

Reach Out and Read of Greater New York

\$100,000 Allocated to Reach Out and Read in New York State Budget

On April 1st, the New York State budget for fiscal year 2007/2008 was approved with a \$100,000 line item for Reach Out and Read of Greater New York. This year's line item provides funding for ROR programs throughout the entire State. In partnership with ROR of Upstate NY, ROR GNY will now be able to reach many more children living in underserved communities. Funding will be distributed by the Department of Health.

Under the current budget proposal, most of the funds will be used for books for existing program sites, with the remaining amount being spent on expansion and operating expenses. Upstate NY's current plans are to expand to Jamestown, Niagara Falls, and Binghamton. Within the Greater New York area, expansion will occur in Queens, North Brooklyn, Upper Manhattan, and areas north of Westchester County. Our current goal is to recruit and train 15 new sites, serving a total of 15,000 more children. For existing ROR program sites within the New York City Metropolitan area, these new dollars will also mean additional sustainability funds; for new ROR program sites in targeted communities, the new State commitment will ensure additional start-up funding.

While this is just a start, ROR GNY looks forward to new partnerships with the Governor and the State Legislature. Our thanks go to Governor Eliot Spitzer, Senate Majority Leader Joseph Bruno, Assembly Speaker Sheldon Silver, Assembly Health Chair Richard Gottfried, Senator Suzi Oppenheimer, Senator Kemp Hannon and the other State legislators who heard us as they worked to place ROR in the FY '08 Budget.



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Our 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

Did you know...

- ROR Programs are located in 155 hospitals and health centers
- 230,000 children participate in ROR programs
- More than 370,000 new, developmentally appropriate books are given to families annually
- 5,100 physicians and nurses have been trained in ROR strategies of early literacy guidance
- Hundreds of active volunteers read aloud to children in clinic waiting rooms

Contents

State Funding	1
Legislative News	2
New Funding Partners	3
Advisory Board News	3
Annual Benefit	4,5

New Intergenerational Partnership Formed with Foster Grandparent Program

Through a new partnership with the Foster Grandparent Program ROR GNY is launching a new intergenerational volunteer initiative, designed to recruit and retain high-quality volunteers for our programs. The Foster Grandparent Program offers seniors age 60 and older a paid non-taxable stipend to serve as mentors, tutors and caregivers for children and youth with special needs. Foster Grandparents serve 20 hours per week in community-based organizations, tutoring students to improve reading skills and offering emotional support to children and families. In this new partnership, ROR GNY will work with the Foster Grandparent Program to place Foster Grandparent volunteers in hospitals and health care centers in the five boroughs.



With a recent allocation from the Bronx Borough President's Office, ROR GNY has begun to place volunteers at Bronx-based health centers. Some of the hospitals benefiting from this are Bronx-Lebanon Hospital Center, Jacobi Medical Center, North Central Bronx Hospital, and St. Barnabas Health Center-Grand Concourse. Funds from the Bronx Borough President were also used to purchase new books for volunteers to read in waiting rooms. This partnership will encourage interaction and learning between the generations, as well as place much-needed volunteers in the waiting rooms of program sites. Future plans include starting a similar partnership in Westchester and Long Island. To learn more about the Foster Grandparent Program go to: <http://www.GNY.gov/html/dfta/html/volunteering/foster.shtml>.



ROR GNY 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 Center
Brookdale Family Clinic
Brownsville Multi-Service Family Health Center
Charles B. Wang Community Health Centers
Community HealthCare Network
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 Child Care Association
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
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 Centers
Mount Sinai Medical Center
Mount Sinai Medical Center- Adolescent Teen Parenting Program
Mount Sinai Hospital of Queens
Mount Sinai School-based Health Center
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 Centers
The Roy Rogers and Dale Evans Children's Center, Our Lady of Mercy Medical Center
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
Richmond University Medical Center
Ryan/Chelsea-Clinton Community Health Center
Schneider Children's Hospital
Sound Shore Medical Center of Westchester, Children's Medical Group
Soundview Health Center
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
Stony Brook University Hospital
SUNY Downstate Medical Center
Uptown Pediatrics
Urban Health Plan, Inc.
Valentine Lane Family Practices
Westchester Medical Center
White Plains Hospital Center
William F. Ryan Community Health Center
Winthrop Pediatric Associates
Wyckoff Heights Medical Center

Legislative News

Congressman Steve Israel and Assembly Health Chair Richard Gottfried Visit ROR



Congressman Steve Israel visits Martin Luther King Jr. Community Health Center
(Photo courtesy of Good Samaritan Hospital Medical Center)

and Read staff in Washington, DC earlier this year. Of the program Congressman Israel said, "A love of reading often inspires a love of learning. It's crucial that we instill this in children early on and that's why I'm glad to work with Reach Out and Read and the Martin Luther King Jr. Community Health Center to make sure that intellectual development and physical development go hand-in-hand." Martin Luther King Jr. Community Health Center is one of three programs within the 2nd Congressional District, providing books to nearly 3,000 children annually.



