



Sustaining Reach Out and Read

Funding Strategies



Sustaining Reach Out and Read



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Wisconsin



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Children's Wisconsin

Federally Qualified Health Center's

- Support quality metrics
- Strengthen patient relationships
- Corporate & Foundation

Rural Clinics

- Community Connection
- Regional Partnerships
- Statewide Infrastructure

Suburban Clinics

- Local Philanthropy
 - Women's groups
 - Family Foundations
- Local businesses

Storytelling

- Utilize clinic champions & parent voice

Local Support

 **Reach Out and Read Wisconsin**
May 8 · 🌐

Anytime Fitness of Cedarburg, Anytime Fitness of West Bend, Anytime Fitness Hartford and Germantown Anytime Fitness are doing Penny Wars during the month of May, with proceeds going to us at Reach Out and Read Wisconsin.

We are grateful to these four Anytime Fitness gyms—they are helping to give young children and their families a foundation for success.

We look forward to seeing those pie in the face pictures at the end of the month!



 **Anytime Fitness of Cedarburg**
May 1 · 🌐

🍌 **PENNY WARS ARE HERE TODAY!**

G... See more



Sponsor A Clinic



Recent Projects

Growing Readers, Growing Residents



From Waiting Room to Library Shelves



BOOKS ARE MIRRORS





Themes that consistently connect:

- **Reading aloud is both health care and love in action.**
- **Trusted relationships between providers and parents are at the heart of healthy development.**
- **Every child deserves the same strong start in life.**

Reach Out and Read as a standard of care

- **Alignment with health system priorities**
- **Build internal champions at every level**
- **Leverage partnerships**
- **Measure & share your impact**



I Help Kids Shine
Brighter Than Ever

EMPLOYEE

GIVING CAMPAIGN

CHILDREN'S WISCONSIN



WISCONSIN

**Designate
your donation**
to the Primary Care Fund and
support Reach Out & Read
in our clinics.





Employee Giving Campaign

The Employee Giving Campaign will be from June 16 to 30, and you will have the opportunity to directly support Children's Wisconsin with a gift of philanthropy and support service areas you specifically designate when making your gift.

The Primary Care ID&E Team invites you to learn more about the Reach Out and Read (ROR) program that you can directly support through a contribution to the Primary Care Fund.

Key Impact Highlights from 2024 Employee Giving Campaign

- Over \$12,000 dollars raised through the contributions of 64 donors, showcasing the power of collective giving
- Provided over 4,300 age-appropriate and culturally relevant books to children aged 0-5 years seen in their CMG clinic
- Support of the ROR program helps to build those early relationships that are the foundation for healthy development and long-term health and well-being

What is ROR?

ROR is a national program that encourages parents to read aloud to their children from an early age, promoting early literacy, and helping children develop language skills. Learn more about their mission, vision, and values [here](#).

ROR Impact

Participation across the state:

- 305 participating sites in medical clinics across Wisconsin.
- ROR distributes more than 303,800 books annually to children and their families.
- Across the state, there are 2,120 participating medical providers.

Participation at Children's Wisconsin:

- All 20 CMG clinics are participating in the program!
- Since the first CMG Reach Out and Read site in 1998, CMG clinics have provided 307,407 books to children and families.
- In 2024, 58,769 books were distributed to children and families.
- There are 230 providers and 52 support staff that have been trained in ROR.



Voices of Impact: Testimonials from the ROR program

"The positive response about the program is echoed all the way from families to providers. I am most impressed about the level of engagement our staff has shown. The level of excitement when new books come in is contagious. You can find staff (Providers to MA's) reading the books to each other in the team space and they actively talk about their favorites. They take pride in what books they pick out for their patients and do tailor their choices based on what they know about their patients personally. To see such a positive response to a new program has been uplifting."

– Michelle Switalski, Practice Manager, Kenosha Pediatrics

Together, we are making a lasting impact- one book at a time- helping patients and their families thrive.

