

Reach Out and Read Kansas City



where great stories begin™



General Information

Contact Information

Nonprofit	Reach Out and Read Kansas City
Address	3901 Rainbow Blvd Mail Stop 1051 Kansas City, KS 66160
Phone	(913) 588-2793
Fax	913 588-8397
Website	www.reachoutandreadkc.org
Facebook	facebook.com
Twitter	twitter.com/

At A Glance

University of Kansas Endowment Association - Reach Out and Read Kansas City
Reach Out and Read KC
RORKC

Former Names	KC READS
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How to donate, support, and volunteer

Gifts are accepted through check, phone, or submitting a payment using a credit card at www.kuendowment.org/rorkc.

Reach Out and Read Kansas City is currently accepting in-kind donations of new and gently-used children's books appropriate for children ages birth through 3rd grade. A virtual book drive is also available to allow for ease of shopping and purchasing new, developmentally and culturally appropriate children's books.

A number of volunteer opportunities are available including volunteer readers in clinic waiting rooms, administrative volunteer support, and small or large group volunteer opportunities. To schedule a volunteer opportunity, contact the Volunteer Manager at 913-945-6577.

Mission & Areas Served

Statements

Mission Statement

Reach Out and Read give young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

Background Statement

Reach Out and Read Kansas City is the only medically-based early literacy program that serves young children at highest risk for reading and school failure in the Kansas City metropolitan area. The 6-county coalition now includes 51 health care clinic sites serving predominantly low-income children. At well child visits, from birth to 5 years of age, Reach Out and Read Kansas City's program consists of three parts: 1) medical providers offer anticipatory guidance to parents about how sharing books with their child will enhance language and brain development, improve kindergarten readiness, and give a prescription to read or share books with their children daily, 2) each child receives a new, free, developmentally and culturally appropriate book at each well-child check-up and 3) literacy-rich waiting rooms are created with gently-used books for children to take home and volunteer readers engage in book sharing activities with children and model interactive reading techniques for parents.

The Reach Out and Read model is based upon 15 peer-reviewed published journals identifying the impact of the Reach Out and Read model and success. In 2016, RORKC served 29,920 children, provided over 83,672 new books and thousands of opportunities for literacy advice, and distributed 21,529 used books to siblings. More than 500 pediatric providers have been trained in the Reach Out and Read model and over 100 volunteers reinforce book sharing activities in 20 clinic waiting rooms.

Formed in 1997 as a collaborative effort between KU Medical Center and Children's Mercy Hospitals and Clinics, Reach Out and Read Kansas City is part of the national Reach Out and Read program and Reading Is Fundamental program.

Impact Statement

Top accomplishments for the 2015-2016 program year included:

Reach Out and Read Kansas City distributed its 1,000,000th new book to a child in need.

1. RORKC served over 29,920 children and provided more than 77,792 opportunities for medical providers to educate families about the importance of reading with their children.
2. The Kansas City coalition included 52 health care partner sites in 6 counties.
3. The 10th Annual Green Eggs and Ham benefit breakfast grossed over \$82,000 to support early literacy in the greater Kansas City metro with an attendance of 275 guests. Hooked on Books, the annual community-wide book drive collected over 24,000 children's books with the help and support of 22 area elementary and middle school participants. Books were then redistributed to local schools, nonprofit organizations, and after school programs to provide at risk children with access to quality books.
4. Introduced and successfully implemented adding a new book at the one month well-child visit. This is the only regular checkup during which a book provided by RORKC was not distributed. Adding this book would add stability and continuity to the program and message, and bring the total number of books provided by RORKC to 15.

