

LETTER FROM ANNE TENGLER, EXECUTIVE DIRECTOR

In the past year, I've stepped into two new, massively rewarding roles that have delightfully intersected.

I became the Executive Director of Reach Out and Read Colorado, with a mandate to serve all of the children from low-income families in Colorado, ages six months to five years.

And, I became a first-time grandmother.

As I watch my granddaughter grow, mastering each developmental milestone that our providers teach parents about, I often think about how much bigger our program is than a shiny new book at a well-child visit.

Reach Out and Read Colorado is also about access – access to the information and the tools parents need to set their kids up for success. And it's about equity – having what you need to fully participate as a confident, knowledgeable parent investing in your child's future – including, but certainly not limited to, diverse books in many languages.

I watch my granddaughter connect more and more deeply with the world as her brain develops, knowing that her parents, in reading to her daily, in talking to her, and in teaching her countless words and ideas just by interacting with her, are using concepts and techniques from Reach Out and Read's program model.

We know from the research that Reach Out and Read kids start school more prepared for academic success. In fact, 550 Colorado families per day leave health check-ups armed with a prescription for reading aloud and the accompanying tools for success.

But what I think is most magical is this: in sharing stories with our kids, in cementing this daily practice, we do much more than read aloud together. We teach our children that ***everything is a story – to be shared, to be discussed, to revisit again and again*** in the service of providing our kids the brightest possible start towards reaching their full potential. We bond with our children, strengthening the social-emotional benefits that a positive shared experience can bring. And **we demonstrate with our actions that we value reading, books, and education.** It really is magical.

We are grateful to have the opportunity to “bring the magic” to so many Colorado families in need. And we're excited to continue our growth and success in order to bring that magic to the families that don't know us yet, but need our help.

I hope the next time you “bring the magic” to your kids or grandkids, you'll think of Reach Out and Read Colorado, and the families we serve, and aspire to serve, all across our great state. We're in this together, and together we can ensure that every Colorado child has the access and the equity they need from their earliest days, so they can achieve their fullest potential and dreams in life.



With gratitude,

A handwritten signature in black ink that reads "Anne Tengler". The signature is fluid and cursive, with a long horizontal line extending from the end.

Anne Tengler
Executive Director

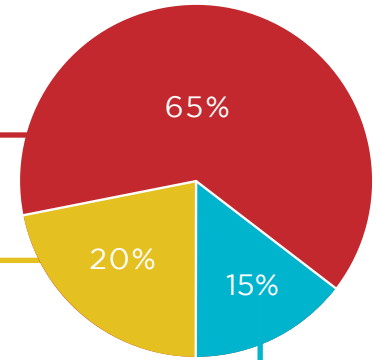


2020 - 2022 STRATEGIC PLAN

Connected Families. Healthy Kids. Prepared for Success.

In the next three years, Reach Out and Read Colorado will work in partnership with healthcare providers serving Colorado families, with a focus on decisions that support:

- Long term sustainability
- Organizational health
- High quality program implementation
- Enhancements that increase our impact



IMPACT

Strengthen Reach Out and Read Colorado's infrastructure

1. Seek ways to identify and serve more vulnerable families in conjunction with our program funding model
2. Align staff with organizational needs and priorities
3. Build program funding model to maximize use of book budget and create "just in time" ordering habits for providers
4. Clarify and codify a partnership MOU, protecting program fidelity and data reporting integrity

GROWTH

Strengthen and diversify Reach Out and Read Colorado's revenue stream

1. Develop a site sponsorship model for corporations and individuals
2. Strengthen board effectiveness
3. Strengthen individual giving with a focus on strong retention and increased gifts over time
4. Maintain a strong reserve fund

INNOVATION

Position Reach Out and Read Colorado as a thought leader in early literacy & health equity

1. Increase engagement among our early literacy and health equity colleagues and with stakeholder communities through more robust opportunities for dialogue and community participation
2. Plan for strategic growth by utilizing a Provider Advisory Board to inform, educate, and advise us on how best to find and serve more vulnerable families
3. Explore value of pilot program rollouts: Birth to Six, New Parent Empowerment Initiative
4. Update Evaluation - program efficacy after strategic improvements