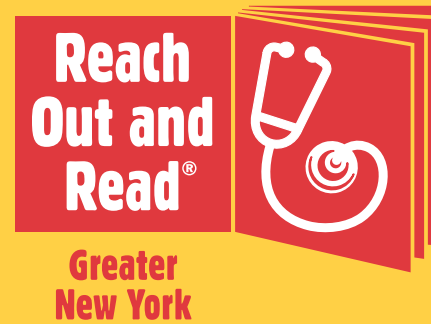


Annual Report 2004



Since November 1997, Reach Out and Read of Greater New York:

- Prescribed and gave out more than 1.6 million books
- Recruited volunteers to read aloud for over 150,000 hours in clinic waiting rooms
- Trained 2,600 pediatricians and health care providers
- Raised over \$2,000,000
- Started 119 Reach Out and Read Programs
- Received donations of more than 900,000 new and gently used books

Reach Out and Read of Greater New York

130 West 25th Street, Suite 602
New York, NY 10001
212-242-5339 (phone)
212-242-5658 (fax)
www.reachoutandreadnyc.org

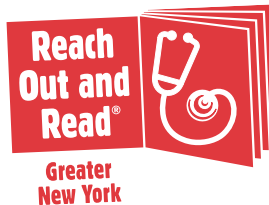
Board of Directors

Eileen FitzPatrick, Chairperson
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Staff

Trish Magee, Executive Director
Caroline Schechter, Project Coordinator

Making Books Part of a Healthy Childhood



Greater
New York

June 2004

Dear Friends,

The Zero to Three Policy Center reports that James J. Heckman, Ph.D., Nobel Laureate in Economic Sciences in 2000 states: "The real question is how to use the available funds wisely. The evidence supports the policy prescription: Invest in the very young" (Heckman, 2002). As supporters of Reach Out and Read of Greater New York you have invested wisely. Whether you have spent hours on end reading to children in the waiting room, stocking the doctor's shelves with books, organizing "gently used" book drives or making a financial contribution, the end result is the same. You have had a positive impact on the life of a young child.

We are very grateful to all the individuals who have supported Reach Out and Read over the years. To celebrate our growth and your support we took time out to gather May 5th at the Carriage house for our 5 Year Birthday party celebration. We had so much to celebrate: starting an organization from scratch, developing materials and messages that defined our purpose, and of course moving closer towards our goal of making sure all children in the greater New York area grow up owning their own books.

This year we are working on public support for all our Reach Out and Read Programs. We now look to our elected officials for state funding and state policies that invest in the future of children so that all children are "school ready".



Eileen FitzPatrick
Chairperson,
Board of Directors

Trish Magee
Executive Director

130 West 25th Street ■ Suite 602 ■ New York, New York 10001
TEL: 212-242-5339 ■ FAX: 212-242-5658 WEBSITE: www.reachoutandreadnyc.org

Reach Out and Read of Greater New York is supported by:

Altman Foundation, AmeriChoice, Ann Marie Kempczinski Foundation, Barnes & Noble Booksellers, Big Tent Entertainment, Cordelia Corporation, Credit Suisse First Boston Foundation, CVS Corporation, Dorothy Schiff Foundation, Kurzrok Foundation, Paul and Anetta Himelfarb Foundation, Pfizer Medical Humanities Initiative, Reading is Fundamental, The Riggio Foundation, ROR National Training Center, Sandra P. Rose Foundation, Scholastic, Inc., Stella and Charles Guttman Foundation, Targets Stores, Toys "R" Us Children's Fund, United Way of New York City, and Vivendi Universal Foundation

Highlights 2004

Pediatric Trainings—Dr. Alan Mendelsohn conducted a pediatric training session on November 25, 2003 for all coalition members. Over the past five years Dr. Mendelsohn has trained 2,600 health providers at new ROR programs. He has trained the most health providers in the United States. This year data was gathered on the number of health providers trained at existing ROR programs. 29 in house pediatricians trained 667 new health providers at their hospitals or clinics.

Second Annual Half-Day Literacy Conference—On October 29, 2003 sixty-five Medical Directors, ROR Directors and their staff attended the conference at Pfizer Headquarters in New York. The conference started with guests having an opportunity to peruse an exhibition of the latest board books published by 8 publishers. The representatives gave free books to every ROR program that attended the conference. This was followed by three workshops: Best Practices for Tracking Books, How to Secure a Grant from a Small Family Foundation, and H.E.L.P. Project: Adapting the ROR Model for a Pediatric Based Health Adult Program.

Legislative Awareness Campaign—The Legislative Project Coordinator and ROR Directors continued to invite state legislators to visit the ROR programs in their district. Since 2002, 20 state legislators have visited the ROR program in their district. The two-year legislative awareness campaign culminated at the New York State Legislative Breakfast held on February 10, 2004 in Albany. 50 legislators and their staff attended the breakfast. Dr. David Clark, Chair of the Advocacy Committee for New York State American Academy of Pediatrics, spoke about their endorsement of Reach Out and Read at the breakfast. Last summer ROR of Greater New York launched a citywide legislative awareness campaign. ROR Directors from all five boroughs invited their elected officials to come visit their ROR programs. Yvette Clarke launched the campaign with a visit to Kings County Hospital's ROR program on July 21, 2003. 9 City Council Members have visited their ROR programs.

Internships/AmeriCorps/Vista members—This year the ROR programs at Metropolitan Hospital, Jacobi Medical Center, Lincoln

Medical Center, Maimonides Medical Center, Montefiore Medical Group, Mt. Sinai Hospital, New York Presbyterian Hospital, Columbia and St. Barnabas received placements.

Coalition Meetings—ROR of Greater New York continued to offer the members information on current research in the field of early childhood development and language development at meetings. On November 25, 2003, 50 Coalition members heard Abigail M. Jewkes, a PhD candidate in Early Childhood Education at the University of Michigan, whose research focuses on infant, toddler and preschool development, present her research, "Does the Family Matter? Early Contexts for Preschool Language Development." On June 3, 2004 at the Annual Meeting, Dr. Robert Needlman, Co-Founder of Reach Out and Read, gave the keynote address, "Love and Literacy: Emotional Dimensions of Reading Aloud."

Public Funding—The first public funding from New York State was awarded to New York Presbyterian, Columbia Hospital's ROR program from the Department of Health. The ROR program received a \$3,000 member item grant from Assembly Member Adriano Espaillat after he visited that ROR program.

Public Awareness Campaign—The public awareness campaign was kicked off with Dick Bruna's visit to Bellevue Hospital's ROR program on September 15, 2003. Dick Bruna is the author of 93 Miffy books. He traveled from Amsterdam to announce the donation of 25,000 Miffy books to the coalition.

Reading Is Fundamental Grant—This year ROR of Greater New York was awarded a \$98,526 RIF Grant. 93 ROR programs in the greater New York area benefited from an expanded RIF grant that provided funding for the books given out at the 9 month and 12 month visit. A book committee consisting of ROR Directors met throughout the summer to select a wide variety of age and culturally appropriate books for these well child visits.

ROR of Greater NY Benefit Event—150 guests attended the 5 Year Birthday Party Benefit Event at the Carriage House on May 5, 2004. The 2004 ROR Hero was presented to Louise Riggio and Herman Kroshinsky was awarded the 2004 ROR Volunteer of the Year Award.