Empowering Lives With Opportunity
Vision
ProLiteracy will be the leading resource and champion for adult education and literacy worldwide.

Mission
Changing lives and communities through the power of adult literacy
Dear Friends:

The Latin phrase *omne trium perfectum* suggests that things that come in threes are inherently more satisfying and effective than any other number of things. We believe the ProLiteracy Theory of Change for increasing adult literacy rates worldwide is effective because it centers on three principal goals:

1. Increasing access to educational resources for adults who want/need to improve their literacy skills
2. Improving effectiveness and efficiency of adult literacy programs
3. Increasing adult education funding

We are confident if we focus our activities on achieving these three goals that we can increase adult literacy rates which in turn will positively impact broader social issues such as economic development, poverty, civic participation, and childhood education.

During our last fiscal year which ended June 30, 2018, ProLiteracy launched a number of mission-driven initiatives. This annual report highlights new programs such as tutor training, professional development, online learning, and a research initiative designed to increase adult literacy rates. This innovative work and progress would not be possible without your generous support and the dedication of the Proliteracy staff, Board of Directors, and our nonprofit partners. We thank you for joining us in our efforts to increase equal access to quality education for individuals of all ages.

With gratitude,

Kevin Morgan  
President and CEO

Denine Torr  
ProLiteracy Board Chair
INCREASING ACCESS to educational resources for adults who want/need to improve their literacy.
New Tutor Training Program
Scales Impact

While ProLiteracy has been developing effective adult literacy resources for over 50 years, we are constantly looking for ways to scale impact in the adult literacy space and create new opportunities to increase access to adult learners. One of the ways to scale impact is to train more volunteer tutors.

Our research shows that two-thirds of our programs have student waiting lists due to a shortage of trained tutors. With our new customizable and adaptable Tutor Training, prospective tutors can enroll in the online training course at any time and quickly prepare themselves to start working with learners right away, reducing student wait list times.

ProLiteracy’s new Tutor Training, released in June 2018, features the latest research, versatile teaching strategies, demonstration videos, and tutor resource handouts that will prepare basic literacy and ESL tutors to work in a variety of instructional settings. These comprehensive and integrated training materials allow literacy programs to train tutors in face-to-face workshops, completely online, or through a blended learning approach.

A special thanks to ProLiteracy co-founder Ruth Colvin, who advocated for the development of the tutor training program, allowed us to draw on her extensive knowledge and experience, and provided lots of guidance along the way.

Access to the training is free for ProLiteracy members.

"I wanted to send a note of PRAISE and THANKSGIVING. I have been talking about a tool like this for at least the past decade. I cannot wait to give both the Basic Literacy and ESL a peek. Many thanks."

—Susan Vilardo, Executive Director at The Literacy Council of Clermont and Brown Counties
Improving Literacy Rates of Spanish-Speaking Adults

ProLiteracy has become the new home of Leamos™ (Let’s Read), a simple and easy-to-use online literacy course that teaches non-literate Spanish-speaking adults to read and write in their native language. ProLiteracy acquired Leamos with the goal of scaling efforts to improve the lives of millions of non-literate Spanish speaking adults in the U.S. and around the world.

Achieving literacy in their primary language helps students confidently pursue their educational goals and plays an essential first step toward enrolling in an English as a second language course. This is vital to success in the workplace, managing their health care, and raising a family.

Leamos, which was created by ProLiteracy member Centro Latino in 1991, has helped thousands of Spanish-speaking adults learn basic literacy skills so they can confidently pursue other educational goals for the first time in their lives, including learning English and passing the citizenship exam. The course consists of 43 self-paced instructional lessons divided into nine modules. It takes approximately 150 hours to complete, and has been used successfully by thousands of individuals, adult education programs, libraries, and more.

248% User Growth in fiscal year 2018
Improving Literacy Through Expanding Access

Since the Expanding Access program started in 2012, community-based organizations across the country have improved the literacy skills of their clients. Thanks to the Dollar General Literacy Foundation, thousands of people have improved their lives through literacy.

