

# Learn To Read 2012-13 Annual Report

Changing Lives through Literacy.....



**LEARN TO READ**

August 27, 2013

# Learn To Read Annual Report

2012-13

Changing Lives through Literacy.....

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## LEARN TO READ MISSION STATEMENT

Learn To Read (LTR) is a non-profit, federally and state registered, 501(c)(3), affiliate of Proliteracy America, whose volunteers work with adults who are struggling with low reading skills. Improving reading skills empowers students to achieve many other life goals. The primary goal of LTR is to train volunteers to teach adult basic reading, writing and lifelong reading skills and provide 1-on-1 tutoring to adult students at no cost.

### About Proliteracy America

#### Overview

Proliteracy believes that a safer, stronger, and more sustainable society starts with an educated adult population. For more than 50 years, Proliteracy has been working with passionate people and organizations across the globe to build that society—and to create a world where every person can read and write. When adults learn to read and write they have the power to transform their lives.

#### The Mission

Every adult has a right to literacy. We develop and promote adult literacy learning, content, programs and advocacy to help adult learners

#### The Crisis<sup>1</sup>

- Low literacy is a crisis that affects all of us. This is why it's important to understand the issue and confront the facts head on, only then can we stand together and fight for improvement.
- 14% of United States adults read at or below a 5th grade level. 29% only read at the 8th grade level
- Of those with the lowest reading skill, 43% live in poverty.
- Uneducated girls are 4X more likely to have a child before their 19th birthday, than those with a secondary education.
- Each year the U.S. spends \$225 billion in non-productivity in the workforce and loss of tax revenue due to unemployment. Individuals at the lowest of literacy have a higher rate of unemployment than the national average – 14.5%
- Low literacy adds an estimated \$230 billion to the country's annual health care costs
- 75% of state prison inmates and 58% of federal prison inmates did not complete high school or can be classified as low literate.

### Learn To Read Accomplishments

Learn To Read provides tutoring with a focus on the individual learner's goals in these 3 areas:

- Basic and Intermediate reading and writing skills
- Pre-GED and GED preparation
- Life Long Learning Skills

Since 1993 LTR has served over 1000 adult learners and volunteers, providing over 17,000 instructional hours.

**During fiscal year 2012-13, the program served 52 adult learners, and 45 volunteers who provided 1564 of instructional hours**

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<sup>1</sup> <http://www.proliteracy.org/the-crisis/adult-literacy-facts>

## BOARD OF DIRECTORS

### Officers

#### **President**

Brian Krol

#### **Vice-President**

Elizabeth Sabol

#### **Treasurer**

Valarie Revet

### Board Members

Maureen Nagle

**Fund Raising and Community Relation**

Lindsay Mitchell

**Education Specialist**

## STAFF

Karen Dowling, **Executive Director**

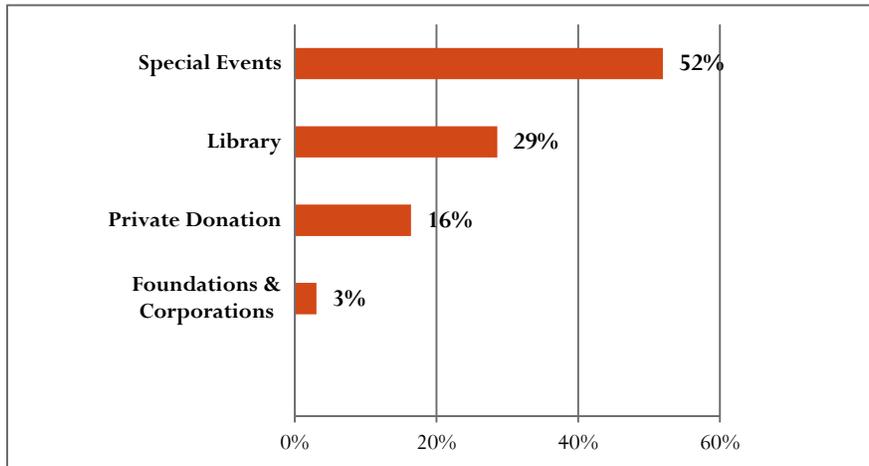
Linda Abels, **Program Coordinator**

## TREASURER’S REPORT

Learn To Read continues to operate on a slim budget with two very enthusiastic staff members, a Board of Directors and a group of dedicated volunteer tutors. Our goal is always to provide the best with the least. The successes we’ve seen throughout the year may seem small but they are huge to each person who achieves the goal they set out to when they joined the program. Without the assistance of the donors who fund the program, they, and we, could not enjoy those successes. Thank you to all who donated their money, time, and seemingly endless energy to our program.

