



Reach Out and Read of Greater New York

ROR NYC Expansion: 30 New ROR Sites Added to the Coalition

Reach Out and Read of Greater New York has expanded to include 30 new program sites. This expansion push could not have happened without major support from the ROR National Center, The Altman Foundation and The Robin Hood Foundation. Funds were used to target underserved communities within the Bronx, Queens and Brooklyn. A number of new community health centers and foster care agencies were added as well. Together these new sites will serve over 55,000 children annually. Our Coalition now numbers 148 program sites serving 230,000 children. We are delighted to welcome these new sites to our Coalition.

Our rapidly growing Coalition now includes the following new sites:

Bedford Stuyvesant Family Health Center, Inc.; Boriken Neighborhood Health Center; Bronx Lebanon Hospital, Poe Medical Center; Bronx Lebanon Hospital, Center for Comprehensive Care; Child Health Center at Glebe Avenue; East New York D&TC; East New York D&TC, Sutter Clinic; Elmhurst Hospital Center, Corona Medical Center; Elmhurst Hospital Center, Tzu Chi Family Health Center; Elsie Owens North Brookhaven Health Center; Hassenfeld Children's Center for Cancer & Blood Disorders; The Institute for Urban Family Health Sidney Hillman Family Practice; Jewish Child Care Association; Kings County Hospital, Fifth Avenue Women's & Children's Health Center; Pediatrics 2000; Ponce de Leon Clinic; Queens Hospital Center, Springfield Gardens Medical Center; Queens Hospital Center, Ambulatory Pediatrics; Schneider Children's Hospital, Developmental Pediatrics Clinic; St. Barnabas Hospital, Bronx Park Pediatrics; St. John's Episcopal Hospital; St. Vincent's Hospital Chinatown Clinic; SUNY Downstate Medical Center; Sydenham Health Center; Uptown Pediatrics; and, White Plains Hospital. Pending site applications include: Wyckoff Heights Medical Center; Ryan/Chelsea-Clinton Community Health Center; Mount Sinai Pediatric School-based Health Center; and Soundview Health Center.

-Traci Lester, ROR NYC



Volume 13, Summer 2006

Our mission is to provide the training and resources necessary to put books in the hands and homes of every young child.

Did you know . . .

- ROR programs are located in 148 hospitals and health centers
- 230,000 children participate in ROR programs
- More than 370,000 new, developmentally appropriate books are given to families annually
- 4,900 physicians and nurses have been trained in ROR strategies of early literacy guidance
- More than 330 active volunteers read aloud to children in clinic waiting rooms

ROR NYC is Partnering with the Brooklyn Public Library

This past year the Brooklyn Public Library (BPL) launched *Brooklyn Reads to Babies*, an early literacy campaign geared especially for parents and caregivers of babies and toddlers. BPL's goal is to reach every family in Brooklyn with children from birth to age two with the message that reading to babies can make a vital difference in their language development and their readiness for school.

To get the word out, BPL has produced an attractive brochure with reading tips, early literacy milestones and a suggested booklist. This brochure is available in six languages: English, Spanish, Chinese, Russian, Arabic, and Haitian Creole. BPL has made these brochures free of charge to Brooklyn community agencies. If you are a ROR site in Brooklyn or you serve Brooklyn residents, please request the brochures online at:

<http://www.brooklynpubliclibrary.org/first5years/contact/brochure.jsp>.



80 bus shelter ads help spread the word throughout Brooklyn

BPL locations also have many programs and resources inside. Babies of any age are eligible to receive their own Library Cards, every BPL location has a large collection of board books, and every BPL location has developmentally appropriate programs for young children that often include board book distributions made possible through Reading Is Fundamental.

If you are a ROR site in Brooklyn and you have not yet made contact with BPL, please get in touch with Rachel Payne, Coordinator of Preschool Services, Brooklyn Public Library, at r.payne@brooklynpubliclibrary.org.