IMPACT THROUGH THE YEARS

Since the Expanding Access program started in 2012, community-based organizations across the country have improved the literacy skills of their clients, ultimately improving their lives.

3,880 ADULTS Served

1,587 CHILDREN Served

MODEL PROGRAMS:
- Financial Literacy
- Workforce Development
- ESOL
- Basic Literacy
- Pre-GED
- Family Literacy
- College Transitions

COMMUNITY-BASED ORGANIZATIONS:
- Domestic Violence Shelters
- Statewide Domestic Violence Coalition
- Homeless Shelters
- Homeless Prevention Agencies
- Libraries
- Traditional Literacy Programs
- Fatherhood Nonprofit Program
- Transitional Living Center
- Technical College

For more information on the Expanding Access initiative or to donate online visit:
www.proliteracy.org/What-We-Do/Programs-Projects/Expanding-Access-to-Adult-Literacy
Building Connections Through Volunteer Recruitment

Volunteers are vital to the success of adult literacy programs and the students they serve. In an effort to connect inspired people with inspiring organizations, ProLiteracy has launched a volunteer recruitment campaign on our website. Since January 2018, more than 900 individuals have signed up to volunteer with local literacy organizations.

ProLiteracy connects individual recruits with at least three volunteer opportunities in their area. We also include helpful FAQs on the web page and give current volunteers the opportunity to share their personal stories. Without volunteers, the ProLiteracy network of programs would not be able to serve a quarter million adult learners per year on very limited budgets. We are happy to continue connecting volunteers with opportunities that excite them for years to come.

ProLiteracy connects volunteer recruits with volunteer opportunities at local literacy organizations through the National Literacy Directory.

1,420 Volunteers Have Signed Up!
Working Globally to Reach 800 Million Low Literate Adults

ProLiteracy is a proud partner of a number of international partners to provide literacy instruction and training to improve the lives of adult learners around the world.

This year, thanks to the donations from individual donors and foundations, we were able to provide $60,000 for nine literacy programs to increase access to adult literacy content and services in Asia, Africa, Latin America, and the Middle East.

The examples on the following pages highlight projects that provide adult literacy focus, impact, and the ability to empower those in greatest need through materials and methods that are effective and sustainable.

[Map of countries with ProLiteracy programs]
Preventing Life-Threatening Health Conditions Through Education

In Liberia, South Africa, and Rwanda, where health care resources are scarce, many life-threatening health conditions could be prevented with the right education and tools.

The African Women’s Health Literacy Project provides life-saving health care education combined with native language literacy instruction to empower women to access information about how to address health problems and make informed medical decisions. The educational content is tailored to the health issues in each country.

With generous support from the West Foundation, the three-year project is in its second year and was developed in partnership with local implementation.

This past year, ProLiteracy and our partner Connect Network implemented the program in Khayelitsha, a township in Cape Town, South Africa. As part of the program, 300 women participated in health literacy classes. The health manual they used focused on improving emotional and physical health care for mothers and children with guidance on how to recognize and report child abuse, since this is a rampant issue due to gang activity and violence.

African Women’s Health Literacy—Year 2

300 women in Khayelitsha participated

31% passed their matric—the qualification received on graduating high school

*Low levels of education may lead to early pregnancy or prevent women from appropriately advocating for themselves or finding employment.
Empowering Indian Women Through Literacy and Vocational Training

In India, for every 100 literate men, there are only 60 literate women. In poorer communities, that figure drops to 40, or even 30, literate women. For this reason, ProLiteracy has been partnering with Yuvaparivartan (Youth for Change), focusing efforts almost entirely on women.

All communities in which Yuvaparivartan works are below the poverty line. Most learners rely on seasonal work—picking tea leaves for less than $1 per day. Yuvaparivartan’s primary objective is to use literacy as a tool to motivate and train young women and men to act as agents of social and economic change.

