

## Sponsorship Levels

### Pat the Bunny

**Support 10 children - \$500**

- Recognition on our website and e-newsletter

### Make Way for Ducklings

**Support 20 children - \$1,000**

- Recognition on our website and e-newsletter
- Press Release to local media

### Curious George

**Support 50 children - \$2,500**

- Recognition on our website and e-newsletter
- Press Release to local media
- Customized recognition in every book purchased with your donation

### Clifford

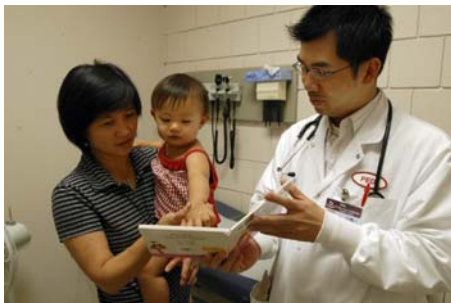
**Support 100 children - \$5,000**

- Recognition on our website and e-newsletter
- Press Release to local media
- Customized recognition in every book purchased with your donation
- Media Event/Check Presentation

### Goodnight Moon

**Support 200 children - \$10,000**

- Recognition on our website and e-newsletter
- Press Release to local media
- Customized recognition in every book purchased with your donation
- Media Event/Check Presentation
- Dedicated Plaque in clinic



## Reach Out and Read Model

Pediatric healthcare providers are trained in the three-part Reach Out and Read model to promote early literacy and school readiness:

- ✓ In the exam room, doctors and nurses speak with parents about the importance of reading aloud to their young children every day, and offer age-appropriate tips and encouragement.
- ✓ The pediatric primary care provider gives every child 6 months through 5 years old a new, developmentally-appropriate children's book to take home and keep.
- ✓ In the waiting room, displays, information, and gently-used books create a literacy-rich environment. Where possible, volunteer readers read to the children, modeling for parents the pleasures - and techniques - of reading aloud.

## Adopt-a-Site Program

**Each donation of \$50 provides one child a new age-appropriate book at each well-visit from age 6 months to 5 years.** Each child adopted through this program will receive a new book at every check-up to help build a home library. All donations will stay in your local area at your chosen Reach Out and Read program.

## Reading Corners

For an additional \$500 you can provide a beautiful reading corner in the waiting room of a clinic in your community. Reading corners normally include an alphabet rug, literacy posters, a bookshelf, gently used books and a kid-size table and chairs. A literacy-rich experience is encouraged throughout the entire doctor's visit when children experience books right in the waiting room.



## I want to Adopt-a-Site in my community!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

\_\_\_\_\_ Pat the Bunny (\$500)

\_\_\_\_\_ Make Way for Ducklings (\$1000)

\_\_\_\_\_ Curious George (\$2500)

\_\_\_\_\_ Clifford (\$5000)

\_\_\_\_\_ Goodnight Moon (\$10000)

\_\_\_\_\_ Other \$ \_\_\_\_\_

Are you interested in donating an extra \$500 so this site can develop a reading corner? Y N

Are you interested in volunteering at the site? Y N

Would you like to adopt a particular site? No problem! Just let us know your location and we'll provide a list of sites in your area.

Mail this form and your donation to:

*Reach Out and Read Carolinas  
Attn: Callee Boulware  
7 Medical Park Drive  
Columbia, SC 29203*

*Please make checks payable to Reach Out and Read.  
If you would like to pay via credit card please call the Carolinas office at 877.367.8839.*

## OUR IMPACT IN SOUTH CAROLINA

Each year Reach Out and Read Carolinas provides books to over **126,000** children in South Carolina! We are working with **650** doctors across the state.

“Reach Out and Read is a uniquely progressive program, using the consistent and trusting relationship between providers and families to reach children earlier and with higher frequency than any other program”

*-Dr. Julia Ballance  
Medical Director, Reach Out and Read SC*

“Next to the immunizations we give, ROR is the most important intervention we accomplish during the well-child visit.”

*-Daniel Webster Hudgings, M.D.  
Sage Memorial Hospital, AZ*

## Literacy For Tomorrow

**What does investing in our young children today mean for our businesses tomorrow? Success.**

\*Currently, 20% of current US workers are functionally illiterate, and

\*54% of business leaders expect to have difficulty finding enough educated and skilled workers in the future.

75% of children who are not reading at grade level in fourth grade will struggle in high school and are not likely to graduate. To stay at the top of the global economy, leaders must invest immediately in our youngest children – our future workforce. The better prepared they are to reach their potential, the better the community is prepared to reach its potential. Your investment in Reach Out and Read will help ensure the success of your business, of our economy, and of the overall prosperity of our state – and it all starts with a book.

## Reach Out and Read Works

Reach Out and Read builds on the unique relationship between parents and doctors to develop critical early reading skills in children, beginning at 6 months of age. The 3.8 million families served annually by Reach Out and Read read together more often, and their children enter kindergarten with larger vocabularies, with stronger language skills, and better prepared to succeed.

Research shows that Reach Out and Read improves the home literacy environment and developmental outcomes for children growing up in poverty. The children served by Reach Out and Read enter kindergarten better prepared to succeed, with a home library of 10 brand-new children’s book and highly engaged parents. Fourteen published research studies indicate that when families participate in Reach Out and Read:

- Parents are four times more likely to read to their children
- Children show a six-month developmental edge over their peers in the preschool years
- Children score higher on vocabulary tests and school readiness assessments



**Reading is Doctor Recommended!**



## Adopt-a-Site Program



## Our Mission

Reach Out and Read prepares America’s youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.

## Reach Out and Read Carolinas

Toll-free: 877-367-8839

Phone: 803-434-2523

Fax: 866-417-7789

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