

Reach Out And Read Of Greater New York

Making Books Part Of A Healthy Childhood

Annual Report 2008 - 2009

*Celebrating
10 Years*



Our Mission

Reach Out and Read of Greater New York (ROR GNY) is a nonprofit organization whose mission is to make literacy promotion a standard part of pediatric primary care so that children grow up with books and a love of reading. Affiliated with the Reach Out and Read (ROR) National Center in Boston, Massachusetts, ROR GNY is responsible for developing and sustaining ROR programs throughout New York City, Long Island, and seven counties north of the City - Westchester, Rockland, Putnam, Orange, Dutchess, Ulster and Sullivan.



*Charles B. Wang Community
Health Center*

ROR trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from 6 months to 5 years of age, with a special focus on children growing up in poverty.

ROR programs have been shown to definitively improve children's expressive and receptive language skills, providing a foundation for school readiness and reading success. Over the years, research has shown that the single most important thing that parents can do to help their children succeed in school is to read aloud to them when they are young. Studies find that parents who participate in ROR programs read more often with their children, provide more books in the home, and make bedtime stories a regular part of their children's lives.

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*Ryan/Chelsea-Clinton
Community Health Center*

Letter from the Board Chair and the Executive Director

Dear Friends:

Ten years ago a group of 40 health care professionals and literacy specialists came together to form Reach Out and Read of Greater New York. Their goal was to provide a greater level of support to pediatricians in the New York metro area that were passionate about the Reach Out and Read model of promoting early literacy. During pediatric exams, ROR pediatricians give new books to children and advise parents about the importance of reading aloud. On our 10th Anniversary, we are proud to report some of the key milestones that have been achieved:

- growth in ROR Program Sites - from 40 in 1999 to 176 in 2009
- growth in children served - from 38,000 to 277,000
- growth in books distributed - from 76,000 to 454,000
- growth in funding - \$5.2 million raised since inception
- growth in staff - from a volunteer-run office to four full-time professional staff

Our goals for the next ten years are equally ambitious:

- strengthen the ROR brand and mission
- expand our regional presence
- respond to changing population demographics
- double our fundraising base
- expand our community linkages

The strength of our partnership base allows us to continue to reach record numbers of children. Our Program Sites have found new and creative ways to secure book donations and raise funds to enhance services to families. Our Medical Champions attend regular trainings, biannual meetings, and regional convenings to stay informed about the latest research in the field. We receive thousands of book donations through our corporate partnerships with Scholastic Inc., The Estée Lauder Companies, Borders Inc., Barnes & Noble Booksellers, and First Book. We also continue to receive support from Reading Is Fundamental, which allows us to distribute 168,000 books to over 84,000 children. And, we work to raise awareness for ROR programs throughout the State and across the country to strengthen our local, State and Federal support

As we round out our 10th Anniversary year, and plan for the future, we want thank those of you who have been with us since the beginning and welcome those who will join with us over the next ten years. Your friendship is critical to our success. We would not be able to reach the thousands of children and families throughout our region without your support.

Regards,

Maria Gotsch
Chairperson, Board of Directors

Traci Lester
Executive Director



*Morris Heights Community
Health Center*

Program Highlights

New ROR Program Sites

Twelve new Reach Out and Read Program Sites joined ROR GNY. Leading the way was Haverstraw Pediatrics in Rockland County, which secured book donations by partnering with a local student and reaching out to friends in the community. Haverstraw Pediatrics is joined by the following new Program Sites: Beacon Christian Community Health Center; BronxCare 2202; the Community Health Center of Richmond; Coney Island Hospital-Ida G. Israel Community Health Center; Elmhurst Hospital Pediatrics; Homecrest Pediatric & Adolescent Health Center; The Institute for Family Health, Kingston; The Institute for Family Health, Ellenville; Monica R. Meyer, MD; Morrisania Diagnostic & Treatment Center; and Port Pediatrics.

