

2023
Impact Report



Michelle Torgerson
President and CEO



This is an exciting time for our organization—our steady growth and meaningful partnerships have allowed Raising a Reader to expand in areas where we are needed most. We're growing in so many ways during this crucial period when collaboration is essential for our nation's families and educators. We welcomed new children, families and Affiliates, new teammates, and moved into innovative spaces with partners across the United States—all who play a vital role in supporting early learning educators and families and facilitating learning recovery.

We have a new look and feel to better reflect the way we work with and support children, families and all our amazing partners and investors. We deeply value our work in partnership with educators, systems, and organizations across the United States. We believe in supporting families through collaboration with like-minded organizations, committed to racial equity, and ensuring learning success for all families.

At Raising a Reader we will continue to live into our mission of supporting families and inspiring 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.

As we celebrate our 25th anniversary in 2024, we reflect on a quarter-century of impactful work and look forward to building on this legacy. This milestone year

is not only a celebration of our past achievements but also a springboard for future initiatives to expand our reach and deepen our impact across the nation.

Thank you for everything you do to make Raising a Reader a critical partner in supporting children by strengthening family bonds, and continuously striving to create a more equitable future for our children and our communities—regardless of race, culture, language, income or ability. And thank you to all of the families we work alongside for your commitment to sharing moments with your children that are the building blocks to healthy development and success in school.

Keep an eye on us as we continue to grow our reach and deliver impact for children from Early Head Start and childcare settings to home visiting and migrant programs to schools, libraries, community agencies to the many places that serve young children and their families!

Please don't hesitate to reach out if you have any questions or would like more information!

With gratitude,

Michelle Torgerson
President and CEO



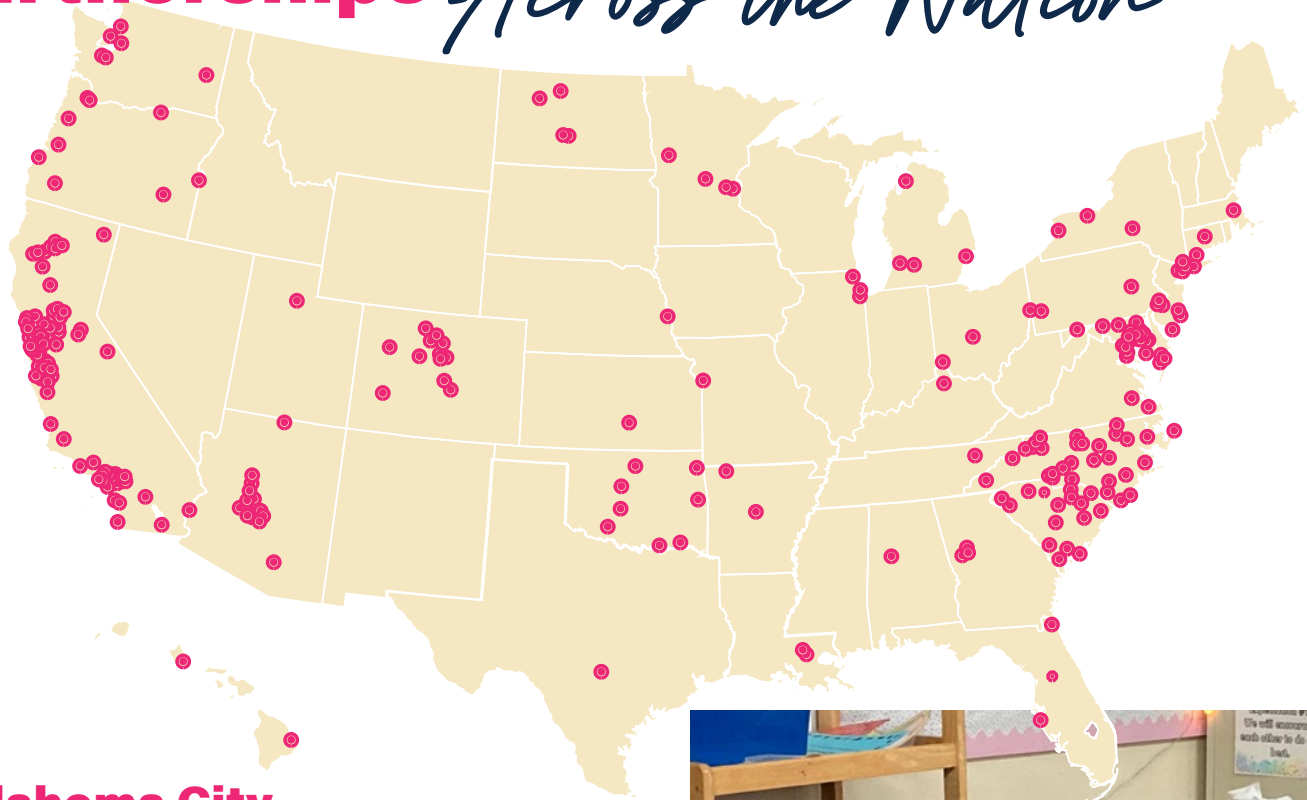
VISION

Every child has the family support and reading skills they need to thrive.

