



MISSION

Raising a Reader supports families and inspires the development of literacy skills and a lifelong love for reading to help children attain brighter futures in which they can thrive and contribute in school, the workforce and society.

VISION

Every child has the family support and reading skills they need to thrive.

About Us

Raising a Reader (RAR) is a national nonprofit that partners with parents and educators to create brighter futures for children by strengthening family bonds. Family engagement is at the core of what we do. Our evidence-based programs help caring adults set their children up for success by creating shared reading routines, fostering social emotional learning, facilitating healthy family relationships and learning skills needed to thrive in school and beyond.

Through easy-to-use, multilingual materials and diverse stories, we meet families where they are and make shared reading more engaging and accessible for all children.

EVIDENCE-BASED

Raising a Reader is built on decades of early childhood development research, using scientifically-grounded, evidence-based approaches focused on four main goals:

- Promoting and strengthening family engagement.
- Fostering healthy brain development.
- Developing and enhancing early literacy and language skills.
- Developing, promoting, and fostering internal reading motivation.

Thirty-nine independent evaluations have found that our programs create a positive, measurable impact, significantly improving family reading behavior, parent-child bonding, and kindergarten readiness.

SCALABLE & SUSTAINABLE

Our train-the-trainer model expands our reach and activates local communities to support and sustain RAR programming. As a social enterprise, our organizational structure strikes a balance between earned income and charitable contributions. More than half of our revenue is earned and comes from member organizations who access funding independently. Early Childhood Education (ECE) is a high-impact use of Federal Recovery Funds, which can be used in school and community-based settings.

BY THE NUMBERS

- ▶ **200,000** families served
- ▶ **284** Affiliate organizations
- ▶ **3,000** sites across **34** states

TRANSFORMATIONAL INVESTORS



OUR PROGRAMS

Classic Red Book Bag Program (Classic) has helped millions of families come together and develop critical literacy and social emotional skills through shared reading.

Every week, children bring home a Red Book Bag filled with award-winning, multicultural books. The caring adults in their lives read with them regularly, creating an ongoing shared reading routine.

Family Shared Reading Program is a fun way to strengthen parent/child relationships while building home libraries and developing reading readiness and social emotional skills. Families are provided with multicultural, bilingual children's books which they read together in an ongoing shared reading routine.

Super Summer Learning Adventures helps children continue developing important academic and social emotional skills, even while school is not in session. Children and the caring adults in their lives work together to reinforce early learning skills through investigation, critical thinking, imagination and meaningful family experiences with building a home library full of bilingual books and a bilingual Common Core aligned family guide.

RAISING A READER IS ALIGNED TO STANDARDS FOR PREK-3RD GRADE

- ✓ Common Core
- ✓ Head Start & Early Head Start
- ✓ Cali Preschool Learning Foundations
- ✓ nextGeneration Science Standards

SPACES AND PLACES

Raising a Reader's evidence-based programs are flexible and simple to implement. Our national office works with each Affiliate to identify the books and materials that will work best for their needs.

By implementing any of our programs, agencies become members of our Affiliate Network, a community of practice in which they can share best practices and build connections with other aligned organizations. We provide Affiliates with professional development, technical assistance, capacity-building support, and support in implementing Raising a Reader programs.

- Schools
- Libraries
- Head Start & Early Head Start Programs
- Subsidized Housing
- Community Resource Centers
- Home Visiting Programs
- Migrant Programs
- Home-Based Childcare Programs
- Community-Based Organizations



“We value Raising a Reader's contribution to the field in serving families and convening the networks supporting them. Raising a Reader connects organizations across the field to create something better, together.”

Lis Stevens,
Senior Program Officer
Bezos Family Foundation

“This got her started on letters and numbers and now she's trying to put them into words!”

Parent

“I love that he can come home with new books every week and we get excited to read them together. I like that they're in Spanish and English.”

Parent

“As educators, we're always thinking about the ways that we can engage families in the academic process. With Raising a Reader, we're going to be able to provide an ongoing connection around literacy development with the families. There is something very different and very unique about sitting down with a child and reading a story with them or to them. It nurtures that relationship and fosters a love of learning and of reading.”

Dr. Stephanie Hinton,
Director of Early Childhood Education,
Oklahoma City Public Schools



Raising a Reader NATIONAL OFFICE

489 Valley Way, Milpitas, CA 95035

650.489.0550 | hello@raisingareader.org | www.raisingareader.org

Tax-ID 94-3390149

