

## **ANNUAL REPORT 2020**

New Education Resources for a Changing World



#### Dear ProLiteracy Friends and Supporters,

Our annual report for the fiscal year that ended on June 20, 2020, covers exciting new educational programs and resources that ProLiteracy developed as well as the tutors and students that benefited from those resources. In many ways, this fiscal year was unprecedented in the products, research, programs, and services that the organization implemented as well as the broader impact of the COVID-19 pandemic. While our organization and the adult literacy field continue to be challenged on many fronts, the "can do" nature of our staff, board, and practitioners in the field have resulted in new, innovative initiatives that have impacted our mission of changing lives and communities through the power of adult literacy.

While annual reports take a look at what was achieved in the prior fiscal year, we know that what we have achieved also sets the stage for the future work of ProLiteracy. The truth is that the education landscape is changing due to the COVID-19 pandemic. The way adults increase their literacy levels likely won't return to a curriculum that revolves around attending a local, physical location to access education resources. Some of the change will be positive as students begin to see online learning as a normal part of their education, and how it provides flexibility for their daily lives.

However, remote learning brings its own set of challenges. Adult literacy students, many of whom live below the poverty line, may not have access to broadband internet access or computers. Also, many volunteer tutors are retired workers who may not yet be comfortable with new digital education tools and platforms. The work that is highlighted in our annual report already begins to address both the opportunities and challenges for the adult literacy field moving forward.

Every adult has a right to literacy. We are thankful for your ongoing support that helps provide the educational access and resources that make that possible.

Best regards,

Kevin Morgan
President and CEO

Denine Torr
ProLiteracy Board Chair

June Jon





## ProLiteracy was the recipient of the 2019 David M. Rubenstein Prize of the Library of Congress Literacy Awards Program.

The David M. Rubenstein Prize of \$150,000 is awarded for an outstanding and measurable contribution to increasing literacy levels. An organization is chosen from either inside or outside the United States that has demonstrated exceptional and sustained depth in its commitment to the advancement of literacy. The recipient must meet the highest standards of excellence in its operations and services.

The Library of Congress Literacy Awards, originated by Rubenstein in 2013, honor

organizations doing exemplary, innovative, and replicable work. ProLiteracy was selected because of its unique and inspiring model for other organizations interested in literacy promotion. ProLiteracy is using the prize money to provide literacy programs with digital educational content.

The 2019 Library of Congress Literacy Awards were presented August 30 at the National Book Festival Gala in Washington, D.C. Librarian of Congress Carla Hayden and philanthropist David M. Rubenstein awarded the top prizes.

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Every adult has a right to literacy.



**390** 

#### **STUDENTS**

98% of Student Goal Met

For the first 12 months the goal was to reach 400 women. The actual number was 390.

**19** 

#### LITERACY PROGRAMS

This is the number of programs currently participating in the Lancôme Write Her Future Institute.

90%

#### **EFFICIENCY**

Voxy research shows that 90% of users improve their English proficiency when they engage with the platform.



Recognizing the importance of increasing the literacy rates of women in the United States, Lancôme USA partnered with ProLiteracy to create the Write Her Future Institute to help empower women by improving their English language skills. On September 4, 2019, at Macy's flagship store in New York City, Lancôme and its brand ambassadress Zendaya presented ProLiteracy with a check for \$100,000 to launch the Write Her Future Institute.

The Write Her Future Institute gives free Voxy® licenses to adult literacy programs in the United States. Voxy is an online curriculum that can be accessed anytime, anywhere and helps develop basic English reading and writing skills.

This scalable, accessible adult English language instruction

improves educational and employment outcomes, community health, career outlooks, self-sufficiency, and civic participation by women new to the U.S. Each woman in the Lancôme Write Her Future Institute has a unique story, but they all share a common goal of improving their English language skills.

#### **Write Her Future Student Stories**



#### **Chai Cherng Pon**

"One day Teacher Anya
Enright told me that
she is building a team
of female leaders for
"Write her Future" grant
by Lancôme... I want to
see my outcome at the
end of this program. I
realized that I have a
goal in my life- No fear
to speak English!"