To this end, ProLiteracy is supporting a three-year program to provide training courses, classes, health camps, vocational workshops, and seminars on various topics including health and gender/population, literacy, income generation, and advocacy for women’s empowerment. In the first year, participants focus on literacy and are able to read at a third-grade level after completing the program. In addition, participants are able to attend vocational training classes with the goal of starting income-generating activities.

ProLiteracy has impacted 1,200 women over 3 years with Yuvaparivartan’s literacy and vocational training program.
IMPROVING EFFECTIVENESS of adult literacy programs through funding, professional development, and other resources.
National Book Fund Provides Programs with Educational Material

**IMPACT THROUGH THE YEARS**
How the National Book Fund helps ProLiteracy increase literacy levels for adults.

**PROLITERACY’S GOALS**
- Increase access to literacy services
- Increase effectiveness and efficiency of adult literacy programs
- Increase adult literacy funding through advocacy

**NATIONAL BOOK FUND’S RESULTS**
Since 1995:
- At least 160,885 learners have received literacy education
- At least 40,000 PEOPLE have experienced a significant life change such as obtaining a driver’s license or a better job
- At least 43,823 instructors, tutors, and volunteers have received instructional support
- ProLiteracy has granted over $3M in education materials to local literacy programs, freeing up funds for other program needs

Thank you to long-time supporters Nora Roberts Foundation, K. Tucker Andersen, and the Richard Donchian Foundation.
High-quality literacy tutors are key to the achievements of adult students. ProLiteracy Education Network provides professional development to help instructors learn new techniques and strategies for teaching reading, writing, math, citizenship, and work and life skills. It also offers opportunities for program managers to learn how to improve or expand their services.

The ProLiteracy Education Network is a comprehensive collection of online courses and resources for adult literacy and ESL instructors, program staff, trainers, and adult learners. It provides:

- Online courses on topics related to instruction or program management
- Lesson plans, newsletters, articles, and worksheets that can be printed or downloaded
- Videos that model effective teaching techniques
- Interactive activities for students to practice their literacy skills

Education Network is continuously kept up-to-date by adding new courses and updating resources regularly.
Connections, Learning, and Inspiration at the ProLiteracy Conference

The 2017 ProLiteracy Conference on Adult Literacy took place September 27–30 at the Radisson Blu Mall of America in Bloomington, Minnesota, where 500 frontline literacy providers and industry leaders came together to learn, network, and grow in their ability to create positive change for adult learners.

Between the 115 workshops and seven featured sessions to choose from, attendees received a wealth of valuable information and innovative tools to tackle their most pressing challenges. Popular topics included blended learning, program management, education technology, tutor training, and more.

Special guests and highlights:

- In honor of Ruth Colvin’s 100th birthday, Southwest Airlines surprised every attendee with a $100 Southwest Airlines voucher.

- During an inspirational Q&A hosted by Denine Torr, senior director of Community Initiatives at Dollar General, a sell-out crowd heard from Ruth Colvin, founder of Literacy Volunteers of America, and co-founder of ProLiteracy, talk about her life’s work and her thoughts on literacy today. Dollar General capped off the event by awarding $5,000 grants to three literacy programs in attendance.

- During the “Appy” Hour, Adult Literacy XPRIZE semi-finalists shared the mobile applications they are developing to support and accelerate adult literacy learning.

- Thanks to an outpouring of generosity from a variety of ProLiteracy partners, we were able to provide 36 conference scholarships to literacy practitioners across the country.
We are proud to share that our 2017 conference was rated our best ever! We are now busy planning the 2019 ProLiteracy Conference on Adult Education, taking place September 25–28 at the Sheraton Hotel & Marina, in San Diego, California.

