



ANNUAL REPORT



2018



With the help of our trusted pediatricians, we distributed 440,000 books last year to some of New York's most underserved communities.



A MESSAGE FROM OUR BOARD CHAIR

In two decades of service, Reach Out and Read of Greater New York has distributed six million books to over one million families because of the community of stakeholders that supports our programming with their time and resources. They understand—like I do—how different their lives would be had they grown up without access to books.

The importance of establishing a guided reading practice at home cannot be overstated. Families participating in our program are four times more likely to read to their children. Young children whose families read to them are better positioned to excel in kindergarten. And now, a growing body of research suggests that children whose families read to them are less likely to manifest behavior problems.

When I became a parent, I did not know about this body of research. The memories of my parents reading to me as a child washed over me and filled me with joy—and almost instinctually, I started reading to my girls every night.

It is my hope that deepening our impact across the region—with your continued collaboration and steadfast support—will make those memories possible for the next generation of New Yorkers.

With gratitude,



Jack Pace
Chair, Board of Directors



OUR MISSION

Reach Out and Read of Greater New York (ROR GNY) prepares youth—from birth to 5 years old—for success in pre-kindergarten and kindergarten by incorporating books into pediatric care and empowering and advising caregivers to read aloud to their children at home. We train doctors and nurse practitioners to provide children with developmentally appropriate, bilingual books to take home during checkups and well-child visits. The books provided to most of our families are the first books in their children's home libraries.

The first five years of life are a crucial time for cognitive growth, with approximately 90% of brain development occurring during this period. Children who start kindergarten with reading difficulties struggle to catch up, and disparities in early childhood tend to persist throughout school and life. In New York City alone, more than half of all public school third graders are not reading on grade level. Fighting these trends means responding with bold action, and studies show that caregiver-led guided reading is the single most

efficacious way to help young children develop critical thinking skills.

Reach Out and Read is the only literacy organization in the country that engages pediatricians as stewards of childhood literacy and development. We leverage existing infrastructure to deliver a full dose of literacy support when children need it most.





Reach Out and Read provides children with age-appropriate and culturally relevant books—in English and Spanish.

2018 BY THE NUMBERS

ACTIVE PROGRAM SITES:

233

NUMBER OF CHILDREN
SERVED IN FY18:

254,246

NUMBER OF BOOKS
DISTRIBUTED IN FY18:

440,009

% OF FAMILIES ON
MEDICAID:

70%

DEMOGRAPHICS:

HISPANIC:

38%

BLACK:

31%

WHITE:

9%

ASIAN:

8%

LANGUAGE DIVERSITY:

ENGLISH:

52%

SPANISH:

35%

CHINESE:

3%

BENGALI:

2%

Parents served by our program:

4x more likely to read to their children.

Children served by our program:

3-6 months ahead
in kindergarten vocabulary.



Our volunteer readers model guided reading practices for caregivers by reading in hospital and clinic waiting rooms.



SPOTLIGHT:

CLAUDIA ARISTY

Director of the Reach Out and Read Program at Bellevue Hospital and winner of the Tisch Prize from the Roosevelt House Public Policy Institute

I first heard about Reach Out and Read when my son was born at Bellevue two decades ago. Back then, as a new immigrant to the States, I didn't have access to children's books except for the ones I borrowed from the public library. Reach Out and Read gave my child his first books. The books became a real treasure, as they were the only ones he had for some time. It was nice to know that I could count on getting books from the doctor during every regular checkup. I didn't miss a single appointment after learning that.

I knew then that I wanted to play a bigger role in supporting Reach Out and Read. I started off working part-time as a Bilingual Parent Educator in 2000, and the rest is history. For the last 18 years, I've been fortunate enough to work for the same program that gave me and my son the opportunity to own and enjoy beautiful children's books.

Reach Out and Read enhances early literacy by helping kids develop a love for books with their caregivers.

My favorite part of the day is when I go to the waiting room and observe the many ways Reach Out and Read impacts children's lives. The children connect with volunteer readers, with their caregivers and other kids coming out of the doctor's office with books in their hands. I don't know of other programs that have this sort of unique access to families. The program is integrated into regular checkups, so it gives parents the chance to learn about the importance of guided reading from someone they trust—the pediatricians looking after their children's health.

I also love to think about how the impact goes beyond the clinic—when families go home and begin enjoying the books on a daily basis—such as when parents tell other parents about the importance of reading. It's the gift that keeps on giving.

It all works because Reach Out and Read is about human relationships. Doctors use books to connect with caregivers. Caregivers use the books to connect with their children. And children use the books to connect with the world of meaning that surrounds them.

