



# 2022

IMPACT REPORT





**Michelle Torgerson**  
President and CEO



This is an exciting time for our organization - our steady growth and meaningful partnerships have helped Raising a Reader expand in areas where it is needed most. We welcomed new teammates and pushed into new, innovative spaces, adding a home learning app to our suite of offerings. We refined our messaging to better reflect the way we work with and support children, families and all of our amazing partners and investors.

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.

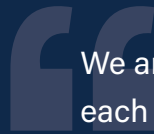
Thank you for everything you do to make Raising a Reader a critical partner in supporting all children by strengthening family bonds and continuously striving to create a more equitable future for our children and our communities.

Please don't hesitate to reach out if you have any questions or would like more information! Until then, keep an eye on us as our growth continues.

Michelle Torgerson  
President and CEO

# It all starts with *strengthening families* through reading

Raising a Reader supports families as they create and grow into their practice of reading together with their children.



We are so happy to have access to new books each week. Now, every night we read together, and it has become a routine.

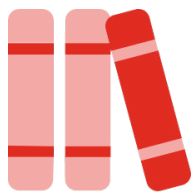
*Parent from Early Learning Coalition of Manatee Palmetto, FL*

## We build and support *programs* that work.

The research is clear – when families are meaningfully involved, children's academic achievement improves.

Our evidence-based and award-winning programs are affordable, easy to implement and scientifically grounded. We offer support every step of the way to ensure that the program meets our families' needs.

### **In 2022, we reached:**



#### **Classic Red Book Bag Program**

- 127,839 Families
- 290 Affiliates



#### **Home Libraries**

- 15,951 Families
- 21 Partners

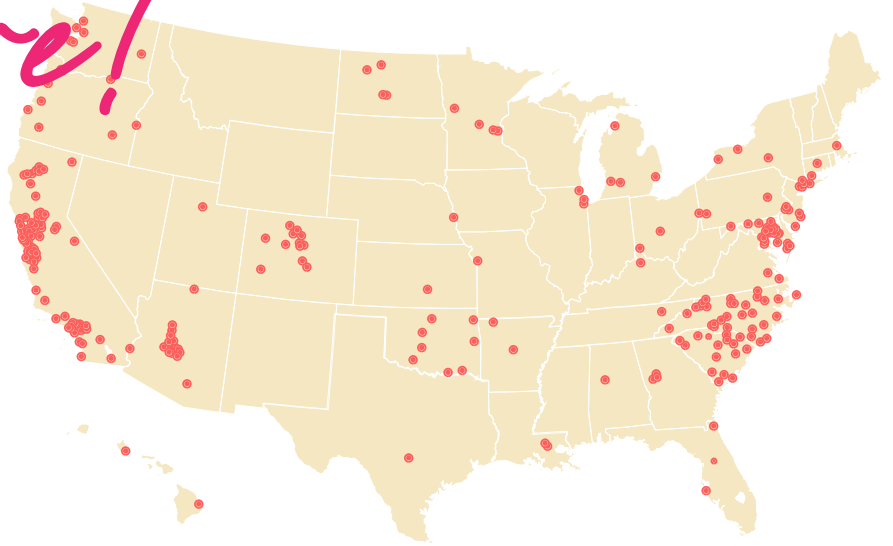


Thanks to the bilingual materials and books provided with the RAR programs, families can take an active role in their child's learning.

**RAR Affiliate**

# Raising a Reader is *everywhere!*

- **311** Partnerships in **34** states
- **5 million** books in rotation reaching **143,790** families
- **3,000** sites, such as early childcare centers, schools, and nonprofits



We support a community of educators with over **2,010 hours** of professional development each year.

**98%** of Affiliates report an increase in knowledge in:

- Shared reading techniques
- Early brain development
- Language and literacy development
- Ability to foster children's motivation to read

This leads to families *improving* their home learning routines.

**90%** of Affiliates observe families increased:

- Confidence in sharing books with their children
- Knowledge of shared reading techniques
- Shared reading time with their children
- Access to multicultural books

**90%** of Affiliates observe children increasing:

- Social emotional learning through book sharing
- Motivation to read

# We can tell *inspiring stories* like these...



A dad shared that he had never read to his children before because he didn't think it was important and he didn't have time. But now he takes the time to read every night before his son goes to bed thanks to the Red Book Bag Program!

**Family from Minot Head Start  
Minot, North Dakota**

It has benefited my family in that we are able to spend time with our kids by reading to them. Also, before my son wouldn't pay a lot of attention when I would read to him. Now he pays more attention and asks questions about the story.

**Family from United Way of the Desert  
Palm Desert, CA**

We live in a rural community and many of our parents have grown up in this area. But, it wasn't until we had a Blue Bag Celebration at the Library we realized how many had never been to the local library. For many of our families, it's a 20 minute to an hour drive. So being able to bring Raising a Reader's Blue Bag program to them and give them books at home to share that visits to the library increased.

**Coordinator from Lakes Country Service Cooperative  
Fergus Falls, MN**



Gabby received the Red Book Bags in playgroup and at preschool and fell in love with books. She loves reading them to her younger siblings and cousins. During the pandemic her mother said that they had very few books in the home and she realized just how important they are. She's very grateful not only for the books but for the workshops and supports.

**Ms. Bacho  
Parent Services Project, San Rafael, California**



I've seen how RAR has positively involved parents. The books are age appropriate and are purposely selected to promote the interest of each child and family. We are a new classroom and I have seen the engagement families have with the RAR program.

**Ms. Rodriguez  
Turnbull Child Development Center, San Mateo, California**

# It's all *thanks* to you!

We celebrate 100% board giving and are grateful to our individual and institutional supporters at every level. Together we are improving educational outcomes for all children because we know that literacy and learning go hand in hand.

Join us in acknowledging our institutional funders below!

## INVESTORS \$750K+



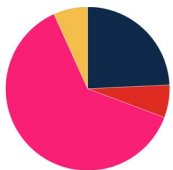
## PARTNERS \$50K+



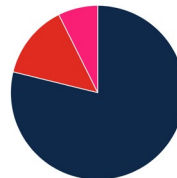
## SUSTAINERS \$5K+



# Financials



Donations & Grants	\$1,281,311
In-Kind Gifts	\$346,716
Earned Income	\$3,355,287
Other Revenue	\$362,533
<b>Total Revenue</b>	<b>\$5,345,846</b>



Program Services	\$3,958,045
Management & General	\$698,232
Fundraising	\$371,061
<b>Total Expenses</b>	<b>\$5,027,338</b>