-Rachel Payne, BPL

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ROR NYC Program Sites:

- Bedford Stuyvesant Family Health Center, Inc.
- Bellevue Hospital Center
- Beth Israel Medical Center
- Boriken Neighborhood Health Center
- Bronx Care Third Avenue
- Bronx Lebanon Hospital
- Brookdale Family Clinic
- Brownsville Multi-Service Family Health Center
- Charles B. Wang Community Health Centers
- Community HealthCare Network
- Concord Family Services, Inc.
- Coney Island Hospital
- 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 Center-Tzu Chi Family Health Center
- Elsie Owens North Brookhaven Health Center
- The Floating Hospital, Inc.
- Gouverneur D&TC
- Harlem Hospital Center
- Hassenfeld Children's Center for Cancer & Blood Disorders
- Hudson River HealthCare
- Institute for Urban Family Health
- Interfaith Medical Center
- Jewish Childcare Association
- Kings County Hospital Center
- Lincoln Medical and Mental Health Center
- Long Island College Hospital
- Lutheran Medical Center
- Lyndon Baines Johnson Health Complex, Inc.
- Maimonides Medical Center
- Martin Luther King Jr. Community Health Center
- Metropolitan Hospital Center
- Metropolitan Hospital Center's La Clinica del Barrio
- Montefiore Medical Center-NY Children's Health Project
- Montefiore Medical Center-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 Centers
- Mount Vernon Neighborhood Health Center
- Mount Sinai Medical Center
- Mount Sinai Hospital of Queens
- New York Hospital Queens-Theresa Lang Children's Center
- New York Methodist Hospital
- New York Presbyterian Hospital (Columbia)
- New York Presbyterian Hospital (Cornell)
- North Bronx Health Network
- North Brooklyn Health Network
- North General Hospital
- North Shore University Hospital at Glen Cove
- Open Door Family Medical Center
- The Roy Rogers and Dale Evans Children's Center, Our Lady of Mercy Medical Center
- Pediatric and Parenting, P.C.
- Pediatric Mobile Health Center
- Pediatrics 2000
- Poe Medical Center
- Ponce de Leon Clinic
- Queens Hospital Center-Ambulatory Pediatrics
- Queens Hospital Center-Springfield Gardens Medical Center
- Renaissance Healthcare Network-Sydenham Health Center
- Schneider Children's Hospital
- Sound Shore Medical Center of Westchester, Children's Medical Group
- St. Barnabas Hospital
- St. John's Episcopal Hospital Pediatrics Clinic
- St. Vincent's Family Health Clinic
- St. Vincent's Hospital Chinatown
- St. Vincent's Hospital Manhattan
- St. Vincent's Hospital Staten Island
- Stony Brook University Hospital
- SUNY Downstate
- Uptown Pediatrics
- Urban Health Plan, Inc.
- Valentine Lane Family Practices
- Westchester Medical Center
- White Plains Hospital Center
- William F. Ryan Community Health Center

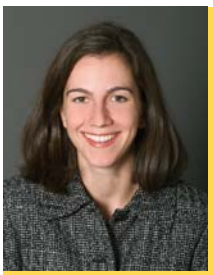
Changes at Reach Out and Read NYC

ROR NYC Welcomes New Board Members

Karine Apollon and Katinka Domotorffy



Karine is the General Manager of the Literacy Initiatives Department for Scholastic Education, a group dedicated to working with public, private and nonprofit organizations that share its mission of supporting literacy and serving the needs of children nationwide. Karine collaborates with national organizations such as Women, Infants and Children (WIC), Reading Is Fundamental (RIF), and Reach Out and Read (ROR) in an effort to build upon the school-to-home literacy connection. Karine is a graduate of the University of Miami, where she obtained a Bachelor's degree in International Finance and Marketing.



Katinka is the Managing Director and Senior Portfolio Manager of the Quantitative Strategies Group at Goldman, Sachs & Co. She has extensive volunteer experience, and has volunteered with the Goldman Sachs Community Team Works, Young Women's Leadership Club, Junior Achievement, and the University of Pennsylvania's Kite and Key Society. She received a B.S. from the University of Pennsylvania and a M.S. in Finance and Accounting from the London School of Economics.