"Reach Out and Read is an essential part of our clinic workflow. Reading books as a family is so important for parent-child bonding and child development and Reach Out and Read helps us as providers to facilitate a discussion about early literacy with our families. Giving books from the newborn to five-year visit is just the icing on the cake - there are so many families who do not have easy access to books (which many of us take for granted), and this program allows each of our patients to build their own personal library at home. I am immensely proud of being one of the many people who helped bring Reach Out and Read to Children's, and truly hope we can participate as long as this program exists."

– Dr. Larissa Malmstadt, Pediatrician, Greenfield Pediatrics

"Reading was a huge part of my childhood — and it continues to be an important part of my life. For as long as I can remember, I wanted to be a parent and always hoped I could share my love of reading with my children. Personally, I was especially thrilled when I learned that my family's primary care practice, Oak Creek, would be starting the program! At his last physical, my son was proud to show his doctor how he could turn the pages on his own and point out and name the different animals he saw. This makes his primary care visits that much more fun and gives him a new book to explore! Since then, we've progressed to starting to identify letters and words, and reading sentences together. He has his favorite books memorized and will recite them to me as I turn the pages. Reading continues to be a huge part of our lives, and a key part of the relationship I have with my son. Bedtime usually consists of lots of reading together (stuffed animals included), and it is everyone's favorite part of the day!"

– Ramon Martinez, Regional Director, Children's Medical Group



Employee Giving Campaign Toolkit

Please use this toolkit to learn more about Reach Out and Read (ROR) and ways to engage with your team around literacy during the campaign!

When is it? The Employee Giving Campaign will be from June 16 to 30, and you will have the opportunity to directly support Children's Wisconsin with a gift of philanthropy and support service areas you specifically designate when making your gift.

How to participate & support ROR? This year, gifts made to the Primary Care fund during the Employee Giving Campaign will support the ROR literacy program in our Children's Medical Group (CMG) clinics. To designate your gift toward the ROR program, simply select Primary Care as your designation or purpose when making your gift. You can also show gratitude and share your appreciation for your teammates by sending a [Bravo! High Five](#) during the campaign.

Week of June 16 | Engage growing minds and inspire a natural love of reading

Participate with Primary Care! Plan different dress up days for the week that inspire literacy:



Favorite book character day: dress as characters from your favorite books! Bring stories to life and show children the joy of books and imagination.



Pajama and story time day: come in your favorite pajamas! Consider coordinating a story time in the waiting room where staff or volunteers can read aloud to children.



Superhero day: dress as your favorite superhero to highlight to children that reading is their superpower.



Storybook and fairy tale day: dress as characters from fairy tales or classic stories to engage children in how books can transport them to magical worlds.



Color your world day: wear colorful clothes to symbolize the vibrancy and diversity of books. Consider celebrating CMG's 30th anniversary and include the June spirit day: **Children's blue day!**



Week of June 23 | Encourage creativity through art and storytelling

- **Get outside with sidewalk chalk activities**

- Children's Story Inspired Chalk Art: pick a popular children's story (The Very Hungry Caterpillar or Where the Wild Things Are) and create scenes or characters from the story.
- Sidewalk Chalk "Gratitude Garden"- draw a large tree/flower and have team members add colorful leaves/petals with messages of gratitude.
- Chalk Drawing and Story Creation- consider a fun drawing prompt or challenge (e.g., create an imaginary creature). Make it a team activity and have everyone share a short story or description of what they drew.

