



COLORADO

COVER — TO — COVER

FY2022 ANNUAL REPORT





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TIME TO THRIVE

INTEGRATING READING INTO PEDIATRIC CARE

The pandemic and its aftermath have continued to challenge us all, but Reach Out and Read Colorado rose to the occasion and embraced the changes thrown at our partner medical offices, our philanthropic partners, our staff members, and the children and families we serve.

In 2021, the CDC announced a mental health crisis for youth in our country following the pandemic. As Reach Out and Read Colorado continued the roll out of our 'Back to Birth' program enhancement - allowing us to begin serving our communities' most vulnerable children from day one - we increased our focus on parent/child bonding and children's mental health. This was a natural shift, as we know that when children feel connected and supported in the earliest years, they are more likely to become healthy, competent, and educated citizens later in life. The earlier these positive interactions can begin, the better.

This approach, based on positive childhood experiences, has been at the core of the Reach Out and Read model for decades, and now directly ties into an urgent community need. Reach Out and Read Colorado sits at the intersection of Early Literacy and Early Relational Health, helping to give families the tools they need to create a strong and healthy bond with their kids and make sure they start school ready to learn.

The entire Reach Out and Read Colorado community helped ensure that parents and caregivers now start building healthy habits and home libraries for their children from birth. We could not have been this responsive without the support and commitment of our partner clinics and the healthcare providers that 'prescribe' the Reach Out and Read program throughout the state. They embraced the messaging shift around books and bonding, and jumped at the chance to provide even more books to children in their first year of life.

In 2021 and 2022, Reach Out and Read Colorado has been able to increase our impact with more books and a shift to focus on bonding. We also deepened engagement with many community partners, improved the quality of books that are 'prescribed,' and increased awareness with the medical community overall.

This investment in future of the Colorado's children could not have been possible without the dedicated partnership of our community of support, and we are truly grateful for every one of you.

In partnership,

The Reach Out and Read Colorado Team

2021-2022 IN REVIEW

Reach Out and Read Colorado believes that every child should be read aloud to every day. When this happens, all children are set up for success in school and in life.

We are honored to share these achievements from fiscal year 2022 that have helped us strengthen our program and expand our impact.

FISCAL YEAR 2022 PROGRESS



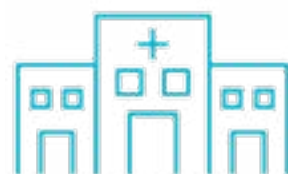
267,842

well-child visits encouraged families to read aloud together every day



235,212

new developmentally-appropriate books 'were prescribed' to families at regular well-child visits from age 0-5



326

medical offices partnered with Reach Out and Read Colorado to ensure reading is a part of a child's overall health



2,019

healthcare providers trained in the Reach Out and Read model and giving literacy guidance to parents and caregivers



100%

of Colorado's 64 counties have access to Reach Out and Read's proven program



71%

of families that benefited from the Reach Out and Read program in Colorado are living in poverty



30+

languages of bilingual books were shared to ensure all family members can read together



>40,000

gently-used books were distributed to Colorado children via waiting rooms and community partners



“Watching a child’s face light up as you show them their book never gets old! Even better is knowing that we are helping lay the groundwork for their development & learning habits with every book we give out.”

DR. SHEN NAGEL | PEDIATRICS WEST | WHEAT RIDGE



GENTLY-USED BOOKS ARE BACK

During the pandemic, all of our partner pediatric offices were forced to remove gently-used books from their waiting rooms and exam rooms. This drastically limited access to books for children of all ages, as they were no longer able to take books home and build home libraries. This was especially disheartening as schools and libraries were already closed at the time. As these restrictions were lifted, Reach Out and Read Colorado was able to collect and distribute more books than ever before!

BOOK DRIVES & BOOK DONATIONS

Reach Out and Read Colorado collected and distributed over 40,000 gently-used books thanks to community partners who generously hosted book drives, including: DaVita, The Goddard Schools, Graland Country Day School, Wings Over the Rockies Museum, and many others.