New Roles for ROR NYC Members

Several members of Reach Out and Read are transitioning to new roles this summer. ROR NYC would like to thank Linda van Schaick, a founding member of the Board of Directors, for her years of dedication to ROR. Linda will be leaving the Board, but will stay on with ROR NYC as a member of the Advisory Board. Eileen FitzPatrick, the Chairperson of ROR NYC's Board of Directors for the last six years, will be stepping down as Chair, but will be remaining on the Board. She is being succeeded by Maria Gotsch, who has served on the Board since 2004.

ROR NYC is also pleased to welcome a number of new Provider Trainers. We have gained four new Trainers to help show new ROR NYC sites how to best implement their program. These Trainers are: Dr. Mark Bertin in Westchester; Dr. Pranav Mehta from 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. This Summer we are also saying goodbye to one of our Provider Trainers, Dr. Aviva Schein of Maimonides Medical Center.

Legislative News



Traci Lester meets Governor George Pataki

On January 12, 2006 Governor George Pataki hosted the New York State Martin Luther King, Jr. Literacy Initiative and Book Drive reception at the Schomburg Center for Research in Black Culture in Harlem. In support of the NYS 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 asked for new or gently used books for children ages six months through 13 years. This year's Literacy Initiative resulted in more than 15,000 books for ROR NYC.

New Funding Partners

ROR NYC is pleased to announce its revamped and expanded Volunteer Website, thanks to a \$10,000 Reading is Fundamental/Coca-Cola Ingenuity Grant. The site is active as of June 15, 2006 and can be found at www.reachoutandreadnyc.org/volunteering.htm. The Volunteer Website is designed to be a useful tool for ROR NYC sites looking to find volunteers and for people looking to volunteer at a ROR NYC program. We welcome any comments or feedback on the website. Please contact ROR NYC Project Coordinator Lucia Smith at lsmith@reachoutandreadnyc.org.

ROR NYC would also like to welcome the following new funding partners: The Durst Family Foundation, The Pumpkin Foundation, The Laura B. Vogler Foundation, MetroPlus Health Plan Inc., and The North Fork Foundation.

Legislative News (Cont.)

Both the Martin Luther King, Jr. Community Health Center and Elmhurst Hospital Center enjoyed visits from their local legislative officials, and Clifford the Big Red Dog, this past year. On November 10, 2005 Elie Mystal, Suffolk County Legislator for the 15th District, helped celebrate a \$9,000 gift from UnitedHealthCare to Reach Out and Read of Greater New York at the MLK, Jr. Community Health Center in Wyandanch.

On March 3, 2006 Elmhurst Hospital Center hosted its first Scholastic Book Fair with great success thanks in part to the presence of Queens Borough President Helen Marshall. Ms. Marshall spoke to families attending the book fair, which raised more than \$3,400 for Elmhurst's Reach Out and Read sites.



(R-L) Suffolk County Legislator Elie Mystal is joined by three-year-old Justin Gonzalez at the Martin Luther King, Jr. Community Health Center. Also joining him are Traci Lester, Clifford the Big Red Dog, Tamika Maxwell, DO at the Health Center, Richard Ashby of the Wyandanch Public Library, and Peter Wong, Administrator at the Health Center.



Queens Borough President Helen Marshall speaks to families at Elmhurst Hospital Center's Scholastic Book Fair. She is joined by Lorenita Lucas, Elmhurst's ROR Coordinator, and Clifford the Big Red Dog.