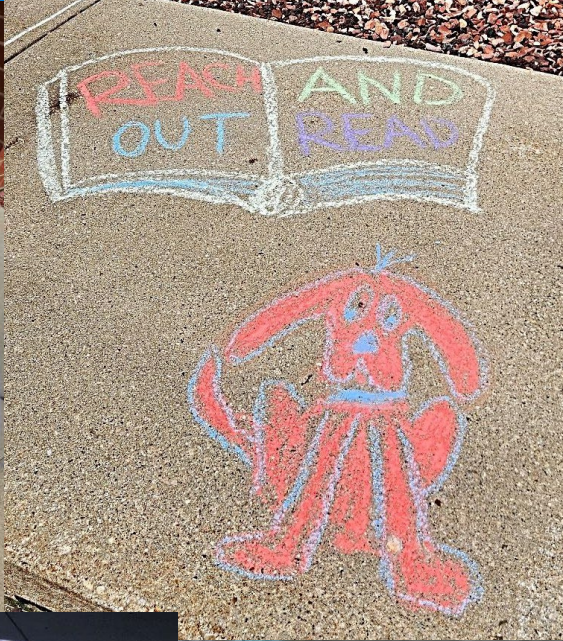
- **Story time in the waiting room**

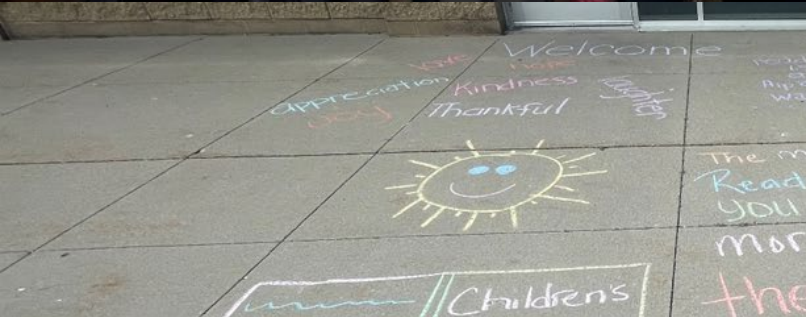
- Have team members or volunteers read a book in the waiting room. Offer a variety of coloring sheets or word search activities.



Designate your donation to the Primary Care Fund and support Reach Out and Read in our CMG clinics! ☆☆☆

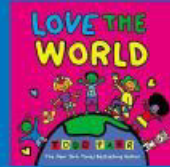






You are Invited to a Mirrors and Windows Storytime!

Celebrating Diversity Through Books in Primary Care Waiting Rooms



The Primary Care ID&E team, in collaboration with Volunteer Services, is excited to present Mirrors and Windows Storytime. Volunteers will be reading aloud these inspiring books in the waiting room during the Employee Giving Campaign- June 16-30:

Rosa Loves Dinosaurs

Join Rosa as her imagination takes her on a prehistoric adventure!

Katie Meets Carl

A heartfelt story about friendship, inclusion and understanding differences.

Jabari Jumps

Follow Jabari as he conquers his fear and finds courage at the diving board.

Love the World

A joyful call to love ourselves, others, and the world around us.

These titles were carefully selected from the [Reach Out and Read Mirrors and Windows booklist](#) to reflect diverse experiences and identities. These books function as mirrors, helping children see themselves in the stories they read, and as windows, offering a view into the lives of others.

Storytime will take place at select Primary Care sites. We have collaborated with managers at each location to choose a day and time that works best for their patients and families. Please check with your site for specific details.

Hope you can come listen, learn, and celebrate the power of reading!



Thanks to coordination with our Volunteer Services Team, we were able to get Hamish, a friendly 6-year-old Beagle mix, at the Greenfield clinic Mirrors and Windows Storytime, delighting kids and families.

Kahoot!

Join



Game Pin

665 7947

Join at kahoot.it
or with the Kahoot! app

Reach
Out
& Read*



Children's
Wisconsin

May 13, 2025



DeDe Williams, ROR ...

Pediatric Grand Rounds

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**E A R L Y
EXPERIENCES
E L E V A T E
EVERYTHING**

CHILDHOOD ADVERSITY, TOXIC STRESS,
& RELATIONAL HEALTH

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UNIVERSITY OF WISCONSIN SCHOOL OF MEDICINE & PUBLIC HEALTH

DEPARTMENT OF HUMAN DEVELOPMENT & FAMILY STUDIES
UW-MADISON SCHOOL OF HUMAN ECOLOGY

CHAIR, AAP COUNCIL ON EARLY CHILDHOOD
PAST PRESIDENT, WISCONSIN CHAPTER OF THE AAP



Social Media, podcasts, and more: linktr.ee/navsaria
Live-tweeting encouraged!