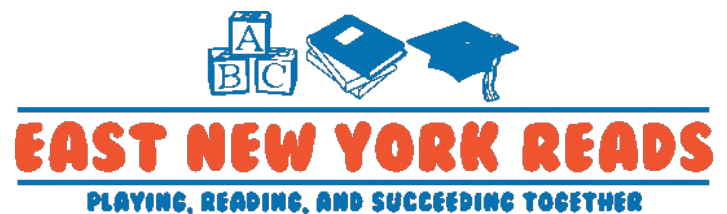
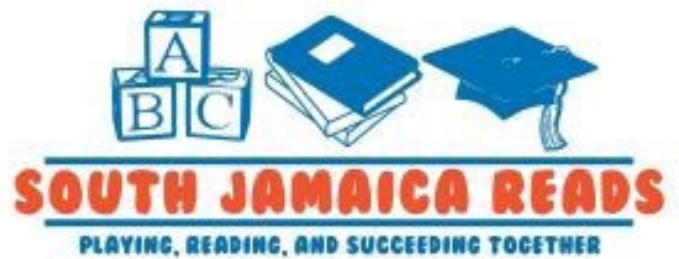
Warmly,

Claudia Aristy
Claudia Aristy



In low-income communities, only one age-appropriate book is available for every 300 children. Children from these communities lack a regular reading ritual at home and are more likely to enter kindergarten at a tremendous disadvantage. They will spend all of elementary school catching up—and if they do not read proficiently by third grade, then the likelihood that they will drop out of school quadruples.

To meet this need, Reach Out and Read of Greater New York is partnering with early childhood education nonprofits and community-based organizations to triangulate literacy support for the city's most vulnerable children. These initiatives create continua of literacy-based services that provide holistic care to low-income families.



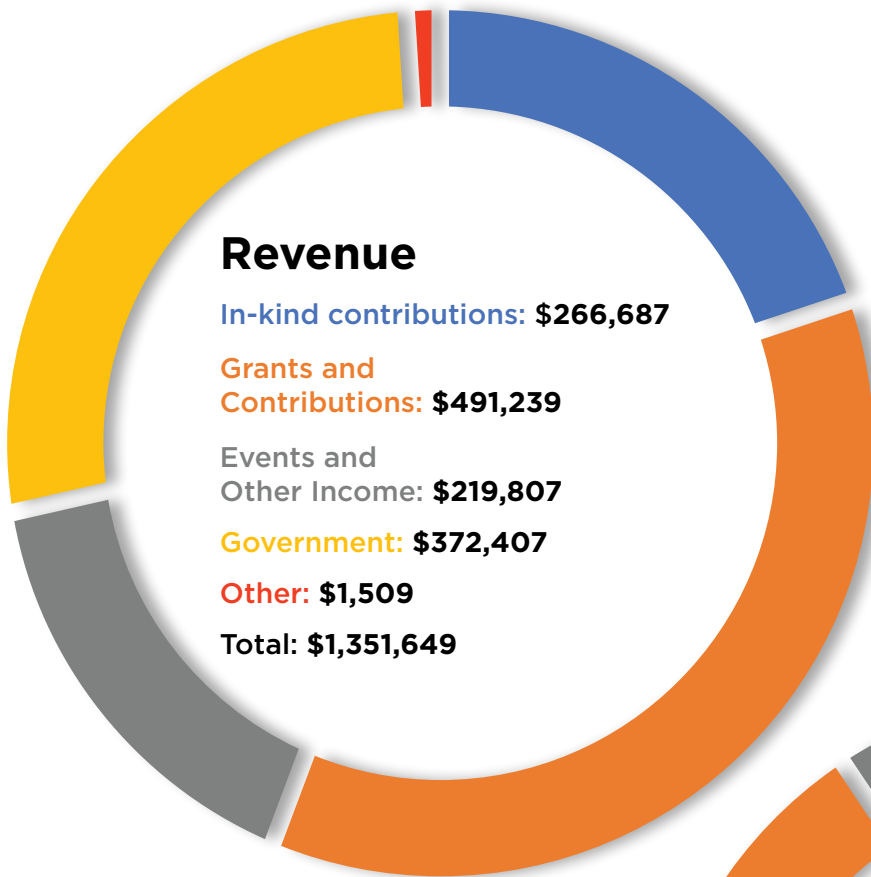
BOOKS IN THE NURSERY PROGRAM

Reach Out and Read of Greater New York (in partnership with City's First Readers) has entered year two of the Books In The Nursery pilot program that promotes the importance of early literacy at birth. In June 2017, 125,000 copies of the book, *I Will Talk To You, Little One* (in English and Spanish), written by Phyllis E. Grann and illustrated by Tomie dePaola, were sent to Greater New York-area hospitals participating in the pilot. In July 2018, 86,000 more books were distributed to these hospitals.

