

2021

ANNUAL REPORT



Education
Resources



Professional
Development



Advocacy



Sustainability

A MODERNIZED STRATEGIC PLAN
FOR A CHANGING WORLD

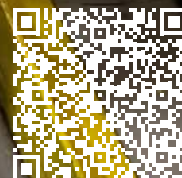


Our mission is to change lives and communities through the power of adult literacy.

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ON THE COVER Ada Lozano, an employee at Byrne Dairy in Syracuse, New York, has improved her English language skills using Learning Upgrade. The company allows English language learners to use time during each shift to work with the program.



A Letter from the ProLiteracy
President/CEO and Board Chair

DEAR FRIENDS & SUPPORTERS,



STORIES OF IMPACT ProLiteracy.org/Blog

At Byrne Dairy's Syracuse Cold Storage facility in Syracuse, New York, managers were having a difficult time effectively communicating with non-English speaking employees. While the company provides important information and trainings in both English and Spanish, it wanted to give its employees the opportunity to overcome these language barriers to do more.

[Read the story](#)
ProLiteracy.org/Blog

The best laid plans go awry. That familiar saying is adapted from "To a Mouse," by eighteenth-century poet Robert Burns. Despite ProLiteracy's best laid plans for the past fiscal year that ended June 30, 2021, we continued to adapt to the changing needs of adult literacy programs and their students as the COVID-19 pandemic wore on.

We created this annual report for you to highlight the amazing work you empowered us to do. Local adult literacy program providers and the ProLiteracy team creatively modified activities, developed new resources, introduced new solutions, and restored scalable operations to meet students' continued learning needs.

This most recent fiscal year was essentially a recovery period that allowed us to wipe our creative slate clean. We garnered invaluable experience and saw emergent patterns in education during this time period. With these lessons, we have begun to reconfigure our sustainability and impact models for a new reality. With the input of the ProLiteracy staff team, board members, adult literacy programs, our advisory groups, and supporters, we

have developed a new strategic plan that highlights four key organizational areas of focus: education resources, professional development, advocacy, and sustainability.

While our work is designed to help adult literacy program providers achieve their goals, we reach beyond those core beneficiaries and markets to ensure that adults who want to increase their literacy, numeracy, language, and education skills have access to the help and resources that work for them.

This annual report showcases the evolution of ProLiteracy's work to increase adult literacy rates with an eye on continued healthy and strategic growth to reach even more of the 43 million adults in need of literacy skills. We couldn't do this important work without your ongoing support!

Sincerely,

Kevin Morgan
President and CEO



Ginger Duiven
ProLiteracy Board Chair



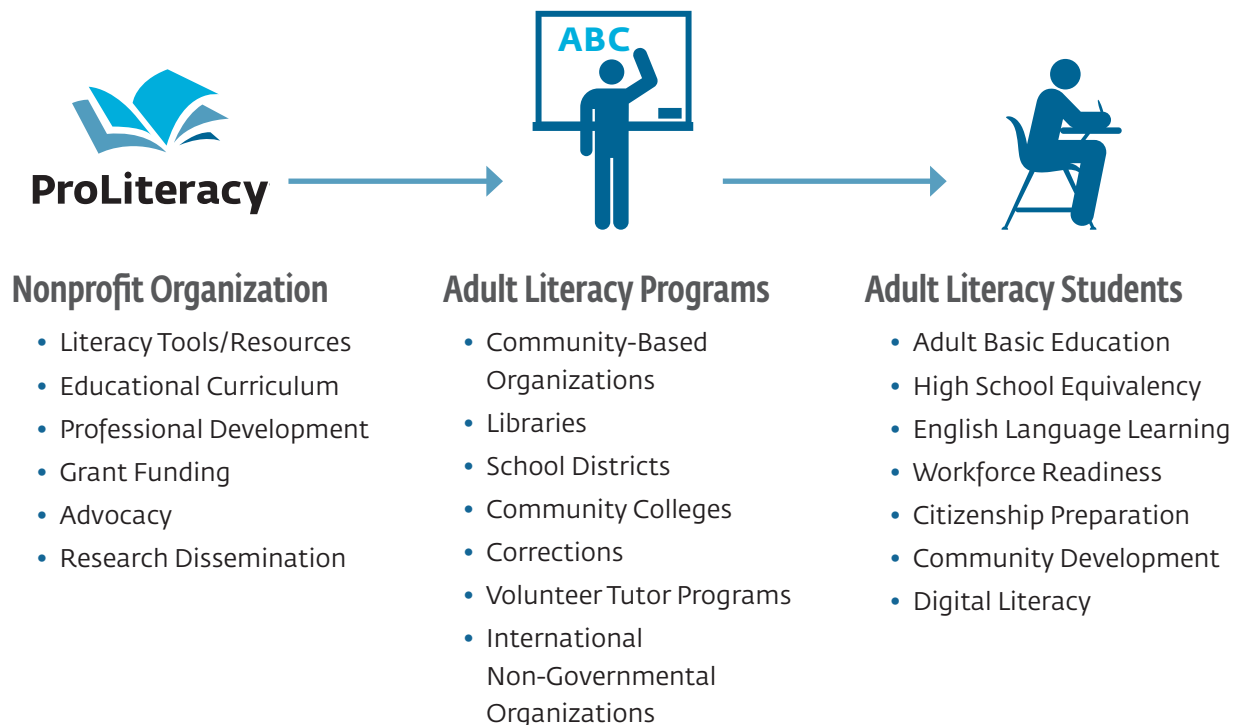
Focused on a sustainable future for ProLiteracy while increasing the social impact of our mission

A MODERNIZED STRATEGIC PLAN

Starting in December 2020 the ProLiteracy staff and board looked at the changing needs of adult literacy programs and their students by conducting a strategic review process. This process helped facilitate creation of an updated three-year strategic plan for the time period of 2021–2024 that provides a sustainable future for ProLiteracy while increasing the social impact of our mission.

