



Reach Out and Read Sponsorship Opportunity

What is Reach Out and Read?

Raising Readers in Story County (RRSC) brought this national program to Story County in 2006. Reach Out and Read (ROR) gives young children a foundation for success by incorporating books into pediatric care and encourages families to read aloud together.



The ROR evidence-based program builds on the unique relationship between parents and medical providers to develop critical early reading skills in children, beginning in infancy. As recommended by the American Academy of Pediatrics, ROR incorporates early literacy into pediatric practice, equipping parents with tools and knowledge to ensure that their children are prepared to learn when they start school.

Our ROR program serves approximately 6000 Story County children and their families annually. ROR families read together more often, and their children enter kindergarten with larger vocabularies and stronger language skills. During the preschool years, on a national level, children served by ROR score three to six months ahead of their non-ROR peers on vocabulary tests. These early foundational language skills help start children on a path of success when they enter school.

- We offer books to all primary care providers in Story County, including McFarland clinics, Story Medical clinics, Primary Health Care, Inc., and the WIC Clinic who do well child check-ups and we deliver labeled books to the clinics
- We recruit organizations, businesses and individuals to help fund enough books to serve all children at their well child check-ups from 2 months to 5 years
- We carefully select books that are age appropriate and attractive
- We inventory books on a regular basis to be sure there is an adequate supply
- We complete bi-annual reports to national ROR
- We publicize the ROR program and the importance of early literacy
- We maintain Reading Corners in clinic waiting rooms.
- We offer literacy resources on our website www.raising-readers.org



15-Month-Old Sponsorship



Thousands of Story County families are served by ROR annually. Currently, babies and children receive a free quality children's book at eight of their well-child check-ups. **Over 10,000 books are given out annually through this program to Story County children.** We have seen a need to add books at the 15-month check-up and have added this opportunity for FY 2018-19.

A \$3000 sponsorship of the 15-month book will purchase 1000 books for the program. A label would be placed on the back of each book with **[BUSINESS/ORGANIZATION/FAMILY]** name and logo. You would also be listed on the Raising Readers in Story County website (<http://www.raising-readers.org/about-us/donors-and-sponsors>), annual report and through press associated with the program.