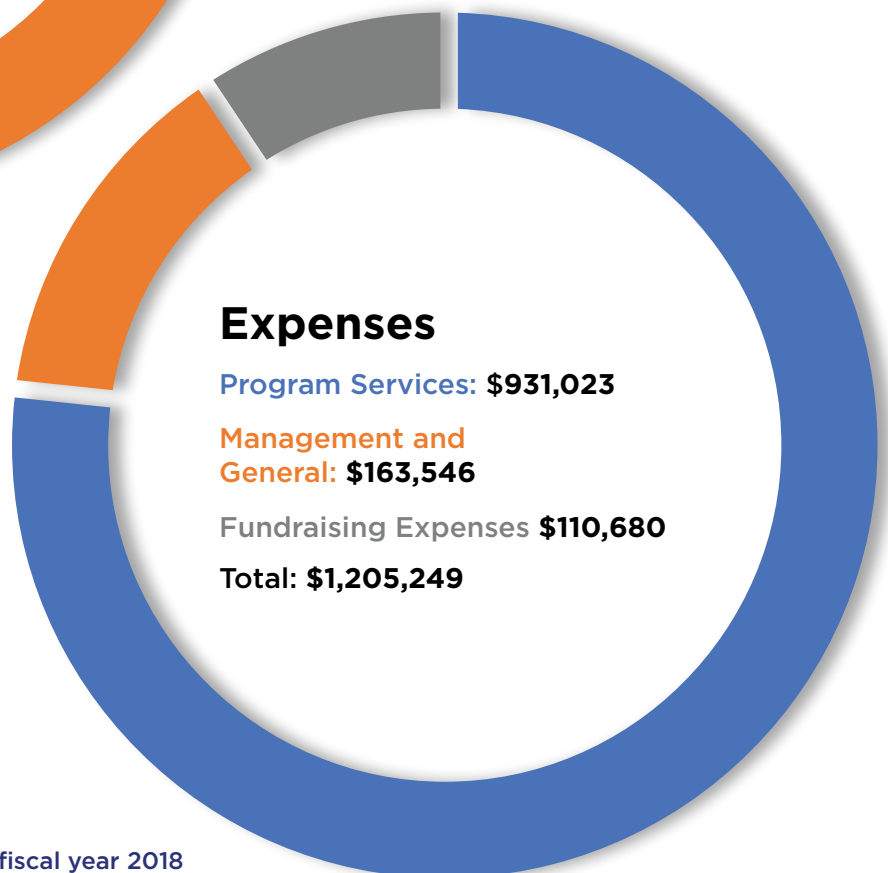
Thanks to Phyllis E. Grann's generous donation of more than 250,000 copies of her book, Reach Out and Read of Greater New York is able to implement this program whereby participating hospitals can send families of newborns home from the nursery (and some NICUs) with an engaging first book for their at-home libraries.



FY 2018 FINANCIALS



Surplus
\$146,400



This financial summary reflects the highlights of our fiscal year 2018 financial statements which were audited by Wegner CPAs.

The complete audited financial statements are available upon request.

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Bezos Family Foundation
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CFC Overseas
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The Pinkerton Foundation
The Rona Jaffe Foundation
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Truist by Frontstream
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Wisch Family Foundation

