



**Reach
Out
& Read®**



WISCONSIN

OUR STORY

PRODUCED BY:
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Reach Out and Read Wisconsin
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PROGRAM MODEL

- 1** **Providers gift families a new book** at each well-child checkup that is developmentally and culturally appropriate
- 2** **Talk with families** about the importance of reading aloud, reflecting on their child's developmental progress, and telling them what to expect next
- 3** **Show families** how to look at books and talk about the stories with their children and offer individualized advice for language-rich engagement
- 4** **Encourage families** to cuddle up and read together at home and build routines around books

EVIDENCE-BASED OUTCOMES FOR FAMILIES THAT READ TOGETHER

Over 20 independent, peer-reviewed studies support Reach Out and Read's impact.

Improved Early Language and Literacy

- Maximizes critical period of rapid brain development during the first 5 years of life long before other school-based interventions
- Families are 2.5X more likely to read together
- Accelerates language development by 3-6 months
- Increases receptive and expressive language ability
- Contributes to academic success

Supports Early Relational Health

- Helps build safe, stable, and nurturing relationships
- Facilitates positive interaction and attention from caring adults
- Increases stimulation from people and environment
- Improves social and emotional development

Better Healthcare

- Increases well-child visit attendance
- Addresses social drivers of health and supports health equity
- Improves healthcare quality
- Enhances developmental surveillance
- Improves relationships between patients and providers
- Increases clinic morale and provider satisfaction