Literacy Convenings

Half-Day Literacy Conference

Speakers at the Half-Day Literacy Conference in October 2008, focused on the role of social service agencies in providing services to ROR Program Sites. Keynote Speaker Henry Frank, PhD, discussed approaches to providing literacy services to non-literate communities, with a focus on the Haitian community. David Jones and Jomael Young of the Visiting Nurse Service of NY described the Father's First Initiative in the Bronx, and Andre Eaton of the Parent Child Home Program discussed the parent's role as a child's first educator. Rachel Walker of Reading Rockets also shared information about their "Resources for Young Readers." The event was rounded out by a panel of long-time ROR GNY members who recalled our origins and accomplishments over the past ten years.

Annual Meeting

The Annual Meeting, held in June 2009, offered ROR Program Coordinators and Medical Directors strategies for managing ROR Sites. Keynote Speaker and ROR National Medical Director Perri Klass, MD, provided a refresher training on the ROR model. A panel that included Vidhu Thaker, MD, of Haverstraw Pediatrics, Ali Hill of the Grace Church School, and Donna Rauch of Barnes and Noble Booksellers, described community fundraising opportunities. And children's book author and illustrator Tolya Thompson showed how children's books can deliver powerful messages about health and safety.



Author Tolya Thompson at the Annual Meeting at Scholastic Inc.

In addition to the Coalition-wide meetings, regional meetings held in Brooklyn and the Bronx offered local Program Site Coordinators an opportunity to meet and exchange ideas.

Program Highlights

A Ten-Year History of Reach Out and Read of Greater New York

ROR GNY was formed in 1997 as a Coalition of 35 Program Sites from New York City, Westchester County, and Northern New Jersey. In 1999, the Coalition was incorporated as a 501(c)3 organization under a ten-member Board of Directors and staffed by one part-time Executive Director. Ten years later, ROR GNY's growth is a testament to our success.

1997 Coordinators from 35 ROR Program Sites join together to form a Coalition.

2001 67 ROR Program Sites
Dr. Alan Mendelsohn Assistant Professor of Pediatrics at NYU Medical School, along with other colleagues, publish ground-breaking research showing the positive impact of ROR on language development.

2003 74 ROR Program Sites
ROR GNY launches the largest ROR Program in the United States at Kings County Hospital.

A Reading Is Fundamental grant allows ROR GNY to distribute 24,600 books to children at 11 ROR Program Sites.

The organization embarks on its first legislative awareness campaign to Albany.

1999 40 ROR Program Sites
ROR GNY is officially incorporated and part-time Executive Director Trish Magee joins the Coalition. First Lady Hillary Clinton helps kick off the Coalition at Bellevue Hospital Center.

2002 71 ROR Program Sites
Partnerships are formed with the American Academy of Pediatrics and other literacy groups. An additional part-time staff member is added.

A benefit at the Lotus Club raises over \$90,000.

2004 93 ROR Program Sites
ROR GNY is staffed for the first time by a full-time Executive Director, Traci Lester, and one part-time staff person. The initial Reading Is Fundamental grant is doubled to serve twice as many children. ROR GNY receives NY City Council funding for the first time. The Board of Directors is expanded to 14 members.

Program Highlights

2006 137 ROR Program Sites

The ROR GNY Coalition expands, adding additional full-time staff and 30 new Program Sites. To support the expansion, 19 training sessions are held to instruct 250 health care professionals in the ROR model of literacy.

November 2006: Friends of ROR GNY enjoy champagne and choc-tails at the "Bon Bons & Books" fundraiser at Chocolat Michel Cluizel in Manhattan.

2008 163 ROR Program Sites

August 2008: Reading Is Fundamental significantly increases its award, allowing ROR GNY to purchase over 168,000 books for 85 major Program Sites.