Goals for the coming year include:

1. At the 20th Birthday Breakfast fundraiser, RORKC has set a goal to raise at least \$75,000 to support early literacy efforts in our community and host at least 325 guests.
2. Reach Out and Read would like to implement an Adopt-a-Clinic program to help ensure the ongoing sustainability of our program

Needs Statement

1. Reach Out and Read Kansas City is seeking new children's books, appropriate for children ages birth to 5 years. Books may be collected and donated or purchased using the virtual book drive link found on the program's website.
2. Reach Out and Read Kansas City needs support to provide 85,000 new books for the program year.
3. Gifts to support the purchase of books, book supplies, and other office related items are in need. Gifts or donations may be made online www.kuendowment.org/rorkc or mailed directly to ROR-KC's main office, 3901 Rainbow Blvd., MS 1051, Kansas City, KS 66160.
4. Marketing and Communications support is requested to provide support and consultation on various projects including: website redesign, creating a program video, marketing materials, etc.
5. Reach Out and Read Kansas City is looking for a sponsor to support the various printing costs for the Kindergarten Book Bag Program, 20th Birthday Breakfast, Books On Tap, and other marketing promotions.

Board Chair Statement

Reach Out and Read Kansas City, a 20 year old program, is the result of a successful collaboration between KU Medical Center and Children's Mercy Hospitals and Clinics, both supporting and encouraging the growth of the program. The program now serves 51 clinic sites in Kansas City; approximately 80% of the clients are low income and the program is making a difference in the lives of more than 29,000 Kansas City children and their families each year. KU Endowment acts as fiscal agent for the Reach Out and Read Kansas City program. It is overseen by a Community Council and has one full time and four part-time staff members. In March, 2016, the 10th Annual Green Eggs and Ham Benefit Breakfast was held. The event was very successful, with 275 people attending and more than \$82,000 raised. In 2017, the event will be replaced by the 20th Birthday Breakfast to be held April 20, 2017 at the Uptown Theater. The program sets its direction every 3 years with a strategic plan, which is monitored annually. On-going challenges for the program are increasing the percentage of the budget funded by individual gifts and securing volunteers for the various partner clinic sites, especially bilingual readers.

Service Categories

Education N.E.C.

Alliances & Advocacy

Areas of Service**Areas Served****Areas**

MO - Jackson County

MO - Clay County

MO - Platte County

KS - Wyandotte County

KS - Johnson County

MO - Eastern Jackson Co

MO - Jackson County Urban Core

KS - Wyandotte County Urban Core

Programs

Programs

School Readiness Program

Description	In partnership with trained medical providers and low income healthcare clinics, Reach Out and Read Kansas City provides a free, new, developmentally and culturally appropriate book to each child at routinely scheduled well-child visits from birth - 5 years of age. Medical providers provide anticipatory guidance to parents on how book sharing can strengthen cognitive and language development, the foundational skills necessary to become a successful reader. The providers also provide a "prescription to read" at each well-child visit. To ensure that each child and family's diverse background and cultural needs are met, books are available in 27 languages and the child is offered a choice of two books at each visit to select and take home. The books are screened, pre-selected, and earmarked to meet a child's developmental and age appropriate needs at various milestones ultimately enhancing their overall growth and development.
Category	Education, General/Other Early Childhood Education
Population Served	Infants to Preschool (under age 5), Families,
Short-Term Success	<p>Outcome # 1: Parents will have a better understanding and knowledge of the importance of reading to their children. Output: 90% of parents will report receiving literacy advice and appropriate expectations from pediatric providers during well-child visits. Output: 75% of medical champions will receive annual training and in service on new early intervention research, quality improvement activities, and community resources available for parents and families.</p> <p>Outcome #2: Parents will read to their children more often, increasing their child's cognitive and language development skills. Output: Volunteers will engage with 50% of the families in waiting rooms and model appropriate dialogic reading techniques for reading aloud with children. Output: 85% of parents will report reading or sharing books with their child at 2 or more times per week after receiving a "prescription to read" from their medical provider.</p> <p>Outcome #3: Children will have access to books and develop a home library of books and an increased interest in reading. Output: 80,000 new books distributed at well-child visits throughout the year allowing children to build their home library and access to books. Output: 25,000 gently used books will be distributed to children and families through clinic waiting room libraries. Output: Family and medical provider reports of increased interest in reading in the home and positive relationship with books.</p>

Long- Term Success

Reach Out and Read Kansas City's ultimate long term outcome of the School Readiness Project is that each child will have age-appropriate pre-literacy skills and enter kindergarten prepared to succeed. In order to achieve this outcome of kindergarten preparedness, Reach Out and Read Kansas City will focus on three direct initial and intermediate outcomes to ensure that 30,000 children and their families have the tools and guidance needed to be successful.