**Save the Date**

**Join Us!**

**San Diego, California | September 25–28**

*If one is employed in the world of adult literacy, this is the conference to attend.*

— Heather Tovey, Literacy Specialist at Butte County Library

*Best conference I have attended ... in years!*

— Darcey Mitschelen, Program Manager for Community Education at Elkhart Community Schools

*Bringing more staff next time!*  

— Ellen Osborne, Executive Director at Literacy Volunteers of Charlottesville/Albemarle

**Special thanks go out to our early sponsors and supporters: SafeSpeed, LLC; BenchPrep; and Kaplan. We are building an impressive roster of conference partners and looking forward to the connections, learning, and inspiration ahead in the new year.**
Growth in Website Traffic for Increased Impact

Part of ProLiteracy’s mission is to be the leading resource for adult education and literacy. One of the most significant ways that we do this is by creating and distributing valuable, relevant, and consistent content through our websites. As a credible and authoritative voice on topics that matter to our stakeholders, ProLiteracy is more likely to get discovered by the right audiences. When we earn the trust of our customers, donors, and partners, it enables us to grow and increase our impact on adult learners worldwide.

To generate quality web traffic we continually add content and resources as well as utilize multichannel marketing through effective social media posts, blog posts, search engine marketing, and Google AdWords.

High traffic means high exposure.
NEW PUBLISHING RESOURCES

Calculator Practice for the GED® Test: Using the TI-30XS MultiView™ Scientific Calculator

To help more students pass the GED® Mathematical Reasoning test, New Readers Press has developed Calculator Practice for the GED® Test: Using the TI-30XS MultiView™ Scientific Calculator. This workbook was designed to ensure that students are familiar with the test-approved calculator and have practiced using it on the kinds of questions they will see on test day. The lessons explain when to use the calculator, give step-by-step examples for students to follow along, and provide practice exercises.

Videos Help Adult Learners Pass the GED® Test

New Readers Press, in partnership with the GED Testing Service®, developed How to Pass the GED Extended Response, an eight-video series explaining in detail how to score well and pass the extended response portion of the GED test. The videos are based on New Readers Press’ four-book Writing for the GED® Test series. By helping adults pass the GED test, it is our goal to open the doors to postsecondary education, advanced training, and employment in higher-earning positions.

Writing for the GED® Test: Spanish Edition

New Readers Press continues to add to their resources for helping Spanish GED test-takers by translating their four-book Writing for the GED® series into Spanish. A complete series of targeted language and writing instruction will ensure success on the Spanish-language Reasoning through Language Arts test. Where Spanish writing protocol differs from English, new material was introduced and topics not relevant to the Spanish test were deleted.
ProLiteracy Launches Education Technology Resource to Raise Adult Literacy Rates

ProLiteracy has been working on the development of a comprehensive new online learning resource. New Readers Press Online Learning, powered by BenchPrep, is the optimal tool to offer digital instruction to provide learners 24/7 access and support our goal to impact 1,000,000 low literacy adults every year.

This first course released in the fall of 2018 is a pre-high school equivalency (pre-HSE) online learning course designed to help education programs increase access and accelerate adult learner success by providing interactive content, study tools, dashboards, and reporting, in one comprehensive solution. ProLiteracy and New Readers Press will be adding more adult basic education courses including GED® test preparation and HiSET® preparation.

Preparing Adult Learners for the Workplace

Road to Work Series for English Language Learners

The new Road to Work series helps English language learners build their English proficiency skills in the context of workplace situations. The series includes important lessons such as Choosing a Job, Applying and Interviewing, and Succeeding on the Job.

WorkWise

The WorkWise soft skills books provide meaningful exercises to get them job-ready. The books prepare students for the job search, the interview process, and success in the workplace.

The WorkWise academic skills books teach the academic skills needed in today’s workforce. Contextualized lessons center around reading at work, writing at work, and math at work.
INCREASING ADULT EDUCATION FUNDING through partners, donors, foundations, and public policy.
Partnerships for Positive Impact

Cause-related marketing is the cooperative effort between a for-profit and a nonprofit for mutual benefit. Profit-generating, powerful global brands have the resources to raise consumers’ awareness of nonprofit organizations, while also promoting their product.