Valarie Revet, Treasurer

## INCOME SOURCE DISTRIBUTION



## DIRECTOR’S REPORT

First and foremost I want to thank all of our volunteers, tutors and board members, whose contributions continue to support Learn To Read as the valuable community asset that it is. Although we have many highlights from this past year, too many to list here, there is one that stands out to be a great asset for us going forward. I am thrilled that Education Specialist, Lindsay Mitchell has joined our executive board. Her expertise will assist our tutors in evaluating the best techniques and approaches to use to assist our student’s individual learning styles. Welcome again Lindsay!

The past year has been one of the most challenging I have seen since coming on board as staff in 2006. Unfortunately, the demands for adult literacy services remain as strong as ever. Despite a shift in focus for one of our past financial support sources, we have been able to respond with a 33% decrease in staff yet continue to manage and maintain the volume and quality of services that we have provided in past years. Finding new sources of financial support will be a priority in 2013-14 and I am pleased to see strong and persistent efforts to bring awareness of the crisis of adult illiteracy to stakeholder in our community. This awareness will assist with our quest for executive board members, which is a priority goal for 2013-14 as well. As we continue to improve and grow, I look forward to working with all of you who share my passion about the importance of literacy to our lives, our community and our nation.

Karen Dowling, Executive Director

## OUR TUTORS

Number of Active Tutors: **45**

Total Instructional Hours Logged: **1562**

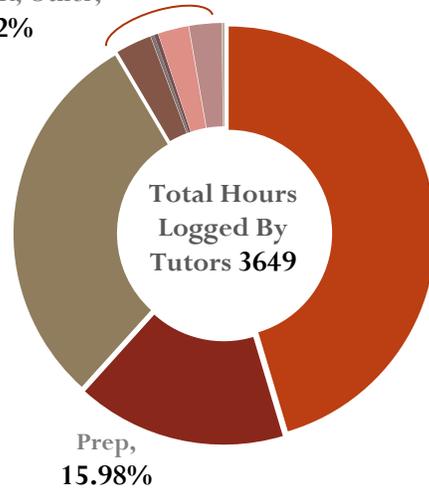
Total Tutors Hours Logged: **3649**

Number of Active Volunteers: **16**

Total Volunteer Hours Logged: **491**

Workshops, E-hours,  
Computer, Fund  
Raising, PR, Other,  
8.32%

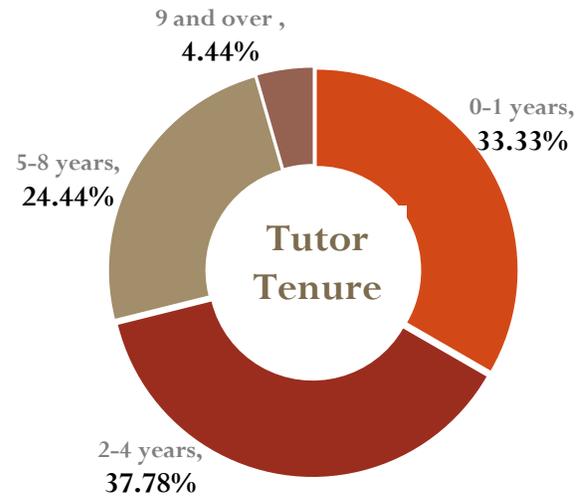
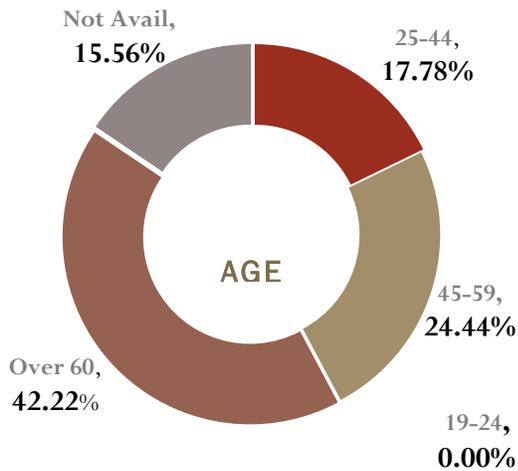
Travel,  
29.21%