Impact Model

The ProLiteracy impact model, domestically and internationally, provides education resources to the adult literacy programs and partners who provide services directly to students





ORGANIZATIONAL STRATEGY

We remain committed to and focused on our primary beneficiaries—adult literacy programs—but we also recognize the need to expand our work to other social impact organizations, businesses, and partners that can benefit from our services. Our collective work will focus on the following four goals:

01 Education Resources

The goal is to provide both free education resources and fee-for-service education resources that will help adult literacy programs provide effective instruction for their students.

02 Professional Development

The goal is to provide a variety of professional development tools for adult literacy instructors, program personnel, trainers, volunteers, and students through the ProLiteracy Education Network, online webinars, national conferences, journal, and other research publications.

03 Advocacy

The goal is to lead the advancement of adult education and literacy awareness among public and private stakeholders at all levels. ProLiteracy will promote its important role in demonstrating positive impact in lives and communities with the goal of increasing funding for adult education.

04 Sustainability

The goal is to maintain a business model that allows ProLiteracy to operate largely on self-sustaining operating revenue streams while also allowing the organization to invest in growth opportunities that can positively impact its mission.

ON AIR

Michele Diecuch

Senior Director of Programs, ProLiteracy

Workforce Atlas Featured on National TV Program,

BEHIND THE SCENES



Learn More workforceatlas.org

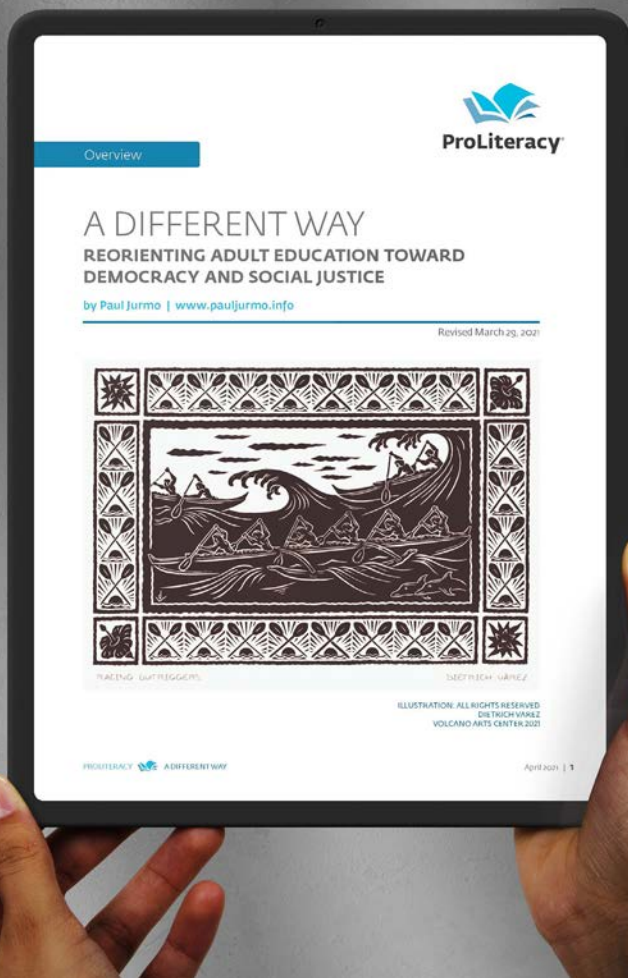
Workforce Atlas is a free online career pathways platform that assesses a person's work interests and skills along with their literacy and numeracy levels. Once an adult completes the assessments, they are directed to recommended occupations, online resources, and local education providers that can help them achieve their education and career goals. ProLiteracy designed Workforce Atlas for adults with low reading, numeracy, or English-language skills, although it can be used by any adult seeking to improve their quality of life with a new career path.

Behind the Scenes is an award-winning television program hosted by Laurence Fishburne that highlights the evolution of education, medicine, science, technology, and industry through inspiring stories. The *Behind the Scenes* episode featuring Workforce Atlas was distributed to public television channels across the U.S. in the month of January. Additionally, a national advertisement featuring ProLiteracy was aired on Fox Business Network on January 7 and 10.

162,000
HOUSEHOLDS
reached by
first showing

400+
AIRINGS
through 2021

1,026.3%
INCREASE
in web traffic to
workforceatlas.org
after first air date

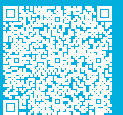


“Many adult educators recognize that society is structured in ways that prevent adults with basic skills limitations from exercising their full civil rights.”

