

BY THE NUMBERS



150,000 children and caregivers served

285 Affiliates in **36** states

95%
+11

11 new Affiliates and
95% Affiliate retention rate



3,000 Implementation Sites



3,000 titles in **13** languages



WE SERVED MORE FAMILIES

Raising A Reader grew by 20,000 last year. Thanks to our generous supporters and partners in 36 states we are now serving 150,000 children and caregivers every year!

THE NEED GREW

Did you know that more than half of all school children enter kindergarten without the skills to succeed? Many never catch up. When children are not reading at grade level by 3rd grade, their chances for academic success plummet.

At Raising A Reader, we know that when families spend time together in a routine of sharing books, it helps build healthy brains, strengthens relationships, sparks a love of reading and builds the skills that are so important for school success and beyond.

The pandemic disproportionately impacted the children and families we serve, 80% of whom are from low income communities and communities of color. According to PACE (Policy Analysis for California Education), the pandemic deepened inequities. Reports are similar nationwide.

**Raising A Reader
Provided Families
With A Way To Heal
And Learn**

Reading gives us a chance to end the day in an emotionally safe way, no matter what is going on in our world.

My husband passed away due to COVID and having the constant routine of opening the red book bags to escape into books offered my daughter and I a way to process and heal emotions.

We look forward to the RAR book bags and stories, as reading the books with my children has helped with some of the deep emotions, we as a family are feeling now.

WE INNOVATED TO ADDRESS EMERGING NEEDS

Raising A Reader responded with evidence-based, effective and easy to implement solutions, received invitations to partner, accolades and more! Here are some of our yearly highlights:

- **Developed and incorporated social emotional curriculum into our programming** to help families address external stressors while providing restorative home reading routines.
- **Hosted weekly virtual Town Hall meetings for our national network of Affiliates** to provide support, training related to new curriculum and to share best practices in early literacy while social distancing.
- **Launched Super Summer Learning Adventures and Family Shared Reading Program.** Both models build home libraries, include bilingual supports for caregivers, and engage families in reading readiness routines.
- **Recognized as 2021 Library of Congress Literacy Award Best Practice Honoree** specifically for our Family Shared Reading Program.
- **Developed a comprehensive Race Equity Agenda** that was board-approved and shared with our national Affiliate Advisory Committee. We are committed to diversity, equity and inclusion.
- **Actively involved in the Campaign for Grade Level Reading (CGLR)** that includes invitation-only convenings. CGLR is a collaboration of foundations, nonprofits, states, and communities focused on the No.1 predictor of school success: third grade reading.
- **Launched monthly "Radical Collaboration" Facebook Live events** where RAR President and CEO, Michelle Torgerson, engages with leaders in the field. View past events with President and CEO of Strive Together Jennifer Blatz, President and CEO of Council for a Strong America Barry Ford and Superbowl Champion and Literacy Advocate Malcolm Mitchell.
- **We grew our team by two and are currently recruiting** for a Deputy Director, Strategic Innovation and Impact. Our leadership team and staff are 50% people of color.
- **Selected for a Promising Ventures Fellowship.** This competitive accelerator program for social enterprises will provide RAR with coaching from Promise Venture Studio, Sesame Workshop, and Harvard Center for the Developing Child.
- **Launched the development of a new pilot program for pediatricians and preschool teachers** that reinforces literacy routines through well-child visits. Expected launch date is September 2022.

THANK YOU FOR YOUR CONTINUED SUPPORT!

For more information: Noelle Colome, National Director of Development and Communications,
ncolome@raisingareader.org



RAISING A READER NATIONAL OFFICE

Sobrato Center for Nonprofits - Milpitas

489 Valley Way, Milpitas, CA 95035

T 650.489.0550 | F 650.489.0551 | www.raisingareader.org