

Annual Report

2005 - 2006

Reach
Out and
Read®



Greater
New York



Making Books Part of a Healthy Childhood





OUR MISSION IS TO PROVIDE THE TRAINING AND RESOURCES NECESSARY TO PUT BOOKS INTO THE HANDS AND HOMES OF EVERY YOUNG CHILD

October 2006

Dear Friends:

One of the joys of preparing an annual report is that it gives us the opportunity to look back and be thankful for all that has been accomplished. The past fiscal year was filled with wonderful opportunities and many new challenges for Reach Out and Read of Greater New York (ROR GNY). One challenge, in particular, to expand ROR GNY's reach throughout the region was undertaken with great thought and care by the Board of Directors and staff. At the core of this expansion initiative was the knowledge that thousands of children and families in the region were in need of literacy assistance. Thanks to the tremendous support and encouragement we received, we achieved our goal of adding 30 new ROR program sites to our coalition.

Along with our expansion initiative, we also had a number of other key accomplishments:

- Served 230,000 children between the ages of six months and five years
- Prescribed and gave out more than 380,000 developmentally and culturally appropriate books
- Trained 250 new health care providers in ROR strategies of early literacy guidance
- Secured over 50,000 donated books for ROR program sites

For the thousands of children and families participating in Reach Out and Read each year, ROR is much more than a book program. Families visiting ROR clinics are met by dedicated health-care professionals and volunteers who greet them with a passion and commitment to enhancing their lives while serving as a gateway to literacy. As many families know, their pediatrician, primary care physician or nurse practitioner is a significant guiding force in their children's overall development, particularly during their early years.

We remain dedicated to our mission and our pragmatic approach to reaching families in need. We thank you, as always, for your interest in and support of our efforts.

Eileen FitzPatrick
Chairperson,
Board of Directors

Traci Lester
Executive Director

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Reach Out and Read of Greater New York's Supporters:

Altman Foundation, AmeriChoice/United Healthcare, Assemblyman Joseph Lentol, Barnes and Noble Booksellers, Bedford Stuyvesant Family Health Center, Brownsville Multi-Service Family Health Center, The Durst Family Foundation, Stella and Charles Guttman Foundation, Hildegard D. Becher Foundation, Inc., The Anne Marie Kempczinski Fund, Kings County Hospital, The Lucius N. Littauer Foundation, Council Member Michael McMahon, Lutheran Medical Center, MetroPlus Health Plan, Montefiore Medical Center, New York Hospital Queens, North Fork Bank, North Shore University Hospital - LIJ at Glen Cove, Orchard Foundation, The Pumpkin Foundation, Speaker of the City Council Christine Quinn, Reach Out and Read National Center, Reading Is Fundamental, Reading is Fundamental/Coca-Cola Ingenuity Grant, Len and Louise Riggio, Robin Hood Foundation, Ross Products/Abbott Laboratories, Helena Rubinstein Foundation, St. Barnabas Hospital, Schneider Children's Hospital, Sound Shore Medical Center, The Sulzberger Foundation, Inc., United Way of New York City, The Laura B. Vogler Foundation, Inc., William F. Ryan Community Health Center, Winthrop Hospital

In Kind:

Barnes and Noble Booksellers, The Giggles Group, White & Case, LLP



Highlights 2005 - 2006

Program Expansion and New Site Trainings

Reach Out and Read of Greater New York (ROR GNY) expanded its coalition to include 30 new program sites throughout the region. This expansion push could not have happened without major support from the Reach Out and Read National Center, the Altman Foundation and the Robin Hood Foundation. To support the new expansion sites, 19 training sessions were held and 250 healthcare professionals were instructed in the ROR model of literacy. Trainings were conducted by Dr. Leora Mogilner of Mount Sinai Medical Center, Dr. Aviva Schein (formerly of Maimonides Medical Center), and Dr. Iman Sharif of Montefiore Medical Center. ROR GNY also welcomed new Trainers to our network. They include Dr. Mark Bertin in Westchester County; Dr. Pranav Mehta from Metropolitan Hospital and La Clinica del Barrio in Manhattan; Kathy Shea, CPNP, from the Park Slope Family Health Center in Brooklyn; and Dr. Jessica Sessions from the William F. Ryan Community Health Center in Manhattan.

Convenings

Half-Day Literacy Conference: ROR GNY hosted its annual Half-Day Literacy Conference on October 27, 2005 at Scholastic, Inc. Participants heard from Keynote Speaker Dr. Marilyn Agin, author of *The Late Talker: What To Do If Your Child Isn't Talking Yet*. Dr. Agin presented research on communication disorders and the role pediatricians can play in diagnosing and treating late talkers. Her presentation was followed by a panel discussion entitled "Partnering With Your Local Library." On the panel were Louise Lareau, Principal Librarian of The New York Public Library Donnell Library Center; Carrie Banks, Supervising Librarian of The Child's Place for Children with Special Needs and Rachel Payne, Coordinator of Preschool Services, both at the Brooklyn Public Library; Rosanne Cerny, Coordinator for Children's Services at the Queens Public Library; and Susan Sterling, Program Coordinator for Youth Services of the Westchester Library System. Following the panel discussion, Susan Straub, Director of the Read To Me Program, Inc. showed a clip of her video, "Reading With Babies."



