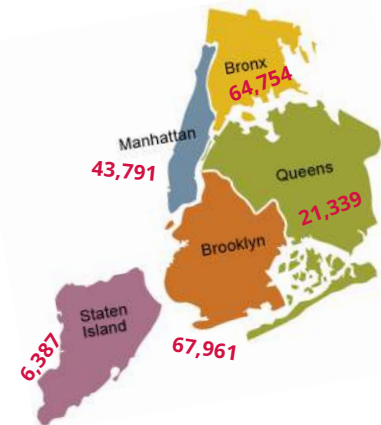




ALWAYS HERE FOR THE FAMILIES OF GREATER NEW YORK



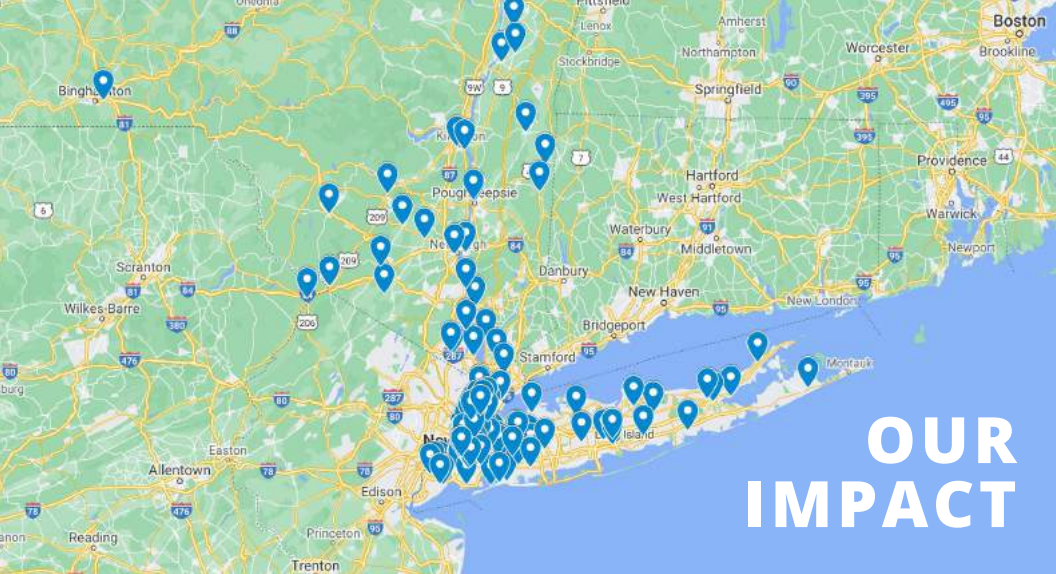
- 250,000 Books Distributed
- 31 Bilingual Virtual Workshops
- 255,000 Children Served

*...and that's just
the beginning.*



GREATER NEW YORK

2020 IMPACT REPORT



Hello!

In the depths of the COVID-19 pandemic, my son Oliver and I were sitting in our reading chair with the summer sun setting through the window. As our world grew smaller and safer, I found we both became more immersed than ever in the fictional countryside of a little blue truck or Max's wild jungle. These quiet moments of holding my son and falling into an open book had become more precious than they were before. It struck me then that as our world became more constricted, we had both found a brief reprieve in the arms of reading.

One of my greatest joys this year has been watching Oliver learn to read, to see his bright eyes dance along the page while his tiny finger traced familiar pictures and words. Despite the isolation we were all experiencing, I have felt closer than ever to the families that Reach Out and Read Greater New York (RORGNY) serves. Knowing that there were other families holding their young readers close, exploring new worlds, and developing a lifelong love of stories was a true gift.

Just like you, this year has been uncommonly challenging for RORGNY. In the face of COVID-19, we have adapted to the evolving needs of our doctors, the families we serve, and most importantly the children who take home books after each pediatric appointment. We gave up our office space and committed to remote work to ensure that every child in need had a book in their hands.

Books are a gateway to a world far broader than many children and families can access right now. The research is clear, nurturing home literacy is the key to stimulating language and reading skills that will last a lifetime and carry on to the next generation. Thanks to our dedicated staff and the generosity of our donors, RORGNY never closed our doors or stopped providing services to children in need.

Thank you for helping us build a future of powerful readers,

Emily Marchese
Emily Marchese
Executive Director

233 The number of hospitals, clinics, and other pediatric care sites with which we partner.

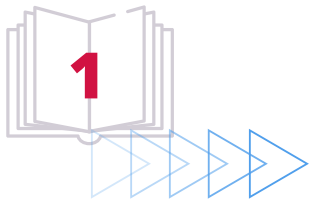


The number of children we serve:



Over 255,000

The previous number of age-appropriate books for every 300 children in low income areas:



The number of books we provide free to each and every child we serve.

100,000 The number of books distributed amidst quarantine and lockdown, in addition to 31 bilingual virtual workshops. We rapidly expanded services to meet families where they were.



MEET OUR LEADERSHIP!



