



## HOW TO SUPPORT REACH OUT AND READ

The Children's Hospital of Philadelphia (CHOP)

Thank you for your interest in The Children's Hospital of Philadelphia's Reach Out and Read Program. Reach Out and Read is a national, nonprofit, school readiness organization with a special emphasis on children growing up in low-income communities. Primary care pediatricians and nurse practitioners incorporate Reach Out and Read's evidence-based model into regular pediatric checkups by advising parents about the importance of reading aloud and giving brand-new, developmentally appropriate books to children 6 months through 5 years of age.

**This year The Children's Hospital of Philadelphia's Reach Out and Read pediatricians and nurse practitioners will provide brand-new books to at least 21,000 children (ages 6 months through 5 years) in need.** CHOP's Reach Out and Read Program takes place at six Pediatric & Adolescent Care practices in the CHOP Care Network - four located in West Philadelphia, one in South Philadelphia and one in Burlington, New Jersey.

Children's Hospital's Reach Out and Read Program relies on donations and support from schools, community groups, corporations, families, and individuals to maintain this valuable program, through fundraisers and book drives. Below are some ways to help CHOP's Reach Out and Read Program (<http://www.chop.edu/reachoutandread>):

### **Contribute to the Reach out and Read Endowment**

Through the generosity of a family whose commitment to CHOP's Reach Out and Read Program spans five years, we have been able to establish a permanent endowment for the Reach Out and Read Program at The Children's Hospital of Philadelphia. Fostering literacy and a love of reading opens countless avenues for success and lifelong joys for children. One of the most meaningful, and lasting, ways to support Reach Out and Read is through giving to the program's endowment. An endowment is a permanent investment that grows over time while providing steady annual funding to continue and expand initiatives. Program growth is sustained by using a portion of the fund's net value each year, while leaving the fund's balance intact. Just as reading is a gift that keeps on giving, donations to the endowment provide perpetual support for Reach Out and Read's efforts to improve the way children live and grow. *For more information, please call the Development Department at 267-426-6500 or visit [www.giftofchildhood.com](http://www.giftofchildhood.com).*

### **Fundraisers**

Have a fundraiser to collect money so the Reach Out and Read coordinator can purchase wonderful books for children ages 6 months through 5 years at a 60% discount. It costs approximately \$40 to provide new books for one child in this program, through each of the child's ten well visits (checkups) from 6 months through 5 years of age. Donors in the past have had success encouraging families, groups or individuals to sponsor a child by donating Reach Out and Read costs for a child. *If you plan to have an event to raise funds for CHOP's Reach Out and Read Program, please call 267-426-6500 and ask the Development Department for an event application.*

### **Book Drives**

This is a great way for individuals, community organizations and children to involve themselves in helping others, and book drives are fun to do. **Please read attached guidelines and recommended titles.**

### **Reach Out and Read Volunteers**

Adult reading volunteers are based in the primary care doctor's office waiting room and read aloud to children of all ages, showing parents the techniques and pleasures of looking at books. Please contact CHOP's Volunteer Department at 215-590-1093 or [volunteers@email.chop.edu](mailto:volunteers@email.chop.edu) to apply and request a volunteer application. For information about being a Reach Out and Read clerical volunteer, please call 215-590-5989.

Monetary donors enable the Reach Out and Read coordinator to purchase wonderful brand-new, appropriate books (at a 60% discount) for children ages 6 months through 5 years. If you would like to make a monetary donation to CHOP's Reach Out and Read Program, please make the check payable to **The Children's Hospital of Philadelphia Foundation** and on the check memo line please write: "Reach Out and Read." Please include a letter with your check to state how CHOP's Reach Out and Read Program can utilize your gift "**Reach Out and Read Books,**" "**Reach Out and Read Endowment**" or "**Reach Out and Read Program Support**" and mail to: The Children's Hospital of Philadelphia Foundation, Lockbox #1352, P.O. Box 8500, Philadelphia, PA 19178-1352.



## DONATING BOOKS TO REACH OUT AND READ

The Children's Hospital of Philadelphia

The Children's Hospital of Philadelphia's (CHOP) Reach Out and Read Program takes place at six Pediatric & Adolescent Care practices in the CHOP Care Network - four located in West Philadelphia, one in South Philadelphia and one in Burlington, New Jersey. The staff and families at these primary care doctor's offices truly appreciate donations of wonderful children's books. Below are guidelines that were developed out of respect for families and in keeping with the philosophy of Reach Out and Read – every child deserves good quality books.

