



COLORADO

FISCAL YEAR 2025
ANNUAL REPORT



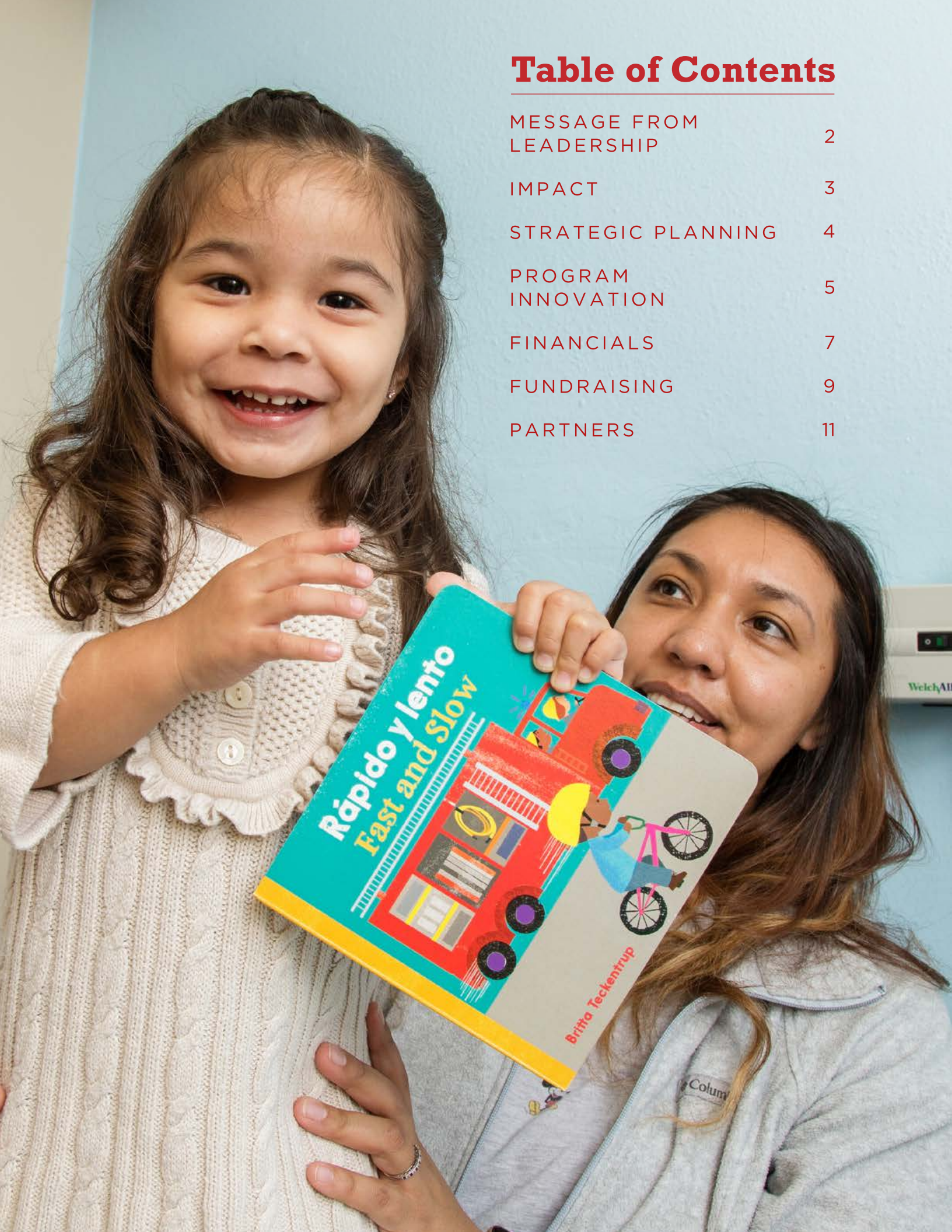


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FY 2025 A YEAR OF IMPACT



Our 2025 fiscal year was a year marked by growth, thoughtful planning and, toward the end of the year, a challenging environment for nonprofits.