EMILY MARCHESE

Emily Marchese is the Executive Director of Reach Out and Read of Greater New York. Prior to joining Reach Out and Read, Emily was the Executive Director of Roots and Wings, a privately funded social service agency that provides housing, education, and case management to aged-

out foster young adults. Over the course of five years, she doubled the revenue and size of the program and built an outcomes-focused culture across all areas of the organization. A Cornell University and London School of Economics graduate, Marchese lives in Rutherford, NJ with her four year-old son, Oliver.



KRISTEN ROCHA ALDRICH

Kristen Rocha Aldrich is Reach Out and Read of Greater New York's Program Director, where she is responsible for their literacy programming at 232 hospitals and clinics in the five boroughs and surrounding areas. Prior to joining ROR GNY, she was the Associate Program

Director of Too Small to Fail at the Clinton Foundation, where she helped bring early language development awareness campaigns to communities nationwide. She also founded the Early Childhood Education department at the New York Public Library. She holds a BA in Cultural Anthropology and a MA in Cultural Anthropology with a concentration in Education, both from the University of Pennsylvania.

Get to know the folks who bring Reach Out and Read of Greater New York to life.



JACK PACE

Jack Pace is the Chairperson of the Board of Directors behind Reach Out and Read of Greater New York. By day, and sometimes by night, Jack is a litigator in the New York office of White & Case, a global law firm. His practice focuses on antitrust. Jack loves working

with Reach Out and Read "because it works." He believes every family deserves more reading in their lives:

"The idea underneath the Reach Out and Read program is just so clever and efficient; it takes only a well-timed recommendation from a trusted physician and a free book to create a new relationship with reading and change a life. Educational opportunities and outcomes are so uneven in our country that it feels like urgent work to help correct that imbalance."

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2020

Our quick adaptations resulted in no closure or interruption to impact.

ALWAYS HERE FOR THE FAMILIES OF GREATER NEW YORK

Dec 2019

Emily Marchese stepped in as Executive Director



March 2020

We, Reach Out and Read of Greater New York, were the first early literacy nonprofit to launch Virtual Read Alouds



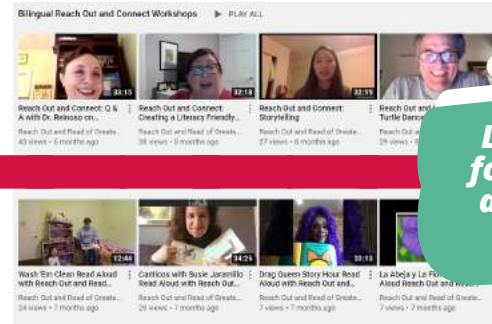
April 2020

Our virtual resource compilation was adopted nationally



March 2020

Launched virtual workshops for families and pediatricians and a resource calendars for families in need



August 2020

We nearly doubled well-child visits compared to last year and distributed 10,000 more books



Oct 2020

Our leadership team cut a cumulative \$100k from annual budget to drive every penny towards our community

Now!

... and our work continues in full force!



Nov 2020

Our staff went virtual permanently



OUR 2020 SUPPORTERS

The early literacy champions who made our work possible.

A Foundation of Philanthropic Funds - MBNY
Abigail & Valentin Velikov
Adam Kaufman
Alan Mendelsohn
Alex Lowy
Allison Rosenberg
Amanda Berlin
Amazon Smile
Amy Woolever
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Anthony Yoseloff
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TD Ameritrade
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Timothy Bellavia
Timothy King
Timothy Tran
TisBest Philanthropy
Traci Swain
Two West Foundation
U.S. Charitable Gift Trust
Wells Fargo Bank
William & Carolyn Wheatley
Your Cause LLC Trustee for NY Life
Zeldie Stuart

Corrections, questions, or concerns?
Please reach out to Executive Director Emily Marchese:
emarchese@reachoutandreadnyc.org | (201) 741-1217

Since March, we have consistently been reminded that **the action we take today creates the world we all inhabit tomorrow.**

As school doors open and close, and further educational decline threatens our communities, **we have the strong foundation on which to continue building new points of literacy access for everyone.**

We've served skilled pediatric care providers and thousands of families in the Greater New York area. Since 1999, we've provided **essential literacy tools and resources that allow caregivers and children the opportunity to reach their full potential** and become leaders in our very own communities/

The number of families we are able to help thrive is tied directly to public support, and is not possible without your contribution. We know how much the actions we take right now will matter to the next generation in our very own neighborhoods.

Your tax-deductible gift ensures that today's struggles for equity in education, representation in books, and inclusion in leadership are not the same struggles we leave to our children.



Questions?

Please contact
Emily Marchese
emarchese@reachoutandreadnyc.org
(646) 453-6398



www.reachoutandreadnyc.org/donate

YOUR SUPPORT BUILDS A NEW FUTURE

\$500

Trains 10 pediatricians to implement our program in their practice

\$250

Introduces 45 caregivers to the power of early literacy

\$100

Supports a bilingual virtual workshop

\$50

Starts a library for 9 children

\$25

Supports one child's introduction to reading