ROR NYC FY '06 Supporters and Partners

- The Albert Family
- The Altman Foundation
- All About Books
- Amagansett Wine & Spirits
- American Baby Magazine
- American Legacy Magazine
- American Museum of Natural History
- AmeriChoice/United Healthcare
- Karine Apollon
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- Carol M. Baker
- Heather Bandur
- Dee and Stanley Bandur
- Carol Barker
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- The Hildegard Becher Foundation Inc.
- Bedford Stuyvesant Family Health Center
- Talah T. Bellin
- The Berkman Family
- Ellen J. Berlin
- Beth and Sam Bernstein
- Birmingham Republican Women's Club
- Henrietta Bittman
- BMG Direct
- The Borcharding Family
- Christina Bowen
- Terry Bowen
- Brooklyn Brewery
- Brooklyn Cyclones
- Ruth Browne
- Brownsville Multi-Service Family Health Center
- William Bryson-Brockmann, MD
- Henry Buck
- The Bunder Family
- Beth Brownstein and Matt Buten
- Cadbury Adams
- Liza B. Campoamor
- Anne Marie and Paul Carberry
- Audrey Carver
- Marie B. Casalino, MD
- Veronica Casanova
- Charles B. Wang Community Health Center
- The Chester Family
- Clarins
- Laura Winn Clark
- Sarah Hill and Steve Cohen
- COACH
- Stephanie Cohen
- Kathleen Collins
- Annie Conway
- Cookie Magazine/Conde Nast Publications
- Eva Cooper
- The Cooper Family
- Cumberland Diagnostic and Treatment Center
- Mark Dalton
- Lawrence L. D'Amato
- Jane and Walt Daniels
- The Darrin Family
- Cynthia DeLeon
- Katinka Domotoffy
- Michael J. Dowling
- Mary Ellyn Duane, PhD
- Maurice DuBois and CBS2 News
- The Durst Family Foundation
- Equinox Fitness Club
- David Feldman
- The Felton Family
- Arthur and Shelly Fierman
- Anne and Christopher FitzPatrick
- Colin FitzPatrick
- Mary FitzPatrick
- Verna and Richard FitzPatrick
- Eileen and Vincent FitzPatrick
- Susan and Steven Flaxman
- Thomas and Alice Fleming
- Georgia Flowers
- Christina Forstmann
- Foxwoods Resort & Casino
- Raj Gandesha
- Global Works, Inc.
- Sarah Goorno
- Bob Gore Productions
- Maria Gotsch
- Jana L. French and Peter M. Gotsch
- Grandstand Sports & Memorabilia Inc.
- Ruth Grant
- Mary E. Gribbin, RN, MBA
- The Grogan Family
- Debbie Guidorzi
- The Gully Low Jazz Band
- The Stella and Charles Guttman Foundation

- Assemblyman Joseph Lentol gave \$3,000 to ROR NYC to purchase books for the North Brooklyn Health Network
- Council Member Michael McMahon of Staten Island gave \$5,000 to ROR NYC for books
- State Senator Suzi Openheimer designated an \$8,000 Legislative Initiative Grant to purchase books for Sound Shore Medical Center, Open Door Family Medical Group, and White Plains Hospital
- Speaker of the New York City Council Christine Quinn gave \$3,500 to ROR NYC for books

