



Reach Out and Read of Greater New York



ROR GNY Meets Fundraising Goal and Thanks Founding Program Sites at 10th Anniversary Celebration

The ROR GNY 10th Anniversary Celebration, a benefit dinner and auction held on April 20th, proved a huge success, meeting our fundraising goal of \$195,000. Despite the stormy weather, over 250 guests filled the Tribeca Rooftop in Manhattan. Among them were honorees Justin Tuck, defensive end for the NY Giants, his wife, Luran Tuck, and children's book author Emma Walton Hamilton. Hoda Kotb, the Mistress of Ceremonies, took a "Happy Snap" of guests, which she shared the next morning on the 4th hour of the Today Show, a program she hosts with Kathie Lee Gifford. ROR GNY also held a successful online auction through CharityBuzz.com. Read more and see photos from the benefit on pages 4-5.

The success of ROR GNY comes from the hard work and commitment of Program Coordinators and Medical Directors at our Program Sites. We especially acknowledge the pioneer Program Sites that have been with the organization since we first incorporated 10 years ago, and helped form the foundation for today's Coalition: Bellevue Hospital Center, Bronx-Lebanon Hospital Center, BOGW Health Center, Brownsville Community Development Corporation, Dolan Family Health Center, Cumberland D&TC, Gouverneur D&TC, Lutheran Medical Center, Maimonides Medical Center, Metropolitan Hospital, Montefiore Medical Centers, Schneider Children's Hospital, Mount Sinai Medical Center, Richmond University Medical Center, Sound Shore Children's Medical Center of Westchester-Children's Medical Group, St. Vincent's Services Clinic, St. Vincent's Hospital Manhattan, The Institute for Urban Health-Philips Family Practice, Westchester Medical Center, Weill Cornell Medical College-New York Presbyterian Hospital, William F. Ryan Community Health Center, and Woodhull Medical Center.

Volume 19, Summer 2009

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.

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Training and Fundraising Tips at the Annual Meeting

On Thursday, June 18, 2009, ROR GNY held its Annual Meeting at Scholastic Inc. and featured keynote speaker Dr. Perri Klass, National Medical Director of Reach Out and Read.

Dr. Klass conducted a refresher training on the ROR model to help Sites effectively run their ROR programs. She was followed by Tolya Thompson, RPA-C and children's book author, who addressed the role of literature in introducing information about wellness and healthy development to children. Copies of her book, "Busy Body Bonita," were distributed to the first 50 guests to attend.

The conference concluded with a panel discussion on how Program Sites can engage in creative but simple fundraising activities to benefit their ROR programs. Ali Hill of the Grace Church School in Brooklyn gave ideas for collecting books through school book fairs. Donna Rauch of Barnes and Nobles Booksellers discussed opportunities for fundraising through local bookstores. And Dr. Vidhu Thaker presented on the creative approaches Haverstraw Pediatrics took to raise start-up funds to join the Coalition as a ROR Program Site. Read more about Haverstraw's fundraising success on page 3.



Tolya Thompson

Did you know...

- ROR GNY programs are located in 176 hospitals and health centers
- Over 277,000 children participate in ROR GNY programs
- Over 454,000 new developmentally-appropriate books are given to families annually
- Over 5,400 physicians and nurses have been trained in ROR strategies of early literacy guidance
- Hundreds of active volunteers read aloud to children in clinic waiting areas

ROR GNY Program Sites

Beacon Christian Community Health Center
Bedford Stuyvesant Family Health Center, Inc.
Bellevue Hospital Center
Beth Israel Medical Center
BOGW Healthcare 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
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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, Children's Medical Group
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St. John's Episcopal Hospital, Pediatrics Clinic
St. Vincent's Catholic Medical Center-Chinatown
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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

Partnerships and Collaborations

The Estée Lauder Companies Holds Nationwide Book Drive for ROR

The Estée Lauder Companies (ELC) held a book drive on behalf of Reach Out and Read for the 2nd year. Last year, the Company collected hundreds of books for sites in the Greater NY area. The 2009 internal book drive ran from Mother's Day to Father's Day, with ELC Employees donating books through a Virtual Book Drive to benefit ROR sites nationwide. This support from ELC employees worldwide will further ROR's mission to help children prepare for school success and provide books for kids in need.

Books that Build Collects Books for ROR Sites



ROR GNY has recently renewed its relationship with Books that Build (BtB). This organization is the creative offspring of Rebecca Brian and Delphine Fares, who recognize literacy as an integral part of every child's development. Rebecca states, "We're excited to partner with ROR again as the main recipient of our Book Rescue Program, taking entire libraries of outgrown kids books and repurposing them for children who really need them, complete with a handwritten note from the donating child to the recipient."

Reach Out and Read Week

Announcing Reach Out and Read of Greater New York Early Literacy Awareness Week August 9-15!

