

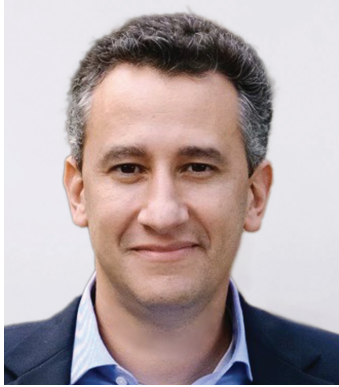


2024 IMPACT REPORT



GREATER NEW YORK

A Note From Our Leaders



“From the very beginning of my involvement with Reach Out and Read, I was struck by the passion and dedication of everyone involved... Being part of this team has shown me the incredible impact we can have when we come together for a common goal.”

In 2024, as Reach Out and Read of Greater New York celebrates its 25th anniversary, I find myself reflecting on the remarkable journey of this organization — and my own journey as part of this team. Two years ago, I stepped into the role of Board Chair, honored and excited to support a mission that resonates so deeply with my own values. These past two years have filled me with optimism about the future of our organization and our community.

From the very beginning of my involvement with Reach Out and Read, I was struck by the passion and dedication of everyone involved — from the clinicians who incorporate literacy into pediatric care, to the supporters like you who make our work possible. Being part of this team has shown me the incredible impact we can have when we come together for a common goal.

The Reach Out and Read model is simple and powerful. By integrating early childhood literacy into pediatric care, we make books and reading an essential part of a child’s healthy development. With the support of 900+ medical providers across 230 clinics, doctor’s offices, and hospitals, we ensure hundreds of thousands of families receive not just medical care but also the tools to nourish their children’s minds.

However, the numbers can’t fully capture each story of a life touched — a parent inspired to read to their child, a young mind sparked with curiosity, and a community strengthened by the bonds of shared stories.

The impact of Reach Out and Read is profound. I’ve witnessed firsthand how this team’s commitment turns a simple concept — giving a child a book — into transformative change. I’ve seen how a pediatrician’s guidance can empower parents, how a shared story can connect a family, and how this seemingly small act can set a child on the path to lifelong success.

As we celebrate 25 years of service, I am filled with gratitude for all that we’ve accomplished together. Thank you for being part of this journey!

But there is still so much more to do. With your continued support, we can ensure that every child, regardless of their circumstances, has access to the power of books and the opportunity to dream big. Together, let’s write an exciting next chapter for Reach Out and Read and the Greater New York community.

Regards,

A handwritten signature in black ink, appearing to read 'Josh Green', written over a horizontal line.

Josh Green
Board Chair

A Note From Our Leaders

Dear Community,

This year, as we celebrate Reach Out and Read of Greater New York's 25th anniversary, I am deeply moved by the incredible impact we have made together. For a quarter of a century, we've stood by families, empowering them with the tools and support to build brighter futures through the simple but profound act of reading.

In 2024, our work has reached extraordinary new heights. We partnered with over 900 medical providers across 230 active programs, embedding literacy guidance into pediatric care. This year alone, we distributed 425K books, including 135K bilingual books, ensuring culturally responsive resources for our diverse communities. Our programs reached 250K families, with 97% living in high-need areas and 90% representing BIPOC communities. Despite this incredible impact, we know there is still work to do, with 57 additional sites waiting to join our growing movement.

These accomplishments tell a powerful story of impact, but they only scratch the surface of what we have achieved together. Over the past 25 years, Reach Out and Read of Greater New York has touched the lives of millions of children and families. We've provided not just books, but opportunities — moments of connection, joy, and learning that lay the foundation for a lifetime of success.

As we reflect on this milestone, I am reminded of the many champions who have made this possible — our incredible clinicians, our dedicated donors, our committed board members, and our passionate staff. Your belief in our mission has fueled our growth and allowed us to serve the communities that need us most.