Reach Out and Read Annual Benefit and Auction

May 4, 2006

- Rachel Schwartz and Peter Hamlen
- The Harwood Family
- Averie K. Hason
- Maureen Hayes
- Anita and Lemuel Hegwood
- Glendora Henry
- Mary S. Hermann
- Jimena Martinez and Michael Hirschhorn
- Hollywould
- Ana Holwell
- Nancy and Richard Holwell
- Kathleen A. Hopkins
- Leigh and Ivan Hrazdira
- Hudson River HealthCare
- Ruth Hunt
- M. Elaine Johnston
- Ingrid L. Ott, MD and Doug Jones
- Jay Katsir
- Ruth Kavesh
- Patricia and Dennis Keane
- Patricia Keenan
- Ellen and Richard Kelson
- The Ann Marie Kempczinski Foundation
- The Kier Family
- Killington Summer & Winter Resort
- Diana Cohen Killip
- Shelly King
- Kings County Hospital
- Perri Klass, MD
- Justine Koch
- Andrea Fertig, MD and Richard Korenthal
- Betsy and Douglas Korn
- Steven and Alissa Korn
- Barbara and Herbert Krata
- Jill Krata and Lewis Krata, MD
- Francine Kreuter
- Krispy Kreme Doughnuts
- Elizabeth Kuck
- Gayle Rodda Kurtz
- Lawrence Ladin
- Spencer Lampert
- John Larsen, MD
- Faith and Maurice Lefkort
- Assemblyman Joseph Lentol
- Mr. and Mrs. Conrad Lester
- Traci Lester
- David Leventhal
- Judith F. Levine
- Judith A. Levine
- Mimi Levin-Lieber
- Patricia and Robert Levinson
- Margaret Levitt, MD and Michael Touger
- Kate Liebman
- Mary Jane Liebman
- Matthew Lindenberg
- Evelyn Lipper, MD
- LIT Life
- Literacy Assistance Center
- Literacy, Inc.
- The Lucius N. Littauer Foundation
- Susan Lob
- Katherine S. Lobach, MD
- Longchamp USA
- Gary J. Louis
- Lutheran Medical Center
- Mike and Trish Magee
- Major League Soccer
- Manolo Blahnik
- Bonnie and Arthur Markowitz
- Sabrina Martin, MD
- Robert Martin
- Meghan McCurdy
- Heather McDevitt
- Thomas McGanney, Esq. and Millie Kalik
- Council Member Michael McMahon
- John McPhee
- Pranav Mehta, MD, FAAP
- Alan Mendelsohn, MD
- Elina Mer and Mer Studios
- MetroPlus Health Plan, Inc.
- MetroStars
- Mootze Michel-Roche
- Michelle Michitsch, MS, CPNP
- Stephen S. Mills
- Chedly Milord
- Miltan Management LLC
- Leora Mogilner, MD and Richard Linhart
- Montefiore Medical Center
- Leslie Morioka
- Susan and Sam Moskowitz
- Mount Vernon Neighborhood Health Center
- Dave Mowers
- Myrtle Neufville
- N.Y.C. Health and Hospitals Corporation
- New York Hospital Queens
- New York Knicks
- Maureen Newman
- Allison Nied, MD and Stewart Whitman
- Lila Noble
- North Bronx Healthcare Network
- North Fork Foundation
- North General Hospital
- North Shore University Hospital
- Jane and Ralph A. O'Connell



Jack E. Pace, III, White & Case, bids on sports memorabilia from the silent auction lots

All photographs courtesy of Bob Gore

On May 4th, ROR NYC held its second Annual Benefit at 26 • Helen Mills Theater, in North Chelsea. Over 180 people celebrated the Coalition's accomplishments while listening to the Gully Low Jazz Band. During the evening, ROR NYC honored The Stella and Charles Guttman Foundation with the Literacy Champion Award and recognized the hard work of one of its long-time volunteers—Marina Ortega—who was presented with the Volunteer of the Year Award. Dr. Perri Klass, Medical Director and President of ROR National was also honored with a Legacy Award and Sharon Robinson was a Special Guest. Maurice DuBois, CBS 2 Anchor, was Master of Ceremonies of the event, which raised \$80,000 to support the Coalition's activities.



Sara Rosen and Lila Noble from The Stella and Charles Guttman Foundation enjoy the evening with Traci Lester



Special Guest Sharon Robinson with Andrea DuBois, Rachel Robinson, Master of Ceremonies Maurice Dubois, CBS2, and Ruth Hunt, Woodhull Medical Center



Dr. Perri Klass, ROR National Center, Recipient of the 2006 Legacy Award



Karine Apollon and Dorothy Weintraub of Scholastic, Inc. hear about Mystery Bags from Benefit Committee Member Chris Bowen



The Gully Low Jazz Band



Hand painted rocking chair and collection of signed books



Staff of the Mount Vernon Neighborhood Health Center surround Marina Ortega, winner of the 2006 Volunteer of the Year Award



Pat Tully, Grandstand Sports, tempts Victoria Oswald, White & Case, into her winning live auction bid on a case of wine



Verna FitzPatrick, Rick Holwell, Richard FitzPatrick, and Eileen FitzPatrick, ROR NYC Board Chair, take a break from bidding on silent auction lots



Dr. William Bryson-Brockmann from Winthrop Pediatrics and his wife Lisa enjoy a chat with Gary Tannenbaum, Treasurer of the ROR NYC Board

