

## Reach Out and Read Colorado Our History

- 1997- Reach Out and Read Colorado co-founders Ann Logan and Dr. Steve Vogler meet. Ann is a children's librarian at Denver Public Library and Steve, a pediatrician at Denver Health's Westside Family Health Center, seeks her help to select books for a program he is starting at his clinic called Reach Out and Read.
- September 1997- Ann leaves the library and asks Steve how she can help with Reach Out and Read. She begins volunteering, including training all volunteer readers. She and Steve work together to expand the program to the rest of Denver Health's Family Health Centers, write grants, train clinic staff, and start doing some collaborative community outreach.
- Late 1990's- Steve attends first national Reach Out and Read Conference. Since then, Ann and Steve have attended every national Reach Out and Read Conference. After a few years, there is talk at these meetings of statewide and regional coalitions forming.
- 2001- There are about 20 ROR sites in Colorado. Steve and Ann begin to think about forming a coalition.
- 2002- After an unsuccessful letter writing campaign to ROR sites, Steve and Ann address the quarterly meeting of the Colorado Community Health Network (CCHN). Most ROR sites belong to CCHN and there is some interest in forming a coalition.
- September 2003- Ann and Steve are invited to be a part of the CCHN quarterly meeting in Greeley. All 30 or so ROR sites were invited to send a representative, a national ROR representative is present and national provides funds for food and hotel rooms. Every ROR site in Colorado is represented. It is decided to form a coalition and a call is put out for advisory committee members.
- Fall 2003, the Advisory Committee meets and decides to apply to the Colorado Nonprofit Development Center for technical and fiscal sponsorship. The first two funders come on board- JFM Foundation and the Temple Hoyne Buell Foundation. Both have supported the coalition every year since then.
- November 2003, First Reach Out and Read Benefit Breakfast Serving Green Eggs and Ham held. The event netted \$41,000. An annual event, the 2006 breakfast netted \$56,000.
- January 1<sup>st</sup>, 2004, Reach Out and Read Colorado's official start date. Initially, Ann and Steve write grants, meet with funders, present trainings, and act as coalition coordinators.
- September 2004, first executive director, Ann Jones hired part time.
- Late 2004, Advisory Committee decides to form an Executive Committee to oversee the growing program.
- In its first two years, ROR CO grows to 48 sites and is able to fund 40% of book money for ROR sites.
- In 2005, ROR CO reaches its goal of funding 65% of sites' book dollars. This goal has been met every year since then. To date, ROR CO funds, combined with national dollars, cover 90% of most sites' book costs.
- October 2005, Megan Wilson is hired as full-time executive director. Since Megan started, ROR CO has increased from 48 sites to 89 in May of 2007.
- January 2007, ROR CO becomes a 501(c)(3) nonprofit organization and the five members of the advisory committee become the Executive Board. Ann Logan is the current board chair and Dr. Steve Vogler is the current Medical Director of ROR Colorado.
- March 2007, Melissa Elgersma is hired as part time Program Coordinator.