Cause-related marketing aligns a brand with a cause to produce profitable and societal benefits for both parties. These mutual benefits can include the creation of social values, increased connection with the public, and the communication of shared value, as well as profit.

Good Cause Greetings

ProLiteracy has partnered with Good Cause Greetings for years. Good Cause Greetings supports charities that are efficient, effective, and well respected in their fields.

Sending a Good Cause Greetings card helps to promote awareness of ProLiteracy, as our logo and mission statement is displayed prominently on the back of every card. Ten percent of every purchase is sent to ProLiteracy.

Dinote Books

ProLiteracy is partnering with Dinote Books, a manufacturer and seller of uniquely printed, case-bound journals and pocket notebooks designed to inspire users and raise awareness of adult literacy. For each book that is sold, Dinote is donating 15 percent of its net profits to ProLiteracy. Every Dinote journal and pocket notebook includes a statistic about the low adult literacy rate in America.

“We share ProLiteracy’s belief that a safer, stronger, and more sustainable society starts with an educated adult population.”

—Matt Bleistern, CEO of Dinote Books

Additional cause-related marketing partners in 2017 were: Aha Media Group, Chesapeake Romance Writers, author Jillian Neal, and Red Warden.
National Public Radio and ProLiteracy Partner for Adult Literacy

ProLiteracy teamed up with National Public Radio (NPR) to create a national radio story featuring an adult learner who struggles with literacy and a volunteer tutor who shared her passion and talked about the impact that adult education has on her students. The student and tutor were both from Literacy Volunteers of Bangor in Bangor, Maine.

With NPR’s worldwide following, this segment provided the opportunity to expand awareness of adult literacy to large new audiences. A Harris telephone survey found that NPR was the most trusted news source in the United States. According to 2017 statistics, its weekly on-air audience reaches over 30.2 million.

ProLiteracy was excited to be a part of this segment to increase awareness and worldwide efforts to overcome the challenges of adult literacy.

“I never told anyone I could not read, write, or spell. It's been my secret for 51 years. I have never told my sons. I didn't want to disappoint them. Now I can read. I can spell words; I'm not dumb. I just needed somebody that could listen and want to help me. It's like opening up a Christmas present every day. It's just awesome.”

— Cindy Duell, Student
Recurring Gifts

Recurring gifts are a way for one person to make a lasting contribution to ProLiteracy. Monthly giving enables ProLiteracy to maximize support and effectively make a real difference for adult learners throughout the year. We are immensely grateful for our ProLiterates, a generous group of donors who strongly believe in our work by committing to giving monthly.

Giving Tuesday 2017

The global community kicked off the 2017 charitable season in a big way on November 27 with Giving Tuesday. A record-setting $274 million was raised for organizations working to make our world a better place. With a fantastic turnout of support from our network of literacy advocates, donors, board members, and staff, ProLiteracy raised $9,759 for our National Book Fund®. Because of this, 390 adult learners across the country received educational materials and resources to build literacy skills and improve their quality of life.

Thank you to all those who championed our cause on Giving Tuesday, and throughout the year. Together, we are changing lives through literacy!
To the world you may be one person ... to one person you may be the world.

Planned gifts are an important way for you to support adults around the world who are working to improve their literacy skills. Planned gifts include a bequest in your will or trust, life insurance designations, stock and securities donations, annuities, retirement plan gifts, and gifts of real estate. Each donor who makes a confirmed planned gift to ProLiteracy is recognized as a Heritage Society member and receives special benefits of membership.