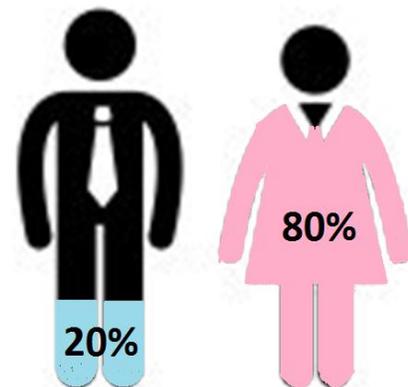
Instruction,  
44.46%

Prep,  
15.98%

## Tutor Demographics



Top 5 Sources of Referral

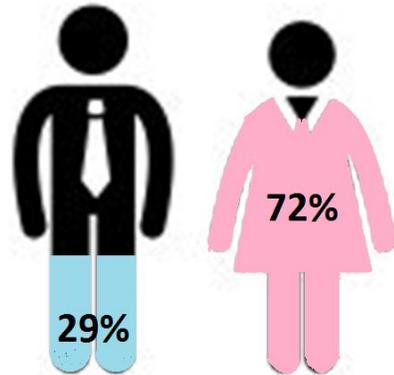


GENDER

## OUR STUDENTS

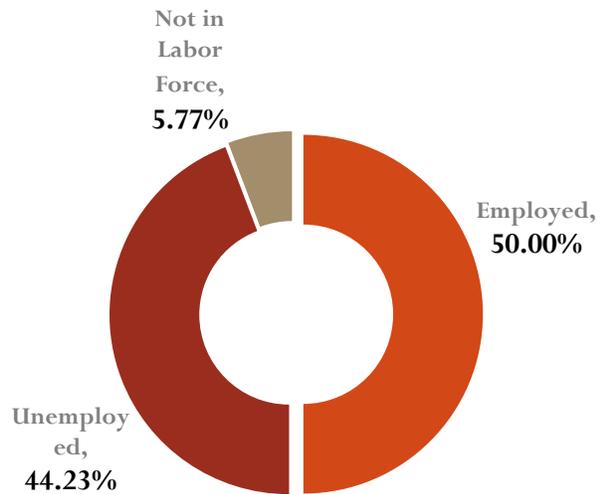
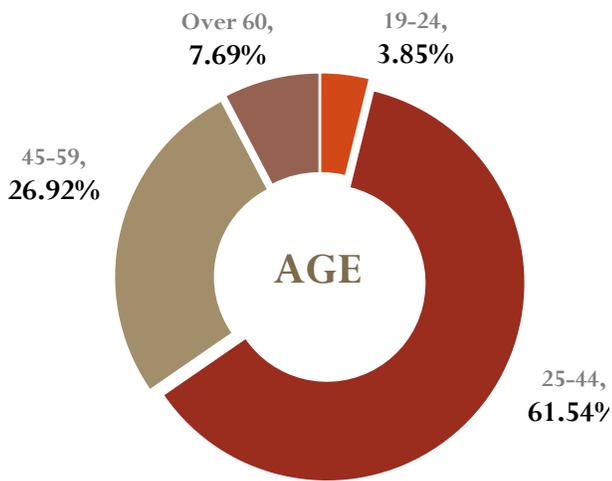
Number of Active Student: 52

