

2014-2015 Annual Report

Reach
Out
& Read®



Greater New York



Dawn and Madison (age 2) at The Brooklyn Hospital Center
“At first Madison had only one book to read, but Reach Out and Read of Greater New York helped me start her library. It started her interest in reading. Now, we’ll read for two hours every night; she has to read the same book twice! Reach Out and Read of Greater New York started her reading...and her love of books.”



OUR MISSION

Reach Out and Read of Greater New York prepares New York's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Affiliated with the national Reach Out and Read school readiness initiative, we provide early literacy support to children and families throughout New York City, Long Island, and the Hudson Valley.

Reach Out and Read of Greater New York trains doctors and nurses to counsel parents about the importance of reading aloud to their children. Medical providers give books to children, from newborns to 5 years of age, at each well-child visit, with a special focus on children growing up in poverty.

Reach Out and Read of Greater New York is unique in our accessibility to families in need. Our early literacy program has the capacity to reach children as young as newborns through our pediatric outreach at hospitals and health centers. We know that the most successful way to improve reading achievement in low-income children is to increase their access to books in the early years. Our pediatricians are passionate about encouraging parents to read aloud to their children and getting books into the hands of their young patients.

A MESSAGE FROM OUR BOARD CHAIR AND EXECUTIVE DIRECTOR

November 2015

Dear Friends:

This past year has been filled with tremendous accomplishments. Our partnerships with a network of New York literacy organizations have created a wonderful synergy, with promising initial results that will ultimately make a measurable difference in the lives of the children and families we serve. The partnerships include two key initiatives: 1) City's First Readers, supported by the New York City Council, which is a collaboration of nine organizations, all working together to foster the literacy development of NYC children, from birth to age 5; and 2) "South Jamaica Reads" and "East New York Reads," a place-based collaborative supported by The Pinkerton Foundation to improve reading proficiency and close the achievement gap by working with families, schools, and the surrounding community. This project consists of combining the expertise of a robust network of literacy and education organizations to build a continuum of literacy support for children and families. These initiatives, which are highlighted in this report, truly demonstrate the power of collective impact.

We are proud to note that we've increased the number of children we serve annually, which now totals 275,000 across 201 program sites throughout the Greater New York area. We will continue to expand our reach in the coming year, as there are still many more children and families we want to help as we strive to close the achievement gap in New York's most underserved communities.

Our mission also expanded this past year to include serving newborns. Traditionally, we have served children from 6 months to age 5. This change to include newborn children is in direct response to the American Academy of Pediatrics' recent policy shift that all pediatric primary care should include literacy promotion, starting at birth. NYC supported this new policy through its "Talk to Your Baby, Their Brain Depends On It" campaign, a project spearheaded by the Mayor's Office in tandem with the Clinton Foundation. As a result, Reach Out and Read of Greater New York partnered with both the Mayor and Scholastic to distribute 62,000 brand new books to newborns across our NYC sites.

We are also excited about our new leadership, with Laurie Williams joining us recently as our Executive Director. And we are deeply grateful to our Board and Staff, and all of our many generous donors who have made a commitment to support Reach Out and Read of Greater New York so that our youngest and most vulnerable children can succeed and thrive!

With heartfelt gratitude,



A handwritten signature in blue ink, appearing to read "Jack E. Pace III".

Jack E. Pace III
Chair, Board of Directors



A handwritten signature in black ink, appearing to read "Laurie Williams".

Laurie Williams
Executive Director

PROGRAM ACHIEVEMENTS

Reach Out and Read of Greater New York hosts conferences, speaker events, and children's book readings to raise public awareness of the impact of reading aloud to children.

Events

Growing Healthy Readers: Second Annual Half-Day Literacy Conference

Hosted in partnership with the United Way of New York City and Scholastic Inc., the 2014 Growing Healthy Readers: Second Annual Half-Day Literacy Conference featured keynote speakers Richard Buery, Deputy Mayor for Policy Initiatives, Office of the Mayor of New York City, and Sheena Wright, President and CEO, United Way of New York City. Expert panelists spoke on topics including: Strategies for Creating a Level Playing Field to Achieve Educational Parity; Developing a More Cohesive System of Community-based Organizations Focused on Improving Health and Supporting Early Learning; and Empowering Parents and Caregivers to Play a More Essential Role in the Successful Educational Outcomes for Their Children.

Regional Meetings

A series of regional meetings were held across the Greater New York area with our program volunteers, coordinators, and medical directors, providing a dynamic forum to learn best practices and exchange ideas with one another. The agenda for these meetings included strengthening partnerships with new community partners and libraries; presentations by NYC Department of Health and Mental Hygiene/Health Homes Program; literacy network updates; and new strategies for universal Pre-K enrollment.

