



# RAISING a Reader

CELEBRATING **25** YEARS





# 2024 Impact Report



Dear Friends and Supporters,

For 25 years, Raising a Reader has supported families to build lifelong reading routines and stronger family bonds. This milestone is more than just a celebration of years; it's a testament to our work...TOGETHER.

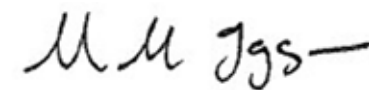
In 2024, we expanded our reach to serve more families through innovative programs and strategic partnerships:

-  Launched programs in **five new communities**, reaching an additional **34,000 children and families**.
-  Collaborated with partners like *Stanford IMPACT* and *Utah Foster Care* to bring literacy and learning resources to diverse populations.
-  Piloted *Read Together, Grow Together* and early math initiatives to support whole-child learning.

We reached into our photo archives to share photos from over the years. Thank you for being a part of this incredible journey with us.

Together, we will write the next chapter in the story of Raising a Reader, where every child has the opportunity to develop a lifelong love of reading.

With gratitude,



Michelle Torgerson  
President and CEO

### 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.

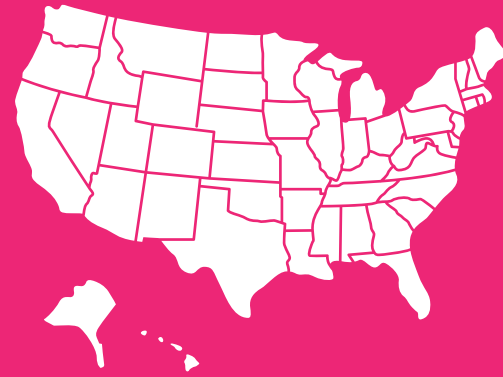


# 2024 Highlights

## Raising a Reader Across the U.S.

**296**  
Affiliates

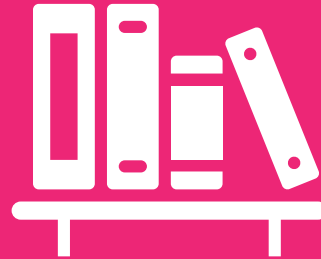
**34**  
States



## The Raising a Reader Library

**2,680**  
Active Titles

**14**  
Languages



## In 2024, we proudly served

**147,394**  
Children



# Making a *difference* in Home Learning

Parents and caregivers are a child's first and most important teacher.

Through our programs, we've seen significant improvements in home learning environments as families embrace the joys of reading together.

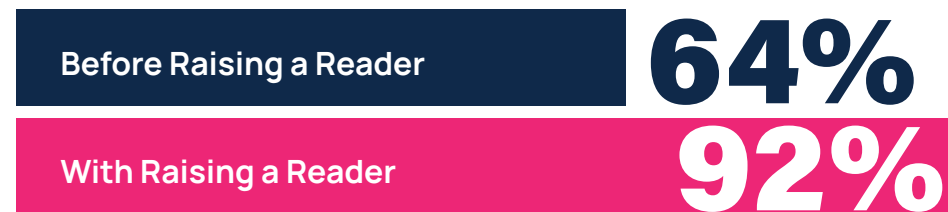


## National Impact

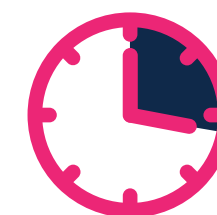
Our national parent-level data from 2024 highlights the transformative power of shared reading routines:



92% of families established a shared reading routine (up from 64% before Raising a Reader).

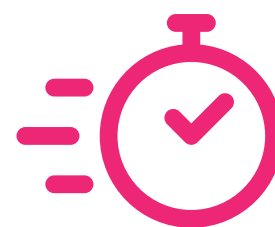


Families spent an average of 24 minutes reading together, compared to just 16 minutes before.