Total Instructional Hours Logged: 1562

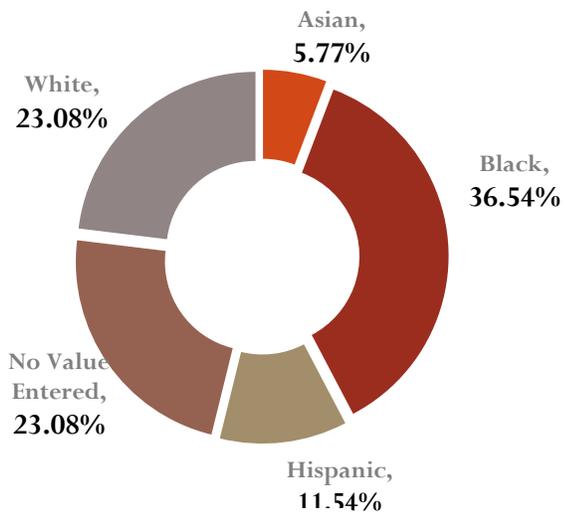


### Student Demographics

### GENDER



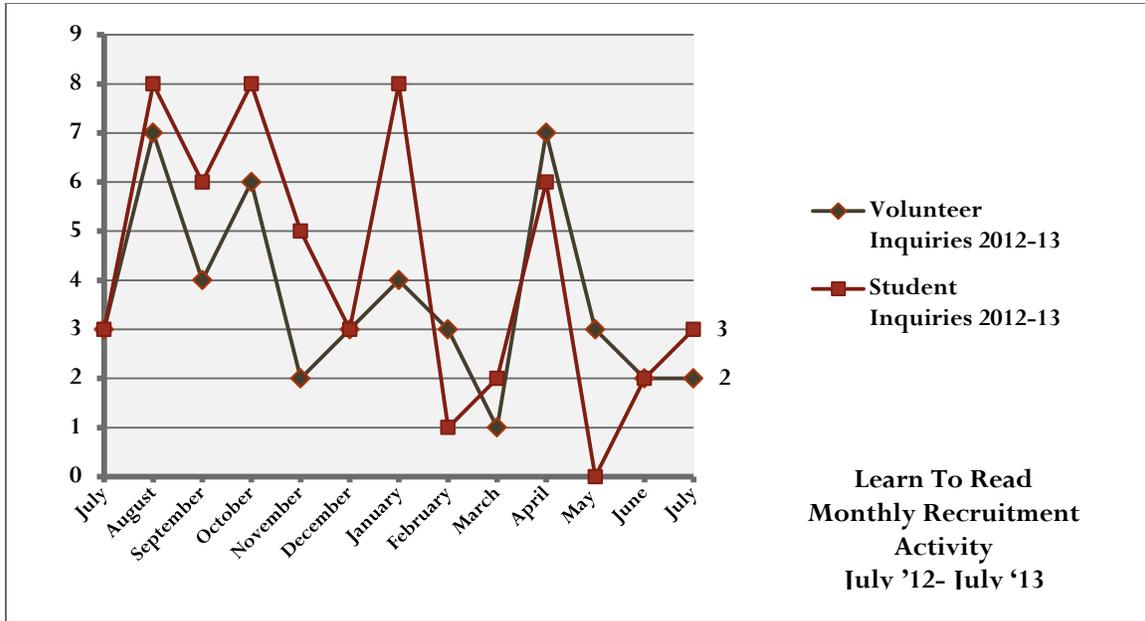
### EMPLOYMENT STATUS



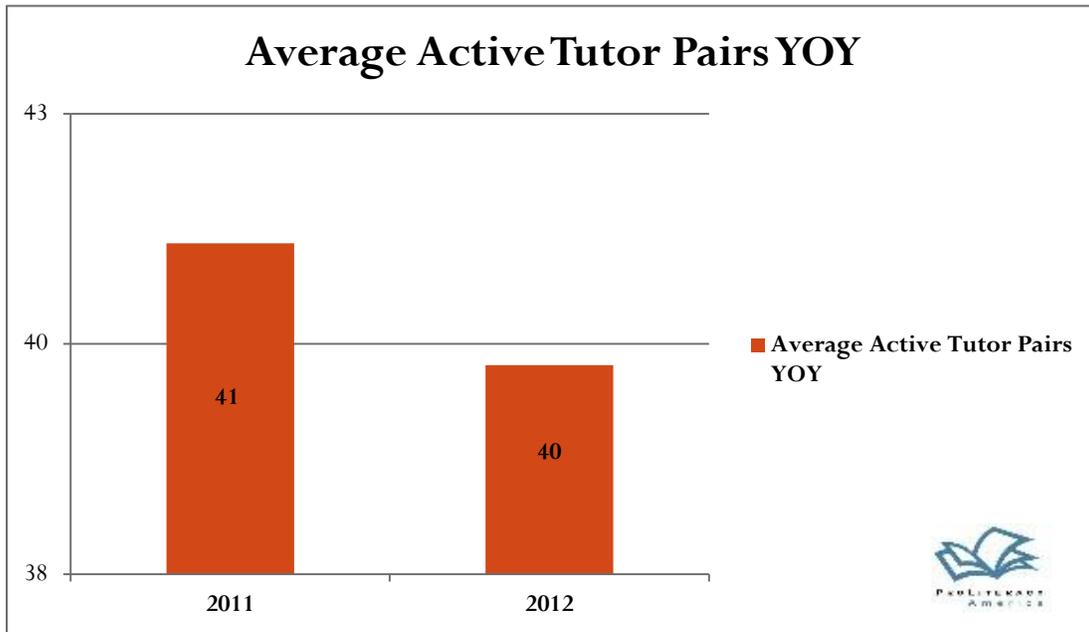
### ETHNICITY

## INTAKE VOLUME

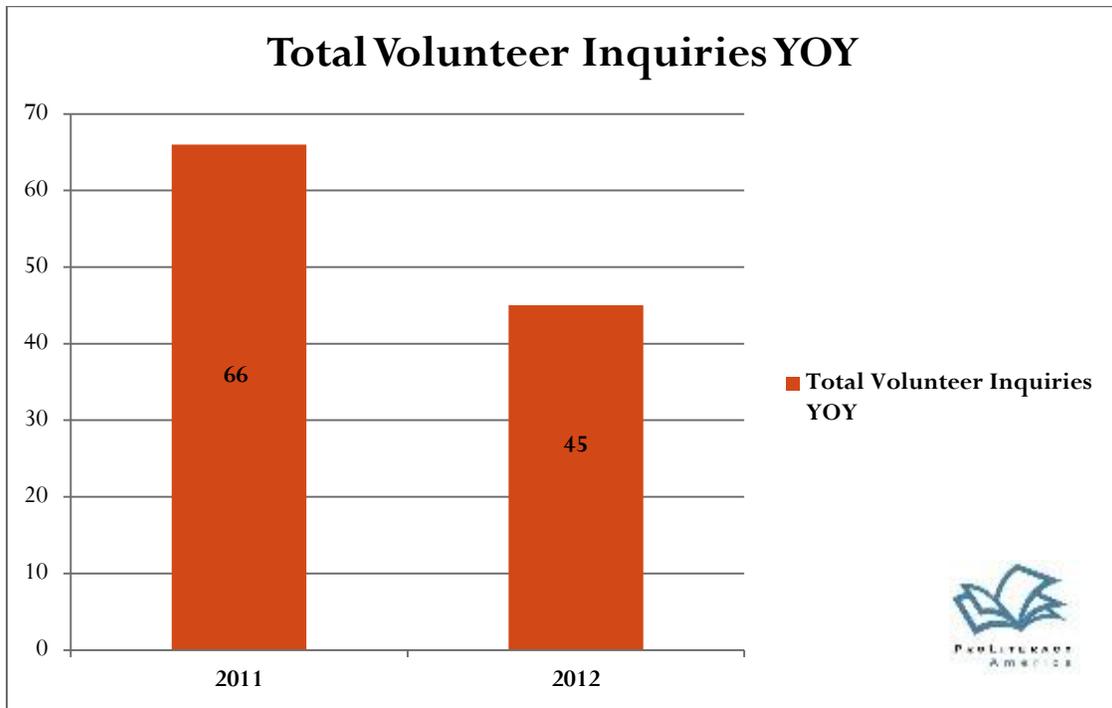
### Monthly Volunteer/Student Inquiries



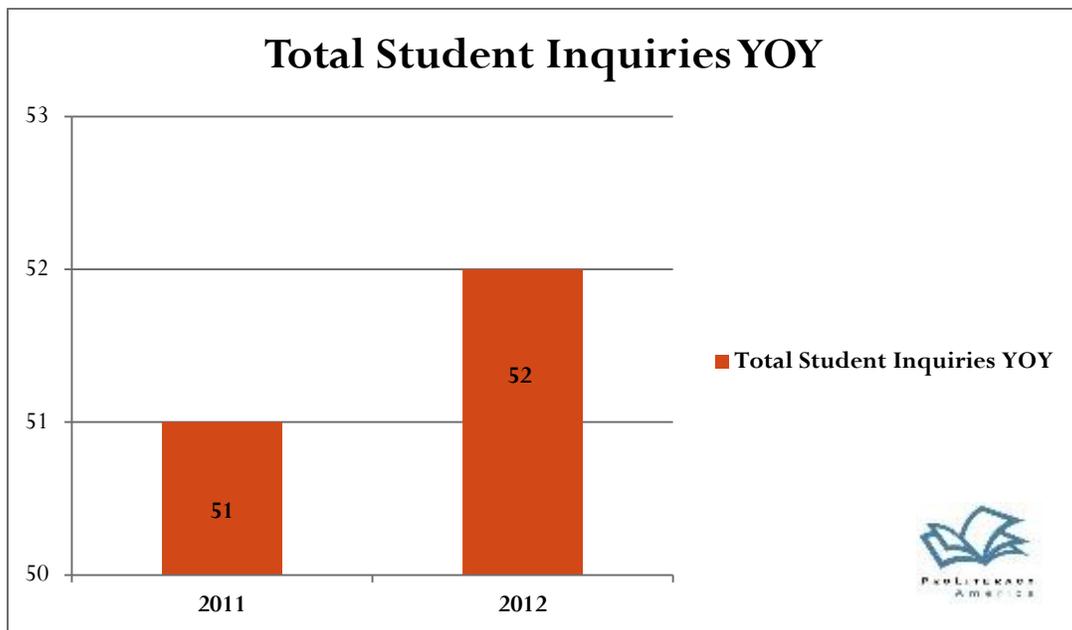
### Average YOY Active Pairs



## YOY Volunteer Inquiries



## YOY Student Inquiries



## LOOKING AHEAD

The Learn To Read board and staff continue to implement a strategic plan with emphasis on:

- Board Development
- Community Development
- Fund Development

### Board Development

The LTR executive board has seen the retirement of a few senior contributors and is currently seeking the recruitment of new board members. Through work sessions and consultation with The Executive Service Corp of New Hampshire, the board has identified areas where representation is needed. Board members continue to seek new members through their relationships within the community and host open house meeting for interested candidates.

### Community Development

Through the efforts lead by our Community Outreach volunteer, Joe Smiga, we will continue to expand our presence and establish relationships with several community and social service agencies.

Public Service Announcements will continue to be released to local newspapers, TV, cable and radio as well as to local spiritual and social organizations.