—Paul Jurmo, Ed.D.

2,000+

Article downloads in the first 30 days



White Paper Offers Dialogue on Social Justice and Adult Education

SOCIAL JUSTICE AND ADULT EDUCATION

The U.S. adult education field is now focusing more directly on the question of how to respond to the social justice issues adult learners, their families, and their communities are facing. To contribute to this important dialogue, ProLiteracy published *A Different Way: Reorienting Adult Education Toward Democracy and Social Justice*, a white paper written by adult educator Paul Jurmo, Ed.D.

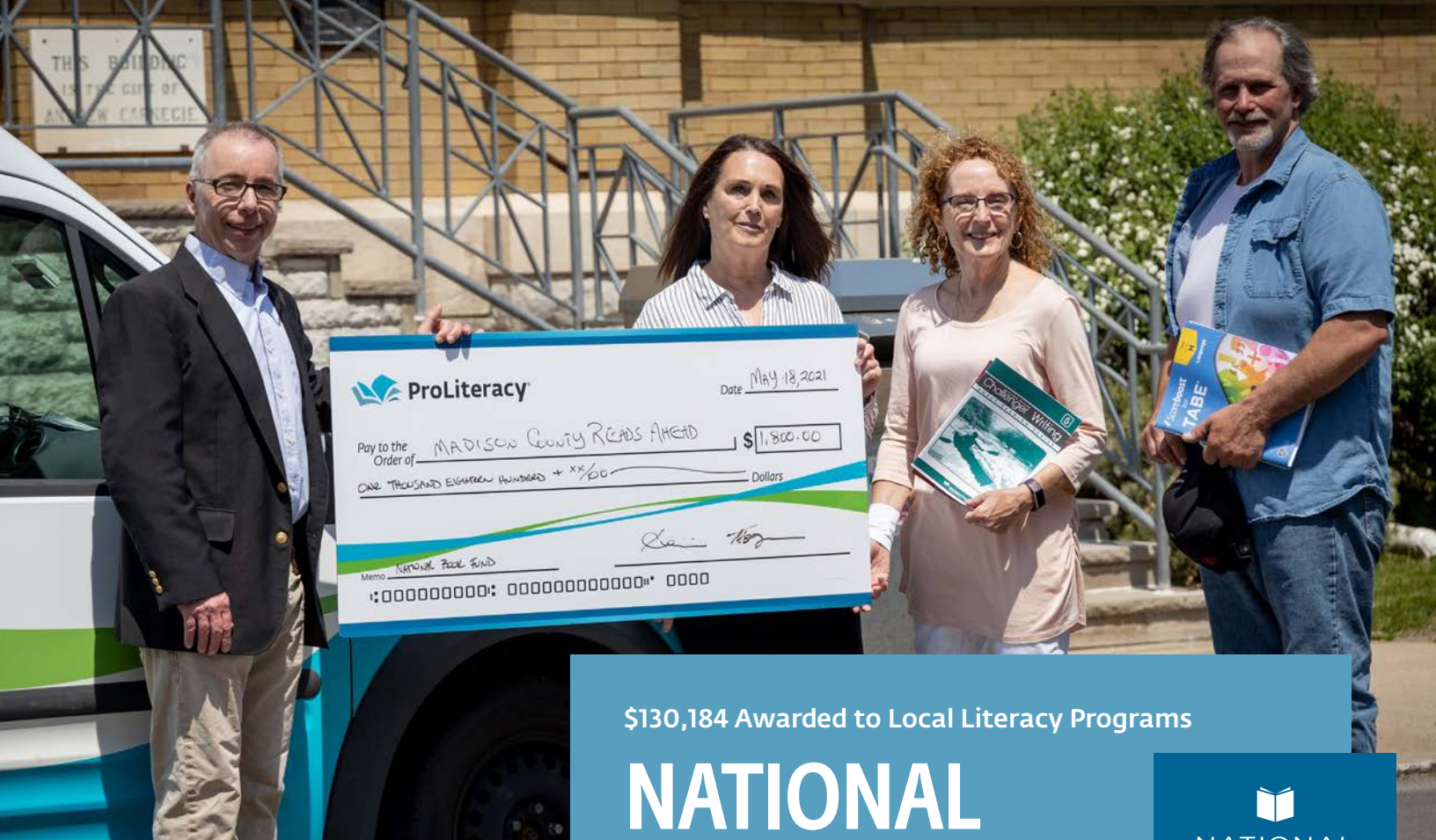
The document outlines strategies used by educators to help learners mitigate the impacts of social injustices, navigate around those impacts, eliminate unjust policies and social practices, and create alternative ways to support human rights. This free resource outlines examples of how adult educators, together with other partners, have integrated issues such as racism, voting rights, immigrant integration, women's issues, social class, public health, worker rights, prisoner re-entry, and environmental sustainability into their work.

A Different Way concludes with actions that adult educators and other partners might take to better help learners respond to social justice challenges.

ProLiteracy Diversity, Equity, and Inclusion Statement

ProLiteracy believes every adult has the right to literacy. Our mission is to help adults gain reading, writing, math, and digital skills, with the intent of giving them the power to impact major social issues and change the world around them. We believe education leads to equal opportunities, liberties, and protection under the law, and that we must stand up against bigotry, racism, and hatred.

