



# Reach Out and Read Colorado

STRATEGIC PLAN  
2025 - 2030





# Reach Out and Read Colorado

Executive summary



# Executive Summary Overview



Reach Out and Read Colorado partners with healthcare providers to improve school readiness and social-emotional skills through trusted literacy guidance and reading together. The Reach Out and Read program trains pediatric healthcare providers to encourage families to read aloud together, emphasizing the importance of reading in a child's development. As part of the program, each child receives a new book at every well-child visit between birth and age 5, giving them the opportunity to grow their personal library and fostering a lifelong love of reading.

Reach Out and Read Colorado has grown from a single pediatrician in a single Denver Health clinic delivering the program in 1996, to a vibrant organization that has placed over three and a half million books into more than a million eager young hands, and helped their parents understand the benefits of daily reading together. Through strong partnerships with thousands of providers across the state, Reach Out and Read Colorado now serves children from every county in Colorado. In fact, as of 2025, we now serve approximately 33% of all children aged 0-5 in Colorado.

Reach Out and Read Colorado holds a strong competitive position, and current trends do not impede our mission or financial stability. Our existing strategy continues to serve us well, providing a solid foundation for our work.

As a result, our strategic direction and focus on impact remain steady. However, we see an opportunity to amplify our impact. Through this strategic planning process, we have uncovered ways to enhance and refine our core strategy while exploring new growth opportunities. These strategies will enable us to diversify our efforts and further extend the reach and effectiveness of our impact over the next five years.

# Statement of Need



Analysis conducted by the Colorado Department of Education found that almost 30% of Colorado kids did not have age-appropriate literacy skills upon entering kindergarten, and in third grade more than 50% of Colorado kids did not meet expectations on the Colorado Measures of Academic Success exam.<sup>1</sup>

Similarly, about 25% had social-emotional delays. The numbers are even higher for children who come from low-income families and those from historically underserved racial and ethnic groups, but the problem exists for children from all backgrounds.

The consequences for children who reach age six without foundational skills in language, literacy and social-emotional health echo across a lifetime, with kids who start behind consistently experiencing worse health, education, and economic self-sufficiency outcomes than their peers.

There is powerful evidence that the Reach Out and Read model is highly effective in supporting healthy social-emotional, language and literacy development for children under six, by encouraging caregivers to read aloud more frequently with their children.<sup>2</sup>

<sup>1</sup> [cde.state.co.us/cdedepcom/cap4klegislativeannualreport](https://cde.state.co.us/cdedepcom/cap4klegislativeannualreport)

<sup>2</sup> [publications.aap.org/pediatrics/article/148/2/e2021052582/179805/preventing-childhood-toxic-stress-partnering-with](https://publications.aap.org/pediatrics/article/148/2/e2021052582/179805/preventing-childhood-toxic-stress-partnering-with)



# Reach Out and Read Colorado

Mission, Vision & Values





## Our Mission

To improve school readiness and social-emotional skills through trusted literacy guidance and reading together.







## Our Vision

Every child will grow up in a family that reads together and will lead a thriving, healthy, and successful life.

# Our Core Values

## IMPACT

We make intentional, evidence-based decisions that create meaningful results for children and families.

## PASSION

We believe children will lead thriving, healthy, successful lives because of our efforts.

## INCLUSION

The voices and beliefs of those we serve and partner with, as well as those who support us and implement our programs, drive the important work we do.





# Reach Out and Read Colorado Strategy Overview



# Five-Year Core Strategies

01

## Establish a diversified, sustainable revenue model

through individual donor growth, multi-year grants, planned giving, donor advised funds, and strategic partnerships. This approach strengthens financial stability, enabling us to meet annual revenue goals, and supports long-term organizational impact.

02

## Increase program impact

by expanding access to quality books and literacy guidance, reaching 50% of Colorado's young children through strategic partnerships and well-child visits. Our initiatives ensure high-quality books are available in clinics statewide, while our efficient Gently Used Book Program extends literacy resources to underserved areas, strengthening early childhood literacy across the state.



# Five-Year Core Strategies Cont'd.

03

## Strengthen operations to support strategy

by building a well-rounded team, and site coordinators and medical champions to drive clinic engagement. Streamline processes with efficient tracking and real-time program data to drive informed decision-making and strategic growth.