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 Bronx-Lebanon Hospital Center / ACN Pediatric Clinic
 Jacobi Medical Center / Department of Pediatrics
 Montefiore Medical Center / Pediatric Primary Care at FCC
 Montefiore Medical Center / Center for Child Health and Resiliency
 Montefiore Medical Group / Comprehensive Health Care Center
 Montefiore Medical Group / Medical Park - Comprehensive Family Care Center
 Montefiore Medical Group / Wakefield Ambulatory Care Center
 Union Community Health Center / Pediatric Ambulatory Care
 Brownsville Multi-Service Family Health Center / Brownsville Multi-Service Family Health Center / Genesis / Brownsville Multi-Service Family Health Center / Ashford
 NYC Health + Hospitals/Gotham Health / Bushwick Communicare
 Maimonides Medical Center / Pediatric Primary Care Center
 NYC Health + Hospitals/Gotham Health / Sumner
 NYC Health + Hospitals/Gotham Health / Williamsburg
 NYC Health + Hospitals/Gotham Health / Cumberland
 Interfaith Medical Center / Bishop Orris G. Walker, Jr. Health Care Center
 NYC Health + Hospitals/Woodhull
 Family Health Centers at NYU Langone - 594 / Sunset Park Family Health Center at NYU Langone
 NYU Langone Family Health Centers / Park Slope
 NYU Langone Family Health Centers / Park Ridge
 Dolan Family Health Center
 Mount Vernon Neighborhood Health Center
 Yonkers Community Health Center
 Steven and Alexandra Cohen Children's Medical Center of NY / General Pediatrics
 Montefiore Medical Center / New Rochelle
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 Mount Sinai Medical Center / Department of Ambulatory Pediatrics
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 NewYork-Presbyterian Hospital / Columbia University Medical Center
 NewYork-Presbyterian / Farrell Family Practice
 NewYork-Presbyterian / Broadway Practice
 NewYork-Presbyterian / Charles B. Rangel Community Health Center
 NewYork-Presbyterian / Washington Heights Family Health Center
 NewYork-Presbyterian / Audubon Primary Care Practice
 Institute for Family Health / Phillips Family Practice
 William F. Ryan Community Health Center / Open Door Family Medical Centers, Inc. / Hudson River HealthCare
 Hudson River HealthCare / Poughkeepsie - Partnership
 Hudson River HealthCare / Poughkeepsie
 Hudson River HealthCare / Goshen - The Alamo
 Hudson River HealthCare / Amenia
 Hudson River HealthCare / Walden
 Hudson River HealthCare / Haverstraw
 Hudson River HealthCare / Yonkers - Park Care
 Hudson River HealthCare / Yonkers - Valentine Lane
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 Newkirk Family Health Center
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 NYC Health + Hospitals/Gotham Health / Greenpoint
 Williamsburg Child Health Clinic
 NYC Health + Hospitals/Harlem
 St. Barnabas Hospital / Southern Medical Group
 Beth Israel Pediatric Associates /

Family Health Centers at NYU Langone - 1374 / Family Physician Family Health Center at NYU Langone
 NYU Langone Family Health Centers / Brooklyn Chinese
 Stony Brook Children's / Services at Tech Park
 NYU Winthrop Pediatric Center / Hempstead
 Martin Luther King Jr. Community Health Center
 NYC Health + Hospitals/Kings County
 The Brookdale Family Care Center / Dove Pediatric Service /
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 Charles B. Wang Community Health Center, Flushing
 Charles B. Wang Community Health Center, 45 AVE /
 Morris Heights Health Center /
 Morris Heights Health Center / St. Ann's
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 Stony Brook Children's / Patchogue Primary Care
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 Community Healthcare Network / Lower East Side Health Center
 Community Healthcare Network / Harlem Health Center
 Community Healthcare Network / Washington Heights
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 Mount Sinai Adolescent Health Center / Teen Parenting Program
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 Dr. Martin Luther King Jr. Health Center
 NYC Health + Hospitals/Coney Island
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 Uptown Pediatrics
 NYC Health + Hospitals/Gotham Health / La Clinica Del Barrio
 NewYork-Presbyterian / Brooklyn Methodist Hospital
 New York Hospital Queens / Theresa Lang Children's Center

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 Springfield Gardens
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 Comprehensive Care
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 Hassenfeld Children's Center for Cancer &
 Blood Disorders
 Wyckoff Heights Medical Center /
 Ryan/Chelsea-Clinton Community Health
 Center
 Mount Sinai Hospital of Queens / Family
 Health Associates
 The Floating Hospital / Help One
 St. Barnabas Hospital / Arthur Avenue
 Comprehensive Health
 Montefiore Medical Group / Williamsbridge
 Family Practice Clinic
 The Floating Hospital / LIC
 The Floating Hospital / Help Morris
 Ryan-NENA Community Health Center /
 Heritage Healthcare Center
 NYC Health + Hospitals/Lincoln / Department
 of Dentistry
 The Brooklyn Hospital Center
 Riverside Pediatrics /
 Ola Pediatrics /
 Ola Pediatrics / Corlear Ave
 NYC Health + Hospitals/Elmhurst
 Urban Health Plan, Inc. / Bella Vista Health
 Center
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 Community Health Center
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 Daniel Webster
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 Beacon Christian Community Health Center
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 Institute for Family Health / Mt. Hope Family
 Practice
 Institute for Family Health / Walton Family
 Health Center
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 Institute for Family Health / Urban Horizons
 Family Health Center
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 Staten Island University Hospital /
 Settlement Health
 Cornerstone Family Healthcare /
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 Cornerstone Family Healthcare / Binghamton
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 Cornerstone Family Healthcare / Grove Street
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