Learn More proliteracy.org/DEI



\$130,184 Awarded to Local Literacy Programs

NATIONAL BOOK FUND



DONOR SPOTLIGHT

Thank you to the donors who generously support the National Book Fund. In addition to the 141 individual donations we received through the last fiscal year, we would like to thank these donors whose generosity make the National Book Fund possible:

The Richard Davoud
Donchian Foundation

Tucker Andersen

Nora Roberts Foundation

ProLiteracy's National Book Fund® awarded \$130,184 in grants to adult literacy programs nationwide this year. The National Book Fund, now in its 26th year, has distributed more than 1,900 grant awards totaling more than \$3 million worth of materials to adult literacy organizations across the United States.

More than 470,000 adults, youth, and children have improved their reading skills as a result of ProLiteracy's National Book Fund.

New Readers Press, the publishing division of ProLiteracy, provides the books and materials for the grant program. These high-quality instructional materials are specially written to meet the needs of adult literacy students, instructors, and trainers.

Additionally, the National Book Fund has provided more than 60,000 instructors with the capacity-building resources they need to provide direct literacy instruction to students and impact their community.

"As a small community-based organization, grants like the National Book Fund are critical to ensure that our tutors are equipped to support the adult learners in our community."

—Tara Truett, Madison County Reads Ahead Executive Director

IMPACT

BY THE NUMBERS



78

PROGRAMS
RECEIVED GRANTS
IN 20-21 FISCAL YEAR

\$130,184

DISTRIBUTED IN
20-21 FISCAL YEAR



37

PROGRAMS
RECEIVED GRANTS
IN 20-21 FISCAL YEAR

\$88,150

DISTRIBUTED IN
20-21 FISCAL YEAR



Dollar General Literacy Foundation Contributes \$50,000 to Mobile Learning Fund to Scale Adult Education Access During COVID-19

MOBILE LEARNING FUND SCALES ACCESS DURING COVID-19 PANDEMIC

The Dollar General Literacy Foundation contributed \$50,000 to ProLiteracy's Mobile Learning Fund, which provides adult education programs and their students with digital instructional materials to help adults learn to read or acquire English language skills. The Mobile Learning Fund will continue to build capacity among adult literacy programs during the COVID-19 pandemic by providing financial assistance to acquire licenses for Learning Upgrade, an Adult Literacy XPRIZE winning app proven to teach basic reading, math, English, high school equivalency preparation, and digital literacy skills faster than traditional methods.

"During this time when COVID-19 has interrupted in-class education, teachers are looking for ways to continue delivering meaningful instruction and engage their students."

—Denine Torr, Dollar General Literacy Foundation Executive Director



38

PROGRAMS RECEIVED
GRANTS DURING PROJECT
YEAR (9/8/20-8/11/21)

Featured Partnership: Lancôme USA and ProLiteracy

WRITE HER FUTURE INSTITUTE



ENGEN



In 2019 Lancôme USA and ProLiteracy entered a partnership to create The Write Her Future Institute. The program gives free Voxy EnGen® licenses to adult literacy programs in the United States.

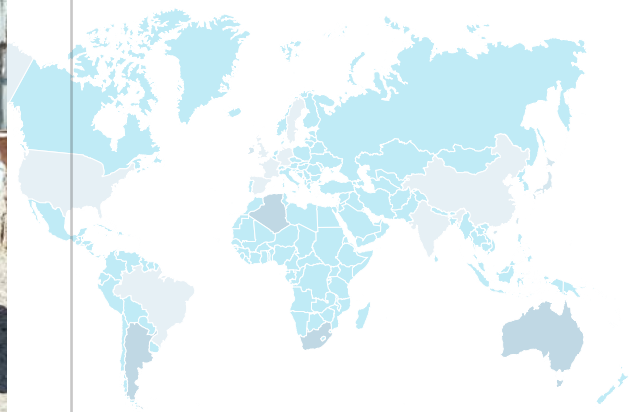
The Write Her Future Institute experienced tremendous growth in year two. The third quarter of year two saw an increase in applications, awards distributed, and women impacted. ProLiteracy has awarded more Voxy EnGen licenses to women in this quarter than in the last two quarters combined.

Organizations that were awarded licenses in year 1 of the Write Her Future Institute are reapplying with larger requests because they have seen their learners flourish and they are seeking to serve more women. Just over halfway through our three-year project, 872 women have gained English language skills—putting ProLiteracy at 73 percent toward our goal of impacting 1,200 women in three years.

“Learning to write and read is like being able to see, because words start to make sense.”

—Francisca Guerrero Rodriguez

At 70 years, Rodriguez is the oldest student enrolled in the Write Her Future initiative.



Lancôme Mexico and ProLiteracy Increase Women's Literacy with the Expansion of the Write Her Future Initiative

INTERNATIONAL EXPANSION OF WRITE HER FUTURE INSTITUTE

Lancôme Mexico is expanding its partnership with ProLiteracy. The expanded partnership will add a women's literacy program in two additional rural communities in the state of Guanajuato, Mexico, as part of the global Write Her Future initiative. Write Her Future is Lancôme's global commitment to increase literacy for the nearly 516 million women with low literacy, and give a voice to this universal cause.

