Raising A Reader
Preparing Children for A Lifetime of Success

Providing early childhood literacy to give children and families the tools they need for kindergarten readiness and lifelong success
A Growing Need

- The first five years of a child’s life are critical to lifelong learning and development.

- One in three children in the United States enter kindergarten lacking basic pre-reading skills.

- Research proves that a child with a rich home-based literacy experience enters school more likely to learn to read by third grade.

- Across the nation, just under half of the children between birth and age five years (47.8%) are read to everyday by their parents or other family members.

- By age three, children from higher income families have heard 30 million more words than children from underprivileged families.

- 61% of families living at or below the poverty level have no books in their homes.
A Validated Model

Raising A Reader:

- Is a national leader in early literacy and family engagement
- Provides early childhood literacy and parent engagement supports designed to foster healthy brain development and parent-child bonding, and build the necessary cognitive, language and early literacy skills in children birth to age five
- Engages and trains parents, the most influential resources children have, to become key partners in their children’s early success
- Has a national network of 2,500 community partners serving 110,000 children and families annually across 26 states
Raising A Reader’s
Theory of Change

Child drives the process

Parents learn and engage in “read aloud” strategies

Program implementors communicate early literacy strategies to parents

Children and parents know their local library

Coordinators ensure that delivery system is turnkey

CHILD
Leads to healthy brain development, parent-child bonding and early literacy skills

PARENTS

IMPLEMENTERS

LIBRARIES

BOOK BAG

CONFIDENTIAL: Property of Raising A Reader 2010

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Raising A Reader’s Partner Agencies

Raising A Reader partners with key early childhood service providers:

- Head Start
- Even Start
- United Way
- Save the Children
- Migrant Education Programs
- Home Nursing Programs
- Libraries
- Preschools
- School Systems
- YMCAs
Who We Serve

Raising A Reader currently serves 110,000 children through 2,500+ affiliates across the country.

**Ages**
- 0-2: 16%
- 1-3: 31%
- 4-5: 22%
- 6+: 2%

**Ethnicity**
- Latino/Hispanic: 39%
- Caucasian/White: 31%
- African American: 17%
- Asian American: 8%
- Other: 2%
- AI/NA: 2%
- Middle Eastern: 1%

**Primary Language**
- Spanish: 37%
- English: 54%
- Chinese: 3%
- Other: 6%

**Income: Poverty Level**
- Above: 26%
- At/Below: 74%

**Settings**
- Centers: 40%
- Home Visiting: 11%
- Head Start: 28%
- Family: 11%
- Kindergarten: 2%
- Adult Ed: 1%
- Other: 7%
Impact on Families

Nineteen independent evaluations demonstrate Raising A Reader’s significant effects on family reading behavior, parent/child bonding and kindergarten readiness:

* 75% increase in the number of parents who shared books with children five or more times per week (Norfolk, VA 2004)

* 58% higher pre-reading skills than neighboring children without the program, while local parents reported a tremendous 471% increase in reading to their children five or more times per week (San Francisco, CA 2008)

* 69% higher in pre-reading and 59% higher in book knowledge than other Head Start five-year-old or older children (San Francisco, CA 2003)

* 18% increase in Native American families reporting that they had a regular routine time for reading (Tecumseh, OK 2007)
A cost effective solution

Raising A Reader is a scalable and cost-effective program that invests in the educational success of children.

- The materials are used year after year.
- The annual average cost per child over a five-year period is just $35.
- On average, a child is introduced to 100 books per year.
- Outcome data demonstrate that Raising A Reader can be adapted to virtually any community, while maintaining treatment fidelity, making it easy to replicate and scale.
Alicia from United Way visited a friend from the Buena Vista Camp and found preschooler Lupe with her bright colored bag around her shoulder. She walked around with a big smile and when Alicia asked what was in the bag, her face lit up and she said “es mi tesoro” (This is my treasure). Every night Lupe struts around the living room with her book bag around her shoulder and insists that someone read to her before bedtime.
“If it were not for the Raising A Reader program, I would not have read to my child at all”

First 5 Parent
San Joaquin County, CA