Darcy Welsh | Education Prog Coord | *CMG Primary Care Administration*

The Employee Giving Campaign runs from June 16 through June 30. Hear from our campaign ambassadors about the importance of our efforts.

Hello and welcome to the second week of this year's Employee Giving Campaign!

I'm Darcy Welsh, an education program coordinator. I've been part of the Children's Wisconsin community for more than five years, working in several different roles within Primary Care, but no matter the title, one thing has remained constant — my belief in our mission and the impact we have on the lives of children and families.

Supporting this campaign every year goes beyond my job. It's a way for me to be part of something bigger. Serving as an ambassador gives me a level of creativity and connection that truly fuels my excitement. Specifically, I have loved finding meaningful, engaging ways to connect our teams with [Reach Out and Read](#). I'm excited to share that once again, designations to the Primary Care Fund will directly support this important program that is implemented at all 20 Children's Medical Group clinics.

Reach Out and Read doesn't just hand out books, it changes the trajectory of a child's life by equipping families with tools to build early literacy and stronger bonds, starting in the pediatric exam room. For many children, the books they receive through the program are the first they've ever owned. I believe that supporting the Primary Care Fund means supporting equity, education and healthy development for all children.

My work with our internal campaign has shown me the real, tangible outcomes of our fundraising efforts and reinforces why I continue to go above my role to support it. As a parent, I've seen firsthand the power of reading. There's nothing better than hearing my daughter read aloud or my son retelling "Little Blue Truck" with his own twist every night. It brings me joy and I'm grateful to help bring that same joy to others. Together, we're not just raising funds, we're creating brighter futures.

No matter how you decide to designate your support during the campaign, you can feel certain that your investment in our services is making a positive impact on the young patients we serve. Philanthropy is a very personal thing, and you can find the best option for how and where you give on our [campaign donation page](#).

This campaign is also the perfect time to share a note of gratitude with one of your fellow team members with a [Bravo! High Five](#). Those heartfelt messages are truly appreciated and illustrate the power we all have to move our mission forward.

I hope you'll choose to participate in this year's campaign, whether through giving or gratitude. Thank you for all you do every day to help Wisconsin's kids shine brighter than ever!

P.S. As a special "Thank you" for your participation, you can choose to receive either this year's limited edition kid art t-shirt, or give back even more and choose to have a corduroy plush animal donated to one of the young patients receiving in-patient care in Milwaukee and Neenah. You'll receive an email to make your selection after the campaign ends. Please [make your gift](#) or [send your High Five](#) today.

P.P.S. If you'd like to receive this year's kid art t-shirt and also have a plush animal donated to a child receiving in-patient care, you'll have that opportunity after the campaign ends and you receive your special link to order your incentive item.



Stay informed about what's going on at Children's
by visiting the **Connect newsroom**.





Darcy Welsh | Education Prog Coord | *CMG Primary Care Administration*

When you give to the Primary Care Fund, you support real, tangible tools that help build trust, understanding, and brighter futures for every child who walks through our doors through the Reach Out and Read program that is implemented at 20 Children's Wisconsin primary care clinics.

The Primary Care ID&E team is excited to launch for the second year, an initiative during the Employee Giving Campaign (June 16-30) encouraging employees to support the Primary Care Fund, which helps sustain the Reach Out and Read (ROR) program at 20 Children's Wisconsin primary care clinics.

Reach Out and Read is a nationally recognized, evidence-based program that promotes early literacy and strengthens relational health – the foundational relationships that support a children's social, emotional and cognitive development. Incorporating books and shared reading into pediatric care supports caregiver-child bonding, promotes language development and lays the foundation for lifelong learning.

This effort is not just about books – it is about building healthy relationships and healthy futures. To support this initiative, we developed a [toolkit](#) to highlight some of the program's stories and impact.