ROR GNY partners with the New York Public Library through the "Vamos a Leer a Nuestros Niños" (Let's Read to Our Children) Initiative. NY Public Library staff visit ROR programs and sign up Spanish-speaking families for library cards.

The Coalition undergoes a McKinsey-led strategic plan to map out the next five years.

2005 110 ROR Program Sites

February 2005: ROR GNY collaborates with key City legislators to host its first New York City Council Breakfast where Council Members learn about ROR's impact in the region.

March 2005: A day-long conference is hosted by the Coalition at the New York Academy of Medicine, entitled "The Role of Pediatric Primary Care in the Promotion of Early Literacy and School Readiness."

2007 155 ROR Program Sites

ROR GNY and Upstate New York receive statewide funding from the New York State Legislature for the first time.

May 2007: The 13-member ROR GNY Advisory Board is launched and comprised of community leaders and child health specialists.

In partnership with NYC's Department for the Aging, ROR GNY recruits volunteers from the Foster Grandparent Program to read aloud to children in clinic waiting rooms.

2009 176 ROR Program Sites

The Board of Directors expands to 18 members.

April 2009: ROR GNY celebrates ten years of service with a benefit gala and auction, raising close to \$200,000.

In Spring 2009, the Young Leaders Executive Board is launched to engage the next generation of ROR volunteers and supporters.

Legislative News

Legislative Visits

New York State Senator Thomas Duane, Assemblyman Richard Gottfried, and Assemblywoman Linda Rosenthal paid a visit to the Ryan/Chelsea-Clinton Community Health Center to read to families and children who participate in its ROR Program. They also used the opportunity to tour the facility and see firsthand how ROR helps instill a love of reading in area children. The three legislators represent families in districts served by the Ryan Health Centers.



NY State Assemblyman Richard Gottfried, Senator Thomas Duane, and Assemblywoman Linda Rosenthal at the Ryan/Chelsea-Clinton Community Health Center



Congresswoman Yvette Clarke at the Brownsville Multi-Service Family Health Center

Congresswoman Yvette Clarke read aloud to children at the Brownsville Multi-Service Family Health Center. "As a Member of the House Education and Labor Committee, I believe that education is the gateway out of poverty, and I am proud to join the Reach Out and Read Literacy Program in combating illiteracy among our children," the Congresswoman stated.

Congresswoman Carolyn McCarthy visited the ROR Program at Schneider Children's Hospital at North Shore – Long Island Jewish Health System in New Hyde Park, NY. After a tour of the facility, the Congresswoman read to children in the clinic waiting room and distributed new books to them. "As a former nurse, I know the importance of early intervention efforts to promote healthy childhood development," the Congresswoman said. "Reach Out and Read is making headway to achieve this goal so that children are on the right track to attain academic success."



Congresswoman Carolyn McCarthy at Schneider Children's Hospital at North Shore - Long Island Jewish Health System

Legislative News

New York City Council Member Peter Vallone, Jr., visited Mt. Sinai Hospital of Queens to read to families and children at the Family Health Associates pediatric clinic. As part of his visit, Council Member Vallone, Jr. toured the clinic. "One of the greatest joys of being a father came from reading to my daughters," Council Member Vallone stated. "I am very pleased with Reach Out and Read's efforts to promote literacy and allow parents to participate in their child's development."



*Council Member Peter Vallone, Jr.
at Mt. Sinai Hospital of Queens*

Legislative Awareness

New York State Funding

New York State allocated \$75,200 to ROR GNY and ROR Upstate New York. Funds were used to provide books to existing programs and offer trainings to newly recruited Program Sites. Remaining funds allowed for ROR GNY to expand its reach with new Sites in six counties: Sullivan, Ulster, Dutchess, Putnam, Rockland, and Orange. Special thanks go to Assemblyman Richard Gottfried, Senator Suzi Oppenheimer and Senator Thomas Duane for their support.