In 2020, ProLiteracy implemented the Write Her Future initiative with long-time partner Proyectos Laubach de Alfabetización en México (PLAMAC).

A second year of continued support from Lancôme Mexico will expand program implementation into two new communities, reaching 30-50 new learners.

Write Her Future equips women with basic reading, writing, and numeracy skills. Women in the program range between the ages of 18 to 75. The program meets women on their literacy level, delivering personalized tutoring and instruction for those women who want to achieve primary, secondary, and high school education. In partnership with the local educational authorities, PLAMAC guides the participants through the process to obtain recognized education certificates.

IMPACT OF DIRECT FINANCIAL SUPPORT IN 20-21

NUMBER OF PROGRAMS

11

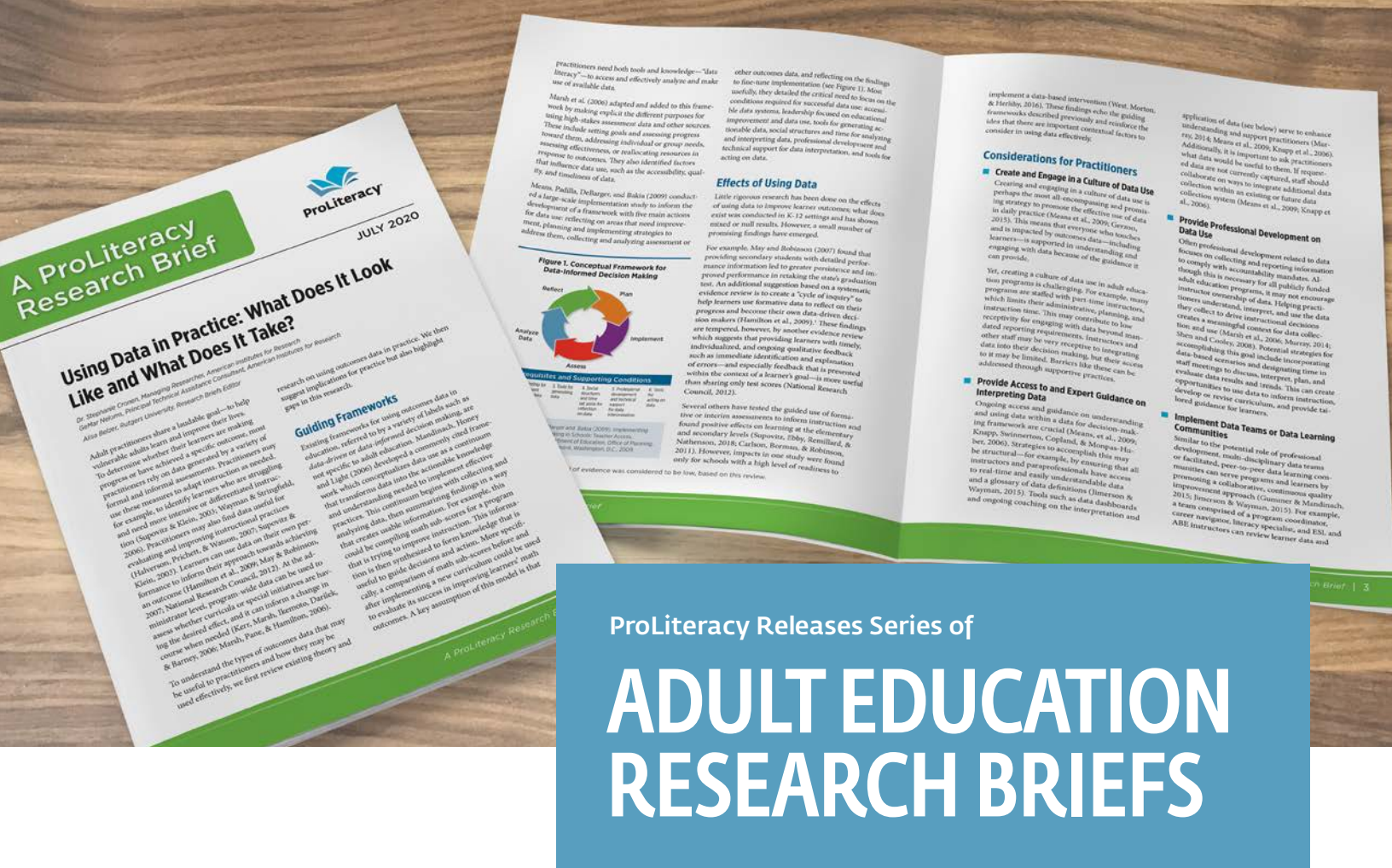
Countries: Kenya, Niger, Rwanda, Uganda, Liberia, Mexico, Colombia, Egypt, India, Cambodia, Haiti

LEARNERS IMPACTED (Estimate)

4,500

TOTAL DISTRIBUTED

\$47,234



ProLiteracy Releases Series of

ADULT EDUCATION RESEARCH BRIEFS

ProLiteracy released a series of five Research Briefs on adult literacy and education. Each brief is a 2,500–3,000-word summary that offers a synthesis of research on a particular topic, implications for practice, and next steps in research.