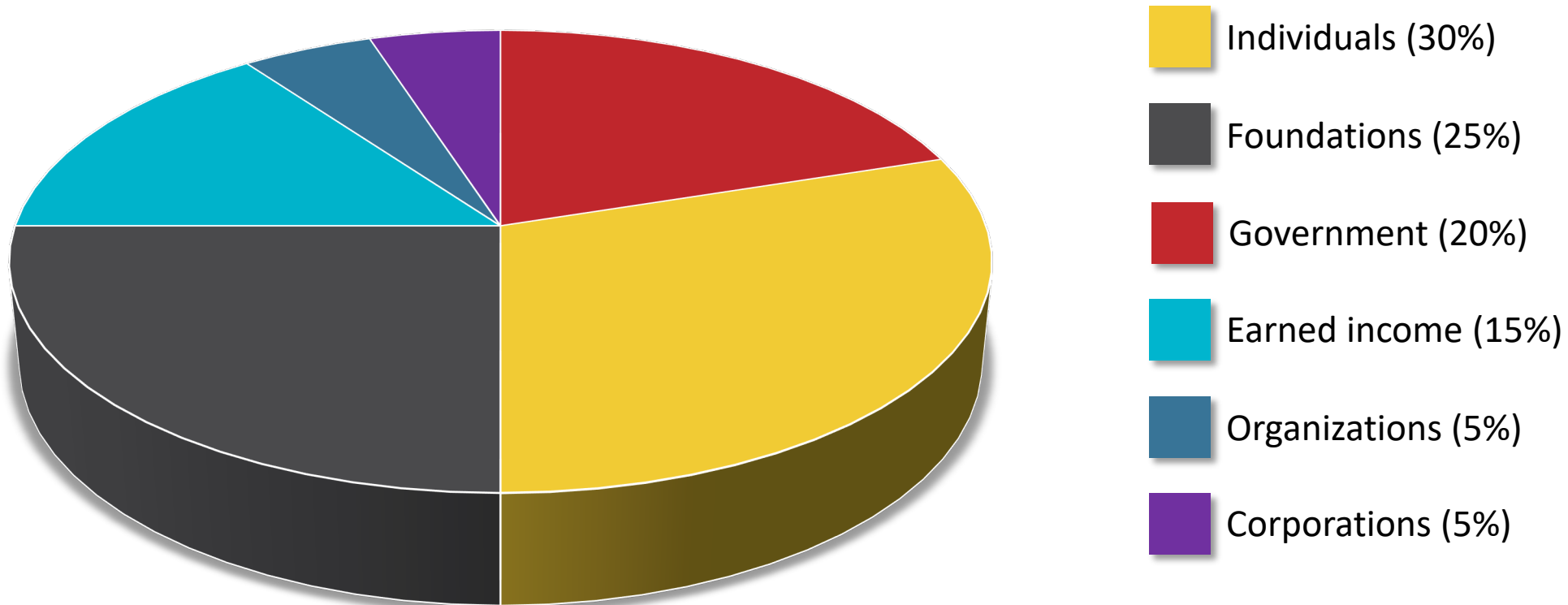
04

## Build brand awareness and strengthen partnerships

by enhancing program resources, expanding community and medical collaborations, regional board representation, and increasing visibility among healthcare professionals and community partners. Establishing a recognized presence across the state enables us to reach more families, especially in underserved areas, and position Reach Out and Read Colorado as a trusted resource for early literacy.

# Funding Plan

By FY 2030, the project funding model, amounting to **\$3.2 million**, will include:





# Competitive Advantage Overview

We have a strong existing competitive advantage that uniquely positions us to maximize our impact for every dollar invested. These advantages include:

01

**Access** to children and caregivers **through trusted channels** built through our partnerships with healthcare providers.

02

An evidence-based and **trusted literacy guidance model** proven to support healthy social-emotional, language, and literacy development for children through age five.

# Impact We Seek To Achieve

01

## **Empowered Early Learners:**

Through enhanced brain development and expanded language skills, all kindergarteners have a strong foundation that prepares them for success in school. This builds a strong self-perception as readers and creates highly motivated learners.

02

## **Literacy-Rich Homes:**

Families foster environments of literacy, ensuring every child has access to a home library and shares daily reading experiences with loved ones, building emotional bonds and foundational learning skills.

03

## **Holistic Child Development:**

Children demonstrate resilience, secure attachments, emotional intelligence, and executive functioning skills, contributing to reduced anxiety and safer school environments.





**COLORADO**

[reachoutandreadco.org](http://reachoutandreadco.org)