Albany and Legislative Postcard Campaign

To encourage State legislators to continue supporting ROR in New York, ROR GNY teamed up with ROR Upstate New York for a Legislative Postcard Campaign. Parents at Program Sites were asked to sign postcards that share the importance of ROR in the lives of their children. The postcards were collected by ROR GNY and delivered to legislators, following in-person visits from ROR staff.

Hill Day in Washington, DC

In February 2009, ROR GNY climbed the steps of Capitol Hill with ROR Coordinators from around the country for a day of visits with congressional representatives. The visits were part of "Hill Day," a legislative advocacy effort coordinated by the ROR National Center. ROR GNY staff and Board members met with representatives to drive home the need for Federal funding of ROR programs.

Events

10th Anniversary Benefit and Silent Auction

On April 20th, ROR GNY celebrated its 10th Anniversary at a benefit gala and auction at Tribeca Rooftop in Manhattan. Hoda Kotb, co-host of the 4th Hour of Today, served as our charming emcee, and Patrick Tully of T Sports Entertainment returned as auctioneer. The event was chaired by Keith Dawkins of Nickelodeon. Literacy Champion Awards were presented to Justin Tuck of the New York Giants, and his wife, Lauran Tuck, who together founded Tuck's R.U.S.H.



Hoda Kotb at the 10th Anniversary Benefit



10th Anniversary Benefit Honorees with ROR GNY Board Members and staff

for Literacy program. Children's book author Emma Walton Hamilton also accepted an award on her own behalf and on behalf of her mother, Julie Andrews, in recognition of their joint contributions to children's literature.

Book Drives

The Estée Lauder Companies

The Estée Lauder Companies (ELC) held a book drive to benefit ROR. The internal book drive ran from Mother's Day to Father's Day, with ELC employees worldwide donating books through a Virtual Book Drive to benefit ROR Program Sites nationwide. More than 2,400 books raised through the ELC book drive were distributed to ROR GNY Program Sites.

Borders Booksellers

In August 2008, Borders Booksellers in Long Island held month-long book drives in support of local Reach Out and Read programs. Thanks to the generosity of their customers, the Borders stores were able to donate hundreds of new books to ROR GNY.

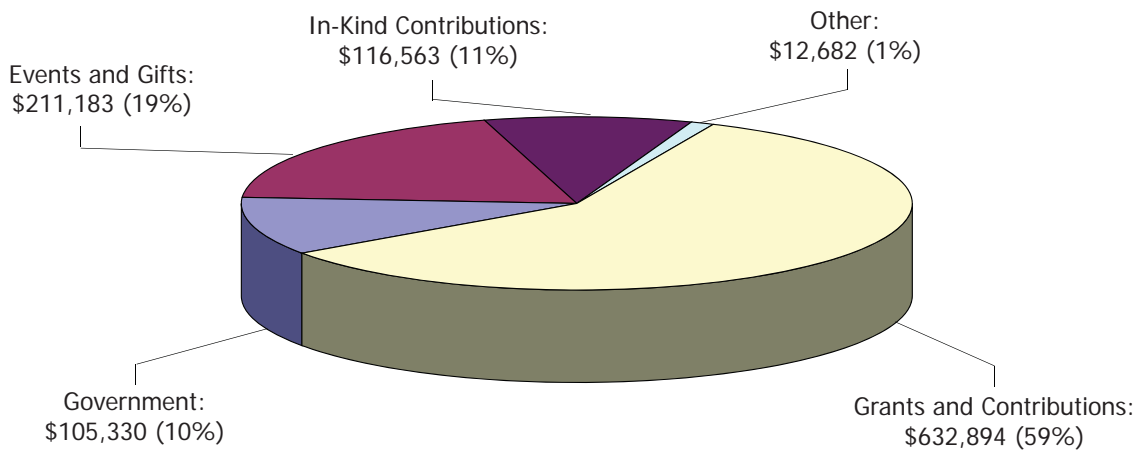
Books That Build

This year we renewed our relationship with Books that Build, an organization dedicated to children's literacy. ROR GNY will be the main recipient of their "Book Rescue Program," a program that redistributes entire libraries of outgrown children's books to children who really need them.