Written by seasoned scholars who have demonstrated expertise on specific topics, ProLiteracy Research Briefs were developed to help adult literacy practitioners understand ideas that have emerged from research. They will also help researchers identify research needs by pointing to gaps in knowledge as part of an effort to provide adult educators with relevant research to inform their work. The five research topics addressed in briefs include student recruitment and participation, integrated technology, contextualized instruction, outcome measures, and student persistence.

While research about K-12 education is relatively ubiquitous, focus on adult literacy and education has historically not been as consistent. ProLiteracy hopes that its new research briefs will bring attention to important topics in the adult education field and help identify where additional research is needed.

The ProLiteracy Research Briefs are one initiative that aligns with ProLiteracy's greater Research Agenda, which outlines ProLiteracy's commitment to adult education and literacy research.

"...the work you do is not only distributed widely, touching the largest number of tutors and learners possible, but we also have a mechanism by which to be inclusive and transparent with our constituents in a focused/grounded way."

—Alison Austin, Washtenaw Literacy

RESEARCH BRIEF

DOWNLOAD TOTALS JUNE 2020-JULY 2021

**STUDENT RECRUITMENT:
A REVIEW OF THE RESEARCH**

Carol Clymer, Shannon Frey

681

**DIGITAL LITERACY AND
TECHNOLOGY INTEGRATION
IN ADULT BASIC SKILLS
EDUCATION: A REVIEW OF
THE RESEARCH**

Dr. Jen Vanek, Dr. Kathy Harris

1,087

**USING DATA IN PRACTICE:
WHAT DOES IT LOOK LIKE
AND WHAT DOES IT TAKE?**

Dr. Stephanie Cronen,
GeMar Neloms

839

**CONTEXTUALIZING ADULT
EDUCATION: LEARNING
FROM SIX DECADES OF
EXPERIENCE AND RESEARCH**

Paul Jurmo, Judy Mortrude

1,159

**PERSPECTIVES ON
PERSISTENCE: A REVIEW
OF THE RESEARCH**

Amy Pickard

740



ADULT LITERACY EDUCATION:

The International Journal of Literacy, Language, and Numeracy

ProLiteracy released the third, fourth, and fifth issues of its peer-reviewed research journal, Adult Literacy Education: The International Journal of Literacy, Language, and Numeracy (ALE) in FY20/21.

This free, online journal 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.