Annual Coalition Meeting: On June 15, 2006 ROR GNY hosted its Annual Coalition Meeting at Scholastic Inc. Dr. Alvin Eden, Chairman of the Department of Pediatrics at Wyckoff Heights Medical Center, spoke about toddler iron deficiency and its impact on literacy development. He was followed by Dr. Alan Mendelsohn, Medical Director of Bellevue Hospital's ROR Program, who gave an update on the research study he is conducting in Sunset Park, Brooklyn surrounding the impact of ROR on early literacy and school performance. The meeting concluded with presentations about: 1) using the Self-Sufficiency Calculator created by the Women's Center for Education and Career Advancement to help working families; 2) the Family Literacy Guide developed by New Visions for Public Schools; 3) ROR GNY's Volunteer Initiative and expanded volunteer website; and 4) the ROR National Center's Expansion Initiative. Speakers included: Melanie Lavelle Manager, of the Self-Sufficiency Project at the Women's Center for Education and Career Advancement; Linda Williams Bowie, Senior Program Officer for Libraries with New Visions for Public Schools; Lucia Smith, Program Coordinator for ROR GNY; and Barbara Ducharme, Director of National Programs for the ROR National Center.

AmeriCorps/VISTA Members

Through our partnership with the National Association of Community Health Centers, ROR GNY program sites hosted AmeriCorps and VISTA members at the following ROR locations: New York Presbyterian Hospital, Columbia; Winthrop Pediatric Associates; Morris Heights Health Center, Hudson River Community Health, and Lutheran Medical Center.

Legislative Awareness

Governor George Pataki: On January 12, 2006 Governor George Pataki hosted the New York State Martin Luther King, Jr. Literacy Initiative at the Schomburg Center in Harlem. The event was in honor of Dr. King's 77th birthday. In support of the New York State MLK Literacy Initiative, a number of state agencies held book drives from January 12, 2006 to February 17, 2006. Scholastic, Inc. and Random House Children's Books also participated in the drive, which resulted in more than 15,000 donated books for ROR GNY program sites.

Legislative Visits: Several ROR GNY sites enjoyed visits from their local legislative officials this year. Representative Nita N. Lowey visited Sound Shore Medical Center and State Senator Tom Duane read to children at St. Vincent's Hospital, Manhattan. Elie Mystal, Suffolk County Legislator, helped celebrate a gift from United Healthcare to ROR GNY at the MLK, Jr. Community Health Center in Wyandanch, Long Island. Elmhurst Hospital Center also hosted its first Book Fair with great success thanks to their guest Queens Borough President Helen Marshall.



Fundraising Activity

Benefit and Silent Auction: On May 6, 2006 ROR GNY held its Annual Benefit at 26 • Helen Mills Theater in North Chelsea, Manhattan. Maurice DuBois of CBS 2 News served as Master of Ceremonies. Guests celebrated ROR GNY's accomplishments while listening to the Gully Low Jazz Band. During the evening, The Stella and Charles Guttman Foundation was honored with the ROR Literacy Champion Award and long-term volunteer Marina Ortega of the Mount Vernon Neighborhood Health Center was presented with the Volunteer of the Year Award. Dr. Perri Klass, Medical Director and President of the ROR National Center was also honored with the ROR Legacy Award and Sharon Robinson, the Guest Speaker for the evening, was joined by her mother, the honorable Rachel Robinson.

Public Funding: ROR GNY continued to enjoy funding from several New York City and State legislative officials. Funds were received from Assemblyman Joseph Lentol, as well as from Council Member Michael McMahon, and the Speaker of the NY City Council Christine Quinn.

Reading Is Fundamental Grant (RIF): ROR GNY was the beneficiary of a new round RIF funding totaling \$98,526. A book committee consisting of ROR program site coordinators and ROR GNY staff met throughout the summer to select a wide variety of age and culturally appropriate books. Close to 50,000 books were purchased and distributed to ROR program sites during the year. RIF, in partnership with Coca-Cola, also awarded an Ingenuity Grant to support the redesign of the ROR GNY volunteer website.

Financial Statement

Total Revenue & Support	\$1,115,385
Expenses:	
Program	\$216,904
Books	\$761,066
Management & General	\$58,961
Fundraising Expenses	\$68,581
Total Expenses	\$1,105,512
Total Assets	\$ 489,495
Total Liabilities	\$ 85,175
Net Asset Balance	\$ 404,320



Reach Out and Read of Greater New York's Impact Since November 1997:

- Prescribed and gave out more than 2.2 million books
- Raised more than \$2 million for ROR programs throughout the region
- Started 148 ROR Programs in New York City, Westchester and Long Island
- Trained 4,900 health care providers



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+Incoming Chair as of 9/1/06

++Through 6/30/06

* Through 9/29/06