Personal contacts will continue to be made with potential referring agencies such as The Moore Center, Easter Seals, Manchester School of Technology, English for New Americans, Holy Cross Adult Learning Center, The International Institute and the New Hampshire Humanities Council

An increasing percentage of inquiries from potential learners come from new refugees and immigrants in need of ELL (English Language Learning) instruction. Currently we refer these clients to ELL instruction agencies who we have established relationships with. LTR serves conversationally literate adults whose goals are to improve reading and writing skills.

In November of 2013, in partnership with the Manchester Chamber of Commerce we will be hosting a Network PM event. The purpose of the event is to, educate potential and existing partners on the literacy crisis in our community and explain how LTR is helping to support the need for adult literacy instruction.

In April of 2014, in partnership with the Manchester City Library and through a grant from the Gilder Lehrman Institute of American History, LTR will be hosting a multi-medium community discussion around the film series, “Created Equal: America’s Civil Rights Struggle”.

LTR has established web presence in 2013, with a website <http://learntoread.webs.com/> and a Facebook page <https://www.facebook.com/pages/Learn-To-Read/298445170276899?ref=hl>

## Outreach Partners

LTR continues to receive volunteer and learner referrals from:

- Manchester City Library
- Proliteracy American Website
- Southern New Hampshire Services
- Volunteer NH.org
- VolunteerMatch.org
- CreateTheGood.org
- Easter Seals