The whole Greater New York region will be sizzling with early literacy this summer! We're planning to reach as many parents and children as possible to encourage reading aloud during ROR GNY Early Literacy Awareness Week. Activities will include: radio and television PSAs, tables at street fairs and community events, materials distributed at public libraries, book drives, celebrity and community leader appearances. Program Site coordinators will receive "ROR GNY Early Literacy Awareness Week-In-a-Box" fundraising materials, including solicitation and sponsorship letter templates. Corporate sponsorships and partnership agreements are also available. Look for updates in emails, on our website, and on our Facebook Fan Page. For more information about how you can participate, call Nancy Hanks at 212-803-3314

Legislative Update

NYC Councilmember Peter Vallone, Jr. Visits Mt. Sinai Hospital of Queens

New York City Councilmember Peter Vallone, Jr. (22nd NY City Council District) visited Mount Sinai Hospital of Queens to read to families and children at the Family Health Associates pediatric clinic. As part of his visit, Councilmember Vallone, Jr. had the chance to tour the clinic and see firsthand how Reach Out and Read brings books and a love of reading to children. Councilmember Vallone stated that "one of the greatest joys of being a father came from reading to my daughters. I am very pleased with Reach Out and Read's efforts to promote literacy and allow parents to participate in their child's development."

New York State Renews Funding for ROR GNY

ROR GNY is pleased to report that New York State has included a line item for ROR in its budget for Fiscal Year 2010. This allocation includes both the Greater NY and Upstate NY ROR Coalitions, and will be used to support existing programs and operating expenses. On behalf of all the children who are growing up with books and a love of reading, we want to thank Governor David Paterson, Assembly Speaker Sheldon Silver, Assemblyman Richard Gottfried, Senator Suzi Oppenheimer, Senator Tom Duane and other State legislators for their continued support. We would also like to send special thanks to those parents and Program Site staff members who filled out postcards for our legislative campaign.

ROR GNY Teams up with the AAP for Advocacy Day

On February 23, 2010, members of ROR GNY and the American Academy of Pediatrics (AAP) will go to Albany with a message for State legislators: Doctors Support Reach Out and Read! To gear up for Advocacy Day, parents at Program Sites will fill out postcards letting legislators know how valuable ROR has been to their children. All ROR medical providers, coordinators, and volunteers are welcome to participate in the Albany visit.

Grassroots Fundraising

ROR GNY coordinators are always looking for opportunities to build their book budgets and enhance the literacy-rich environment of their clinics. Below are highlights from two creative fundraisers.

A Student Helps Raise Start-Up Funds in Haverstraw

When Dr. Paul Bloom founded Haverstraw Pediatrics, he chose to put books in the waiting rooms, rather than toys or television. The children enjoyed the books so much that they would routinely disappear from the waiting room shelves, and Dr. Bloom would buy more or get donations to replace them. Amanda Van Ryn, a 15 year-old highschool student, knew all about this, having been a patient at Haverstraw since she was a baby. Working with Dr. Vidhu Thaker, Amanda launched a fundraising campaign to come up with the books and funds needed to sustain Haverstraw Pediatrics as a new Reach Out and Read Site.

Amanda and her mother, a school teacher, contacted the local school system, which sent out a press release in an effort to raise funds. At the same time, her father raised awareness at his company to collect new and gently used books. The practice's office manager, Lisa Rivera, also donated hundreds of books from her friends and family. By reaching out to a network of friends in the community, Haverstraw Pediatrics secured enough books for official recognition as a ROR Site in February 2009. Since then, the clinic has gone on to secure additional funds from Hudson Health Plan and books from Dows Lane Elementary School in Irvington, NY.

Submitted by Vidhu Thaker, M.D., Medical Consultant, Haverstraw Pediatrics, Haverstraw, NY.

On-Line Contest Wins \$10,000 for Literacy in Chinatown

The Literacy Team at the Charles B. Wang Community Health Center, Inc. (CBWCHC), located in Manhattan, has wonderful news to share with the Reach Out and Read community: they are the winners of a \$10,000 grant from the Power in Numbers Contest sponsored by Mountain Dew and Dosomething.org! This national contest supports youth-driven community service projects. More than 100 teams were in the race to win the grant, and the Literacy Team was one of the top five winners to be honored with this award.

The Literacy Team's project is called "Chinatown: Read to the Top!" and it advocates improving early childhood education through the literacy program. A panel of five young community leaders served as judges to select the top ten finalists to campaign for the grant. It was with great shock, excitement, and pride that the team received news that the judges had chosen them as finalists.

