



Reach
Out
& Read®



GREATER NEW YORK

2021 IMPACT REPORT

OUR IMPACT



230 hospitals, clinics, and other pediatric care site partners



Over 250,000 children seen by pediatricians in our program



726 providers are fully trained in our program model



Every child receives 10 books from six months through five years old

Hello friends,

When a pediatrician walks into an exam room with a children's book in hand, it changes everything.

Nestled - or more often wiggling - in their parent's arms, their eyes light up, following along with the characters, identifying colors and objects, using fine motor skills as they turn the pages.

In these visits, families receive a prescription for reading. Caregivers and medical professionals become partners in making reading a part of the daily routine, forging strong relationships and lasting memories. The building blocks of literacy, connection, and joy begin here and in every subsequent well child visit.

While the challenges of the pandemic still impact our community, 2021 was a year of resilience and renewed hope. Businesses reopened, students returned to the classroom, and families were welcomed back into their pediatricians' offices to receive their cherished books from Reach Out and Read of Greater New York (ROR GNY).

We are inspired every day by the strength and dedication of our families and medical communities. In their honor, we set our own ambitious course ahead, imagining a world in which every child is read to every day. Reading is the type of positive, every day, language-rich interaction that we know instinctively – and that research confirms – builds safe, stable, nurturing relationships between caregivers and children beginning from birth.

With the immense dedication of our team, board members, donors, volunteers, and pediatric partners, ROR GNY is proudly working towards this ideal. We are devoted to ensuring that every child receives a new appropriate, accessible book at every single doctor's appointment and that parents are given the tools they need to be their child's first teacher.

Thank you for helping us build a future of powerful readers,

Emily Marchese
Emily Marchese
Executive Director

123 NEW VOLUNTEERS IN 2021

726 TRAINED MEDICAL PROVIDERS

MEET THE TEAM



Emily Marchese
Executive Director

“

Our patients love the program. And even as they grow, their siblings and families cannot wait to come see us. We truly appreciate ROR and its efforts.



DR. KATHRIN BALAOURA
NYC Health + Hospitals Queens



Jack Pace,
Board of Directors Chair
“By partnering with pediatricians, Reach Out and Read of Greater New York is introducing children to new books and opening them up to a new world where anything is possible.”



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** indicates a new Board Member making an impact on our community*

2021 HIGHLIGHTS



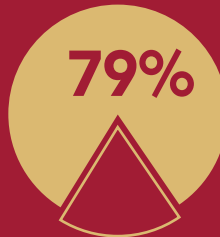
IN 2021 ROR GNY PROUDLY:

- distributed 303,495 books
- served 251,703 children
- partnered with 230 medical centers and 726 trained medical providers

- Hosted quarterly medical provider Town Halls
- Partnered with NY H+H Test and Trace Corps to distribute 38,000 books at COVID-19 testing sites in all five boroughs
- Hosted virtual Literacy Conferences in March and June
- Provided 75,000 free log-ins to Vooks for 3-5-year-olds in our program
- Hosted 21 virtual workshops on topics including creating a graphic novel, social emotional development, and child nutrition
- Collaborated with 10 literacy partners to purchase a bulk book order through the Book Buddies initiative to secure diverse books at a lower cost
- Launched and created 19 videos for "Beyond the Book", a series featuring activities to engage with a chosen book
- Continued virtual Read Alouds on Facebook on Mondays, Wednesdays and Fridays with 150 Read Alouds in 2021

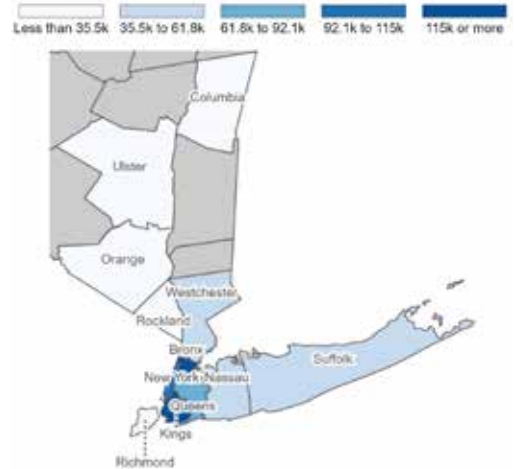


In 2021, our team built a brand new coalition with other literacy organizations to increase our collective purchasing power for better pricing on diverse books.



of children received a book after their doctor's appointment in 2021

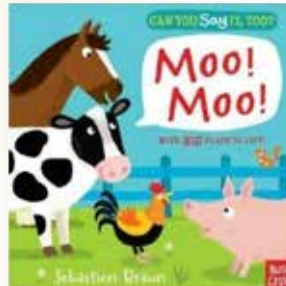
ANNUAL WELL-CHILD VISITS IN NEW YORK



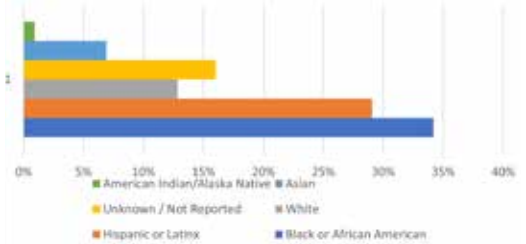
Retail Cost - \$5.21
Book Buddies Cost - \$1.35

Retail Cost - \$4.46
Book Buddies Cost - \$1.50

Retail Cost - \$4.46
Book Buddies Cost - \$1.85



WELL CHILD VISITS BY RACE



2021 DONORS



The early literacy champions who made our work possible

Abigail & Valentin Velikov
Adam Buckley
Adam Collen
Adam Kaufman
Adam Schwartz
Alan Mendelsohn
Aleksy Kapitman
Alex Rodriguez
Amy Woolever
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WE'D LOVE TO HEAR FROM YOU!

GIVE ONLINE at www.reachoutandreadnyc.org/donate



EMILY MARCHESE

EMarchese@reachoutandreadnyc.org

646-453-6398

\$500 Trains 10 pediatricians to implement our program

\$250 Introduces 45 caregivers to the power of early literacy

\$100 Supports a bilingual workshop

\$50 Starts a home library for 9 children

\$21 Supports one child in our program for one year

SAVE-THE-DATE

REACH OUT AND READ OF GREATER NEW YORK ANNUAL BENEFIT

Honoring ROR GNY Board Chair
and White & Case LLP Partner
Jack E. Pace III

OCTOBER 3, 2022

**6:30PM - 9:30PM
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2 DESBROSSES ST**

WE'RE BACK!

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New York, NY 10024.

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Learn more at: <https://reachoutandreadnyc.org/2022-annual-benefit>