Yet, our work is far from done. As we look ahead to the next 25 years, we are determined to ensure every child has access to the magic of books and the power of shared stories. Together, we can continue to close the gap for the families who still lack the resources they need and bring programs to every clinic waiting to join us.

Thank you for being part of this journey. Your generosity, vision, and partnership inspire us every day. Let's keep building a future where every child has the chance to dream, grow, and succeed — one book at a time.

Thank you,



Emily Marchese
Executive Director



“Over the past 25 years, Reach Out and Read of Greater New York has touched the lives of millions of children and families. We’ve provided not just books, but opportunities— moments of connection, joy, and learning that lay the foundation for a lifetime of success.”

About Us

Since 1999, Reach Out and Read of Greater New York (ROR GNY) has been dedicated to transforming the lives of children and families by fostering early literacy and relational health. Over the past 25 years, we have reached more than one million children and their families, distributing over six million books across New York City, Long Island, and the Hudson Valley.

Reach Out and Read was founded by three pediatricians who recognized the profound impact of early literacy on child development and family bonds. What began as a groundbreaking idea is now the only national pediatric literacy program endorsed by the American Academy of Pediatrics.

At ROR GNY, we integrate books into pediatric care, leveraging the city's healthcare system to encourage families to read aloud together. By focusing on historically under-resourced communities, we provide families with the tools they need to nurture their children's success.

Our evidence-based model creates systemic change by involving medical professionals in delivering literacy guidance during well-child visits from birth to age five. At these ten critical touchpoints, healthcare providers offer developmentally appropriate reading advice, cultivating early literacy skills and strengthening the trusted bond between caregivers and clinicians. Each child receives a new, high-quality, culturally

reflective book, an intervention proven to double the frequency of family reading, improve language development, and enhance clinician well-being.

As an independent 501(c)(3) nonprofit, ROR GNY is proud to be affiliated with the national Reach Out and Read organization, which serves families across all 50 states. This year, as we celebrate 25 years of impact, we remain committed to equipping families with the resources they need to build brighter futures and ensure every child has the opportunity to thrive.

Our Continued Challenge

Despite our progress, the need remains urgent. Many children in under-resourced communities still lack access to books that reflect their experiences, languages, and cultures. This year, we are committed to reaching even more children and families, addressing these disparities, and strengthening early relational health — a cornerstone of child development.

How You Can Help

Your support is vital to our mission of promoting early literacy and providing children with the tools they need to thrive. Every contribution helps turn the page toward a brighter future, equipping children with the skills and confidence they need for lifelong success.

Join us in this milestone year by making a tax-deductible donation. Together, we can share the joy of reading, touch more lives, and shape brighter futures. Your commitment goes beyond a gift — it's a lifeline for children and families in need.



Our 2024 Impact

In 2024, Reach Out and Read of Greater New York (ROR GNY) continued to expand its reach and impact, building on the success of the previous year to bring the joy and power of reading to even more families. Here's what we accomplished:

Families and Visits:

15% Increase from FY23

Books Distributed:

11% Growth from the previous year

Expanded Reach:

13% Increase in number of locations

BY THE NUMBERS



2024 Program Highlights



The ROR GNY Board welcomed healthcare executive **Sandhya Rawal**.



ROR GNY selected as the host for the 2024 National Reach Out and Read Leadership Conference



Kari Kurjiaka joined the ROR GNY team as Director of Literacy and Public Policy.



IN THE MEDIA

During 2024, Executive Director Emily Marchese was a featured guest on Spectrum 1 New York *In Focus*, *Open* on Bronx Net, *Book It* with Carol Ann Riddell on CUNY-TV, *The Big Apple Podcast*, and the *ROR Podcast* with Dipesh Navsaria.