Click Here to Read Chai's Story



#### **Mary Gonzalez**

"The Glen Cove
Librarian's Maria
Fernanda Pardo sent
me an invitation to join
VOXY the only condition
was that I have to
make a commitment
and work hard with
the program. I feel
very excited and I keep
talking about VOXY."

Click Here to Read Mary's Story



#### **Soledad Oviedo**

"I am not working right now, because I fell I have a big limitation: the English language... I can say that I am a lucky woman because Voxy appeared in my life. I knew about this program through my ESL teacher and I am eternally grateful for it"

Click Here to Read Soledad's Story

"After moving to this new country, I desired to continues my career as a teacher. But I face language barrier, I can't communicate English confidently and fluently."

-Chai Cherna









ON ADULT EDUCATION

ProLiteracy held its biennial conference in San Diego, California, September 25–28, 2019.

Over 500 adult literacy practitioners, teachers, tutors managers, directors, board members, and students came together to learn new ideas and lead change in the adult literacy field. The conference featured over 100 presentations and workshops that explored how organizations and practitioners can collaborate to build instructional capacity and deliver innovative, effective literacy services that benefit adult learners, their families, and the extended communities they live in.



The next conference will be September 20-22, 2021, in San Antonio, Texas



ProLiteracy was named a Tier 2 winner in the Barbara Bush Foundation Adult Literacy XPRIZE Communities Competition presented by Dollar General Literacy Foundation.

The national competition challenged communities and organizations across the country to engage as many low literate adults as possible to use free and effective mobile learning tools from the finalists of the Adult Literacy XPRIZE. As a Tier 2 winner, ProLiteracy, was awarded \$100,000 during a ceremony held at the historic Marriott Downtown Syracuse hotel.

In the Tier 2 category, ProLiteracy had the largest number of adult students download and use one of the qualifying digital learning apps. ProLiteracy made the decision to invest the \$100,000 prize directly in the National Book Fund® and the Mobile Learning Fund to provide programs in need with free educational materials to succeed.

## Mobile Learning Fund

The Mobile Learning Fund builds on ProLiteracy's rich history of providing quality instructional materials through the National Book Fund. Our goal is to continue building capacity among literacy programs by supporting the adoption of blended learning solutions, thereby helping learners make faster gains and reaching those learners who are on waiting lists or who cannot regularly attend classes.

Subscriptions and licenses available through the Mobile Learning Fund include:

- New Readers Press Online Learning—a prehigh school equivalency (HSE) and HSE test preparation tool
- Learning Upgrade—an app proven to help students learn English, HSE prep, math, and basic skills faster than traditional methods (the grand prize winner of the Adult Literacy XPRIZE)
- **Voxy**®—teaches English to new learners
- Leamos<sup>™</sup>—teaches basic Spanish reading and writing to native Spanish speakers and prepares them to move onto English language learning
- News for You® Online—a news source with easy-to-read stories that builds learners' reading, comprehension, vocabulary, and English skills



Adult literacy instructors are increasingly using digital solutions to provide instruction, especially in the midst of the COVID-19 crisis as programs are now forced to provide services remotely. However, programs are often operating without the appropriate technology solutions to support their curriculum—proven solutions that are affordable, easy-to-use, and engaging for learners.

After the onset of the pandemic, monthly applications to the Mobile Learning Fund increased by 174%. Thanks to the generous support of our donors, we were able to respond to this increased need for mobile instructional solutions.

## National Book Fund 25th Anniversary

Today, more than **\$3 million** worth of materials have been donated to organizations in need through the National Book Fund.



### \$3 MILLION

#### **IN GRANTS**

To date, ProLiteracy has distributed more than 1,900 grant awards totaling more than \$3 million worth of materials to organizations.

448,000

#### ADULTS, YOUTH, AND CHILDREN

More than 448,000 adults, youth, and children improved their reading skills as a result of this initiative.

55,900

#### TUTORS AND VOLUNTEERS

More than 55,900 tutors and literacy volunteers have received the resources they need to provide direct literacy instruction to students. This year, ProLiteracy celebrated the 25th anniversary of the National Book Fund®, a grant program that provides adult literacy and basic education programs in need with New Readers Press materials to empower learners with the resources they need to be successful.