ROR NYC FY '06 Supporters and Partners

- Redmond J. O'Hanlon
- Old Navy
- Dorothy and Richard O'Neill
- Senator Suzi Oppenheimer
- The Orchard Foundation
- Barbara Orfini
- Victoria L. Oswald
- Stephen and Patricia Oxman
- Colleen Tully-Pace and Jack E. Pace III
- Maryanne and Jack Pace
- Diane Pardee
- PBridals and Patrick E. Martinez
- Kathleen and Richard Perkal
- Harry Phillips, III
- Susan Pines
- Lisa Pollard
- Kathleen Porder, MD
- Progressive Asset Management
- The Pumpkin Foundation
- Tony Pupello
- Speaker of the City Council Christine Quinn
- Carmen Ramos-Bonoan, MD, FAAP
- Random House Publishers
- Reach Out and Read National Center
- Reading Is Fundamental, Inc.
- Reading is Fundamental/Coca-Cola Ingenuity Grant
- Linda Ricci
- Leonard & Louise Riggio
- The Robin Hood Foundation
- Rachel Robinson
- Sharon Robinson and the Jackie Robinson Foundation
- Maureen Rohr
- Sara J. Rosen
- Ross Products/Abbot Laboratories
- The Rothenberg Family
- The Helena Rubinstein Foundation
- RYKO Distribution
- Saint Vincent's Catholic Medical Centers
- Barbara Salinger
- Ann Sand
- Ellen and Israel Schechter
- Idoline Scheerer
- Aviva Schein, MD
- Susan and Richard Schnall
- Schneider Children's Hospital
- Scholastic Inc.
- Leslie and Tom Schorr
- Kitty Schwartz
- Michael Sears and Barbara Siegel
- Shea Settimi, LMT
- Shiseido Cosmetics (America) Ltd.
- Fatima Shama
- Iman Sharif, MD
- Kathleen Shea, CPNP
- Idoline Sheerer
- Simon and Schuster Children's Publishing
- Betty and Malcolm Smith
- Jane and Carl Smith
- Carol Snyder
- Michele Sola
- Sound Shore Medical Center
- John R. Spicer
- St. Barnabas Hospital
- Starbucks Coffee Company
- The Sterman Family
- Sterling Affair Caterers
- Sterling Lord Literistic, Inc.
- Studio Gear Cosmetics, Inc.
- The Style Bar Day Spa, Sag Harbor
- Almira Tannenbaum
- Helen Mills and Gary Tannenbaum
- Anthony Tassi
- Bethene Trexel and Jonathan Tenney
- Terri and Gui Tepedino
- Barbara and Bill Tierney
- Tilcon, Inc.
- Rebecca Tillet
- TOCCA
- TOD'S
- Craig Tozzo
- Patrick Tully
- Glenn Tunstull
- United Way of New York City
- UP-Country International Products
- Urban Fitness Personal Training
- Linda van Schaick, M.S., Ed.
- Yvonne and Bill Viera
- The Laura B. Vogler Foundation
- Harry Wagner
- Kerry Walsh
- Nancy Carmichael and Michael Washburn
- Judith Maureen Watson, RN
- Elissa Weiss and Everybody Can Sing
- The Weinstein Family
- Vera and Myles Weintraub
- White and Case, LLP
- Caroline and Guthrie Widman
- William F. Ryan Community Health Center
- Maria Williams
- Winthrop University Hospital
- Hollis Witherspoon
- The Wolfram Family
- Nancy and Richard Wright
- Tony Yoseloff
- Mary and David J. Zaumeyer

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Yes! I want to put books into the hands and homes of every young child.

Enclosed is my tax-deductible gift of:

\$1,000 \$500 \$250 \$150 \$100 \$50 Other \$ _____

Yes, my company has a matching gift program

Please make your contribution by check payable to Reach Out and Read of Greater New York. Please include your address below.

Name

Address

City

State

Zip

Save the Dates!

10.18.2006 ROR NYC Half-Day Literacy Conference

**5.04.2007-
5.05.2007** ROR National Conference, Toronto

5.16.2007 ROR NYC Annual Benefit

6.14.2007 ROR NYC Annual Meeting



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