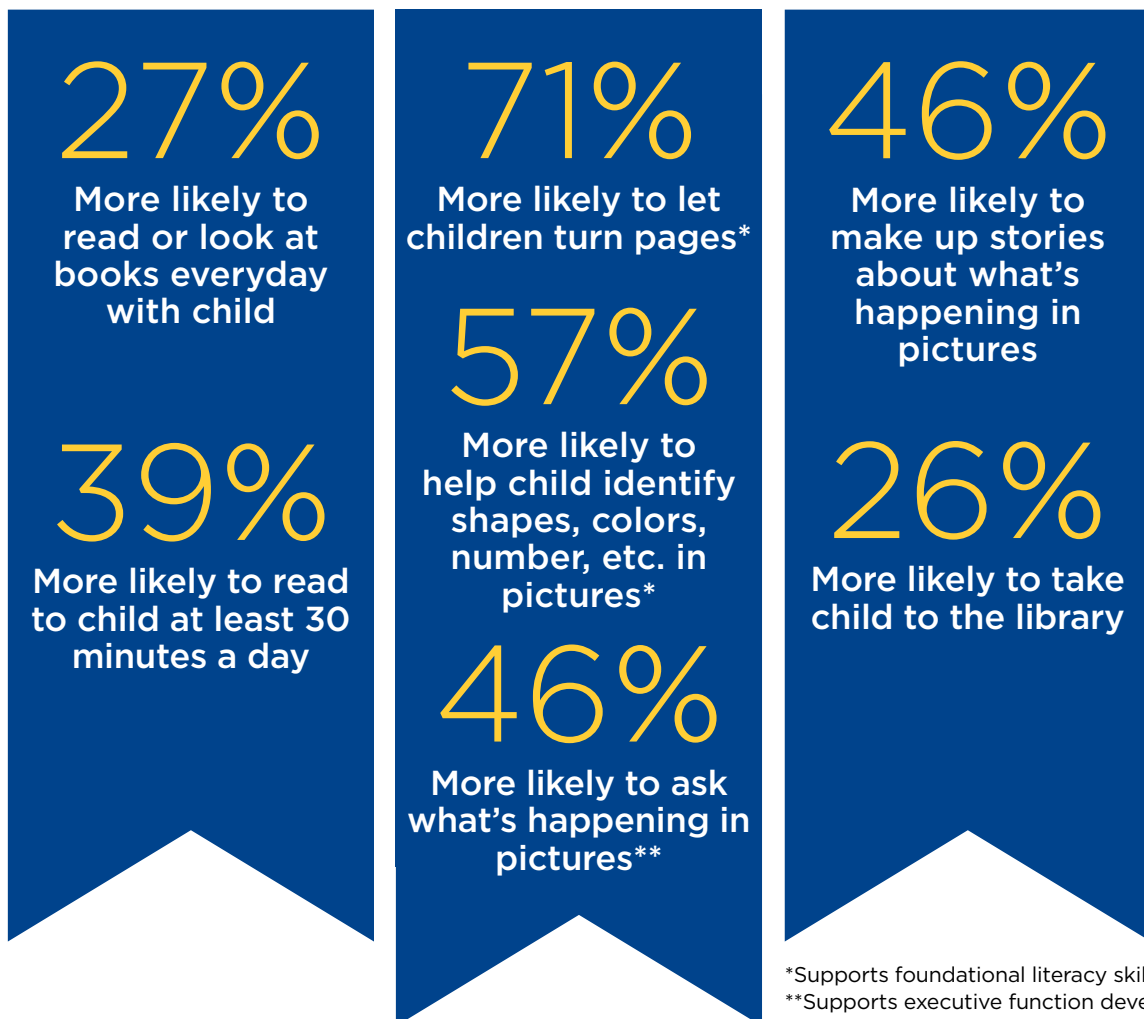
NEW STUDY SHOWS TRANSFORMATIVE IMPACT OF REACH OUT AND READ

A new, peer-reviewed study "[The Effect of Exposure to Reach Out and Read on Shared Reading Behaviors](#)" in *Academic Pediatrics* demonstrates the impact of Reach Out and Read. The research includes more than 100,000 survey responses collected from families between 2014-2019.

STUDY DEMOGRAPHICS



FAMILIES WITH REACH OUT AND READ EXPOSURE WERE...



*Supports foundational literacy skill development
**Supports executive function development