Our Data-Driven Approach

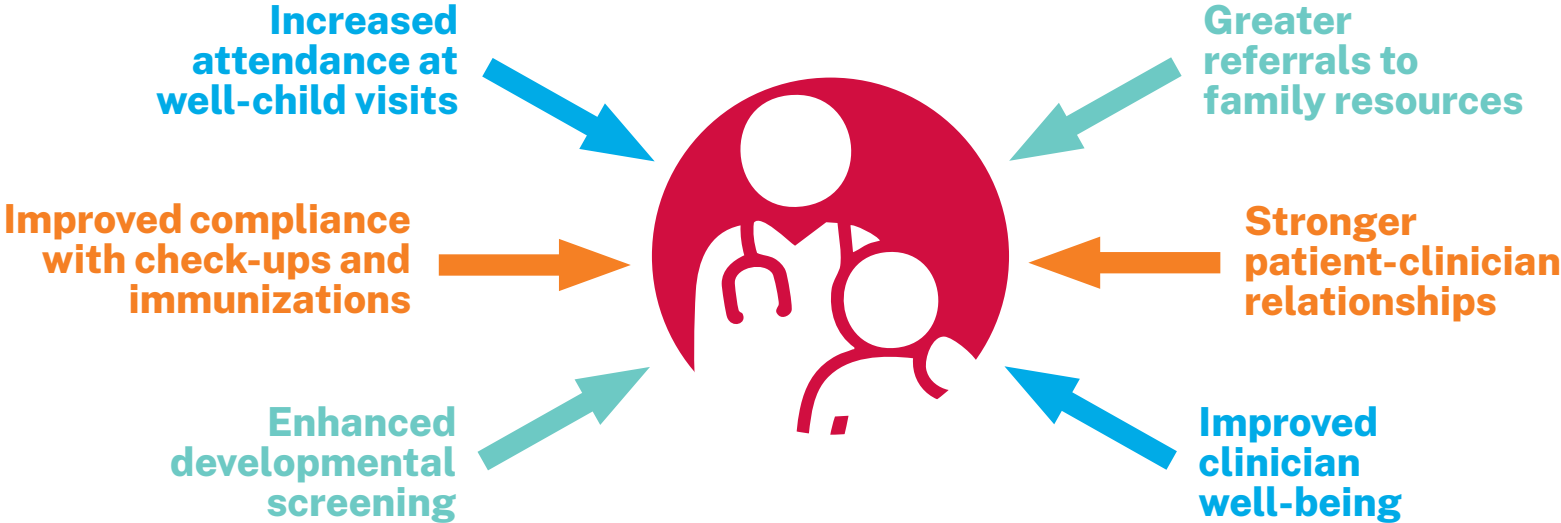
Our mission is to create systemic change in a child's life by leveraging medical professionals to deliver an evidence-based, early years literacy model, reaching families during critical moments in a child's development.

This approach fosters early cognitive, emotional, and social growth in children under 5 years old, while strengthening family bonds through shared reading — an effective antidote to adverse childhood experiences (ACEs).

The cornerstone of ROR GNY's success is its data-driven model. This approach enables our staff, medical practitioners, and engagement teams to: Identify specific needs within communities; Tailor the program to address those needs, and Monitor progress over time. ROR GNY continuously collects data through bi-annual progress reports, in-person site evaluations, and medical provider feedback surveys. This allows us to adapt and refine our program in real time. By relying on evidence-

based strategies, we maximize the impact of our participatory reading model, providing targeted support to children and families who need it most.

When implemented with fidelity, the ROR model is clinically proven to enhance both early literacy skills and family relationships. Additionally, it strengthens essential aspects of pediatric care, including:



Book Buying Buddies



Strength in Partnership

Book Buying Buddies is a unique coalition led by Reach Out and Read of Greater New York (ROR GNY) in collaboration with peer literacy organizations across New York City. Together, we harness the power of partnership to increase our collective purchasing capacity, securing better pricing on diverse, high-quality books for the communities we serve.