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## Financials

### Assets
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>331,167</td>
</tr>
<tr>
<td>Receivables and Others</td>
<td>1,971,742</td>
</tr>
<tr>
<td>Investments</td>
<td>14,239,724</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>16,542,633</strong></td>
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</table>

### Liabilities
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>449,602</td>
</tr>
<tr>
<td>Other</td>
<td>2,379,565</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>2,829,167</strong></td>
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### Net Assets
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Net Assets</td>
<td>13,713,466</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>16,542,633</strong></td>
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### Revenue
<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants, Foundation, and Corporate</td>
<td>404,838</td>
</tr>
<tr>
<td>Contributions</td>
<td>1,018,825</td>
</tr>
<tr>
<td>Programs</td>
<td>598,758</td>
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<tr>
<td>Publications</td>
<td>6,954,881</td>
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<tr>
<td>Investments</td>
<td>1,244,823</td>
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<tr>
<td>Other</td>
<td>45,343</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>10,267,468</strong></td>
</tr>
</tbody>
</table>

### Expenses

**PROGRAMS SERVICES:**
- Program and Professional Services: 1,593,277
- Public Education/Advocacy: 3,992
- Publishing: 5,468,852

**SUPPORT SERVICES:**
- Office of the President / Admin: 1,909,617
- Fundraising: 426,577
- Other: 153,386

**TOTAL SUPPORT EXPENSES** 2,489,580

**TOTAL EXPENSES** 9,555,701

**CHANGES IN NET ASSETS** 711,767
**Contributions**  
**BY FUND TYPE**

- Planned Giving: $367,417 (7%)
- Unrestricted Gifts: $553,359 (36%)
- Direct Mail: $73,424 (2%)
- Endowments: $16,625 (0.54%)

**Total Contributions: $1,018,825**

**Grants**  
**BY FUND TYPE**

- Corporate: $404,838.00 (41.28%)
- In-Kind: $8,000.00 (0.09%)

**Total Grants: $412,839**

**Publishing Sales**  
**BY CATEGORY**

- High School Equivalency: 6%
- Workforce: 10%
- News for You: 22%
- ESL: 7%
- Math/Reading Basic Skills: 5%
- Citizenship: 5%

**Total Publishing Sales: $6,954,881**

**Assets**  
**BY YEAR**

- 2014: $6,374,372
- 2015: $7,578,246
- 2016: $11,651,071
- 2017: $13,001,699
- 2018: $13,713,466

**Total Assets: $1,018,825**

**Sources of Support and Revenue**

- Publications: 68%
- Investments: 10%
- Contributions: 12%
- Program Services: 20%
- Grants, Foundations and Corporate: 75%

**Total Sources of Support and Revenue: $10,267,468**

**How We Use Our Funds**

- Program Services: 75%
- Management and General: 5%
- Fundraising: 20%

**Total How We Use Our Funds: $4,000,000 - $12,000,000**

**INCREASED FUNDING**
2017 Results help us track our impact, and you can count on it ...

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000</td>
<td>Adults reached annually to improve their literacy skills</td>
</tr>
<tr>
<td>216,681</td>
<td>Adult learners serviced by member programs</td>
</tr>
<tr>
<td>21,300</td>
<td>Adults reported improved employment skills or obtained a better job as a result of increasing literacy skills</td>
</tr>
<tr>
<td>88,404</td>
<td>Instructors/volunteers per year provided services to students</td>
</tr>
<tr>
<td>1,301,762</td>
<td>Copies of News for You shipped</td>
</tr>
<tr>
<td>422,463</td>
<td>ProLiteracy website views</td>
</tr>
<tr>
<td>1,909,471</td>
<td>Social media impressions</td>
</tr>
<tr>
<td>3.7 million</td>
<td>Social media engagements increased by 27%</td>
</tr>
<tr>
<td>24,435</td>
<td>Individuals reached with National Book Fund materials</td>
</tr>
<tr>
<td>585,275</td>
<td>Adult education instructional materials shipped</td>
</tr>
<tr>
<td>21,300</td>
<td>Public awareness of adult literacy as an issue increased to 81% (from 63% in 2016)</td>
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