Our impact across Colorado continued to expand. We partnered with more than 2,000 pediatric healthcare providers and supported over 330,000 well-child visits for children from birth to age five, across all 64 counties. We provided the resources and books so pediatricians were able to encourage the parents and caregivers of over 130,000 Colorado children to read every night. We also continued to grow our program, adding over 17,000 annual well-child visits. What an impact that has on developing brains and early bonding!

Another highlight was expanding our gently used book program, through which we collected over 65,000 books to share with medical offices and community partners. We deepened our partnerships with community organizations like food banks throughout the state, including the Food Bank of the Rockies and Weld Food Bank. By bringing books to mobile food pantries, families leave with nourishment for their minds as well as their bodies. Through efforts like these, we are ensuring that even more families have access to books in their homes.

Alongside this growth, we established an ambitious new five-year strategic plan, focused on building sustainable revenue to support continued growth, maximizing the impact of our program, ensuring operational excellence and expanding our brand awareness and partnerships. This work was guided by our clarified mission, which is *to improve school readiness and social-emotional skills through trusted literacy guidance and reading together*. When we fulfill that mission, we move closer to our vision: a future where every child grows up in a family that reads together and has the opportunity to lead a thriving, healthy, and successful life.

However, as the year came to a close, we also saw the broader landscape shift in ways that directly impacted our work. Many nonprofits experienced reductions in federal and state funding, leading to increased competition for foundation and corporate support. While our individual donors have remained generous, overall giving trends have softened.

At the same time, demand for our program continues to grow as more families rely on trusted guidance and access to books during uncertain times. These challenges underscore the importance of the work ahead. They also reinforce our commitment to building a strong, sustainable future so that we can continue to meet the needs of Colorado's children and families for years to come.

With deep appreciation,

Patty Fontneau
Chief Executive Officer
Reach Out and Read Colorado

2024-2025 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 2025 that have helped us strengthen our program and expand our impact.

FISCAL YEAR 2025 IMPACT



338,151

well-child visits

encouraged families to read aloud together every day



332

medical offices

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



305,014

new, high quality books

were prescribed to families at regular well-child visits from age 0-5



2,069

healthcare providers

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



62,175

gently-used books

were collected to share with children of all ages via waiting rooms and community partners



68%

of families

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

Strategic Planning

Reach Out and Read Colorado has grown from a single pediatrician in a single Denver Health clinic delivering books 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.

Reach Out and Read Colorado continues to hold a strong competitive position and our mission remains critical, therefore 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.

2025-2030 STRATEGIC PLAN

Vision

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

Mission

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

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, partner with, who support us, and who implement our programs, drive the important work we do.

Five-Year Core Strategies

1. Establish a diversified, sustainable revenue model
2. Increase program impact
3. Strengthen operations to support strategy
4. Build brand awareness and strengthen partnerships



READ THE FULL STRATEGIC PLAN HERE:
[BIT.LY/RORCO-STRATEGICPLAN2030](https://bit.ly/rorco-strategicplan2030)

Program Innovation

MEDICAL EDUCATION AND ENGAGEMENT

Thanks to the efforts of our Reach Out and Read Colorado Medical Director, Dr. Michelle Shiffman, we worked hard to increase awareness and knowledge about the program with future healthcare providers. Reach Out and Read Colorado’s presence in the medical education community now extends to medical students and residents at Denver Health, University of Colorado, Kaiser Permanente, and Children’s Hospital Colorado. In addition to the medical education community, Reach Out and Read Colorado was able to promote our mission and evidence base with the Colorado Community Health Network, Grand Rounds at Denver Health, and at Imagination Library Colorado Jamboree. These efforts are helping us work towards a world where the Reach Out and Read Program is an expected and vital component of pediatric care in Colorado.

FOCUSING ON HIGH-QUALITY BOOKS

A point of pride for Reach Out and Read Colorado is that each of our partner clinics get to choose and order their own books for their patients. This is impactful because each clinic’s staff knows their direct needs and what types of stories will be most valuable to the families they serve.