Additionally, we invite you to watch and share the following resources to learn more:

- The Primary Care ID&E Team had the pleasure at their last quarterly ID&E Champion meeting to welcome DeDe Williams, Executive Director of Reach Out and Read Wisconsin, who shared inspiring insights about the program and the meaningful impact it's having right here at Children's Wisconsin. We encourage you to take a moment to [watch the recording](#) (35 minutes) and learn more about how this program is helping to build stronger connections with our patients and families through the power of reading.
- The Feb. 28 MCW Grand Rounds featured Dr. Dipesh Navsaria, founding Director for Reach Out and Read Wisconsin and a leader in relational health. [Watch the recording](#) (1 hour) on Promoting Positive Childhood Experiences in the Pediatric Primary Care Setting.

As we kick off the Employee Giving Campaign, we look forward to your participation and appreciate your support for the Primary Care Fund, which helps make programs like Reach Out and Read possible. While there are many incredible funds to choose from, we are grateful for the opportunity to highlight Primary Care as a meaningful selection that directly supports the families we serve.

Whether you choose to donate to the [Employee Giving Campaign](#) or simply send a [Bravo! High Five](#) message to recognize a colleague's participation, every action helps build a culture of care, generosity and connection. Let's lift each other up and make a lasting impact – together.



Reach Out and Read in Action: Stories that Inspire

As we kick off the Employee Giving Campaign this week, we want to take a moment to share some of the meaningful impacts Reach Out and Read (ROR) has recently had in our primary care clinics. This program continues to create powerful moments for children and caregivers. One caregiver recently shared:

"I would just like to take a moment to thank the team at Kenosha Pediatrics for their Reach Out and Read Program. My son loves coming to the doctor and getting a new book. It eases his anxiety to look through a book and I have watched him excitedly talk to the doctor about what is in the book and know it helps her to evaluate his progress in speech and social skills. I love that he leaves the office with a practical, healthy gift and is excited to learn and grow. Thank you so much for being a model program and thank you for your support of children and parents."

Another caregiver highlighted:

"We love the books we received from Children's Reach Out and Read! As a parent, the books provided comfort and distraction during doctor visits, which can often be stressful or intimidating. The engaging books, filled with colorful illustrations and interesting stories helped my children feel more at ease in the doctor's office. After the visit, they continued to enjoy the books at home, and we would always remember the helpers who took care of us and gifted us with such a great book! As an educator, I love the Reach Out and Read program because shared reading not only supports early literacy and language development but also strengthens the parent-child bond. Anything we can do to encourage literacy in the home setting is so important. Reach Out and Read makes doctor visits more positive and nurturing while promoting lifelong learning. Thank you, Children's!"

ROR is more than just giving out books – it helps foster meaningful caregiver-child connections and supports early literacy development. Thanks to this program, several clinics have also partnered with local libraries to share resources, programming, and activities for both children and caregivers. These partnerships continue to strengthen our connection with the broader community.

A recent highlight to celebrate came from our Oak Creek Pediatrics clinic, which had the honor of hosting Rep. Jessie Rodriguez for a tour and visit. Rep. Rodriguez learned about the impact of ROR and read to the children in the waiting room. It was a powerful opportunity that highlighted the importance of early literacy and the role our clinics play in promoting the program within our community. Rep. Rodriguez shared that *"it's not only a way for providers to connect with families and see where children are in their growth, but it is another way to improve literacy and build a connection with parents and children."*

We are continually inspired by the real impacts we hear about each day. Thank you for all the great work you do to make Reach Out and Read a success in our clinics- it wouldn't be possible without your dedication and support!

While there are many incredible funds to choose from, we are grateful for the opportunity to highlight Primary Care as a meaningful selection that directly supports the families we serve. Whether you choose to donate to the [🔗 Employee Giving Campaign](#) or simply send a [🔗 Bravo! High Five](#) message to recognize a colleague's participation, every action helps build a culture of care, generosity, and connection. Let us lift each other up and make a lasting impact – together

Please contact [✉️ Darcy Welsh](#) with any questions!