### NEW BOOKS

- In order for the primary care pediatricians and nurse practitioners to do the Reach Out and Read intervention and give books in the exam room during well visits (checkups), **we need at least 27,000 brand-new, developmentally-appropriate books for children ages 6 months through 5 years every year.** If you choose to purchase or collect new books, attached is a short recommended title list. Reach Out and Read will accept similar new books that are not on the list.
- **We are always in great need of brand-new board books for infants and toddlers (6, 9, 12, 15, 18 and 24 months old).**

### GENTLY-USED BOOKS

- The Children's Hospital of Philadelphia's six Reach Out and Read Program practices accept donations of gently-used books for children ages birth to 10 years old, so the healthcare staff can promote literacy to more children and families and give them books to keep and enjoy. At least 45,000 appropriate gently-used books are needed to distribute each year. Used books should be gently-used (covers and pages intact, clean and readable). Books with sensitive issues and/or illustrations (such as abuse, death, divorce, holidays, religion, violence, weapons) cannot be distributed at these Reach Out and Read sites. Some examples are:  
*\*Arthur Babysits   \*Bedtime for Frances   \*Power Rangers   \*Batman   \*Star Wars   \*Jurassic Park*  
*\*The Rescuers Down Under   \*X-Men   \*Rugrats   \*Big Idea's Veggie Tales*  
*\*The Cat in the Hat Comes Back   \*Goosebumps (and other titles by R.L. Stine)*  
*\*There's a Nightmare in my Closet   \*Just Me and My Brother by Mercer Mayer*

### DELIVERING BOOKS

- CHOP's Reach Out and Read Program has no pick-up service and is unable to pay for mailing/shipping and handling cost. If you would like to mail your donation of books, please contact the Reach Out and Read coordinator at 215-590-5989 to receive the appropriate shipping address.
- **When you are about ready to deliver the children's books (one to two weeks in advance is very helpful), please contact CHOP's Reach Out and Read coordinator at 215-590-5989 to discuss how many boxes/bags you plan to deliver and to determine the delivery location.** Depending on the size of your donation, the drop off destination may vary. Please mark the box/bag of books with "Reach Out and Read." Books for Reach Out and Read cannot be delivered to 34<sup>th</sup> St. and Civic Center Blvd. (CHOP's Main Campus).

The Reach Out and Read coordinator can mail a thank you letter to the donor(s). Please call 215-590-5989 and give the Reach Out and Read coordinator the donor's name and mailing address.

**Thank you so much for your generous commitment to The Children's Hospital of Philadelphia's Reach Out and Read Program!**



## SOME RECOMMENDED TITLES

### The Children's Hospital of Philadelphia's Reach Out and Read Program

TITLE	AUTHOR/PUBLISHER
**Baby Faces/I Love Colors/What are on my Head?	Margaret Miller/LITTLE SIMON (Simon & Schuster)
**Global Babies	Global Fund for Children (Charlesbridge)
**Good Morning Baby                      **Baby Faces **Touch and Feel: Reptiles/ Farm Animals/123	FUNFAX/DK Publishing (Covent Garden Books)
**Natural Baby Books (Play, Sleep, Eat, & Splash)	St. Martin's Press by priddy books
**Brown Bear, Brown Bear, What Do You See? **Polar Bear, Polar Bear, What Do You Hear?	Bill Martin Jr./Eric Carle/ Henry Holt and Company
**Goodnight Moon	Margaret Wise Brown
**The Very Hungry Caterpillar	Eric Carle
**Good Night, Gorilla	Peggy Rathman/Scholastic
**I Spy Board Books (Little Book/ Little Wheels)	Jean Marzollo, Walter Wick/Scholastic
**Blue Hat, Green Hat/Opposites/A to Z/, ...	Sandra Boynton/Little Simon (Simon & Schuster)
**My Very First Book of Food/Motion/Numbers/, ...	Eric Carle/Penguin Putnam
**Dr. Seuss Board Books (ABC, The Foot Book,)	Dr. Seuss/Random House
**Dinosaur Roar!	Paul & Henrietta Stickland/Scholastic
**The Everything Book	Denise Fleming/Henry Holt and Company
**Good Night Philadelphia	Adam Gamble & Cooper Kelly/Our World of Books
**Ten, Nine, Eight	Molly Bang/Scholastic
**I Can Eat a Rainbow	Annabel Karmel/DK Publishing
Where Spot is (lift the flap)?	Eric Hill/Puffin
Where the Wild Things Are	Maurice Sendak/Harper Collins
If You Take a Mouse to School	Laura Joffe Numeroff/Scholastic
Growing Vegetable Soup/Eating the Alphabet	Lois Ehlert/Voyager Books /Harcourt
The Car Washing Street	Denise Lewis Patrick/William Morrow
Bein' with You This Way	W. Nikola-Lisa/Lee & Low Books, Inc.
Do Like Kyla	Angela Johnson/Scholastic
Book! Book! Book!	Deborah Bruss/ Scholastic
A Book of Hugs	Dave Ross/Harper Trophy (Harper Collins)
Abiyoyo	Pete Seeger/Scholastic
Wild, Wild Hair	Nikki Grimes/Scholastic
Jamaica Tag-Along	Juanita Havill/Houghton Mifflin
Allie's Basketball Dream	Barbara E. Barber/Lee & Low Books
Annie's Gifts	Angela Shelf Medearis/Just Us Books, Inc.
Road Builders	B.G. Hennessy/Puffin (Penguin Group)
Max's Letter	Ken Wilson-Max/Hyperion

**\*\*CHOP Reach Out and Read prefers the board book version.**  
*For more information, please call 215-590-5989.*