Before Raising a Reader

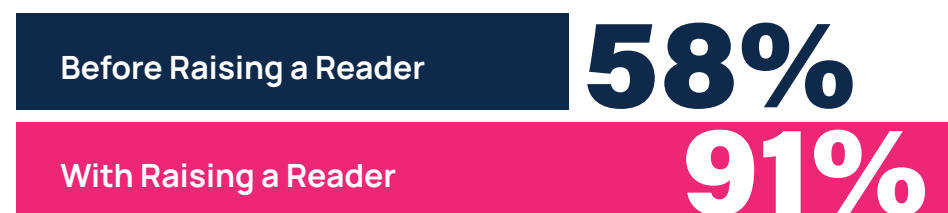
With Raising a Reader



2,620 hours of training to support program implementations.



91% of families felt confident in supporting their child's learning at home (up from 58%).



87% of families believed their child was ready for school, compared to 45% before.

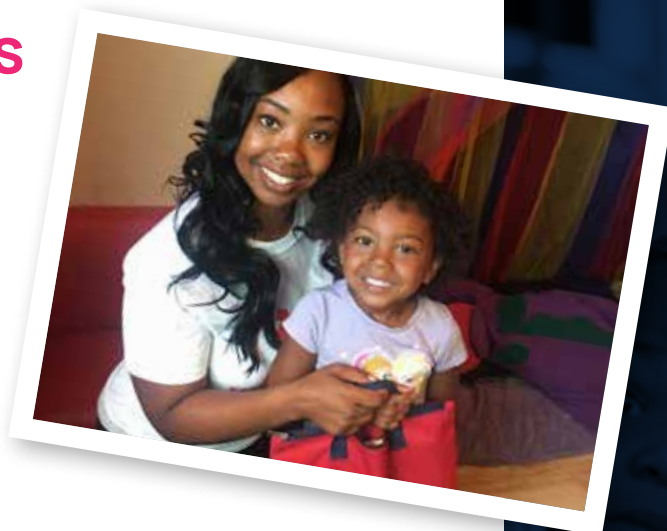


## Voices from Families and Educators

*“It has been such an amazing journey!”*

This program has made reading exciting and interactive for my child. We've discovered so many fantastic books together, and it has become our special bonding time. I've noticed her imagination growing by leaps and bounds. I'm truly grateful for the impact this program has had on our family.”

– Charlotte McCall, Parent



*“A grandmother and grandchild found connection through books.”*

After losing his mother and transitioning to his grandmother's care, a child found comfort and joy in reading. The grandmother shared that the red bag program helped them bond and gave her grandchild a sense of stability during a challenging time.”

– United Way of Greensboro



### Bringing Stories to Life

Families consistently share how Raising a Reader helps create treasured routines and sparks curiosity. These moments are the foundation for literacy, school readiness, and lifelong learning.

The family has been reading to their baby since he was prenatal. They've implemented book-sharing into their bedtime routine, creating a special time for connection. This program has already fostered excitement for early language development and reading.”

– Delta Head Start, Lindsay, Oklahoma



# Transforming Communities

Raising a Reader's partnership with Utah Foster Care, Waterford, and Vroom is creating meaningful opportunities to support children and families in foster care. Together, these organizations provide foster families with access to Raising a Reader's signature programs, diverse and high-quality books, and early learning resources from Waterford and Vroom. This collaboration empowers caregivers with tools to build strong reading routines, nurture early literacy, and create positive, lasting connections during critical developmental years.



Rochester Public Library expanded the Raising a Reader program to serve 900 new families through daycare centers and PreK classrooms through continued support from Friends & Foundation of the Rochester Public Library and increased support from the city.



Together with Save the Children, Raising a Reader helps over 6,000 children and families in rural communities across 20 states—from New Mexico to North Carolina—build reading routines and prepare children for success in school and life.



**Save the Children**



*"These books have become a cornerstone of our family's evening routine, creating moments of joy and connection. Thanks to this partnership, even in our remote community, we have the tools to support early learning, strengthen bonds, and prepare our children for lifelong success."*

Reading Ready Pittsburgh is rapidly growing and leading the way in early literacy and family engagement in the Pittsburgh area. Raising a Reader is working alongside them to ensure that families in urban settings have the tools and resources to build strong home reading routines and learning environments.



# Board of Directors

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# Funding Champions

## INVESTORS



## PARTNERS



## SUSTAINERS





# Going Forward *Together*

## Social Emotional Guide

Developed for Hawaii, Tribal childcare for native childcare providers, region 9 for African American community of practice

Differentiated book collections based on communities