REACH OUT AND READ WISCONSIN BY THE NUMBERS

Based off our most recent dataset from July 1, 2023 - June 30, 2024

347,238
annual well-child
visits

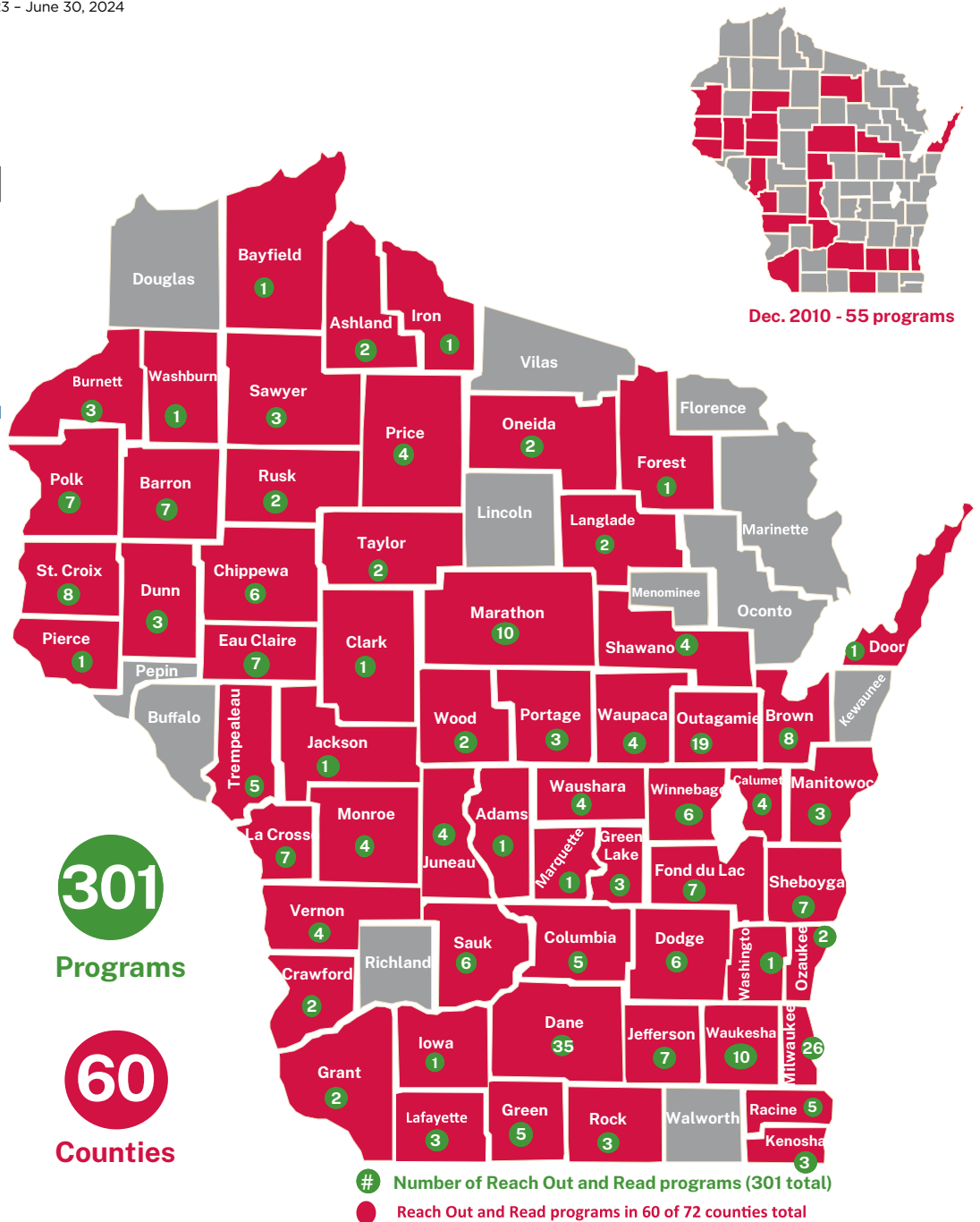
303,852
annual books
distributed

2,120
medical
providers

301
participating
clinics



Find your clinic here:
bit.ly/wiclinicmap



Last revised November 2024

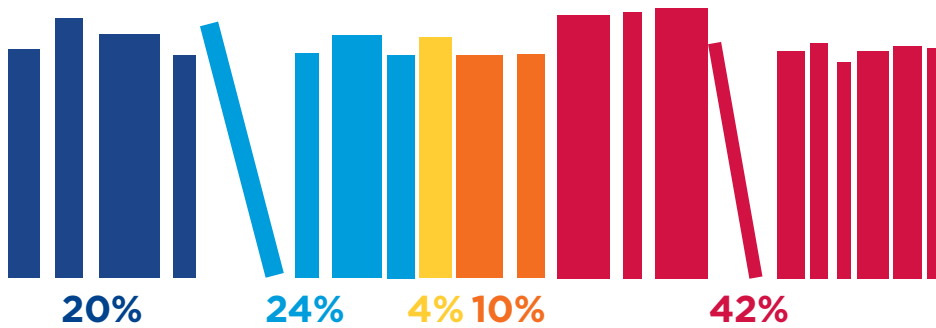
147,280
estimated number of
families supported

39%
families with
low-incomes

30%
families
of color

7%
home language
other than English

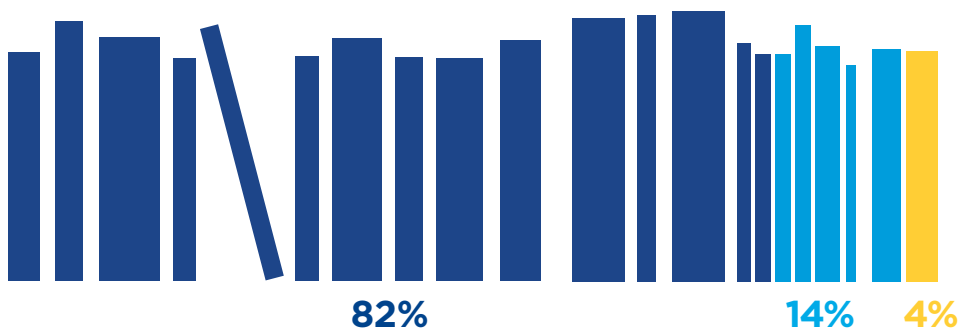
FINANCIAL OVERVIEW



REVENUE

- GOVERNMENT: \$291,860
- GRANTS & CORP: \$353,291
- INDIVIDUAL GIVING: \$56,381
- IN-KIND: \$150,171
- PRIOR YEAR FUNDS RAISED FOR FY24: \$607,045

TOTAL \$1,458,748



EXPENSES

- PROGRAM: \$1,221,185
- MANAGEMENT: \$62,200
- DEVELOPMENT: \$211,349

TOTAL \$1,494,733

*The above figures are based on unaudited numbers.
From July 1, 2023 - June 30, 2024