Early Literacy Awareness Week

Our wonderful sixth annual Early Literacy Awareness Week took place in August 2014, in conjunction with National Health Center Week. Designed to raise awareness about the positive impact of reading aloud on the healthy development of children, the week featured book readings by children's book authors and readings by New York legislators. We are also very grateful to the employees from MUFG who generously volunteered their time during this special week to help us organize thousands of books that were distributed across our program sites.

**Reach
Out and
Read**

Making Books Part of a Healthy Childhood



NYC Council Member Ritchie Torres reading to children at North Central Bronx Hospital



PROGRAM LOCATIONS

We provide books, training, and program support to 201 program sites across 13 counties in the Greater New York region. Our program sites include a variety of clinical settings where children receive primary healthcare, including Public Hospitals, Community and Family Health Centers, Private Practices, School-based Health Centers, Mobile Health Units, Teen Parenting Programs, Foster Care Programs, and Homeless Shelters.



Programs by County

Bronx:	54
Columbia:	1
Dutchess:	3
Kings (Brooklyn):	42
Nassau:	7
New York (Manhattan):	41
Orange County:	5
Queens County:	17
Richmond (Staten Island):	6
Rockland:	4
Suffolk:	8
Ulster:	3
Westchester:	10

IMPACT

Studies show that reading aloud has an impact on brain development and language acquisition from the time of birth. This past year the American Academy of Pediatrics issued a policy statement noting that all pediatric primary care should include literacy promotion, starting at birth. Pediatricians taking care of infants and toddlers should routinely be advising parents about how important it is to read to even very young children.

NYC supported this policy change through its “Talk to Your Baby, Their Brain Depends On It” campaign, providing 62,000 books (with the support of Scholastic) for newborns served at our Reach Out and Read NYC program sites!



Last year, we reached 275,000 children with books and early literacy guidance on the importance of reading aloud and distributed 437,000 new books to children—from newborns to 5 years old. In addition, thousands of books were also made available to their older siblings in waiting rooms.

PARTNERSHIPS: CREATING SYNERGY

Partnerships are the cornerstone of the Reach Out and Read Model. Our partnership with medical centers is central to our program. We also collaborate with a wide variety of local partners in order to maximize outcomes for New York's most at-risk children. We are especially proud to be a partner in several new large-scale initiatives that combine the unique expertise of various literacy and educational organizations to create a powerful impact on those we serve. Highlights of these Initiatives are noted below:

CITY'S FIRST READERS:

An initiative of the New York City Council (led by Council Member Stephen Levin and Council Member Antonio Reynoso, under the leadership of Council Speaker Melissa Mark-Viverito), City's First Readers is a collaboration of nine organizations fostering the literacy development of NYC children, ages 0-5. The initiative provides parents, early childcare providers, and teachers with the resources and services needed to ensure children enter school ready to read and achieve educational success. By combining resources and best practices, more New York City children have greater access to the programs and services that will stimulate their literacy development. City's First Readers provides a host of services including Parent Engagement Workshops, Book Distribution, Reading Opportunities, Access to Resources, and Network Building.

SOUTH JAMAICA READS AND EAST NEW YORK READS:

South Jamaica Reads and East New York Reads are place-based initiatives that were made possible with the leadership support of The Pinkerton Foundation. These initiatives include the partnership of a robust network of literacy and education organizations working with families, schools, and the surrounding community to ensure that children start school ready to read and stay on track for academic success. Reach Out and Read of Greater New York, along with these other stellar organizations are building a continuum of literacy support services for children from birth to fifth grade. Each organization brings a special expertise to the work, creating a dynamic and powerful synergy.



THE RESEARCH

The first five years of life offer a critical window for learning as brain development occurs more rapidly than it will at any other time. If children miss the opportunity to acquire foundational language skills, they are set up for immediate struggles with literacy as soon as they arrive at school.

Our program is a proven intervention, supported by 15 peer-reviewed published research studies. Research shows that when pediatricians promote literacy readiness according to the Reach Out and Read model, there is significant effect on parental behavior and attitudes toward reading aloud, as well as improvements in the language scores of young children who participate. These effects have been found in ethnically and economically diverse families nationwide.

HIGHLIGHTS OF KEY RESEARCH FINDINGS FOR CHILDREN EXPOSED TO REACH OUT AND READ

The body of research supporting the long term benefits of Reach Out and Read is now larger than for any other psychosocial intervention in general pediatrics. The families served by our program read together more often, and their children are more prepared to succeed in school. Children in our program have higher receptive and expressive language scores, and they have more books at home and are more likely to name reading as a favorite activity.

