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REACH OUT AND READ MICHIGAN JOINS NATIONAL ORGANIZATION TO BUILD ON STATEWIDE IMPACT

As Ready for School prepares to sunset, Reach Out and Read Michigan will draw on additional national support to reach more children and families across the state.

DETROIT (Sept. 30, 2026) – Reach Out and Read Michigan will become part of Reach Out and Read, Inc. on Nov. 1, continuing its statewide work as nonprofit Ready for School prepares to sunset. In FY25, the Affiliate served more than 109,200 children through 281,000 well-child visits. The Michigan team and its clinic partnerships will remain in place, with the support of the national organization behind its next stage of growth.

Ready for School helped grow Reach Out and Read from a local partnership in Holland and Zeeland into a statewide program. It was formally named Michigan’s statewide Reach Out and Read Affiliate in 2021. The move brings the Michigan team’s relationships, experience, and record of impact into the national organization, while giving the Affiliate a stronger foundation to serve families across the state.

“Reach Out and Read Michigan has built something remarkable: trusted relationships with clinics and partners across the state, and a team that knows how to turn those relationships into meaningful support for families,” said Reach Out and Read CEO Dr. Lynette Fraga. “We’re proud to welcome them into Reach Out and Read, Inc. Together, we can build on that strength and bring books and guidance through pediatric care to more Michigan children from the very beginning.”

Ready for School grew out of a community response to a 2008 early literacy screen that found fewer than half of local children were ready for school when they entered kindergarten. Its work with clinicians in Holland and Zeeland helped lay the groundwork for Reach Out and Read Michigan’s statewide growth. In FY25, the Affiliate distributed 187,896 books.

“When Ready for School began, more than half of the children in our community were behind when they started kindergarten,” said Interim Executive Leader Heather Boswell. “Our community came together to change that. Seeing the Reach Out and Read work we helped build grow across Michigan — and knowing the same team will carry it forward with the national organization — is a meaningful part of Ready for School’s legacy.”

Reach Out and Read partners with pediatric clinicians to make shared reading part of routine pediatric care. During well-child visits, clinicians provide children with developmentally appropriate books and help caregivers use reading together to support language development, healthy relationships and lifelong learning. For participating clinics, book provision, training and day-to-day program support will continue without interruption, with the same Michigan team serving as their point of contact. The Michigan staff will also have more direct access to training, technology, and expertise from across the Reach Out and Read network as it strengthens existing clinic partnerships and expands into more communities.

To learn more about Reach Out and Read Michigan visit ReachOutandReadMI.org.

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About Reach Out and Read: As a 501(c)3 nonprofit, Reach Out and Read leverages the near-universal reach of the pediatric well-child visit to support caregivers in fostering healthy relationships with their young children through shared reading. In FY25, Reach Out and Read served more than 4.8 million children and provided 9 million free books across 11.2 million well-child visits. Around 70 percent of the children Reach Out and Read serves are from low-income families. The only national pediatric literacy model endorsed by the American Academy of Pediatrics, Reach Out and Read serves children in every state across the U.S.