In an effort to ensure that clinics around the state are providing their young patients with the most developmentally-appropriate and culturally-responsive books, Regional Coordinators began bringing samples of high-quality books (from All About Books) with them to all site visits and provided resources with specific suggested book titles by age. The goal is to reinforce the importance of stories that promote the most effective language development, provide both windows and mirrors to childrens’ lives, and provide the best opportunities for parents and caregivers to bond with their young child.



SYSTEM-WIDE EXPANSION WITH KAISER PERMANENTE

The Reach Out and Read program is now active in 22 Kaiser Permanente clinics in Colorado, with clinics in Greeley, Ft. Collins, and Loveland, all the way down to Castle Rock, Parker, and Colorado Springs! With our 13 additional Kaiser clinics onboarded in January 2025, our annual impact increased by nearly 9,000 well-child visits. Some Kaiser Permanente clinics have partnered with Reach Out and Read Colorado since 2017, and their providers have collectively prescribed over 115,000 books paired with literacy guidance during well-child visits since.

We were so excited to all of Kaiser Permanente along the front range, and we look forward to seeing the impact that the Reach Out and Read program has within each of these new clinics!

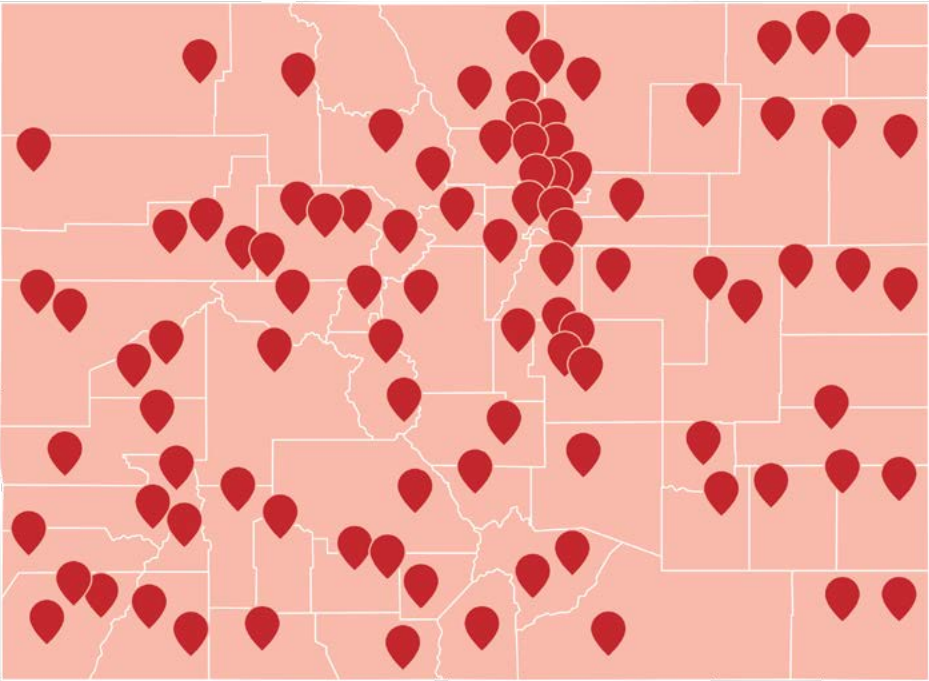
“Our pediatricians love books and we love teaching kids and families about the importance of literacy. Reach Out and Read is one of the best parts of our day. There are so many reasons this program has made a difference to my patients!”

