



Celebrating 25 years of Reach Out and Read in Minnesota

Annual Report

November 2022



MINNESOTA

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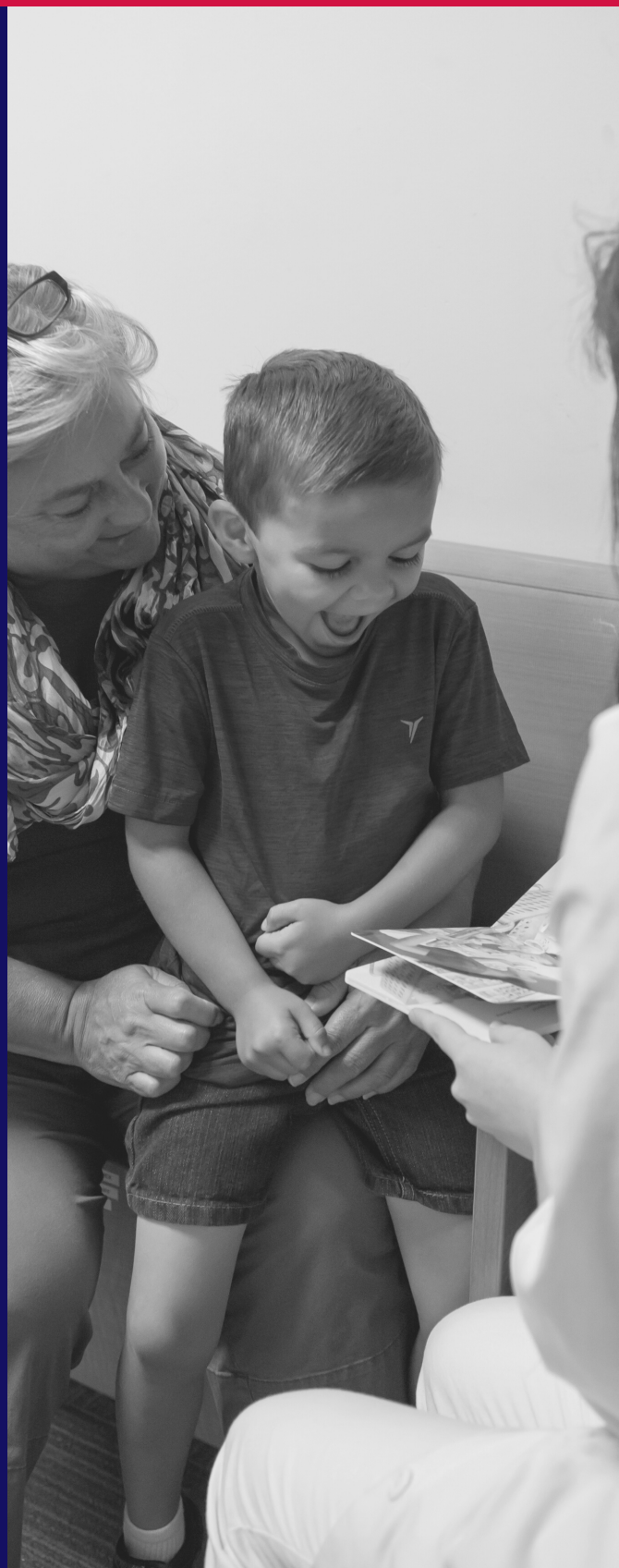
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OUR YEAR

In 1997, Children's Minnesota and Hennepin Healthcare (HCMC) began an innovative new program called Reach Out and Read, where providers gave books and early development guidance at well-child visits for young children ages 5 and below. Twenty five years later, these clinics have been joined by more than 300 other pediatric and family practice clinics, covering every region in the state. **This vast growth is a testament to the generous and nurturing spirit of Minnesota's diverse communities, and a broad, statewide movement to give every child and every family an opportunity to succeed.**

We know this has been an enormously stressful and difficult time for our providers, clinic staff, and the healthcare system as a whole. We are immensely proud of our partners who have continued to prioritize the healthy development of our state's youngest learners and provide support to families in this crucial moment. This includes the hundreds of clinics who have stuck with our program through the most trying moments of the pandemic, as well as the nearly two dozen new clinics who joined our network this past fiscal year.

Despite the recent challenges, the Reach Out and Read Minnesota network is reaching more families and distributing more books at more clinics than ever before. We also continue to expand upon the impact of our program through new projects, such as our new program at two neonatal intensive care unit (NICU) sites, and our initiative with the Minnesota Chapter of the American Academy of Pediatrics to encourage race-conscious learning for young children.

The past few years have hammered home an important lesson: it is impossible to know what the future holds. However, what our healthcare providers, donors, and volunteers have shown us time and again is that, regardless of whatever the future brings, **early learning matters deeply to our community, and we will do what it takes to support our young learners when it matters most.**



OUR WORK

OUR MISSION

We seek to give young children a foundation for success through the powerful effects of reading and sharing a story with a loved one.