Before ProLiteracy established the National Book Fund, literacy programs that couldn't afford to buy books for students and instructors simply did without them. Students shared worn-out books with other students. Instructors used cast-off books, outdated resources, and photocopies during lessons.

In 1995, using only donated funds, the National Book Fund began providing local literacy programs throughout the United States with New Readers Press books and other educational materials.





## Laubach Way to Reading: Arabic

The work of Dr. Frank Laubach and Dr. Robert Laubach taught more than 100 million adults to read and write in more than 200 languages. Building on this work and the success of one of ProLiteracy's core curriculum, Laubach Way to Reading, ProLiteracy released Laubach Way to Reading: Arabic in 2020.



Arabic is the official spoken language in 25 countries. Literacy rates in these countries, especially for women, are among the lowest in the world. Laubach Way to Reading: Arabic will service Arabic-speaking refugees and immigrants who are not yet literate in their native language.

This new resource was made possible through the generous support of donors to the Dr. Robert S. Laubach Publishing and Innovation Fund.

#### **Digitizing Laubach Primers**

In an effort to make the original Laubach instructional primers more widely available worldwide, ProLiteracy has begun digitizing them and making them available on a new international section of Education Network.

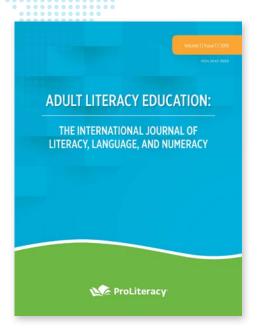
So far, 10 primers have been digitized in seven languages: Arabic, Hindi, Kikuyu, Kiswahili, Maasai, Pashto, and Yoruba. Additional language primers will be digitized in the coming year.

## International Organizational Membership

In 2020, ProLiteracy launched a new membership program specifically for adult literacy organizations located outside of the United States.

- Historical Laubach Primers—available digitally in seven languages
- Laubach Way to Reading in Arabic
- Instructional and student support resources

# ADULT LITERACY EDUCATION: The International Journal of Literacy, Language, and Numeracy



With a commitment to improved learner outcomes, ProLiteracy's research priority is to facilitate and lead research activities for the adult education field.

Our new research journal, Adult Literacy Education: The International Journal of Literacy, Language, and Numeracy helps promote and advocate for high-quality research that informs the field and improves practice. The ALE Journal is published twice per year and is available online for free.

The journal's mission is to publish research on adult basic and secondary education and transitions to college and career programs. It informs practitioners, researchers, policy makers, and funders about best practices in adult literacy, numeracy, and English language education in publicly funded, community, and volunteer-based programs in a wide range of contexts. Each issue includes research articles plus other content of interest to readers (e.g., resource reviews, opinion pieces, and debates and discussions on timely topics of interest to the field).



## Management and Leadership Training

ProLiteracy's Adult Literacy Management and Leadership Training was developed to prepare newly appointed and current executive directors to meet the diverse challenges of their role in adult education and literacy nonprofit organizations. These online courses help build knowledge, skills, and decision-making abilities in key leadership areas. Now available are courses on two topics:



- **1. Financial Management**—budgeting, basic accounting principles, financial health, financial reports
- **2. Administration**—strategic planning, policies and procedures, insurance and payroll, contract negotiation

Training topics to be launched in 2020-21 are Human Resources and Board Governance.

The Adult Literacy Management and Leadership Training was made possible through the generous support of former ProLiteracy member program executive director and current ProLiteracy board member Lynn Reed.

With a degree in accounting and as a former executive director of a large literacy program, I saw colleagues struggling with management, leadership, finance, budgeting and many of the topics entailed in this training throughout my 20 years with Literacy Volunteers in Phoenix. It's important to me that learners are enrolled in a program that has solid leadership and management which helps learners succeed.

-Lynn Reed, Former Executive Director of Literacy Volunteers of Maricopa County, Inc. (LVMC)



## Advocacy Tool Using PIAAC State and County Estimates

Strong advocacy efforts are imperative to help adult education service providers prepare for budget shortfalls in the wake of the pandemic.