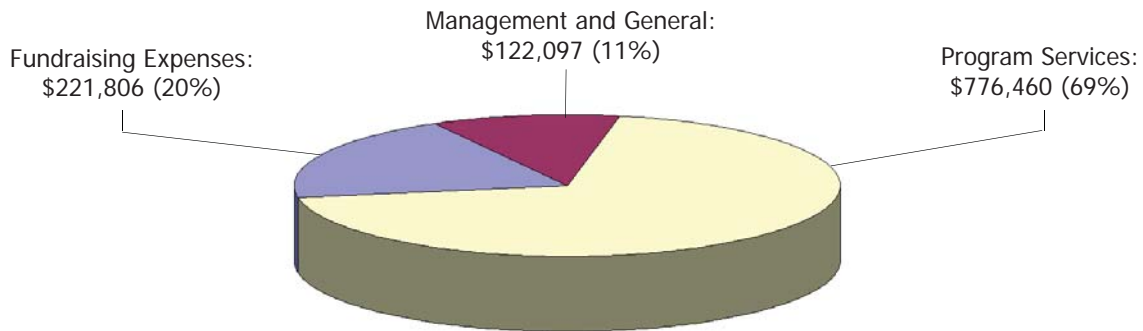


Financial Report

Total Revenue and Support \$1,078,652 (7/1/08 - 6/30/09)



Operating Expenses: \$1,120,363



Board of Directors

- Maria Gotsch, Chair
- Leora Mogilner, MD, Vice Chair
- Gary Tannenbaum, Treasurer
- Kathleen Collins, Secretary
- Karine Apollon
- Marie B. Casalino, MD, MPH*
- Keith Dawkins
- Katinka Domotorffy
- Andrea A. DuBois (Through 6/2009)
- Eileen FitzPatrick
- Averie K. Hason
- Heather Mangrum (Joined 9/2009)
- Susan Kaufman
- Mehmet Kirdar
- Judith Levine
- Sabrina Martin, MD
- Jack E. Pace III
- Ann Sand

Advisory Board

- Carmen Ramos-Bonoan, MD, Chair (Through 6/2009)
- Lisa Bernstein
- Norma Gindes
- Susan Huppé
- Diana Killip, MD
- Perri Klass, MD
- Danielle Laraque, MD
- Katherine Lobach, MD
- Alan Mendelsohn, MD
- State Senator Suzi Oppenheimer
- Sheila Palevsky, MD
- Rachel Payne
- Elyse Rudolph
- Anthony Tassi
- Linda van Schaick, MS Ed

Staff

- Traci Lester, Executive Director
- Nancy Hanks, Associate Director of Development and Administration
- Monique Hardin-Cordero, Program Director
- Shawn Williams, Regional Program Coordinator (Through 9/2009)
- Asari Beale, Administrative Coordinator
- Nervana Gaballa, Intern (Through 5/2009)
- Rocio Montero (Joined 9/2009)

Young Leaders Executive Board

- Carolyn Philippe, Co-Chair
- Lucia Smith, Co-Chair
- Nadirah Blasingame
- Jennifer Bridges
- Geoff Chang
- Mary Cheffers
- Colin FitzPatrick
- Nervana Gaballa
- Beth Gordon
- Sara Levine
- Daisy Lopez
- Chedly Milord Louis
- Rocio Montero
- Mwanga Mtengule
- Christine Petro
- Elliot Steelman
- Laura Winn Clark
- Tieg Zaharia

