



WISCONSIN

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WISCONSIN

2024-25

# Annual Report

## ADVISORY COUNCIL

- Jessica Doyle**  
Retired Educator, Former First Lady of WI
- David Gerhard, MD**  
Pediatrician, Gundersen La Crosse
- Kelly Gorman, JD**  
Associate, Stafford Rosenbaum
- Jen Jackson**  
Business Growth Consultant
- Sheila Knerr, MD**  
Retired Pediatric Hospitalist
- Susanne Krasovich, MD**  
Family Physician, Waukesha Family Practice Center
- Ramon Martinez**  
Regional Director, Primary Care, Children's Wisconsin
- Wendy Molaska, MD, FAAFP**  
Family Physician, Dedicated Family Care
- Mary Morgan**  
Director, Reading Group Choices
- Colleen Murphy, PhD**  
Community Early Childhood Systems Building Start Early

- Tessa Michaelson Schmidt**  
Director, Children's Cooperative Book Center
- Heide Piehler**  
Retired Youth Services Librarian
- Kimberly Wild**  
South Central/Southwest Regional Literacy Consultant, Wisconsin Literacy
- Dipesh Navsaria, MPH, MSLIS, MD**  
Professor of Pediatrics and Human Development & Family Studies, University of Wisconsin-Madison  
Medical Director, Reach Out and Read Wisconsin
- DeDe Williams**  
Executive Director, Reach Out and Read Wisconsin

## OUR STRATEGIC GOALS

Growth with Quality, Funding, DEI, Infrastructure, Brand Visibility, Population-Level Delivery and Centering Community

## OUR MODEL



**Providers gift families a new book** at each well-child checkup that is developmentally and culturally appropriate.



**Talk with families** about the importance of reading aloud, reflecting on their child's developmental progress, and telling them what to expect next.



**Show families** how to look at books and talk about the stories with their children and offer individualized advice for language-rich engagement.



**Encourage families** to cuddle up and read together at home and build routines around books

## OUR MISSION

Strengthen all families with young children through guidance from medical clinicians about nurturing relationships through shared reading.

## OUR VISION

A world where every child has the relationships essential to learn and thrive.

# Celebrating 15 Years

## WELCOME FROM THE MEDICAL DIRECTOR

With an evidence base stronger than any other psychosocial intervention in general pediatrics, immense scalability, and a way to support not only early literacy skills but the critical early relational health — those all-important bonds between parents and children — it is extraordinary how much Reach Out and Read offers.

15 years ago, the two largest child-serving health systems and the Governor's office came together, agreeing to create Reach Out and Read Wisconsin, our state affiliate. When I moved to Wisconsin in 2006, there were about 30 primary care clinics (up to about 55 by the point we began Reach Out and Read Wisconsin) participating, with little training and technical assistance — and critically, highly variable adherence to the evidence-based model. Have we made a difference? We have. Today, we have almost 320 clinics (in the top 5 nationally), and extraordinarily high site quality classification rankings.

With a mere nine FTEs of staff, we are supporting 2,037 primary-care clinicians, touching the lives of nearly 40% of the children age 5 and under in the state, Reach Out and Read scales well and at a low cost. That cost covers the all-important training and technical assistance to ensure the program is being done with fidelity, and of course for some of the book costs. That's right — believe it or not, investing in Reach Out and Read means you “get” the clinicians for free! They enthusiastically participate voluntarily because they see the difference it makes for the children and families they serve. We value their all-important in-kind contribution of their time, talent, and trust with families that is at the heart of Reach Out and Read.

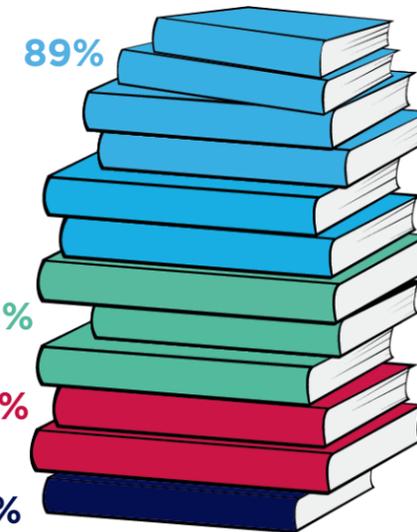
We've done a lot in the last 15 years, but we still have many, many more children to reach. And remember: Books Build Better Brains...and Bonds!



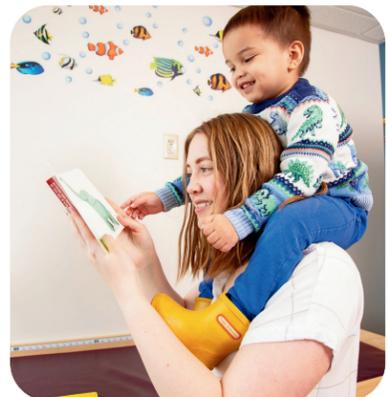
Dipesh Navsaria, MPH, MSLIS, MD



# Financial Overview

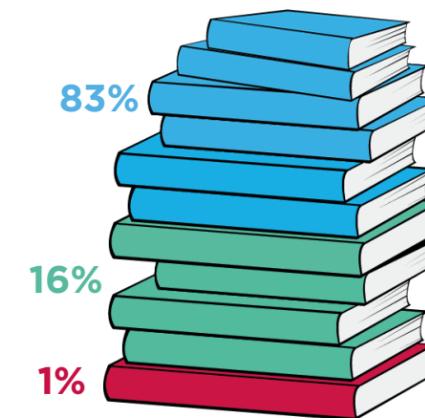


**REVENUE**  
**Grants & Corp.: \$2,528,543**  
**Government: \$208,140**  
**Individual Giving: \$87,989**  
**In-Kind Donations: \$21,921**  
**TOTAL: \$2,846,593**



**EXPENSES**  
**Program: \$1,101,330**  
**Development: \$209,669**  
**Management: \$19,797**  
**TOTAL: \$1,330,796**

As of the fiscal year ended June 30, 2025 (unaudited)



# More Kids, More Books, More Moments That Matter

 <b>147k</b> CHILDREN SERVED	 <b>408k</b> WELL-CHILD VISITS	 <b>316</b> TOTAL SITES	 <b>41%</b> CHILDREN SERVED ARE UNDER-RESOURCED
 <b>342k</b> BOOKS SHARED	 <b>2,037</b> CLINICIANS	 <b>28</b> NEW SITES IN FY25	 <b>32%</b> CHILDREN SERVED ARE BIPOC

Based off our most recent dataset from July 1, 2024 - June 30, 2025



Kids are 20% of our population, but 100% of our future. By investing early, during the critical periods of development, we can change a child's entire trajectory. That's where our resources should be focused for the biggest community and family impact. Reach Out and Read provides the right tools and skills at the exact right time, offering a perfect opportunity to make a big difference and leave a legacy.

David Gerhard, MD  
 Clinician, Advisory Council Member