KAISER PERMANENTE HEALTHCARE PROVIDER

100%
OF COLORADO’S 64 COUNTIES
have access to Reach Out and Read

162
urban clinics

170
rural clinics



VIEW AN
INTERACTIVE
MAP OF ACTIVE
& WAITLISTED
CLINICS HERE:



90%
SUCCESS RATE
vs. the National
average of 80%

49,000+
VOLUNTEER HOURS
between our healthcare providers,
clinic staff, and in-office volunteers

11
STAFF MEMBERS
in our Denver office
& regional positions

New Research

IMPROVING PARENT-PROVIDER RELATIONSHIPS

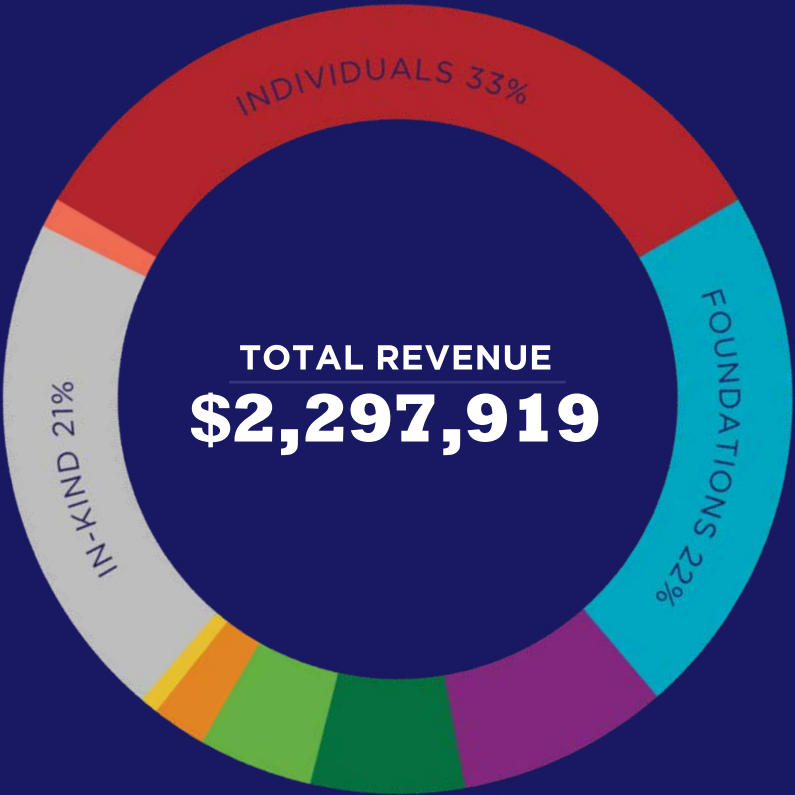
New research shows that high-quality delivery of the Reach Out and Read model improves the relationship between the parents and caregivers of young children and pediatric providers. Why does this matter? Because that relationship is critical in delivering effective pediatric healthcare and greatly impacts developmental outcomes for children leading to reading, learning, and beyond. Better relationships mean parents are more likely to follow a providers’ advice to read every day. In addition, they are more likely to attend future well-child visits.



SCAN TO READ MORE
FROM REACH OUT AND READ’S
EXTENSIVE EVIDENCE BASE
AND DISCOVER THE
LATEST RESEARCH.

Financials

REVENUE



- Individuals \$764,728
- Foundations \$494,822
- Program Income \$207,825
- Organizations \$139,177
- Government \$113,214
- Special Events \$47,888
- Corporations \$8,173
- In-Kind \$489,375
- Investments \$32,717

EXPENSES



- Program Services 79%
- Fundraising 13%
- Management & Admin 8%

TOTAL EXPENSES
\$2,106,860

SEE OUR FULL
FINANCIALS
HERE:



“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 and learning habits with every book we give out.”

DR. NAGEL | PEDIATRICS WEST
WHEAT RIDGE

Fundraising Highlights

492
DONORS

125
NEW DONORS

\$436
AVERAGE GIFT AMOUNT

141
10+ YEAR DONORS



67,500
GENTLY-USED BOOKS
DONATED
2,434
VOLUNTEERS



Volunteer Spotlight

“I have been volunteering at Reach Out and Read Colorado for almost three years now. And I’ve been a volunteer at a lot of nonprofits throughout my life, but I can honestly say this one is the best place that I’ve ever volunteered. I love the mission. Giving books to children that don’t have access to them is just an amazing goal of an organization.