* On leave

ROR GNY Program Sites

Beacon Christian Community Health Center
Bedford Stuyvesant Family Health Center, Inc.
Bellevue Hospital Center
Beth Israel Medical Center
BOGW Health care Center
Boriken Neighborhood Health Center
Bronx Care Third Avenue
Bronx-Lebanon Hospital Center
The Brookdale Family Care Center
The Brooklyn Hospital Center
Brownsville Multi-Service Family Health Center
Charles B. Wang Community Health Centers
Community HealthCare Network
Coney Island Hospital Network
Dolan Family Health Center
Dove Pediatric Service
Dr. Martin Luther King Health Center
East New York D&TC
Elmhurst Hospital Center-Corona Medical Center
Elmhurst Hospital Pediatrics
Elsie Owens North Brookhaven Health Center
Fifth Avenue Child Health Clinic
The Floating Hospital, Inc.
Gouverneur D&TC
Harlem Hospital Center
Hassenfeld Children's Center for Cancer & Blood Disorders
Haverstraw Pediatrics
Heritage Health care Center
Hudson River HealthCare
The Institute for Family Health-Kingston
The Institute for Family Health-Medical Center of Ellenville
The Institute for Urban Family Health-Phillips Family Practice
Jewish Child Care Association
Kathleen Ennabi, MD, PC/Pediatrics
Kings County Hospital Center
Lincoln Medical and Mental Health Center
Long Island College Hospital
Lutheran Medical Center
Maimonides Medical Center
Martin Luther King Jr. Community Health Center
Metropolitan Hospital Center
Metropolitan Hospital Center's La Clinica del Barrio
Monica R. Meyer, MD
Montefiore Medical Center-North Division
Montefiore Medical Center-NY Children's Health Project
Montefiore Medical Center-Pediatric Primary Care Medicine
Montefiore Medical Center-South Bronx Health Center
Montefiore Medical Group-CFCC
Montefiore Medical Group-CHCC
Montefiore Medical Group-Family Health Center
Montefiore Medical Group-University Avenue Family Practice
Morris Heights Health Center
Morris Heights Health Center-Walton Avenue
Morrisania D&TC
Mount Sinai Adolescent Health Center/Teen Parenting Program
Mount Sinai Hospital of Queens-Family Health Associates
Mount Sinai Medical Center
Mount Sinai Pediatric School-Based Health Centers
Mount Vernon Neighborhood Health Center
New York Hospital Queens-Theresa Lang Children's Center
New York Methodist Hospital
New York Presbyterian Hospital (Columbia)
North Bronx Health Network
North Brooklyn Health Network
North General Hospital
North Shore University Hospital at Glen Cove
NYU Hospital for Joint Diseases
Ola Pediatrics
Open Door Family Medical Center-Ossining
Poe Medical Center
Port Pediatrics
Queens Hospital Center-Ambulatory Pediatrics
Queens Hospital Center-Springfield Gardens Medical Center
Richmond University Medical Center
Riverside Pediatrics
Ryan/Chelsea-Clinton Community Health Center
Ryan-NENA Community Health Center
Schneider Children's Hospital
Schneider Children's Hospital-Pediatric Mobile Health Center
Sound Shore Medical Center of Westchester
Soundview Health Center
St. Barnabas Hospital
St. John's Episcopal Hospital, Pediatrics Clinic
St. Vincent's Catholic Medical Center-Chinatown
St. Vincent's Hospital Manhattan
St. Vincent's Services Clinic
Stony Brook University Hospital
SUNY Downstate Medical Center
Union Community Health Center
Union Community Health Center at Fordham Plaza
Uptown Pediatrics
Urban Health Plan, Inc.
Valentine Lane Family Practices
Weill Cornell Medical College-New York Presbyterian Hospital
Westchester Medical Center
White Plains Hospital Center
William F. Ryan Community Health Center
Williamsbridge Family Practice Clinic
Winthrop Pediatric Associates
Wyckoff Heights Medical Center



30 East 33rd Street ■ 6th Floor ■ New York, NY 10004
 Tel: 646-237-0103 ■ Fax: 212-725-9744
 Website: www.reachoutandreadnyc.org