Assembly Member Richard Gottfried reads to children at La Clinica del Barrio
(Photo courtesy of Damien Kim)

And visits to the pediatrician can be a great opportunity for getting books to families. Reach Out and Read is especially important for low-income families," said Assembly Member Gottfried. Joining the Assembly Member for the announcement were medical providers and families from La Clinica del Barrio.

Reach Out and Read of Greater New York thanks both Congressman Israel and Assembly Member Gottfried for their continued support of programs in the New York Metropolitan Area and throughout the State.



(Photo courtesy of Damien Kim)

Reach Out and Read of Greater New York enjoyed two legislative visits from from Congressman Steve Israel and NY State Assembly Health Chair Richard Gottfried. While visiting the Martin Luther King Jr. Community Health Center in Wyandanch on April 23rd Congressman Israel read aloud from his own favorite children's book, *House Mouse*.

The Congressman has been a longtime supporter of Reach Out and Read and met with Reach



(Photo courtesy of Good Samaritan Hospital Medical Center)

On May 11th, Assembly Health Chair Richard Gottfried visited Metropolitan Hospital's La Clinica del Barrio to celebrate the program and announce State Funding for Reach Out and Read. Like Congressman Israel, Assembly Member Gottfried has been a tireless advocate of Reach Out and Read, both on the local and state level. "Reach Out and Read is a unique literacy program that recognizes how the pediatric community can help parents appreciate the importance of reading aloud to children.

Bronx Borough President Declares "ROR GNY Day"

Reach Out and Read's work in the Bronx was honored this May, when Bronx Borough President Adolfo Carrión, Jr. declared May 16, 2007 to be Reach Out and Read of Greater New York Day. Bronx Borough President Carrión issued a Proclamation saying that ROR GNY programs "promote and empower our youth to obtain a higher education, while working with families to build stronger communities and become more effective partners in their children's education." The Proclamation cited ROR programs' success at linking families and medical providers toward a common goal of early literacy skills, and especially noted the work of Miguel Fuentes, Jr., President & CEO of Bronx-Lebanon Hospital Center, who was honored at this year's Annual Benefit. Reach Out and Read of Greater New York thanks Bronx Borough President Carrión for this honor and for his support.

New Funding Partners

ROR GNY Welcomes New Funding Partners

Books that Build teamed with ROR GNY to throw a fantastic party at Crema Restaurant in Manhattan on February 26th. Books that Build is an organization that supports and raises money for children's literacy. ROR GNY received over \$5,000 from the event. Thanks to Books that Build founders Delphine Fares and Rebecca Brian for selecting Reach Out and Read.

During the year, we also welcomed the following new supporters: Brooke Jackman Foundation, Educational Foundation of America, Picower Foundation, Starr Foundation, Staten Island Bank and Trust Foundation, Richmond County Savings Foundation, Louis R. Cappelli Foundation, Taproot Foundation, United Way of New York City, Verizon Foundation, and Zog Sports.



Delphine Fares and Rebecca Brian

90,000 Books Donated to ROR GNY



Queens Hospital Center picks up books

December 31, 2006 Scholastic Book Clubs donated 100 books to underprivileged children nationwide. Thanks to Per Scholas, a Bronx-based program that brings computers to low-income children and families, and trains residents to become computer technicians, for donating storage space and book distribution assistance.

Through a generous donation of 40,000 books from Barnes & Noble Booksellers and an additional 50,000 from Scholastic Book Clubs, ROR GNY was able to distribute 90,000 new books to program sites during the months of January and April. The Scholastic book donation was part of Scholastic Book Clubs' ClassroomsCare initiative, which teaches children about the joys and importance of reading and giving. For each class that read 100 books by



Cherry Ching and Grace Cheung

Advisory Board News

Thirteen Member Advisory Board Formed

On May 22, 2007, ROR GNY held its first Advisory Board meeting. The Advisory Board was formed to make recommendations, create linkages, and provide key information and resources for ROR GNY and its Board of Directors. The Advisory Board is comprised of 13 members from a cross section of literacy, health care, and family support services organizations. Its current members are: Elyse Barbell-Rudolph, Literacy Assistance Center; Lisa Bernstein, The What To Expect Foundation; Norma Gindes, The United Hospital Fund; Susan Huppe, Reach Out and Read of Upstate NY; Perri Klass, MD, NYU School of Journalism, Bellevue Hospital Center and ROR National Center; Danielle Laraque, MD, Mount Sinai School of Medicine; Katherine Lobach, MD, Albert Einstein College of Medicine, Montefiore Medical Center; Alan Mendelsohn, MD, Bellevue Hospital Center; State Senator Suzi Oppenheimer, NY State Legislature; Rachel Payne, The Brooklyn Public Library; Carmen Ramos-Bonoan, MD, FAAP; Linda van Schaick, Bellevue Hospital Center; and, Anthony Tassi, Office of the Mayor. Carmen Ramos-Bonoan is serving as Board Chair and ROR GNY Board Member Leora Mogilner is serving as the Board Liaison. At its first meeting the Advisory Board discussed enhancing ROR GNY's services to further help families and working to gain local publicity for ROR GNY and its programs. The Advisory Board will meet annually.