My granddaughter, Madeline, needed volunteer hours for school, and my daughter-in-law called me to ask if I would be interested in taking her to this small organization that she read about in the community newsletter.

They needed volunteers to help go through gently-used books, but Madeline needed an adult to volunteer with her, and I thought, ‘Books and kids! What could be better than that?’ which is really true.



I will never forget our first time volunteering with Reach Out and Read Colorado. We were pulling out books that I remembered reading to her when she was just a toddler, and she started dancing and singing because she remembered all the books too! We were making so much noise that the Development Director came to check on us to see what was going on. I thought we were in trouble!

His comment was, ‘I just had to come over and see how much fun you were having.’ And it’s just been that way ever since, every time we volunteer. I just love to be here.”

VICKY MIERAU
Reach Out and Read Colorado Volunteer



April 24, 2025



VIEW
MORE EVENT
PHOTOS HERE:



Thank you to everyone who supported the Spring Event! Together – through sponsorship, in-kind donations, community partnerships and charitable donations – we raised enough to support Colorado kids and families at 18,500 well-child visits in 2025!



Senator Kirkmeyer visiting Thompson River Pediatrics in Johnstown



Senator Bridges (and son, Kit) visiting Sheridan Health Services Family Clinic in Southwest Denver



Senator Amabile learning about the books that are 'prescribed' at Kaiser Permanente: Baseline in Boulder

Welcoming Local Legislators

Reach Out and Read Colorado welcomed several state legislators to healthcare clinics across the state this year to see the program in action and learn how books and literacy guidance are integrated into well-child visits. These visits allowed policymakers to connect with Reach Out and Read Colorado healthcare providers in their districts while gaining a deeper understanding of how early literacy supports overall healthy child development and school readiness.

Senator Barbara Kirkmeyer (District 23) and Senator Jeff Bridges (District 26) were recognized as part the Reach Out and Read National Honor Roll during clinic visits at Thompson River Pediatrics in Johnstown and Sheridan Health Services Family Clinic in Southwest Denver. These visits celebrated their leadership and support for early literacy initiatives.

We also hosted Senator Judy Amabile (District 18) at Kaiser Permanente Baseline in Boulder and Representative Emily Sirota (District 9) at Kaiser Permanente East in Denver to observe the Reach Out and Read model and speak with local providers.

On Colorado's Western Slope, Representative Rick Taggart (District 55) joined partners in Mesa County to learn how pediatric clinics are helping families build early literacy habits at home. Together, these visits highlight the importance of collaboration between healthcare providers and policymakers to ensure more Colorado children grow up with books, language-rich interactions, and the support they need to thrive.

"Until every pediatrician's office in the state has Reach Out and Read, there is still more work to do. I am grateful that we have had this collaborative approach and that we were able to get more funding for Reach Out and Read. Thank you all for the work you do to make sure that kids like Kit can read."

SENATOR JEFF BRIDGES

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:



Reach Out and Read Colorado is grateful to have Alpine Bank as a Social Impact Partner and clinic sponsor, helping ensure that children and families at Children's Hospital Colorado Special Care Clinic have access to books and the lifelong benefits of early literacy.

Through their partnership, Alpine Bank is investing in brighter futures for Colorado children from the very start.



FY2025 BOARD OF DIRECTORS

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What's Next?

At the end of fiscal year 2025, Reach Out and Read Colorado adopted a new strategic plan. It set a bold vision for the organization with the ultimate goal of sharing our proven program with every child in Colorado.

Since then, the funding landscape has shifted, and Reach Out and Read Colorado is feeling the effects of reduced state and grant funding, as are many nonprofits. Despite this, we still remain committed to reaching our goals 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 in these challenging times 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.
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

2026





COLORADO

**Since 1997, Reach Out and Read Colorado
has prescribed an estimated 3.9 million books
to the children who need them most.**