen and Dr. David Aoyama
Elizabeth Armstrong
Scott and Annie Austin
Carol Axelrod
Carol Baker
Barefoot Books
Dr. Suya and Mr. Karim Basta
Dr. Jay and Ms. Jacqueline Berkelhamer
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Blackstone Audio Inc.
Blue Manatee Press
BlueChoice HealthPlan
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Charitable Trust
Central California Faculty Medical Group, Inc.
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Children’s Futures
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The Community Foundation
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Ferring Pharmaceuticals
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Star Bright Books

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TE Connectivity
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REACH OUT AND READ IS PROUD TO HAVE ALL ABOUT BOOKS AS A CORPORATE PARTNER.

Their commitment ensures impactful and lasting effects on literacy for our families.
“The Delta Dental Foundation is proud to partner with Reach Out and Read for a third year to expand the oral health project in Michigan and Ohio. This year, through our partnership, 15,000 children at 18 clinics across the two states will benefit from the program. Children at participating sites will receive oral health story books and other oral health resources that promote the importance of good oral and overall health and reading.”

Teri Battaglieri, Executive Director, Delta Dental Foundation
Daniel Miller  
Dr. Leora Mogilner  
and Mr. Richard Linhart  
Cheri Morris  
Jessica Mortensen  
Mountain View Pediatrics  
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NC State Employees Combined Campaign  
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University of Groningen  
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Lisa Zallar

$250-$499

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Julie and John Boulware  
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Sarah and Brian Bracco  
Jared Bond  
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Julie and John Boulware  
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Casey Donnelly
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Henry and Constance Drew
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Dr. Cynthia Flynn and Ms.
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Frank and Marjorie Gillis
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Alyssa and Edward Goodman
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Cindy and Steve Graham
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Susan and Philip Gresh
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Donna Guild
Christina Hann
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Dr. Mary Ann and Mr. Mitch
Woodruff
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$150-$249
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Diane Goodwin and John Pierce
James Griffith
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“Dr. Jay Berkelhamer played an instrumental role in securing initial funding to launch the Reach Out and Read Georgia state office in 2012 and remains actively involved on both a National and local level. His depth of understanding of early education issues and passion to serve and give back have been a tremendous asset to our organization. We are fortunate he will remain on the Reach Out and Read Georgia Advisory Board. We extend our deepest gratitude to our friend and children’s champion, Jay Berkelhamer.”

Amy Erickson, Executive Director
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“I have had the privilege of working closely with Rob during his tenure at Reach Out and Read, and through the years he has provided wise and caring leadership and counsel. He truly believes in the mission, vision and values of Reach Out and Read, and we here in New Jersey have benefitted greatly from his dedication and generosity. Rob has been an influential supporter and has opened many doors for us. We will miss him!”

Kim Byam, Executive Director
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“Reach Out and Read Colorado is incredibly fortunate to claim Ann Logan as a member of our family. As one of our founders, Ann’s leadership in every capacity from writing grants and hosting booths at community events to coordinating successful fundraisers, as well as serving as Board Chair of our organization, has pushed Reach Out and Read Colorado forward and positioned us for great success. I’m honored and humbled to lead the organization that she helped to found almost 15 years ago and to consider her a personal friend.”

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