FY '07 Funders

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In-Kind Contributors

Barnes & Noble Booksellers
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The Taproot Foundation
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FY '07 Benefit Supporters (\$500+)

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Jack E. Pace III
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Louise and Leonard Riggio
Ann Sand
Sound Shore Medical Center
Gary Tannenbaum
George and Deborah Thompson, Tilcon Inc.

FY '07 Benefit Partners

All About Books
American Museum of Natural History
Big Apple Circus
Bradford Renaissance Portraits
The Brooklyn Brewery
Brooklyn Children's Museum
Brooklyn Cyclones Baseball Club
Gary Carrion-Murayari
Chocolat Michel Cluizel
Laura Clark
Crunch Fitness
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Reada Edelstein & Elise Newman, Event Management
Eileen FitzPatrick
Foster Grandparent Agency
Bob Gore
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The Jewish Museum
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Gary Tannenbaum & Helen Mills
Thalassa Restaurant
Jaqueline West
The Whitney Museum
Viva Voce Designs
Anthony and Nanar Yoseloff

Reach Out and Read Annual Benefit and Auction May 16, 2007



Chedly Milord and Gary Louis

On May 16th, ROR GNY held its eighth annual benefit at Thalassa Restaurant in Tribeca. Over 130 guests listened to the smooth jazz of the Larry Ham Quartet while sampling Thalassa's Greek cuisine and bidding on silent auction items ranging from trapeze lessons to chocolate tastings. Louise and Leonard Riggio served as Honorary Event Chairs, while this year's Event Co-Chairs were Francie Alexander, Chief Academic Officer at Scholastic Inc. and Senior Vice President at Scholastic Education, and Vincent FitzPatrick, Partner at White and Case LLP. Miguel Fuentes, Jr., the President and CEO of Bronx-Lebanon Hospital Center, was honored with



Francie Alexander makes a bid

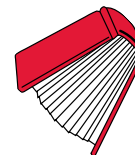
the 2007 Literacy Champion Award and this year's Volunteer of the Year was Carol Snyder, a dedicated reader at St. Vincent's Hospital Manhattan. We would like to especially acknowledge our major sponsors, Louise and Leonard Riggio and Barnes & Noble Booksellers, for their support of this year's event. Many thanks to them and all our sponsors and attendees, who helped us raise over \$125,000—our most successful benefit yet!



Staff and friends of Bronx-Lebanon Hospital Center celebrate the evening with State Senator Suzi Oppenheimer (3rd from left) and Francie Alexander (3rd from right)



Sonia Lugo, Stacey Sorin and Todd Palker



Cynthia McIver and Dr. Natalie Langston-Davis



Lauren Fuller, Rebecca Russell-Fennell, Traci Lester, William Gordon and David Williams



Jacqueline Narine, Lucy Lloyd, Priscilla Douglas, and Ceneida Lopez



ROR volunteer awardee Carol Snyder (center), with Kathy Collins, Dr. Lewis Krata, Dr. Perri Klass and friends of St. Vincent's Hospital



Benefit Guests reviewing silent auction items



Estella Natal and Alex Santiago



Dr. Perri Klass and Larry Wolff

All photographs courtesy of Bob Gore



Rebecca Sashanmi, Lauren Fuller and Luciana Halliday



Maria Gotsch, Dr. Katie Lobach, Dr. Marie Casalino and friends



Traci Lester with Bronx-Lebanon's Errol Schmeer and Scholastic's Francie Alexander

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ROR GNY Says Goodbye to Board Member Kate Liebman



After more than four years of service, Kate Liebman transitioned off the ROR GNY Board of Directors this year. Kate, formerly of the Altman Foundation, is now the Executive Director of the Marks Family Foundation and the Philanthropic Advisor to the Carl Marks Foundation. Kate's advocacy and efforts on behalf of ROR GNY, as well as her philanthropic expertise, will be missed. We would like to thank her for all her support of ROR GNY and wish her well as she continues to work to advance the interests of children and families.

Save the Dates!

October 24, 2007: ROR GNY Half-Day Literacy Conference

June 19, 2008: ROR GNY Annual Meeting

A new way to donate to Reach Out and Read of Greater New York! Purchase books through the Barnes & Noble Booksellers link on our website (www.reachoutandreadnyc.org) and a portion of sales will go directly to ROR GNY!



**Reach
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Read®**



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