In response, ProLiteracy created a customizable template for adult education providers to use their local data from the U.S. PIAAC Skills Map: State and County Indicators of Adult Literacy and Numeracy. Along with comparisons of adult literacy and numeracy by county and state, the Adult Literacy Impact Report Template compares social issue data at the county, state, and national levels. In addition, the template allows service providers to share data about their programmatic efforts and impact on students.

To assist programs with populating the template for local use, ProLiteracy developed an instructional document and video that are available along with the template.

The intent of the Adult Literacy Impact
Report Template is to encourage programs
to translate the PIAAC estimates for their
areas into an easily understood form for
presentation to funders, elected officials, and
other stakeholders. The template facilitates the
opportunity for stakeholders to view a snapshot
of the scope of the adult literacy and numeracy



rates in their areas, along with program impact data to illustrate how adult education can positively change the lives of adults in their communities.

Later this year, ProLiteracy will release a new Advocacy Toolkit designed to help adult educators use PIAAC state and county estimates to advocate with local and state funders as well as private donors.

## New Readers Press Introduces New Instructional Materials

#### **TABE® Mastery**

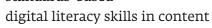
The new TABE® Mastery series will help students master the skills they need to improve their scores on TABE 11/12.
Each student book



offers diagnostic pretests, learning goals, and workplace and real-world connections to help students build applicable life skills.

#### Learning Upgrade®

Learning Upgrade launched a new digital literacy course that builds standards-based



creation, data management, communication, security, privacy, digital citizenship, and more.





## Scoreboost® for HiSET® Spanish

The Spanish version of our popular *Scoreboost®* for the HiSET® series, these books will prepare Spanish learners to take the HiSET test in their own language.



#### **New Readers Press Online Learning**

New Readers Press has added a new digital TASC Test preparation course to help students succeed on the TASC test.

In addition, audio was added to the pre-HSE course to assist struggling students and English language learners.



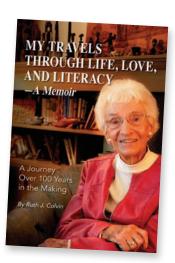


66 A story of inspiration, devotion, and hard work from one of the world's greatest advocates for literacy, and, by extension, people. Bravo!

—David Baldacci, New York

## My Travels through Life, Love, and Literacy: A Memoir

In this book,
Ruth Colvin, the
founder of Literacy
Volunteers of
America and
co-founder of
ProLiteracy, shares
stories about
her life and her
journey, over
100 years in the
making. From
adapting to loss



and grief at an early age, to starting a national literacy organization in service of others, Ruth's memoir recounts her struggles and successes and the stories of those who have touched her life along the way.

CLICK TO LEARN MORE



#### **Print-on-Demand**

New Readers Press now offers printon-demand services for select titles as well as limited custom printing options. To learn more about products available through printon-demand, contact New Readers Press at nrp@proliteracy.org or call 800-448-8878.

In response to the increased demand for digital curriculum, New Readers Press and our partners continue to evolve and expand current offerings.

## **COVID-19 Response**

Number of visitors to the COVID-19 Resources page in the first 90 days

In response to the urgent need from organizations to immediately shift to distance learning during COVID-19, ProLiteracy developed and shared a number of instructional and administrative support resources.

ProLiteracy saw its largest webinar attendance to date:

11,859

**REGISTRANTS** 

(5,569 unique)



**7,591 ATTENDEES**(4,007 unique)

9,259

HITS

of YouTube recordings of webinars

#### Website

A special COVID-19 Resources section was added to the website and includes more than 55 different resources for programs, including webinars, research, digital tools and platforms, digital product solutions, and more.

#### **Webinars**

Distance Learning: Ideas from the Field, a special ProLiteracy webinar series, highlighted valuable technologies, resources, and ideas for instructors to reach learners through distance education. Between April and June, ProLiteracy presented 11 webinars featuring teachers/ tutors and administrators from 14 local programs.