In order to win the grant, the Charles B. Wang Literacy Team gathered votes in support of their cause. During the two weeks when voting was open, team members worked hard to spread the message about their project. They contacted numerous organizations, passed out fliers, and urged family, friends, and the community to understand and support their mission. Team members baked cookies, campaigned on the steps of Columbia University and even went to the Asian American Student Conference and a health fair held at the Chinatown YMCA to spread the word. "We received such positive feedback from friends and strangers alike during our campaign," said team captain Michael Pan. "Knowing that people wanted to help our project succeed was extremely motivating."

The Literacy Team hopes to use the \$10,000 to expand and improve the current literacy program. In addition to buying more books for the children, it plans to create new activities such as trips to museums and libraries and educational programs on literacy for parents. "Winning the grant has given us the wonderful opportunity to better serve the CBWCHC community," said Pan. "Most importantly, we have been given the opportunity to highlight and spread the importance of our mission to improve literacy. The future looks bright for the literacy program, and we are honored to be the pioneers of such a wonderful cause."

Submitted by Thuan Dang, Grant Coordinator & Michael Pan, Team Leader, Charles B. Wang Community Health Center, New York, NY.

Do you have a fundraising success story? Or other tips and ideas for fellow ROR Program Sites? Share your ideas with ROR GNY and we may feature them in the next newsletter.



The Literacy Team at Charles B. Wang Community Health Center

FY '09 Funders

Contributors

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Nancy Aryeh
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ROR GNY's 10th Anniversary Celebration - April 20, 2009

On April 20, 2009, ROR GNY held its 10th Anniversary Celebration, a benefit dinner and auction, at Tribeca Rooftop in Manhattan. Guests enjoyed an evening that included cocktails, dinner, a champagne toast, and desserts, as well as a silent auction, live auction, and awards ceremony. Hoda Kotb, who co-hosts the 4th hour of the Today Show on NBC, presided as Mistress of Ceremonies, and auctioneer Patrick Tully kept the paddles flashing during an exciting live auction. 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. for Literacy program. Children's book author Emma Walton Hamilton also accepted an award on behalf of herself and her mother, Julie Andrews. The staff and Board of Directors of ROR GNY would like to thank all the supporters who helped make this event such a success.



Boardmembers Gary Tannenbaum and Averie Hason with Roy Trujillo of TransPerfect Translations



Debra Shiao of All About Books and ROR GNY Site Consultant Shawn Williams



Megan Lukas, Chelsea Payne, and Davia Denisco from The Estée Lauder Companies



ROR Coordinators and supporters (standing) Joanne Tsopeles, MD, Yanilda Gomez, Marie Betancourt, Claudia Aristy; (seated) Gabriel Mayers, William Gordon, Linda van Schaick



Executive Director Traci Iester (center) with ROR Coordinator Jaqueline Narine (l), and former ROR GNY Boardmember Georgia Flowers (r)



ROR GNY Boardmembers Judith Levine, Ann Sand, and Auction Chair Susan Kaufman share a toast



Honorees and ROR GNY Boardmembers and staff (l-r) Justin and Lauran Tuck, Maria Gotsch, Emma Walton Hamilton, Traci Lester, Keith Dawkins



Auctioneer Patrick Tully takes bids on sports memorabilia



Dr. Marcy Stein-Albert (top, 3rd from left) and guests from Queens Hospital Center



ROR Coordinator Cynthia Walter-Glickman (far right) with Guests from Bronx Lebanon Hospital Center



ROR GNY Boardmembers Eileen FitzPatrick (front, center) and Kathleen Collins (front, left) with friends and family



Guests bid to support ROR Programs



Medical Providers, guests, and friends of ROR GNY



Mistress of Ceremonies Hoda Kotb shows off benefit photos to Marc Rodriguez. ROR Medical Director Dr. Perri Klass looks on (far left).

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Children of Bellevue's Reach Out and Read
Hoda Kotb
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Anne Schoknecht
Justin and Lauran Tuck
Emma Walton Hamilton

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ROR Doctor-Recommended Books for Summer

6-12 Months

Smile!
*by Roberta Grobel
Intrater*

Happy Birth Day!
by Robie Harris

Ruby's Tea Party For Two
by Rosemary Wells

12-24 Months

Happy Birthday!
*by Richard & Michele
Steckel*

Birthday Monsters
by Sandra Boynton

Pretty Brown Face
by Andrea Pinkney

24-36 Months

A Feast for Ten
by Cathryn Falwell

Night Noises
by Mem Fox

Koala Lou
by Mem Fox

Tips for Reluctant Readers

- Let your kids see you read so they'll know how important reading is.
- Set aside special times each day to read to your child.
- Make books a reward for a good grade or a kind act.
- Let your child help select what you read together.
- Encourage older siblings to read to younger ones.

Save the Dates!

**August 9-15: Reach Out and Read of Greater New York
Early Literacy Awareness Week**

Details to Follow

October 22, 2009: Half Day Literacy Conference

Scholastic, Inc., 557 Broadway (at Prince Street)

Lower Manhattan