21,500+

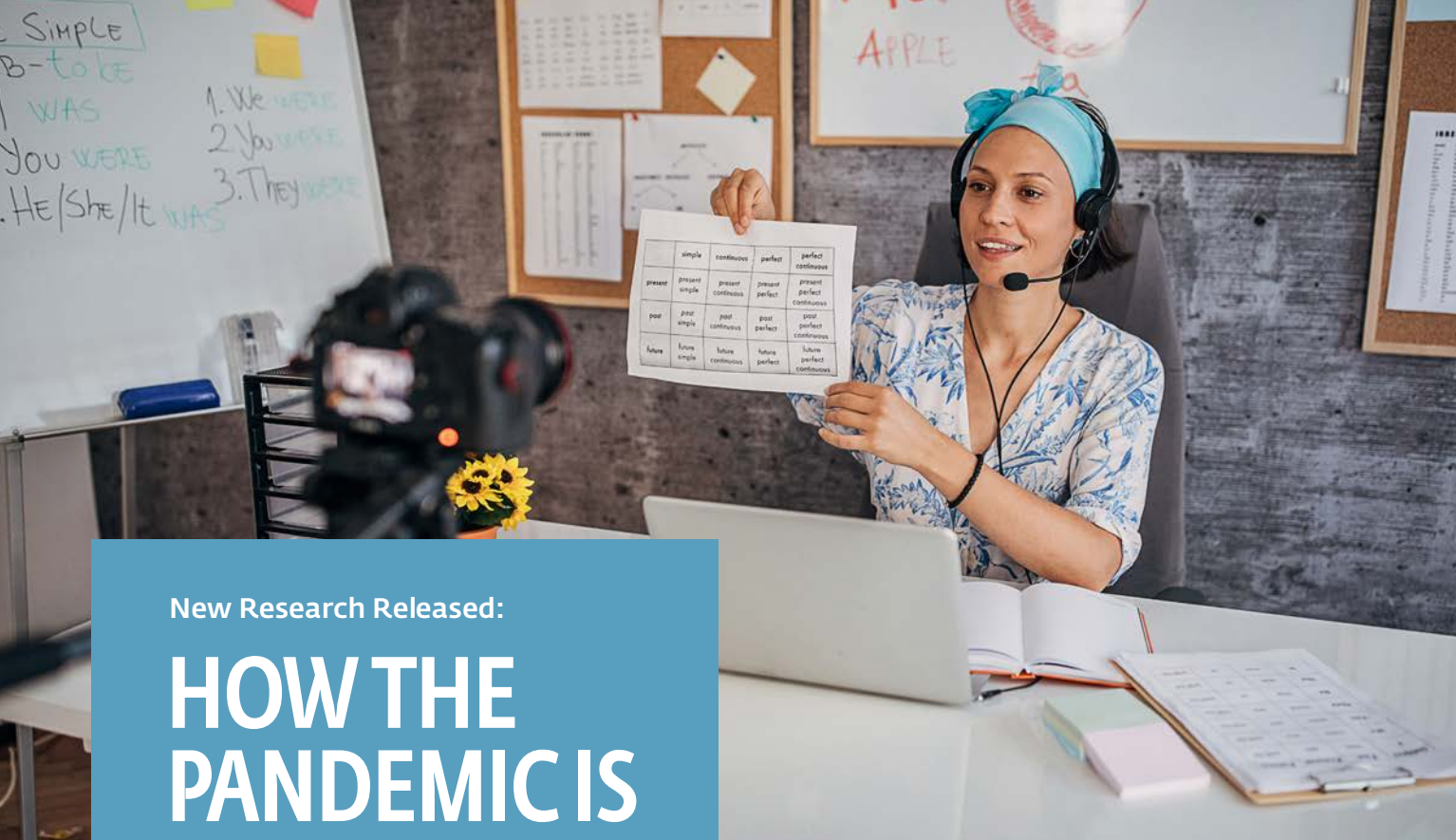
DOWNLOADS OF ALL ISSUES SINCE LAUNCH

FROM THE CEO'S DESK

ProLiteracy CEO and President Kevin Morgan sat down with researchers to discuss their articles in the ALE Journal. To watch the full videos visit:

**From the CEO's Desk: Interviews
with Research Authors - YouTube**





New Research Released:

HOW THE PANDEMIC IS AFFECTING ADULT EDUCATION

ProLiteracy released, “COVID-19 Rapid Response Report from the Field,” with research conducted by the E-BAES Taskforce and EdTech Center @ World Education describing how the pandemic has impacted the adult education system. Findings are intended to inform adult educators and offer useful suggestions for dealing with the current crisis.



The research represented in the Rapid Response Report was derived from two complementary inquiries—one drawing on interviews with 49 respondents from 20 states and the other on 773 survey responses from teachers, tutors, and administrators. Both data sets represent a diverse pool of adult education practitioners and state staff.

The goals of this research project conducted by the E-BAES Taskforce and EdTech Center were to 1) describe the instructional and programmatic shifts programs made in response to the stay-at-home orders and 2) illustrate the challenges and successes they experienced.

E-BAES Taskforce member and researcher, Alisa Belzer of Rutgers University, says, “This report describes the unique challenges faced in adult education and the creative ways in which practitioners have responded.” One takeaway from the report was that technology and internet access are a major challenge to adult student participation in distance learning.

The results of this research will be vital going forward in providing national organizations like ProLiteracy with the information they need to advocate for solutions to help adult education programs adapt to distance learning to ensure all students are served.



DISTANCE LEARNING MADE AFFORDABLE

At the onset of the pandemic, ProLiteracy negotiated a discounted price for Zoom licenses for organizational members. Through August 3, 2021, ProLiteracy provided over 650 discounted licenses to programs, a savings of over \$40,000.

MEETINGS

- 72,427 meetings (These are primarily instructional.)
- 340,461 participants (These are primarily students. They are not unique.)
- 20,034,754 meeting minutes or 333,913 hours

WEBINARS

- 255 webinars (These are primarily training, community education, conferences, or fundraising.)
- 5,014 participants (They are not unique.)
- 10,948 minutes or 182 hours

“Thank you for the year of discounted Zoom access. It made ESL learning possible during COVID. ... Thank you so very much for the past year.”

*—Katie Pedersen,
Laubach Literacy Center
Director, Bayside*

zoom

“ProLiteracy made things much simpler for me. We saved an extraordinary amount of time and money purchasing our Zoom licenses through ProLiteracy.”

*—Courtney Baughman,
Program Director,
Learning for All*



FUNDRAISING IN A PANDEMIC WEBINAR SERIES

with Lynn Reed

"I knew many programs across the US were struggling with fundraising. At the same time, others were figuring it out—they always do. These webinars connected practitioners from across the country, showing them new ways to build donor relationships and extend their impact beyond the pandemic."

—Lynn Reed

Fundraising in a Pandemic was a series of webinars for program staff responsible for fundraising and fund development to learn new approaches and share strategies to guide their literacy programs through the pandemic and beyond. The presentations were 20-30 minutes, allowing for participants to ask questions about how to implement these ideas in their literacy program. This webinar series was made possible by a donation from ProLiteracy board member Lynn Reed.

We conducted seven Fundraising in a Pandemic Webinars:

- Blind Date With a Book
- Read With Me Read-A-Thon
- Migrating Multiple Events to Virtual Environments
- Maintaining Donor Contact
- Funniest in the Fort
- A Virtual Spelling Bee
- The For Impact Point of View—Grow Your Impact and Income

We had 222 unique attendees who attended one or more webinars. We had an additional 298 unique users who signed up for one or more webinars but did not attend. They would have received the webinar recordings.

In addition, 600+ viewers watched one or more recordings on YouTube.

222

ATTENDEES

attended one or
more webinars

600+

VIEWERS

on YouTube

NEW READERS PRESS INTRODUCES NEW INSTRUCTIONAL MATERIALS

NEW READERS PRESS ONLINE LEARNING

New Readers Press is launching online TABE® courses in reading, language, and math aligned to the skills assessed on the TABE 11/12 adult basic skills test. Courses include an adaptive study plan to help learners focus study time on the skills they need to develop for future success.