#### **Distance Learning Resources on Education Network**

A total of 60 new resources were added to the Distance Learning section on Education Network including:

- Easy guides for creating Zoom accounts and starting lessons
- Curriculum/lesson plans
- YouTube channels with instructional content
- Tools used in distance learning

## +60 NEW RESOURCES



#### Research

ProLiteracy conducted a survey that yielded nearly 400 responses. Some results include:

84% of programs were providing instruction, to some degree, from a distance

81% of programs indicated lack of internet access was a barrier for students

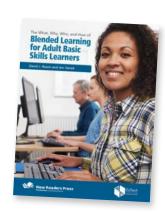
To better understand and respond to the needs in the field during COVID-19,

81% of programs indicated lack of internet access was a barrier for students
88% of programs are using a digital platform (such as Zoom, Google Classroom)
58% of programs need professional development for instructors
84% of programs indicated digital devices are the main need for students

#### **Blended Learning Guide**

The new blended learning guide, The What, Why, Who, and How of Blended Learning for Adult

Basic Skills Learners, is a valuable resource for teachers, tutors, and administrators who provide adult basic skills education and who wish to initiate or improve blended learning for their students.



#### **Literacy Relief Fund**

The Literacy Relief Fund was established with the goal to provide local literacy programs with the books and digital educational materials they need in order continue educating adult learners in the short term as they deal with the pandemic. The fund was launched with matching gifts from ProLiteracy's Board of Directors, Solitaired, and the Nora Roberts Foundation. The Literacy Relief Fund has a goal to raise and distribute \$100,000 to benefit member programs and learners.

#### **Grants for Digital Educational Materials**

ProLiteracy offers two grant programs to help programs obtain digital educational materials:

- The Mobile Learning Fund provides adult literacy programs and their students with digital education materials offered by New Readers Press.
- In partnership with Lancôme USA, the Write Her Future Institute provides women with free access to Voxy®, a personalized mobile English language learning platform.

ProLiteracy saw a dramatic increase in applications for both programs with the onset of the pandemic, and expedited review and approval to distribute digital products quickly.

#### **Digital Instructional Solutions**

New Readers Press offered digital solutions to programs at discounts or for free, including:		
New Readers Press Online Learning	Free 90-day pilots for online Pre-HSE, GED® test prep, and HiSET® exam prep courses	
News for You® Online	Several months of free access to weekly news source for ABE and ESL learners, including audio, interactive exercises, polls, and games.	
▶ Leamos™ (Let's Read)	Free 4-month pilots for online course that teaches non-literate Spanish-speaking adults to read and write Spanish	
<b>▶</b> Learning Upgrade®	Free 90-day pilots for app that provides over 900 lessons to help accelerate growth in literacy, ESL, ABE, and HSE classes	
<b>▶</b> Voxy®	Free 90-day pilots for ESL mobile learning platform that provides support for grammar, listening, reading, vocabulary, and writing	

#### **Discounted Zoom Licenses**

ProLiteracy negotiated a discounted price for Zoom licenses for ProLiteracy members:

• The price: \$96/year (\$8/month) per license is a 50% discount

This discount will save each member organization \$84 a year per license, and members are able to purchase Zoom licenses for as many users as needed to help continue and improve distance education.





On February 14, 2020, ProLiteracy kicked off the Romance for Literacy campaign to rally Romance writers, industry professionals, and readers to raise funds for adult literacy.

Breaking Fundraising

Campaign

Record

In the most successful peer-to-peer campaign in ProLiteracy's history, more than 30 teams registered, which resulted in more than 700 new donors and over \$30,000. The funds raised will be used to reach more adults in need of literacy skills by creating an online course to be used in domestic violence shelters and other social service organizations.

At its peak during the campaign, the Romance industry raised more than \$25,000 in just seven days!

+700
NEW DONORS



## 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, gifts of real estate and establishing an endowment with ProLiteracy. Each donor who makes a confirmed planned gift to ProLiteracy is recognized as a Heritage Society member and receives special benefits for membership.

## **Heritage Society Members**

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#### Thank you to all the donors who supported ProLiteracy from July 1, 2019-June 30, 2020.

