



Giving Back: Reach Out and Read

December Portvisory, 2018



Agenda

1. Giving Back
2. Why is Reading Important?
3. Introduction to Reach out and Read
4. What can we do?

Giving Back

Why is it important to give back to the community??

What are important steps to take when you want to give back?

Cause: Promoting Reading



Ted Talk :

Why Reading
Matters

Rita Carter

Organization: Reach Out and Read

“Reach Out and Read is a nonprofit organization that gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.”

This organization buys books for infants and toddlers, then doctors give them out at the child’s appointments.



Reach Out and Read **doctors** encourage families to **read aloud** together.

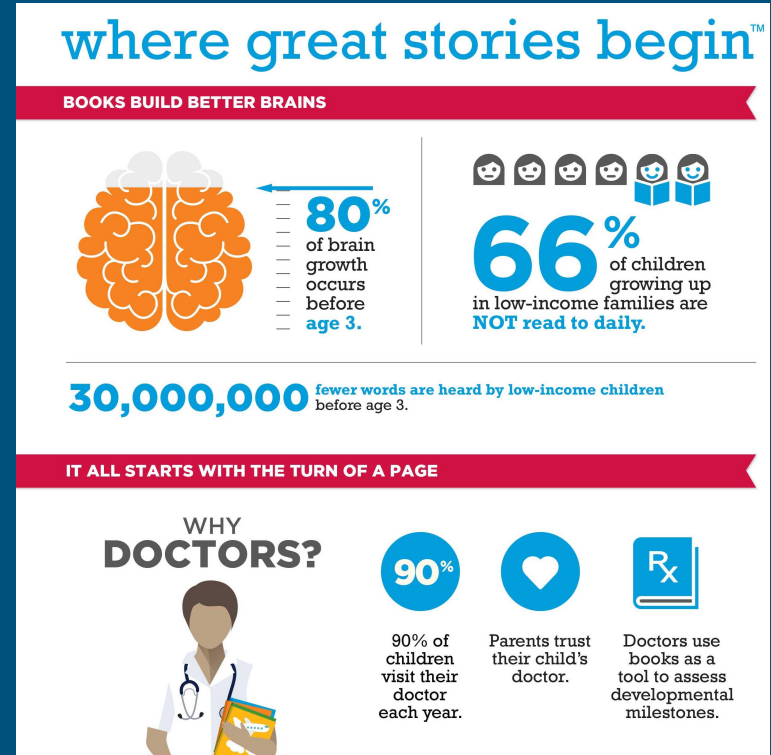


Nurturing family interactions support healthy **brain development**.

Organization: Reach Out and Read

Reach Out and Read was founded in 1989 with its first program at Boston City Hospital (now Boston Medical Center). By 2001, dramatic growth brought the Reach Out and Read model to all 50 states, with almost 1,500 sites distributing 1.6 million books per year.

Today, Reach Out and Read partners with more than 5,800 program sites and distributes 6.9 million books per year.



Reach Out and Read's Impact

The United Way Cape Cod helps fund Reach Out and Read here on Cape Cod

This video talks about the successes of the program in Philadelphia



What can WE do?

Tonight at the bookfair we will have a **box for book donations** and **a place for people to donate money** for the organization to buy books.

Now until winter break we will be accepting donations of new children's books and you can encourage your families to donate online through a virtual book drive!!!

What can WE do RIGHT NOW?

Today we're going to create posters, flyers or brochures to post in the multipurpose room for people to know what the organization does and why they should contribute.

A Good Flyer

- Talks about what Reach out and Read does
- Talks about why reading is important
- Has color and is neat
- Is easy to read (not too many words, clear writing, etc)
- Grabs your eye and makes you want to read it!
- Tells your reader what to do next
 - Buy a book at the book fair
 - Bring \$\$ to donate at the bookfair
 - Donate online via Virtual Book Drive