OUR MODEL

At over 300 clinics across the state, doctors and nurses trained in our program give books to children and give developmental guidance to parents and caregivers at their children's routine well-child visits. Our program gives young children and their families both the resources and knowledge they need to build a foundation for a lifetime.

OUR VISION

We envision a future for Minnesota where all parents have daily, meaningful, language-rich interactions with their children.

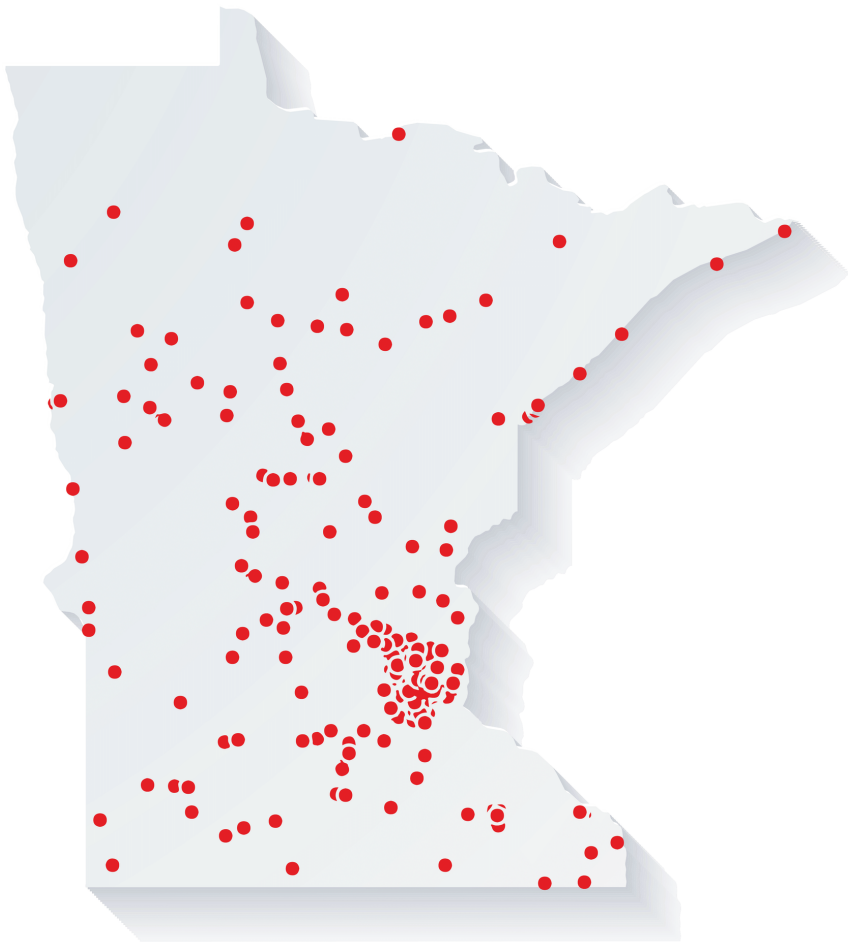


"Reach Out and Read offers the opportunity for the children to have a head start on literacy and learning with each book that is given. It gives both the child and the parents a time to bond and spend quality time together reading the book and looking at the pictures."

Ali Johnson, Minnesota Community Care,
East Side Clinic, St.Paul

OUR IMPACT

FY 2022 (JUL 21 - JUN 22)



305

Active clinics in
Minnesota
as of Nov. 2022

174,741

Estimated children
served in FY 22
(ages 6 months-5 years)



2,521

Providers using our
program
(includes pediatricians,
family physicians, nurse
practitioners, and more)

313,033

Books distributed in
FY22

OUR INITIATIVES & NEWS

NEW NICU PROGRAM

In 2022, two neonatal intensive care unit (NICU) programs in Minnesota began using an innovative new Reach Out and Read program where parents of children in the NICU are provided with weekly books and guidance on bonding with their little ones. M Health Fairview Masonic Children's Hospital and the Hennepin Healthcare NICU are among the first clinics in the nation to use this new program. [KSTP featured](#) the new program at M Health Fairview Masonic Children's Hospital in a news segment.



ANTI-RACISM PILOT

Studies show children begin to form concepts of race and racial preference as early as 3 months of age. We have partnered with the Minnesota Chapter of the American Academy of Pediatrics to create a pilot program where providers at 7 clinics across the state use our program to provide diverse books and guidance on how to help children deal with concepts of race at an early age. We look forward to analyzing and sharing the results in the year to come.

VACCINE CLINICS & GENTLY USED BOOKS

In order to bring comfort to families and boost our partners' vaccination efforts, our clinics have distributed thousands of gently used books at pediatric vaccination events for both COVID-19 and the flu.

After a few pandemic related adjustments, we are pleased to once again be able to accept donations of gently used books to supplement our program. In addition to vaccine clinics, these books are given to older siblings during well-child visits, at sick-visits, and to stock waiting room libraries.

OUR INITIATIVES & NEWS



I read books.