MIRRORS & WINDOWS INITIATIVE

We received a **\$45,000 grant from Reach Out and Read** — funded by a portion of a record-setting gift from philanthropist MacKenzie Scott — to create a diverse book initiative. The project, Mirror & Windows, helped us to deepen the dialogue with clinic staff about the importance of diverse books that both reflect children’s lives and offer windows into the experience of other people. The funds have provided diverse book packs to clinics and has allowed clinics to apply for a scholarship that will provide additional book funding. We had 45 scholarship submissions for our **Mirrors & Windows Scholarship** and were inspired by each clinics’ commitment to increasing their diverse books for their patients and families.



We are excited to share that the following 16 clinics have been selected to receive a \$750 scholarship in 2024.

Allina Health River Falls Clinic
Ascension All Saints Pediatrics - Spring Street Campus
Aurora Health Center Sheboygan – Pediatrics
Beloit Clinic – Pediatrics
Children’s Wisconsin - Bluemound Pediatrics
Children’s Wisconsin - Franklin Pediatrics
Children’s Wisconsin - Greenfield Pediatrics
Children’s Wisconsin - Midtown Pediatrics
Children’s Wisconsin - Pewaukee Pediatrics
Gundersen Tri-County Whitehall Clinic
Marshfield Medical Center - Stevens Point Pediatrics
NorthLakes Community Clinics
Progressive Community Health Centers, Inc.
Scenic Bluffs Community Health Centers
UW Northport Drive Clinic
Vernon Memorial Healthcare - Kickapoo Valley Medical Clinic

The funds are intended to support in offering high-quality books that reflect diverse experiences, cultures, and perspectives to the families served.



WISCONSIN CLINICS TO RECEIVE THOUSANDS OF INCLUSIVE CHILDREN'S BOOKS

FOR REACH OUT AND READ'S 35TH ANNIVERSARY



A collaboration between Reach Out and Read and Scholastic

Reach Out and Read Wisconsin is among the first in the country to receive the new children's book collection, 35 for 35! Reach Out and Read partnered with Scholastic to curate and print the 35-book collection in honor of the nonprofit's 35th anniversary.

Reach Out and Read Wisconsin will distribute **4,235 books** from the new collection to clinics across the state.

"This collection aligns with our Mirrors and Windows initiative, ensuring children who receive Reach Out and Read books will see their own cultures reflected or learn about kids who might be different," said Reach Out and Read Wisconsin Executive Director DeDe Williams. "It's vital that our books represent all Wisconsin families, and this collection gives us another way to do just that."

According to research done by the University of Wisconsin's Cooperative Children's Book Center, less than 15% of children's books over the past two decades have contained multicultural characters or story lines. When a child sees a character that looks like them in a book, it allows them to see themselves in that character. It helps the child see that their stories matter, it helps them to believe that they matter. Furthermore, if that character is doing something extraordinary or fantastic, it helps the child to believe or imagine, that they too can do fantastic and extraordinary things. Reading encourages children to dream beyond what they may see in their everyday life and environment. Everyone has a different life. Everyone has a story. Reading stories about people from other cultures helps us learn about people that we may not see in our neighborhoods or in our day-to-day life. By increasing exposure to various cultures and ideas, children (and adults) can further develop empathy towards others."

–Children's Greenfield Pediatrics



Reach Out and Read staff attend a team retreat in July 2024.
Front left to right: DeDe Williams, Melissa Sanders, Cari Ritter, Amber Bloom, Alex Rogers, Lisa Falduto, Julie Dorshorst, Sandie Thao, Liz Smith, Dr. Dipesh Navsaria, Cori Thiermann

Staff

DeDe Williams, Executive Director
Dipesh Navsaria, MPH, MSLS, MD, Medical Director
Lisa Falduto, Program Director
Cori Thiermann, Development Director
Amber Bloom, Senior Program Manager (Southeast)
Sandie Thao, Operations Manager
Liz Smith, Marketing Communications Manager
Julie Dorshorst, Program Manager (Northwest)
Colleen Holz, Program Manager (Fox Cities)
Cari Ritter, Program Manager (Southwest)
Alex Rogers, Program Manager (South Central)
Melissa Sanders, Program Manager (Northeast)

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