Program Success Monitored By

Program success will be measured by monthly and semi-annual reports submitted by the partnering medical providers and health care clinics. Additionally, a parent survey will be completed annually by Reach Out and Read Kansas City to measure impact of book sharing, anticipatory guidance, and prescriptions to read from medical providers.

Examples of Program Success

In Fall 2016, a survey of over 1,100 parents in 31 clinics showed that 63% reported reading to their child 3 or more times per week, and 100% of this group said they will share books either as frequently or more often based on the advice they received that day. 22% reported reading to their children 1-2 times per week, and 72% of this group said they will share books more often based on the advice they received that day. The survey was conducted in a written format and verbally (as needed) in English and Spanish by medical staff. 98% of parents reported receiving a new, free book at the well child visit and 93% received a prescription to read from their doctor.

“One of my most special ROR memories involves handing a book to a 6-month-old patient sitting on his mom’s lap. Usually babies at that age start to chew on the book while holding it upside down and backwards, but this little guy took it from me with both hands, held it in the correct position, and opened it all by himself. He proceeded to scan each page from left to right and then actually turned the page on his own! He clearly had been read to many times. He was very serious and business-like in his approach, but as soon as his mom engaged by pointing something out, he broke into a big smile - and of course his mom and I did too!” - Dr. Lisa Riojas, Children’s Mercy West

Kindergarten Book Bag Program

Description	At the child's four year well-child visit, the child receives a kindergarten book bag filled with items to get the child excited about making the transition to school and prepare parents and caregivers for the next steps. The book bag contains a kindergarten readiness book, informational handouts for parents on enrolling a child in school, bookmark, and handout with ideas for parents to practice various kindergarten-ready concepts before child enters school.
Category	Health Care, General/Other Early Intervention & Prevention
Population Served	Children and Youth (0 - 19 years), Families,
Short-Term Success	More parents are reading to children on a regular basis upon the advice of pediatric providers. In 2016, the parent survey reported 85% of families are reading together at least 2 times per week and 63% are reading together 3 or more times per week after receiving a book at the well child check up. More books are in the home (increased literacy-rich home environments).
Long- Term Success	Children who receive the Kindergarten Book Bag will be prepared to enter kindergarten with the appropriate skills necessary to be successful. Reach Out and Read Kansas City will positively impact 5,000 children annually through the Kindergarten Book Bag Program. During the preschool years, children served by Reach Out and Read score three to six months ahead of their non-Reach Out and Read peers on vocabulary tests. These early foundational language skills help start children on a path of success when they enter school.
Program Success Monitored By	Annual parent surveys showing reading habits. Annual provider surveys showing adherence to the Reach Out and Read model. Peer-reviewed research and evidence provided by National Reach Out and Read.
Examples of Program Success	In 2015-2016, health care providers at 52 clinics distributed 83,672 new books in 27 languages to an estimated 29,920 children. This provided nearly 77,800 opportunities to discuss literacy development with parents. In December 2016, Reach Out and Read successfully distributed the 1,000,000 books since the program began.

Hooked on Books Program

Description	Annually Reach Out and Read Kansas City partners with local elementary and middle schools to conduct a community-wide book drive. Formerly facilitated by the Junior League of Kansas City and the Kansas City Star, Reach Out and Read Kansas City is supporting the collection of thousands of gently-used books and redistributing to local literacy organizations, before and after school youth programs, and urban schools. The program solicits book donations, in a fun and competitive event during the months of January-March.
Category	Education, General/Other Educational Programs
Population Served	Children and Youth (0 - 19 years), ,
Short-Term Success	Annually, Reach Out and Read Kansas City sets a goal of number of books collected. For 2016, RORKC collected collected more than 24,000 books.
Long- Term Success	The long-term goal of the Hooked on Books program is to collect gently-used books and redistribute them back to children in our community who are growing up without books in the home. Research indicates that children who have access to books in the home develop a stronger love of reading and perform better in school.
Program Success Monitored By	The Hooked on Books is run by RORKC's book coordinator and volunteer manager, with the assistance of a team of volunteers.
Examples of Program Success	Since 1998, Hooked on Books has collected over 160,000 books for at-risk children in Kansas City.

