



EMPLOYEE BENEFIT

LIKE NO OTHER

"The program has helped my son to get more excited about learning to read, and we find him in his bedroom "reading" through the books on his own now. Not only that, but it gives us something to look forward to each night as we get to read together before bed time. And, when he sees books he's taken home before, he still gets excited because he remembers the story. We wanted to thank you very much."

- Parent, Pennsylvania



WHY CHOOSE RAISING A READER?

UNIQUE BENEFIT

Raising A Reader is a proven early literacy and family engagement program that is based on more than 25 years of early childhood development research. We have successfully helped families build, practice, and maintain literacy routines in their homes since 1999.

Today, Raising A Reader works with visionary companies who understand that reading is a necessary skill for children to develop to their full potential, and succeed academically, and eventually participate in the workforce.

EMPLOYEE RETENTION

Adopting our program reflects a company's commitment to diversity, inclusion, and education. Companies with employees from diverse backgrounds who are highly mobile and family-focused, are using Raising A Reader as a low-cost addition to their employee retention plans.

Most importantly, the Raising A Reader program benefits all employee levels: C-Suite, management, entry-level and long-term employees. Our program appeals to young parents, aunts, uncles, and grandparents within a company!

PROFESSIONAL DEVELOPMENT

RAR's weekly Red Book Bag delivery system is shipped to sites ready to go, making implementation easy. Raising A Reader works with companies to identify a program leader, who has an interest and demonstrates leadership potential, to be trained to coordinate the rotation cycles with participating employees.

ROI

Because of nearly 20 years of experience implementing in diverse settings, we offer tailored and scalable implementation plans for companies. And our materials last five to seven years due to their high-quality making the program very cost-effective to maintain.

ABOUT US

Raising A Reader (RAR) is a national nonprofit organization offering local agencies an evidence-based early literacy and parent engagement program that has demonstrated it can improve the reading readiness skills of children birth to age eight.

FAST FACTS

- Since 1999, RAR has reached more than 1.625 million children.
- In 2017, RAR served more than 126,000 children and their families.
- RAR has 290 affiliate partners in 37 states in more than 2,900 implementation sites.
- RAR has 34 independent evaluations demonstrating its impact on family engagement, language and early literacy skills.

TO LEARN MORE

Contact Gloria Garcia

ggarcia@raisingareader.org

(202) 421-7825

WHY CHOOSE RAISING A READER?

The Raising A Reader program brings more than 100 age-appropriate, multicultural, and multilingual books into a family's home, exciting the child on a weekly basis to share a book with a loved one.

At the end of the rotation cycle, each child receives a Blue Library Bag to keep to reinforce the importance of continuing to access books and the importance of reading.

HIGH-QUALITY BOOKS AND MATERIALS

The Raising A Reader book collection includes more than 2000 titles from more than 40 different publishers.

Book titles are carefully chosen to represent a wide selection of concepts.

The collection is designed to provide children with both a window to the world that surrounds them and a mirror of the world that they know.

DIVERSITY

In addition to ensuring that our books meet a variety of developmental objectives, we include books that reflect both the broad diversity of the world and the specific cultures of the families that we serve.

MULTILINGUAL

To support the home language of families, our collection includes books written in more than 15 different languages, including Spanish, Chinese, Arabic, Burmese, Vietnamese, Portuguese and more.

PROVEN IMPACT WITH POSITIVE OUTCOMES

Our program has more than 32 independent evaluations that demonstrate our program's impact on long-lasting literacy habit formation, language and comprehension development, and in one study, demonstrates that children test at higher levels in standard reading assessments than those children that don't participate in the program.

FOUNDING CORPORATE PARTNER



TRANSFORMATIVE BENEFITS FOR THE ENTIRE FAMILY

- Focus on two-generational approach to shared reading
- Innovative curriculum to create behavioral changes in families
- Fosters healthy brain development in young children
- Develops language and literacy skills
- Improves academic readiness

NATIONAL NETWORK OF SUPPORT AND TRAINING

- Membership to national network of 290 partners
- Comprehensive parent training for English Language Learners and families of children with special needs
- Professional development opportunities
- Access to RAR's online resources
- Peer learning opportunities
- Program materials delivered and ready to use



RAISING A READER NATIONAL OFFICE

NATIONAL OFFICE: 330 Twin Dolphin Dr., Suite 147, Redwood City, CA 94065
EAST COAST OFFICE: 810 Cromwell Park Drive, Suite K, Glen Burnie, MD 21061
T 650.489.0550 | F 650.489.0551 | www.raisingareader.org