

Reach Out and Read

Our Mission: Reach Out and Read prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

Reach Out and Read is a research-based nonprofit organization that promotes early literacy and school readiness in pediatric exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud.

Reach Out and Read builds on the unique relationship between parents and medical providers to develop critical early reading skills in children, beginning at 6 months of age. The 3.8 million families served annually by Reach Out and Read read together more often, and their children enter kindergarten with larger vocabularies, with stronger language skills, and better prepared to succeed.

Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric checkups from 6 months through 5 years of age, with a special focus on children growing up in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities encourage early literacy skills so children enter school prepared for success in reading.



Adopt-a-Site Program

Your donation of \$50 provides one child a new age-appropriate book at each well-visit from age 6 months to 5 years. Each child adopted through this program will receive a new book at their well-child visit to add to their home library. All donations are solely for the purchase of books and *will stay in your local area at your chosen Reach Out and Read program.*

Our Impact in SC

Each year Reach Out and Read South Carolina provides books to over **126,000** children at **120** clinics in South Carolina! Over **60%** of the SC Medicaid population is currently being served by a Reach Out and Read program.

"Reach Out and Read is a uniquely progressive program, using the consistent and trusting relationship between providers and families to reach children earlier and with higher frequency than any other program"

*-Dr. Julie Ballance
Medical Director of ROR-SC*

One urban clinic had Reach Out and Read for three years; another which was similar in all other respects, did not have Reach Out and Read in place. Reading aloud by parents, and children's book ownership were significantly higher in the ROR clinic. What's more, scores on standardized vocabulary test were significantly higher in the Reach Out and Read clinic - 8.6 points higher for receptive language (understanding words) and 4.3 points higher for expressive (picture naming), both large, meaningful effects. (Pediatrics, 2001);

Sponsorship Levels

Pat the Bunny

1 child - \$50

- Sponsor "Thank You" stickers on all books purchased with donated funds.

Make Way for Ducklings

5 children - \$250

- Sponsor "Thank You" stickers on all books purchased with donated funds.
- **Sponsor recognition in the Reach Out and Read-SC semi-annual e-newsletter and on the website.**

Curious George

10 children - \$500

- Sponsor "Thank You" stickers on all books purchased with donated funds.
- Sponsor recognition in the Reach Out and Read-SC semi-annual e-newsletter and on the website.
- **Recognition bookmarks sent home with books purchased with your support.**

Clifford

20 children - \$1000

- Sponsor "Thank You" stickers on all books purchased with donated funds.
- Sponsor recognition in the Reach Out and Read -SC semi-annual e-newsletter and on the website.
- Recognition bookmarks sent home with books purchased with your support.
- **Framed picture provided to you of children reading the books your donation provided.**

Goodnight Moon

50 children - \$2500

- Sponsor "Thank You" stickers on all books purchased with donated funds.
- Sponsor recognition in the Reach Out and Read -SC semi-annual e-newsletter and on the website.
- Recognition bookmarks sent home with books purchased with your support.
- Framed picture provided to you of children reading the books your donation provided
- **Media Event/Check Presentation at Reach Out and Read Clinic**

Please send this pledge form to ROR – SC, Seven Richland Medical Park, Columbia, SC 29203 Site Name: _____

Name: _____ Organization (if applicable): _____

Address: _____ County: _____

Email: _____ Phone: _____ Fax: _____

Sponsorship Level: Are you or anyone in your business/organization

_____ Pat the Bunny (\$50.00) interested in volunteering at your adopted site?

_____ Make Way for Ducklings (\$250.00)

_____ Curious George (\$500.00) _____ YES! Contact Name: _____

_____ Clifford (\$1000.00) _____ No, thanks. Contact Number: _____

_____ Goodnight Moon (\$2500.00)

_____ Other \$ _____

Please make checks payable to ROR-SC. If you would like to pay via credit card please call the state office at 877.367.8839.



Making Books Part of a Healthy Childhood Reading is Doctor Recommended!



Reach Out and Read - SC

Adopt-a-Site Program

Reach Out and Read-SC
led by Palmetto Health Children's Hospital
Seven Richland Medical Park Drive
Columbia, SC 29203
803.434.2523 877.367.8839
803.434.7379 fax
www.reachoutandreadsc.org
contact@reachoutandreadsc.org