[⬆️ Return to table of content](#)

😊 Employee Giving Campaign Highlight

Thank you to everyone who participated in last week's dress-up days! If you took any photos with your team, don't forget to submit them- we'd love to see your creativity!

This week, we are celebrating ***Creativity Through Art and Storytelling***. Volunteers have been confirmed at select clinics to read to patients, but if your location does not have a reader scheduled, you are encouraged to engage with patients and families when time allows by reading the Mirrors and Windows books. Also, if you need more coloring pages, you can download and print additional copies from [🔗 Connect](#).



And don't forget to take the fun outside! Sidewalk chalk is a great way to spread joy and color to our outdoor spaces. We loved seeing the Greenfield Pediatrics team inspired by popular children's stories- keep the creativity coming!



Contact [📧 Darcy Welsh](#) if you have any questions or stories/pictures to share.

[👤 Return to table of contents](#)

Thank you!

Any questions feel free to reach out at
DWelsh@childrenswi.org





Medical Champion: Dr. Diane Gerlach

In Kenosha, Dr. Diane Gerlach gives her time and talents to help parents prepare their children for success in school and life.

“The Reach Out and Read program champions the cause of cultivating enriching child-parent interactions through books, playing a significant role in children’s cognitive and social skills while also promoting family bonding,” said Dr. Gerlach. “I’m grateful for the Admirals’ backing of this program and allowing me to reach even more children to continue making a difference in our communities.”

Players Sharing the Joy of Reading Aloud

At the event, Admirals players Anthony Angello and Roland McKeown read to a group of children. Reach Out and Read Wisconsin distributed free books to all the children in attendance. The Kenosha Public Library and the Literacy Council were on hand to support the reading initiative, while the Admirals mascot Roscoe greeted and entertained the attendees.





Aurora Health Care

70,069 followers

1yr •

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Aurora Medical Center – Kenosha hosted players from the [Milwaukee Admirals](#) hockey team at a Story Time program for children. The event marked a partnership between the Admirals and the Aurora Foundation Reach Out and Read program, including a \$15,000 donation from the Admirals Power Play Foundation, the team's charitable arm. The Reach Out and Read program promotes childhood literacy and health development. In Kenosha, it is supported by trusted pediatrician Dr. Diane Gerlach, who gives her time and talents to help parents prepare their children for success in school and life.

"The Reach Out and Read program champions the cause of cultivating enriching child-parent interactions through books, playing a significant role in children's cognitive and social skills while also promoting family bonding," said Dr. Gerlach. "I'm grateful for the Admirals' backing of this program and allowing me to reach even more children to continue making a difference in our communities."

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Learn more: <https://bit.ly/4ajdNcY>



Headlines!

KENOSHA NEWS



Display



1 / 42



Friday, April 18, 2025

WHERE **YOUR STORY** LIVES



AURORA HEALTH CARE PHOTOS

Milwaukee Admirals' mascot Roscoe, and players Kyle Marino and Kevin Wall, were on hand to meet with kids, sign autographs and read to pediatric patients on April 11.

Supporting childhood literacy

Milwaukee Admirals read to pediatric patients at Aurora Health Center

ranging in age from just a few weeks to 5 years for their routine well-child visits. During those visits, each child is given a book and, by age 5, they will have received a total of 13 books. More than 1,000 books are



Milwaukee Admirals give \$15K encouraging reading and healthy child development

March 19, 2024



(Advocate Aurora Health)

The American Hockey League's Milwaukee Admirals' Power Play Foundation has generously committed to donating \$15,000 to expand Aurora Medical Center – Kenosha's [Reach Out and Read](#) program. This program promotes childhood literacy and health development and is supported by trusted pediatricians who give their time, talents and expertise to help parents prepare their children for success in school and life.



**Reach
Out
& Read[®]**



www.reachoutandread.org

Sustaining Reach Out and Read

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