CEO Comments

Over the past 20 years, Reach Out and Read Kansas City has grown to include 51 medical partner sites in greater Kansas City serving 80% low income/ at-risk children. Over 29,000 children and families are impacted by the program each year. Over 2,500 volunteers have participated in Reach Out and Read Kansas City, the majority as readers who share books with children in clinic waiting rooms while modeling interactive reading techniques for parents, since 1997. In 2016, over 83,672 new books were distributed to children birth to 5 years of age at well child checkups, providing thousands of opportunities for doctors and nurses to discuss with parents how to promote emergent reading skills. Over 2,500 local pediatric providers have attended trainings in using the Reach Out and Read model since 1997. Currently over 500 are voluntarily incorporating the early literacy model into their clinic or private practice.

Literacy-rich waiting rooms boast books, reading tables, and bookshelves, instead of TVs, and many have the best, trained volunteers in the community sharing books and telling stories.

Children excitedly anticipate books from medical providers. Parents report increased reading with their children in the home. Hundreds of adult referrals are made to education services each year, and parents have reported returning to school to complete their education after being exposed to Reach Out and Read Kansas City. Medical providers are dedicated to Reach Out and Read Kansas City, stressing that giving books to children eases communication with parents about child development.

The Reach Out and Read Model is currently endorsed by the American Academy of Pediatrics and The National Association of Pediatric Nurse Practitioners.

During the preschool years, children served by Reach Out and Read score three to six months ahead of their non-Reach Out and Read peers on vocabulary tests. These early foundational language skills help start children on a path of success when they enter school.

Leadership & Staff

Executive Director/CEO

Executive Director	Ms. Jenny Horsley
Term Start	Mar 2017
Email	jhorsley@kumc.edu

Former CEOs

<u>Name</u>	<u>Term</u>
Dr. Jean Harty MD	Jan 1997 - Sept 2007
Ms. Megan Sturgess	July 2012 - July 2014

Senior Staff

Ms. Janice Dobbs

Title	Book Coordinator
Experience/Biography	BA in Special Ed, Boston College, MA in Special Ed Ball State University. Former teacher; active in Kansas City Young Matrons. Volunteers as a Book Club Leader at Operation Breakthrough and SACS (Singles Available for Community Service). Active member of Lord of Life Lutheran Church.

Mrs. Sallie Page-Goertz MN, APRN, IBCLC

Title	Medical Director
Experience/Biography	Sallie Page-Goertz received her Bachelor's of arts from the University of Kansas and her Master's of Nursing from University of Kansas City-Missouri. She has been a board certified Nurse Practitioner and Lactation Consultant for over 30 years, specializing in pediatric care and breastfeeding. With over 13 articles published, Sallie is committed to her role for reaching and training new health care professionals and evidence-based research and best practices. Sallie has served as the Medical Director for the KU Pediatric Clinic at KU Medical Center for over 15 years ensuring that all children, birth-5 years of age, have access to books, receive literacy advice, and grow up with opportunities to develop the skills necessary to enter kindergarten ready to succeed.

