



July 7, 2021

Dear Colleagues,

I write to you all today with a full and grateful heart to share the news that, after much deliberation and consideration, and after nearly 15 years at Reach Out and Read, I have decided it is the right time for me to step down as CEO. This was indeed a difficult decision to make, as it has been such an incredible honor to lead and to serve this amazing and impactful organization. However, I strongly believe that Reach Out and Read is well positioned for its next phase of growth and success, and I am committed to working over the coming months to ensure a smooth and successful transition as I pass the torch on to my successor.

When I joined Reach Out and Read in January 2007, there was a strong focus on expansion, and I have always valued my early experiences working with local clinicians, champions, and incipient leaders within the network. I saw the universal passion for, commitment to, and deep belief in the ROR model and the impact it has on children and their families, and on pediatric practice more broadly. This sense of opportunity for our youngest children would serve as the bedrock for my work over the course of my tenure, and something I will always hold dear.

When I was asked to serve as Acting Executive Director in January 2014, the organization was in the midst of significant transition and at a key point of inflection. Several priority areas emerged as needing clear focus, and together, we worked to build organizational capacity, raise our profile, create greater alignment across the network, develop new partnerships, increase our evidence-base, strengthen program quality, establish new operational systems, create financial stability, and launch our strategic roadmap for the future. I am proud of what we have accomplished, and of the strong position that Reach Out and Read is now.

In the coming weeks, we will be announcing the official posting for the next CEO. Positively Partners will coordinate the search, and the Board of Directors is establishing a Search Committee, comprised of board members and staff representatives, to lead the effort. I have expressed to the board my intention to stay on as CEO until a successor has been named. Additional details will be forthcoming.

It truly has been an honor, and a joy, to work with each of you. I have learned so much from the work you do, the ambitions you carry, the problems you resolve, the questions you raise, and the new ideas you bring. Mostly, I am inspired every day by your profound dedication to the potential of young children, and I know your individual and collective energy, intellect, and passion are and will be key ingredients in Reach Out and Read's bright future. I will always remain a strong supporter and champion of the ROR model and mission and look forward to cheering on the great work of this organization.

With much appreciation and gratitude,

A handwritten signature in black ink, appearing to read "Brian".

Brian Gallagher
Chief Executive Officer