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#### Bequests 19-20

Vernon Higginbotham Jane Kuemmerle Mary Smith

## **Financials**

#### **Assets**

<b>Total Assets</b>	16,059,796
Investments	12,890,905
Receivables and Others	2,751,745
Cash	417,146

#### **Liabilities**

Total Liabilities	3,425,910
Other	2,084,142
Expenses	
Accounts Payable and Accrued	1,341,768

#### **Net Assets**

Net Assets  Total Liabilities and Net	12,633,886 <b>16,059,796</b>
Assets	10,039,790

#### Revenue

Grants, Foundations, and	785,983
Corporate	
Contributions	586,499
Membership	139,629
Publishing	7,564,413
National Conference	472,590
Program Service Fees	20,033
Investments	262,675
Other	15,344
Total Revenue	9,847,165

#### **Expenses**

<b>Total Program Expenses</b>	8,354,920
Publishing	6,568,975
Services	
Program and Professional	1,785,945

#### **SUPPORT SERVICES:**

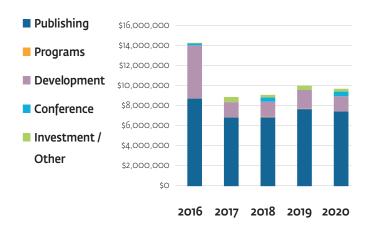
Administration	1,689,401
Fundraising	543,311
Other	26,602
<b>Total Support Expenses</b>	2,259,313
Total Expenses	10,614,233

CHANGE IN NET ASSETS (767,068)

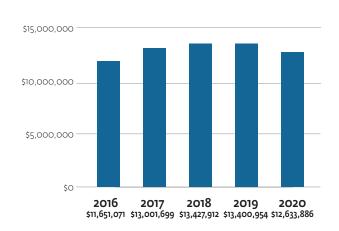


ProLiteracy Worldwide's financials were audited by Grossman St. Amour CPAs, PLLC. In their opinion, the financial statements present fairly, in all material respects, the financial position of ProLiteracy Worldwide as of June 30, 2020, and the changes in its net assets and its cash flow for the year then ended in accordance with auditing standards generally accepted in the United States of America.

#### **5 Year Revenue Trend**



#### **5 Year Asset Trend**



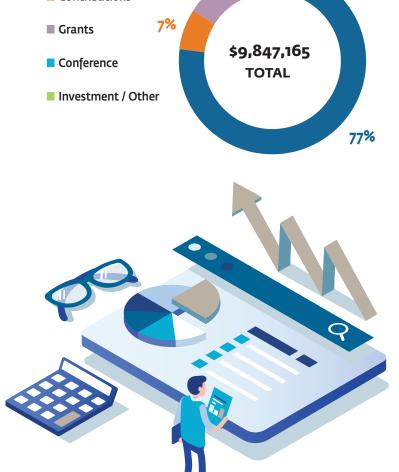
#### **Source of Support and Revenue**

8%

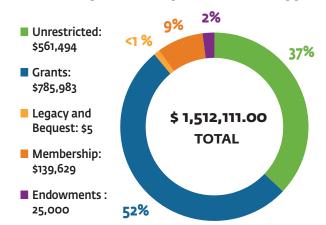
Publishing

Contributions

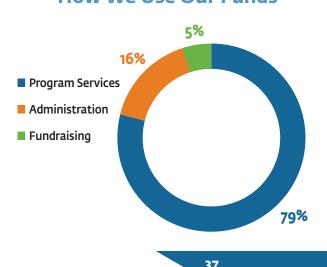
5% 3%



#### **Development by Revenue Type**



#### **How We Use Our Funds**



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Above all, the News for You is a true "friend" for us to learn English.





## **Stories of Impact**

## From National Book Fund grant recipient, Literacy Council of Frederick County

As ESL coordinators with the Literacy Council of Frederick County, we have the distinct pleasure of using materials from New Readers Press.

In addition to excellent reading series from New Readers Press, we subscribe to News for You, a student newspaper, which also has online access. Catherine Coundjeris has used News for You in her online Student-Led Class and she says, "The students find the stories timely and interesting and find the vocabulary challenging and pertinent to their lives." Weinfei, from the Student Led-Conversation Class, had this to say: "News for You is part of our routine now for this class to pick an interesting article to read together and share our ideas with each other.

Every time, we are able to develop a hot topic and have a nice and in-depth discussion on it. Above all, the *News for You* is a true "friend" for us to learn English. Thanks so much for the grant which provides such wonderful material for us to learn English through an interesting way."

Holly Bohman and Catherine Coundjeris

ESL Coordinators





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