Mrs. Jennifer Horsley

Title	Manager of Volunteer and Constituent Relations
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Staff

Paid Full-Time Staff	3
Paid Part- Time Staff	1
Volunteers	105
Retention Rate	100%

Paid Contractors 0

Formal Evaluations

CEO Formal Evaluation Yes
CEO/Executive Formal Evaluation Frequency Annually
Senior Management Formal Evaluation Yes
Senior Management Formal Evaluation Frequency Annually
NonManagement Formal Evaluation Yes
Non Management Formal Evaluation Frequency Annually

Plans & Policies

Organization Has a Fundraising Plan Yes
Organization Has a Strategic Plan Yes
Management Succession Plan No
Organization Policy and Procedures Yes
Nondiscrimination Policy Yes
Whistleblower Policy Yes
Document Destruction Policy Yes

Collaborations

Turn the Page Kansas City; United Way of Greater Kansas City Dolly Parton Imagination Library; MARC; Higher Link; Johnson County Public Library; Junior League of Kansas City; Kansas City Public Library; Kansas University Endowment Association; KC Star; KCPT; KCUMB Lions Club; Literacy Kansas City; Mid Continent Public Library; Parents As Teachers; Park University; Primrose School of Overland Park; St. Teresa's Academy; Talk Read Play Campaign; The Kansas City/Shawnee Mission Pi Beta Phi Alumnae Club; Turn the Page KC; Operation Breakthrough; UMKC; AmeriCorps VISTA Program; and Wyandotte Country Early Childhood Inter-agency Coordinating Council; and 51 community medical clinics.

Affiliations

Affiliation	Year
Affiliate/Chapter of National Organization (i.e. Girl Scouts of the USA, American Red Cross, etc.) - Affiliate/chapter	1997

Awards

Awards

Award/Recognition	Organization	Year
Social Action Award	Midwest Sociological Society	2004
Social Action Award	Church & Synagogue Library Association, Greater KC Chpt.	2003
2013 David M. Rubenstein Prize	Library of Congress	2013

Government Licenses

Is your organization licensed by the government? No

CEO Comments

Reach Out and Read Kansas City continues to excel in the are of early literacy. It is our goal, that one day, all of Kansas City's children will have access to books and trusted literacy advice in order to prepare them to enter school ready to succeed. Each year the program strives to reach more children in need and is so very grateful to the tremendous support we receive from our community, medical providers, volunteers, and families.

Board & Governance

Board Chair

Board Chair	Ms. Laura Gregory
Company Affiliation	Community Volunteer
Term	Aug 1997 to Aug 2017
Email	llgregory7@gmail.com

Board Members

Name	Affiliation
Ms. Ashley Bieck	United Healthcare
Ms. Anne Blessing	Community Volunteer
Ms. Marshaun Butler	Children's Mercy South
Mr. Gharib Gharibi	UMKC
Ms. Larissa Grantham	Stepp and Rothwell
Ms. Laura Gregory	Community Volunteer
Ms. Jenny Gunter	Midwest Pallet
Ms. Lynn Hardy	Children's Mercy Hospital
Ms. Kathleen Johansen	University of Kansas Health System
Ms. Lucia Jones	Community Health Council of Wyandotte County
Mr. David Lowe	Kiwanis Club of Old Mission; retired Marketing Executive
Ms. Susanne Mahoney	Kansas City, KS, School District
Ms. Cathy McCaddon	Community Volunteer
Dr. Lisa Riojas	Children's Mercy Hospital
Ms. Mary Olive Thompson	Kansas City Public Library
Ms. Monica Tiffany	Merrigan and Co.
Ms. Elizabeth Vasquez	Olathe Health Partnership
Ms. Mary Jo Williams	Kansas University Endowment

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	15
Hispanic/Latino	1
Native American/American Indian	0
Other	1 Middle Eastern

Board Demographics - Gender

Male	2
Female	16

Unspecified 0

Governance

Board Term Lengths	3
Board Term Limits	2
Board Meeting Attendance %	95%
Written Board Selection Criteria?	No
Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	100%
Constituency Includes Client Representation	Yes
Number of Full Board Meetings Annually	6

Standing Committees

Advisory Board / Advisory Council

Communications / Promotion / Publicity / Public Relations

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Finance

Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)

Volunteer

CEO Comments

Reach Out and Read Kansas City's Community Council is operating under its current three-year strategic plan, 2016-2019. The plan focuses efforts increasing program visibility, increasing mission sustainability by strengthening financial and leadership development plans; and improving ability to measure impact. The Community Council is a strong, passionate group of professionals, volunteers, literacy experts, and literacy lovers but looks to expand the reach of the member base to include strategically focused experts and professionals.