The challenge is clear: books by diverse authors and illustrators, or those featuring inclusive characters and bilingual content, are often significantly more expensive than mainstream options. For small nonprofits like ROR GNY, this can strain budgets and limit access. To address this, we created **Book Buying Buddies**, pooling resources with our partners to place bulk orders that amplify our shared purchasing power. By working together, we're breaking down barriers and ensuring diverse books reach the hands of the families who need them most.

Thanks to the success of this initiative, we distributed over 425,000 books to children in 2024. This milestone is a testament to the collective strength of **Book Buying Buddies**.

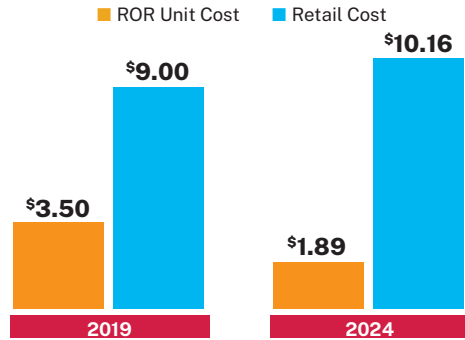
Our 2024 Partners: Books4Schools, Scholastic, and All About Books

This year, we proudly partnered with 20 early literacy organizations with our Book Buying Buddies program and were able to purchase books from some fantastic publishing partners including Books4Schools, Scholastic, and All About Books. These partnerships are key to helping us expand access to affordable, inclusive books for families across New York. Together, we're building a brighter, more equitable future — one book at a time.



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ROR GNY Unit Cost vs. Retail Cost



Impact of Book Buying Buddies Donations

DONATION AMOUNT	REACH
\$5,000*	2,000 Copies 1 Title 2,000 Children Reached
\$15,000*	5,000 Copies 1 Title 5,000 Children Reached
\$25,000*	10,000 Copies 2 Titles 10,000 Children Reached
\$50,000*	20,000 copies 5 titles 20,000 children Reached
\$100,000*	50,000 Copies 5 Titles 50,000 Children Reached

*All levels of support contribute to the essential ROR GNY infrastructure of procuring, buying, and coordinating large-scale book orders with publishers.



Meet the Team

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Jessica Andrea Lizzio, B.S.,
Director of Medical Engagement

Kari Kurjiaka, Director of Literacy
& Public Policy

Megan Foehr, MAM,
Senior Development Manager

Veronica Hitchen, Program
Coordinator of Medical Engagement

Tim Linfield, Program Associate

Bold denotes new member of Board of Directors.



25th Anniversary Gala

Celebrating 25 Years of Impact: ROR GNY's Gala

In October 2024, Reach Out and Read of Greater New York marked a remarkable milestone – 25 years of fostering early literacy and brighter futures for children – with a gala at City Winery. This unforgettable evening brought together our passionate supporters, partners, and champions to celebrate a shared commitment to empowering families through the joy of reading.

The event was a heartfelt tribute to a quarter-century of impact, featuring moving stories from families, inspiring speeches, and an outpouring of generosity. A highlight of the evening was honoring founding Board Member Judith Levine with the Lifetime Achievement Award for her extraordinary contributions to early literacy and her unwavering dedication to our mission. The evening also included a special tribute to Eva Mendes, honored with the 25th Anniversary Children's Literacy Award for her contributions to children's literature and dedication to fostering a love of reading in young children.

Thanks to the collective efforts of attendees, we raised critical funds to sustain and expand our programs, ensuring that every child has the chance to discover the joy of reading.

This celebration was not only a reflection of our accomplishments but also a call to action – a reminder of the work that still lies ahead. Together, we are turning the page toward an even brighter future for the children and families we serve.

Let's continue this journey, one book at a time. Cheers to another 25 years!



Save the Date

A BOOK FOR EVERY CHILD ANNUAL GALA

OCTOBER 21, 2025
TRIBECA ROOFTOP, NEW YORK CITY
REACHOUTANDREADNYC.ORG

For more information contact:
Megan Foehr, Senior Development Manager
mfoehr@reachoutandreadnyc.org | 646-847-3009

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