BOOK SHARING VIA COMMUNITY PARTNERS

We joined forces with various organizations to ensure that all kids have books in their hands. Thanks to partners like Clayton Early Learning, Barnes and Noble, Mile High United Way, and the Colorado Department of Public Health and Environment's mobile vaccine clinics, we built home libraries and celebrate the joy of reading with families across the state.

LITERACY-RICH CLINIC MAKEOVERS

As pandemic protocol lifted, we worked with our sites to welcome gently-used books back into waiting rooms. Thanks to a partnership with Lakeshore Learning, we supported our clinics' efforts in revamping their literacy rich waiting rooms or exam rooms with bookshelves, rugs, tables, chairs, and, of course, bean bags!

FINANCIALS

REVENUE



- Foundations \$722,118
- Individuals \$465,848
- Special Events \$111,838
- In-Kind \$47,356
- Government \$124,502
- Corporations \$49,383
- Program Income \$119,040
- Organizations \$15,095
- Investment Income \$5,437

TOTAL REVENUE
\$1,660,617

EXPENSES

- Program Services 82%
- Fundraising 11%
- Management & Admin 7%

TOTAL EXPENSES
\$1,387,395

88%
SUCCESS RATE
 vs. the National average of 78%

43,000+
VOLUNTEER HOURS
 between our providers, clinic staff, and in-office volunteers

11
STAFF MEMBERS
 in our Denver office & regional positions

TOP TITLES FOR COLORADO CHILDREN



PROGRAM INNOVATION

Reach Out and Read Colorado continually strives to improve its program fidelity, efficacy, and overall impact year after year. Here are a few ways we worked to deepen our impact this year:

GOING BACK TO BIRTH

In honor of our founder, Dr. Steve Vogler, we are proud to now begin our program at birth, adding 3 additional books and conversations around reading habits in the first year of life.

We are in the process of strategically rolling out this change at all our partner clinics, and we are about half way there! We aim to launch our Back To Birth program enhancement in all 325+ clinics by 2023.

“The critical period of language acquisition peaks during the first year of life, so the thought of starting the program even earlier makes a lot of sense.”

DR. ANNA MILLER-FITZWATER | PROVIDER

EMBRACING EARLY RELATIONAL HEALTH

In an updated policy statement, the American Academy of Pediatrics (AAP) emphasizes the latest research showing the significance of safe, stable, and nurturing relationships as a protective buffer against the biological harms of toxic stress on children – as well as a key toward building resilience. When children feel connected and supported in the earliest years, they are more likely to be healthy later in life. The earlier these positive interactions can begin, the better.

This approach has been at the core of the Reach Out and Read model for decades. Our program sits at the intersection of Early Literacy and Early Relational Health, helping to give families the tools they need to create a strong and healthy bond with their kids and make sure they start school ready to learn.

In short, the simple act of unplugging and reading a book together creates connections and not just with neurons. Reach Out and Read Colorado teaches families how to support early language, literacy, and brain development with the simplest, yet most effective of resources – books, time, and attention.

EXPANDING WORLD LANGUAGE BOOKS

Reach Out and Read Colorado has long valued the importance of ‘prescribing’ bilingual books in a family’s native language. Last year, we provided books to families in over 30 languages. Besides English and Spanish, books were also given in Arabic, Vietnamese, Somali, Swahili, Amharic, Chinese, Bosnian, Korean, French, Oromo, and many more.

We know that the families we serve in Colorado represent a wide variety of cultures, and we honor that. We want a mother, father, grandparent or sibling to be able to read aloud in a language they are comfortable speaking. When they do so regularly, no matter the language, a child’s language and literacy skills improve, and they feel loved and supported.

“My husband is predominantly a Spanish speaker and it never really occurred to me that he was missing out on that bonding experience of reading with our twin girls, as he never showed much interest in it.

But the first time Dr. Roques at Mountain Family asked us if we wanted an English/Spanish bilingual book, he nodded nonchalantly. Then later that night, the three of them were reading together before bedtime – for the first time ever! I don’t know if it would have occurred to me that he didn’t offer to read with the kids because he wasn’t comfortable reading out loud in English. The Reach Out and Read program really changed a small but profound thing for my family!”