Financials

Fiscal Year

Fiscal Year Start	July 01, 2016
Fiscal Year End	June 30, 2017
Projected Revenue	\$410,177.00
Projected Expenses	\$403,807.00
Endowment Value	\$0.00
Percentage	0%

Detailed Financials

Revenue and Expenses

Fiscal Year	2016	2015	2014
Total Revenue	\$400,187	\$433,386	\$388,696
Total Expenses	\$453,674	\$443,279	\$398,599

Revenue Sources

Fiscal Year	2016	2015	2014
Foundation and Corporation Contributions	\$163,388	\$207,491	\$185,169
Government Contributions	\$0	\$0	\$0
Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	\$41,015	\$31,059	\$28,122
Indirect Public Support	\$0	\$0	\$0
Earned Revenue	\$0	\$0	\$6,240
Investment Income, Net of Losses	\$0	\$0	\$0
Membership Dues	\$0	\$0	\$0
Special Events	\$90,361	\$78,453	\$104,887
Revenue In-Kind	\$100,011	\$116,383	\$64,278
Other	\$5,412	\$0	\$0

Expense Allocation

Fiscal Year	2016	2015	2014
Program Expense	\$412,044	\$403,995	\$318,278
Administration Expense	\$18,637	\$18,637	\$36,034
Fundraising Expense	\$22,993	\$20,687	\$44,287
Payments to Affiliates	\$0	\$0	\$0
Total Revenue/Total Expenses	0.88	0.98	0.98
Program Expense/Total Expenses	91%	91%	80%
Fundraising Expense/Contributed Revenue	8%	7%	14%

Assets and Liabilities

Fiscal Year	2016	2015	2014
Total Assets	\$90,414	\$287,414	\$294,771
Current Assets	\$90,414	\$112,414	\$294,771
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Total Net Assets	\$90,414	\$287,414	\$294,771

Short Term Solvency

Fiscal Year	2016	2015	2014
Current Ratio: Current Assets/Current Liabilities	--	--	--

Long Term Solvency

Fiscal Year	2016	2015	2014
Long-Term Liabilities/Total Assets	0%	0%	0%

Top Funding Sources

Fiscal Year	2016	2015	2014
Top Funding Source & Dollar Amount	Hall Family Foundation \$25,000	--	--
Second Highest Funding Source & Dollar Amount	Taylor and Patti Abernathy Trust \$25,000	--	--
Third Highest Funding Source & Dollar Amount	Shumaker Family Foundation \$20,000	--	--

Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00
Capital Campaign Anticipated in Next 5 Years?	No

Organization Comments

Reach Out and Read Kansas City continues to seek funding to provide more children in the metropolitan area with books and trusted literacy advice so that they may enter kindergarten prepared to succeed in school. Currently, Reach Out and Read Kansas City is not receiving any support from our National Organization but continues to operate in the Kansas City area. The need and use of our program continues to grow. In fiscal year 2016, our growth and expenses exceeded our revenue. This was caused after not receiving a couple of key grants we had become (perhaps over) reliant upon. Said funders shared that they were shifting their giving focus away from program support toward influencing policy. Additionally, key funders formed a giving collaborative, which, in the process decreased the number of grants they funded, while increasing the size and payouts. In response, for FY17 we tighten our belts and made significant cuts, while managing to retain the reach and impact of our program. Additionally, we are exploring other sources of revenue in order to reduce our dependence on grants. We rely heavily on the Kansas City community to provide support in the form of gifts,

donations, and helping us raise awareness about the importance of early literacy and investing from birth in our next generation of leaders.

Foundation Comments

- FYE 6/30/2016, 2015, 2014: Financial data reported using internal financial documents.
- Reach Out and Read Kansas City does not complete IRS Form 990 or prepare an audit because it operates as a program under the University of Kansas Endowment Association.

