RAISING a Reader
MASSACHUSETTS

Impact Report FY2025



WHY?

Over 35 years of research and 41 independent evaluations show that being regularly read to by a parent or caregiver before kindergarten is the most significant factor impacting a child's academic success.

Our mission is to close the literacy opportunity gap among children birth to age six in under-resourced communities by helping families develop and practice shared home reading habits.

Raising a Reader Massachusetts supports families to build, practice, and grow reading routines with their children. To do this, we give families the knowledge and resources necessary to be empowered participants in their child's education.

WHO?

7,288 children served by 110 trusted partner organizations, with 1,155 partner staff implementers, & support of 18 Community Ambassadors (CA)

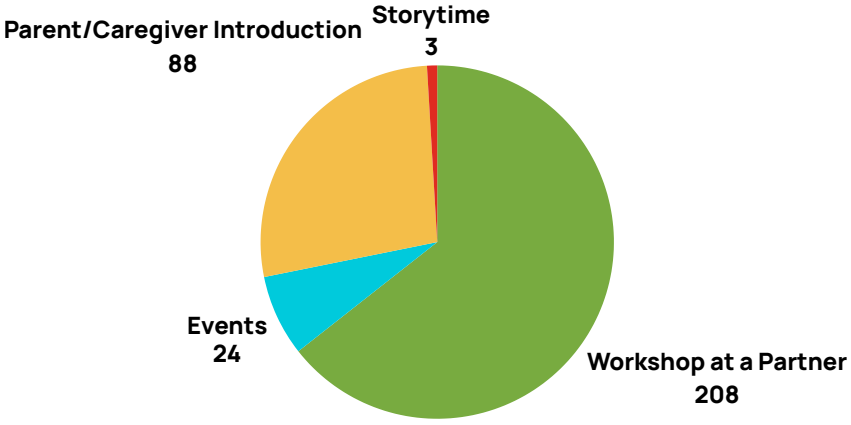
According to the 2024 MCAS results, 58% of third-grade students in Massachusetts are either not meeting or only partially meeting expectations for English Language Arts. That rate is as high as 86% in the communities we serve.

WHERE? Total Number of Communities: 21

Boston - Brockton - Chelsea - Chicopee - Everett - Holyoke
Lawrence Lowell - Lynn - Malden - Middleboro - West Newton
Norton - Norwood - Plymouth - Revere - Saugus - Springfield
Wakefield - Whitman - Winthrop



HOW? Total Number of Family Engagement Interactions: 323



"It was clear that the program sparked curiosity and joy around reading, not only in the classroom but also at home. It was rewarding to hear from parents who shared that reading together became a more consistent and enjoyable part of their routines."
- Raising a Reader MA Partner

27,941 new books purchased and distributed

7,590 new Red Book Bags purchased and distributed

www.raisingareaderma.org

Charity Navigator FOUR-STAR

Platinum Transparency 2025 Candid.

PARTNER SURVEY RESULTS:

The program team collaborates with partners each year to collect data. In FY2025 survey, our partners found that as a result of the Raising a Reader MA program, children in their programs showed:



91%

...have an enhanced interest in books.



84%

...have an increased curiosity about the world.



85%

...improved oral language skills.



63.5%

...of children are new to the RAR-MA program.

OUR FY2025 IMPACT: By The Numbers

REGIONAL SPOTLIGHT: Greater Boston Region

- 2,462 children served in this region
- Reported data from results of 609 survey responses - a 25% response rate



The program team collaborated with a regional cohort of partners to engage families in the survey. This is an anonymous retrospective survey asking for pre- and post-behavior. Families reported:



95%

...now have a routine for looking at books with their children.



96%

...of children served now ask to look at books at least five times per week.

"I have always valued reading and books but having a nonverbal child I now know it's so much more important for us to have this communication and my child's ability to identify by pictures and understand the meaning of words."

- Raising a Reader MA Parent