- Manchester School of Technology
- Moore Center
- Retired Senior Volunteers Placement
- Hippo Press
- Manchester Union Leader

## Fund Development

Learn To Read is very grateful to the many donors and volunteers who have supported literacy efforts this past year. Their contributions of time, talent and financial resources make a difference for adults seeking to improve their literacy skills. This past year, we saw a shift in the focus of one of our past financial support sources. Finding new sources for financial support will be a priority for 2013-2014. The LTR executive board is currently seeking an experienced grant researcher/writer to assist with fund development in the coming year.

- LTR receives no financial support from local, state or federal governments.
- We continue to research grant opportunities to fund our program projects
- In partnership with Small Dog Electronics, LTR was able to raise fund through the sale of tickets to, two Palace Theater Presentations, “Divas of the Decades” and “Grease”.
- In Partnership with A&E Coffee Roasters in Amherst NH, LTR was able to raise funds with the sale of custom packaged, freshly roasted coffee.
- In Partnership with Hannaford Food, LTR was able to raise funds by the donation of books provided for sale at checkout-area book bins.
- In partnership with Barnes and Nobel Book Store, LTR was able to raise funds by participating in in-store gift wrapping services and from sales generated during a LTR hosted Book Fair.
- The Manchester Library Trustees continues to provide generous financial support to LTR