

## MISSION

REACH-A-Child™  
provides books and drawstring  
backpacks to help  
First Responders comfort  
children-in-crisis.

## HOW

REACH partners with local First Responders (police officers, fire-fighters, EMTs, sheriffs or state patrols) to supply each vehicle with a REACH BAG — complete with children's books and drawstring backpacks — which the First Responders keep in their vehicles to use when they encounter children-in-crisis.



## CONTACT

### Mailing Address

6501 Watts Rd. #217  
Madison, WI 53719

### Sarah E. Braun

Director of  
Development & Marketing

[sarah.braun@reachachild.org](mailto:sarah.braun@reachachild.org)

 [linkedin.com/company/reach-a-child](https://www.linkedin.com/company/reach-a-child)

WEB | [REACHACHILD.ORG](http://REACHACHILD.ORG)

PHONE | 608.285.5221

EMAIL | [INFO@REACHACHILD.ORG](mailto:INFO@REACHACHILD.ORG)



reachachild



@reachachild



reachachild



HELPING  
FIRST RESPONDERS  
COMFORT  
CHILDREN-IN-CRISIS

FIRST RESPONDER  
EDITION



## OUR SOLUTION

**RESEARCH SHOWS THAT THE BRAIN CAN ONLY CONCENTRATE ON ONE THING AT A TIME.**

Giving a child a book in a time of crisis redirects the child's attention away from the crisis to the book in hand, and positively impacts their memory of the event. For this reason, giving the children books onsite has a more positive effect than items like teddy bears, because, unlike a book, teddy bears do not redirect the child's eyes away from the crisis in view.

## BOOK SELECTION

REACH-A-Child™ volunteers use a book selection policy to ensure all books are age-appropriate and comforting. REACH-A-Child accepts books that are:

- New or Like-new
- Comforting and entertaining
- Appropriate for children PreK-12
- Not promoting a particular religion, nor does it sanction war
- Representative of cultural diversity



## REACH BAGs

**THERE IS NO COST TO YOUR DEPARTMENT.**

Each REACH BAG costs \$150. REACH staff will help you find funding from your local community.

REACH BAGs include a backpack and book to be kept in the First Responder's vehicle. Each BAG contains 10 books and 10 drawstring bags. 10 more books and drawstring bags are provided later in the year. A total of 20 books and drawstring bags are provided annually for each BAG purchase.

REACH-A-Child™ recommends one REACH BAG for every police/state patrol/sheriff/EMS vehicle, and one for each fire department vehicle.

Once your department has expressed interest, REACH provides assistance in securing funding. If your department has funding and would like to help cover the cost of the program, please contact REACH-A-Child.

“  
**THE CHILDREN  
REACHED  
FOR THE BAG  
AND THEIR  
EYES LIT UP.**”

SERVES AGES  
**2-12**



TO GET REACH BAGs, EMAIL  
[INFO@REACHACHILD.ORG](mailto:INFO@REACHACHILD.ORG)