AMBER FALK | PARENT IN EAGLE, CO



PARTNER CLINIC INVESTMENTS

The healthcare clinics we work with are invested in their partnership with Reach Out and Read Colorado, now more than ever before. Their small financial contribution to the program results in improved fidelity and deeper impact. We are excited to share in the mission and passion of the work our medical providers do every day.



WESTERN COLORADO PEDIATRICS

MEDICAL STUDENT TRAINING

Thanks to the leadership of Denver Health Pediatrician and Reach Out and Read Colorado Medical Director, Dr. Michelle Shiffman, Reach Out and Read Colorado now presents to medical students each semester regardless of their specialty. Dr. Michelle Shiffman and Dr. Megan Townsend led a session with medical students about the benefits of the program before students prepared for the months of rounds and rotations ahead of them.



DENVER HEALTH

DIVERSE, EQUITABLE & INCLUSIVE BOOKS

At Reach Out and Read Colorado, we know that books matter. We also know that what’s inside the books, specifically the illustrations, matter even more. We have committed to providing high-quality, diverse, equitable, and inclusive titles to the children and families we serve.

We know that when children see themselves represented in books, like a mirror, they feel valued and included, signifying that their lives and experiences are important. And, when children have the chance to see a world different from their own, like looking through a window, they decrease their susceptibility to harmful stereotypes.

“Reach Out and Read Colorado’s diversity and inclusivity focus has had a huge impact on our patients.

A 4-year-old Spanish speaking patient was so excited when given the ‘Mis Amigos’ book. She pointed out that the main character looked just like her. We love being able to not only provide books to patients, but high-quality books and material that they can relate to.”

ASHLEY FREDRICKSON | PROVIDER
Kids First Health Care, Commerce City





COMMUNITY SUPPORT

If there is ever a group of people to collaborate with in the community, it is the Association of Legal Administrators (ALA). Passionate, organized, and efficient - our partners at the Mile High Chapter of the ALA created multiple opportunities for their colleagues and partners to learn about Reach Out and Read Colorado and donate to support our mission. Led by the incredible Jessie Meier, Reach Out and Read Colorado benefited from a kickball tournament, trivia night, and holiday luncheon.

Thank you to Jessie Meier and the incredible group of Colorado legal administrators we were so fortunate to work with.



GENEROUS SUPPORTERS

We are so grateful for our strong community of support. Our work would not be possible without our generous individual donors, foundations, corporations and other partners, including our featured partners below:



“The Weld Trust provided grant funding for Reach Out and Read’s literacy program last year. The work they are doing to educate and engage families on the importance of reading to young children before kindergarten is vital to a child’s success in school. Reaching out to families with age-appropriate books through their pediatric wellness check-ups is an innovative way to support children and families throughout Weld County.”



JEFF CARLSON
CHIEF EXECUTIVE OFFICER



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WHAT'S NEXT?

At the end of this year, Reach Out and Read Colorado adopted a new strategic plan. Building on our successes during the previous year, it sets a bold vision for the organization to build readiness to not just grow but scale, with the ultimate goal of sharing our proven program with every child in Colorado.

We feel passionate about reaching this goal because we know the power that sharing books early and often has to transform the lives of young children. It boosts their school readiness, strengthens family bonds, and promotes other healthy behaviors, such as attending well-child visits.

Reaching this ambitious goal will require us to double down on our commitment to targeted impact, growth with equity, and ongoing innovation. We are confident that together, the members of the Reach Out and Read Colorado Community can make this possible so that all Colorado kids can have a brighter future.

We invite you to stay connected and engaged with us throughout the year!

SUBSCRIBE TO NEWS

We share regular updates and news via our email newsletter every two months. reachoutandreadco.org/email-sign-up

VOLUNTEER

We are always looking for volunteers to help around the office, sorting gently used books and preparing them for clinics. reachoutandreadco.org/get-involved

DONATE

By making a charitable gift to Reach Out and Read Colorado, you're ensuring a brighter future for Colorado children. reachoutandreadco.org/donate

LEAVE A LEGACY

By including Reach Out and Read Colorado in your estate plan, you can leave a lasting legacy. info@reachoutandreadco.org

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