

Reach Out and Read

Reach Out and Read (ROR) 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.

ROR 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 ROR 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 makes literacy promotion a standard part of pediatric primary care, so that children grow up with books and a love of reading. 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 \$40 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 ROR program.

Our Impact in SC

Each year Reach Out and Read South Carolina provides over **180,000 books** to children at over **120 clinics** in South Carolina! Over 60% of the SC Medicaid population is currently being served by a ROR 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 ROR for three years; another which was similar in all other respects, did not have ROR 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 ROR 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 - \$40

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

Make Way for Ducklings

5 children - \$200

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

Curious George

10 children - \$400

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

Clifford

20 children - \$800

- Sponsor "Thank You" stickers on all books purchased with donated funds.
- Sponsor recognition in the ROR-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 - \$2000

- Sponsor "Thank You" stickers on all books purchased with donated funds.
- Sponsor recognition in the ROR-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 ROR 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 (\$40.00) interested in volunteering at your adopted site?

_____ Make Way for Ducklings (\$200.00)

_____ Curious George (\$400.00)

_____ Clifford (\$800.00)

_____ Goodnight Moon (\$2000.00)

_____ Other \$ _____

_____ YES! Contact Name: _____

Contact Number: _____

_____ No, thanks.

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