Sheray and her daughters (Angelina 7 and Robyn 2 at The Brooklyn Hospital Center). “Both my daughters were born in the hospital, and have been seeing Dr. Katz since they were born. Angie likes to read fairy tale books, but Robyn reads all books. The Reach Out and Read program has been good. We read together more.” – Sheray

Sheray’s daughter Angelina, a “graduate” of Reach Out and Read of Greater New York says: “I like to read – that’s my talent.”

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(July 1, 2014-June 30, 2015)

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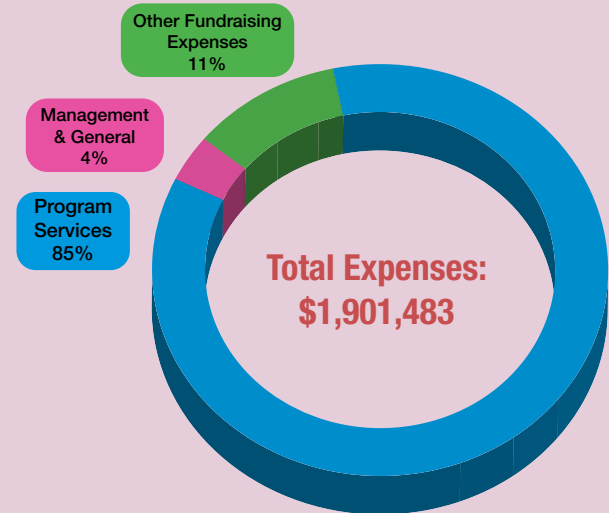
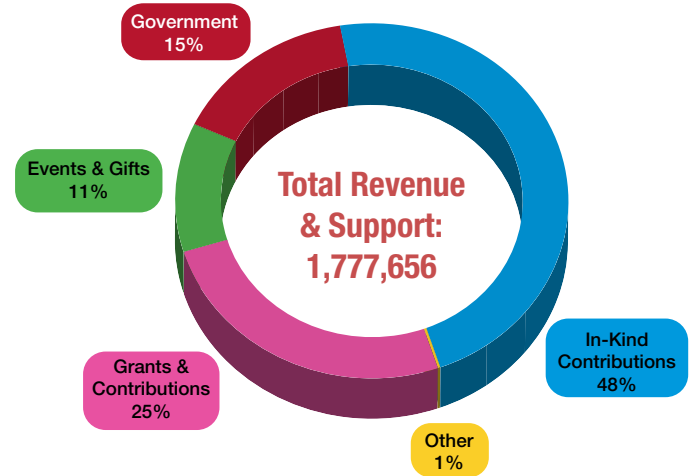
FY 15 Financial Report

Revenue & Support

In-Kind Contributions.....	\$845,156
Grants and Contributions.....	\$451,657
Events and Gifts.....	\$197,373
Government.....	\$269,233
Other.....	\$14,237
Total Revenue & Support.....	\$1,777,656

Expenses

Program Services.....	\$1,613,756
Management and General Expenses.....	\$80,517
Other Fundraising Expenses.....	\$207,210
Total Expenses.....	\$1,901,483
Change in Net Assets.....	(\$123,827)



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Sally Butler,
Regional Program Coordinator/
Princeton Project 55 Fellow
(through 6/2015)
Luba Margai,
Regional Program Coordinator/
Princeton Project 55 Fellow
Amanda Berlin,
Communications Consultant

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Boriken Neighborhood Health Center
Bronx-Lebanon Hospital Center, ACN Pediatric Clinic
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Bronx-Lebanon Hospital Center, BronxCare Tiffany Clinic
Bronx-Lebanon Hospital Center, Center for Comprehensive Care
Bronx-Lebanon Hospital Center, Dr. Martin Luther King Jr. Health Center
Bronx-Lebanon Hospital Center, Poe Medical Center
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East End Pediatrics
East New York D & TC
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Gouverneur D & TC
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Montefiore Medical Center, Pediatric Primary Care Medicine
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Mount Sinai Medical Center
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Nassau University Medical Center
Neighborhood & Family Health Center
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New York Presbyterian Hospital, Columbia
North Central Bronx Hospital
North Shore University Hospital at Glen Cove
NYU Hospital for Joint Diseases
Obilo Pediatric Associates
Ola Pediatrics
Open Door Family Medical Centers



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Queens Hospital Center, Parsons Medical Center
Queens Hospital Center, Springfield Gardens Medical Center
Queens Hospital Center, South Queens Community Health Center
Richmond University Medical Center
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Ryan/Chelsea-Clinton Community Health Center
Ryan-NENA Community Health Center
Settlement Health
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St. John's Episcopal Hospital, Pediatrics Clinic
Staten Island University Hospital
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The Steven and Alexandra Cohen Children's Medical Center of NY, Developmental and Behavioral Pediatrics
Stony Brook University Hospital
SUNY Downstate Medical Center
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Winthrop Pediatric Associates
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Greater New York

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