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OJIBWE TRANSLATION

In fall of 2021, in collaboration with our partners at Interstate Books4School, we commissioned an original translation of the infant board book "My Day" by Rhea Wallace to be translated into bilingual Ojibwe - English. This project was inspired by our recent collaboration with the Minnesota Academy of Pediatrics at the White Earth Health Center, which demonstrated a strong interest in books that celebrate our Native communities' cultures and languages. This book was translated by Nyletta Belgarde, Arts & Humanities Department Chair and Ojibwe Language Instructor at Leech Lake Tribal college, and is available to all of our partner clinics at a low price through Books4School.

Read more about the project and preview the book [here](#).

THE NEXT PAGE LEARNING SESSIONS

We have been thrilled to host several new installments of our free educational webinar series, The Next Page, over the past year. Our most recent sessions include:

- Learning and Bonding in the NICU
- Supporting Early Math Learning
- Screen Time and Young Children's Development

The recorded sessions are [available on our website](#).

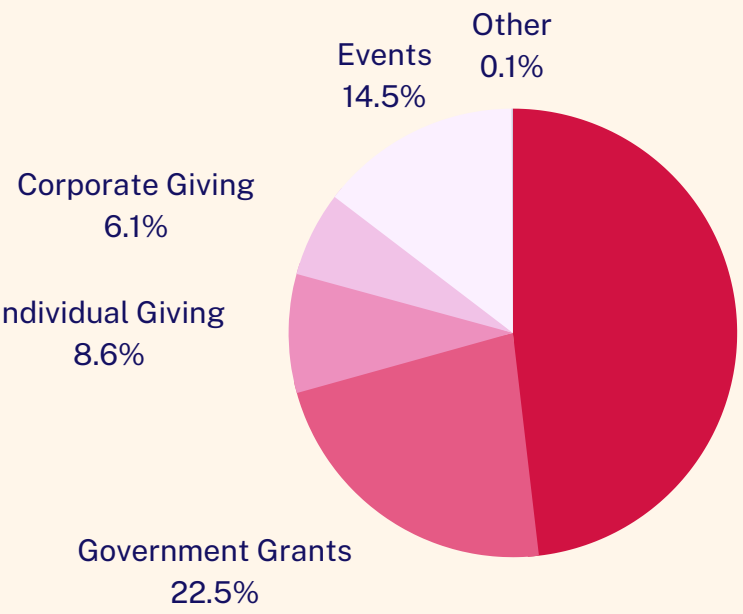
ADVOCACY AT THE CAPITOL & NEW HIRINGS

Business at the Minnesota State Capitol has remained predictably unpredictable. While two bipartisan funding bills in 2021 and 2022 failed to pass due to gridlock, Reach Out and Read Minnesota was granted American Rescue Plan funds to maintain our current level of state funding through 2023. We thank our early learning champions at the legislature for continuing to advocate for us!

Thanks in part due to continued state funding, Reach Out and Read MN was able to make several new hires and build a more robust network of clinic support across the state. We now have staff in northern and southern Minnesota, as well as the Twin Cities. Get to know [our team here](#).

OUR FINANCIALS (FY22)

REVENUE



Foundations	\$159,315
Government Grants	\$74,564
Individual Giving	\$28,313
Corporate Giving	\$20,301
Events	\$48,094
Other	\$309
<u>Total Revenue:</u>	<u>\$330,591</u>



“I feel that the enthusiasm in my clinic has increased... it is not just a gift or service we provide but helping with communication skills that will give them the fundamentals for a great academic future as well very important bonding with parents as they read together”

Lisa Leighton, Essentia Health, Ely

OUR SUPPORTERS

Foundations & Public Support

Minnesota Department of Education \$75,000

Otto Bremer Trust \$55,000

CenterPoint Energy Foundation \$25,000

Katherine B Andersen Fund of the Minnesota & Saint Paul Foundation \$25,000

Richard M Schulze Family Foundation \$15,000

Art and Martha Kaemmer Fund of the HRK Foundation \$15,000

Corporate Partners

 **HealthPartners**
Our 2021 -2022 Executive Partner \$10,000

UnitedHealthcare: Community Plan of MN \$5,700

All About Books LLC Children's Minnesota \$5,000

Allina Health \$2,500
Hennepin Health
M Health Fairview
Primrose Schools
UCare

Books4School \$1,500

CliftonLarsonAllen \$500

THANK YOU TO ALL OF OUR SUPPORTERS FOR HELPING US SHARE THE BRAIN-BUILDING POWER OF BOOKS WITH YOUNG CHILDREN AND THEIR FAMILIES ACROSS MINNESOTA

OUR BOARD OF DIRECTORS

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Member, Board of Directors, Mayo Clinic
Health System Southwest Minnesota
Region

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Minnesota
Reach Out and Read Minnesota Medical
Director

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Medical Director for Medicaid, State of
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Vice President, Marketing - Mission
Execution, American Cancer Society



OUR STAFF

STAFF

Faisa Ali - Program Specialist

Cate Belleveau - Program Specialist

Gigi Chawla, MD - Medical Director

Janice Haines - Program Manager

Kris Hoplin - Executive Director

Danette Kubit - Program Specialist

Liam Mackin - Communications and
Development Manager

Learn more:
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MINNESOTA



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