MISSION

Raising a Reader supports families and inspires the development of literacy skills and a lifelong love for reading. We help children attain brighter futures in which they can thrive and contribute in school, the workforce and society.

Bolstering Early Literacy with Partnerships *Across the Nation*



Oklahoma City

Oklahoma City Public Schools (OKCPS) wanted to engage their families in early literacy and improve academic success. Raising a Reader provided that essential bridge to families between home and school. After a successful pilot in three schools, OKCPS expanded Raising A Reader programming to 38 OKCPS elementary schools and early childhood sites, so that every child - PreK through 2nd Grade - can bolster their chances for academic success.



“It’s just a really great program, we’re creating routines and habits in the home that encourage lifelong learning.”

Dr. Stephanie Hinton, Director of Early Childhood, Oklahoma City Public Schools

10,112

Children Served

38

Sites Engaged



Los Angeles County, California

As Raising A Reader works to expand its footprint in CA and support academic recovery and Kindergarten readiness, we launched a transformative initiative in partnership with Ballmer Group to triple Raising a Reader's reach in Los Angeles County by 2025. Additional contributions from the California Masonic Foundation and PNC Bank, and powerful partnerships with Compton Unified School District and Pacific Asian Consortium in Employment (PACE), a large Early Head Start and Head Start, lay the foundation for further growth in LA.

3,219

Children Served



36

Sites Engaged

The students come excited to school with their books and ready to share the stories they read with their classmates. We are very appreciative of this grant to help support the school to home connection and encourage students to become lifelong learners! ”

Alicia Weyeneth, Principal at Washington Elementary School, Compton Unified School District

Buffalo, New York

The Buffalo City School District, New York's second largest school district, has partnered with Raising a Reader to help improve reading after the disruption of the pandemic. Since 2018, Buffalo has continued to expand, and by the end of the 2022/2023 school year, Raising a Reader was in every school classroom across all PreK and Kindergarten. More than half of the caregivers who completed Raising a Reader's initial survey said that they did not have a reading routine. After participating in Raising a Reader, the majority of families now have a reading routine.

3,300

Children Served



38

Sites Engaged



Buffalo Public Schools prides itself on being able to provide the resources and programming through Raising A Reader for our students and families. This programming has allowed us to offer not only increase access to literature and reading routines in the home, but also accessibility of literature in many of our families' native languages.”

Ashley M. Young, Director of Early Childhood and Elementary Education, Buffalo Public Schools



Seattle, Washington

The Seattle Public Library partnered with Seattle Public Schools to grow Raising A Reader's Classic Red Book Bag Program, now serving more than 1,200 children across the city.

1,200

Children Served



32

Sites Engaged

Raising a Reader is such an important program to be able to offer our families. In addition to the books, our literacy events really provide families with important read aloud information and tips. So grateful for this program!"

Omeury Toledo, Parent Child+ and Kaleidoscope Play and Learn Supervisor, El Centro de la Raza

Tribal Communities

We continue to cultivate partnerships that serve **tribal communities** across the United States. Research shows that reading and literacy increase when children feel represented in the books they read. We curated unique book collections with tribal communities across the country. Through our collaborations with organizations like National Indian Head Start Directors Association, Tribal Child Care Association of California and California Indian Manpower Association, we will continue to build a brighter future through literacy.

2,200

Children Served



12

Partners



“Collaborations like this one remind us that when we come together, we can create transformative experiences for our children and their families.”

Terri Stringer, Senior Manager, National Indian Head Start Directors Association

Measuring Our Impact

Our Partners observe the following with families:

- 99%** Increase in diverse, culturally responsive books in the homes of participating families
- 95%** Parents' increase in confidence in sharing books with their children
- 95%** Increase in number of times families are reading together
- 94%** Increase in parents' knowledge of reading techniques
- 94%** Increase in children's social emotional learning through book sharing

Together, we reach thousands of families each year:



Classic Red Book Bag Program

125,822

Children Served

284

Affiliates



Home Library Programs

15,630

Children Served

141,452
TOTAL CHILDREN SERVED



Ensuring Program Fidelity & Support

Our commitment to program fidelity and support included:

339

Early Childhood Leaders Trained

2,580

Hours of Professional Development

4.6



Customer Satisfaction (out of 5 stars)

“I love the resources and the connections between our local library and families.”

Rhonda Hill,
PreK Teacher at Granby PreSchool,
Granby, CO



Financial Overview & Funder Highlights

Raising a Reader is grateful for the support of our generous funders at every level. Our investors can give with confidence. Year-over-year we have 100% board giving and receive the highest ratings from charity evaluators. Our fiscal year runs January through December and we post our audited financials and annual reports as early as possible each year.

[VIEW AUDITED FINANCIALS](#)

INVESTORS

\$750k+



PARTNERS

\$150k+



SUSTAINERS

\$50k+



Our Board

Carol Emig

Chair

Sterling Speirn

Secretary

Erica K. Wood

Treasurer

Michelle Torgerson

President and CEO

Jennifer Blatz

Member

Karen Calloo

Member

Meredith Crooks

Member

Gihani Fernando

Member

Portia Kennel

Member

Kirk Law

Member

Kris Perry

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Tax-ID 94-3390149

Platinum
Transparency
2023

Candid.

Charity
Navigator



• FOUR-STAR •