Instructors can implement blended learning by combining TABE online courses with our popular *TABE Mastery* and *Scoreboost® for TABE* print series.



To learn more, scan QR code or visit www.newreaderspress.com/digital-solutions/new-readers-press-online-learning

VOXY ENGEN

Voxy EnGen has added new business and career-specific courses designed to upskill and empower English language learners to meet their educational and employment goals. Courses include basic and intermediate business skills, digital literacy, and much more!



To learn more, scan QR code or visit www.newreaderspress.com/digital-solutions/voxyengen

SCOREBOOST® FOR CASAS

New Readers Press has added a new *Scoreboost* workbook series providing targeted skills review and practice to help learners build foundational skills and improve scores on the CASAS GOALS Reading and Math assessments.



To learn more, scan QR code or visit www.newreaderspress.com/casas

JOURNEY TO SUCCESS®

The popular *Journey to Success* series has expanded, with the addition of two new levels—7 and 8—to move students into pre-HSE level work. Learners at levels Introductory–8 can build reading, writing, vocabulary, fluency, and comprehension skills with contextualized nonfiction and fiction passages.



To learn more, scan QR code or visit www.newreaderspress.com/adult-education/core-reading/journey-to-success



New Readers Press®
ProLiteracy's publishing division



NEW ADVOCACY TOOLKIT IS THE CRITICAL RESOURCE ADULT EDUCATION AND LITERACY PROGRAMS NEED NOW

ProLiteracy published a new advocacy guide, the Advocacy Toolkit for Adult Education and Literacy, written by longtime literacy advocacy, Jackie Taylor, with contributions from advocacy experts across the U.S. This 121-page toolkit is a comprehensive guide for helping adult literacy educators advocate for their programs.

Utilizing literacy and numeracy skills estimates, program activity, and impact stories, educators can feel empowered to advocate with state legislators, county/district legislators, individual donors, corporations, and charitable foundations.

"In these challenging times, when education budgets are at risk, including adult education and literacy program public funding at the federal, state, and local levels, this toolkit lays out strategies from experienced advocates at the program, city, and state levels," said David J. Rosen, adult basic skills advocate, founder, and current moderator of the AAACE-National Literacy Advocacy group. "It is the most comprehensive advocacy toolkit I have seen in our field in over three decades of doing public policy advocacy."

The Advocacy Toolkit provides guidance on how to use new PIAAC state and county synthetic estimates, released in 2020, which are available through an interactive PIAAC Skills Map. The data derived from the PIAAC Survey of Adult Skills measures the cognitive and workplace skills needed for individuals to function and prosper in society. The Advocacy Toolkit will serve as a critical resource for adult education and literacy advocates—from novice to more experienced. It emphasizes advocacy on state and county levels, which will be increasingly important in the coming year as legislators are forced to make tough decisions on state budgets in the wake of the pandemic. It even includes a special section on remote/virtual advocacy to help programs begin advocating immediately during COVID-19.

4,000+

DOWNLOADS IN THE FIRST EIGHT MONTHS





Photo by Carey Reid

Adult learners at a Massachusetts State House rally for Adult Literacy Awareness Day

“It is the most comprehensive advocacy toolkit I have seen in our field in over three decades of doing public policy advocacy.”

—David J. Rosen,
AAACE-National Literacy
Advocacy Group

Advocacy Toolkit for Adult Education and Literacy
How to Increase Public and Private Support Using PIAAC Data
OCTOBER 2020

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IS THIS TOOLKIT FOR ME?
Although the toolkit will be useful for anyone who wants to increase public and private support for adult education and literacy, it is particularly useful for these audiences in particular:

- Individuals new to advocating for AEL
- AEL program directors
- State and citywide AEL associations and coalitions

Low adult literacy intersects with almost every social and economic problem. We know that 43 million Americans are considered low literacy, below the third-grade level.

Yet, most of the public, policy makers, corporations, and educators must act by making a strong case for literacy and how it can positively impact adults, the far more important, we must act to help stakeholders—of all types—understand that adult education and literacy programs is an important and effective solution.

This toolkit describes how adult education and literacy (AEL) programs can be successful and effective, and how they can be funded at the state and local levels, including:

- State legislators
- County/district legislators
- Individual donors
- Corporations and corporate foundations
- Charitable foundations

Adult learners, teachers, and advocates endorsing the Adult Literacy Awareness Day rally at the Massachusetts State House, March 2009.

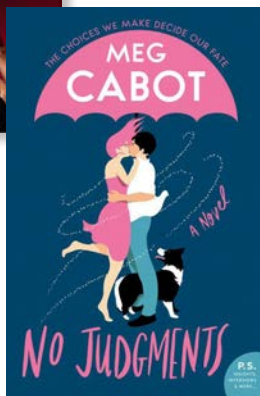
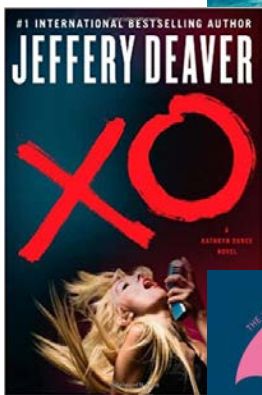
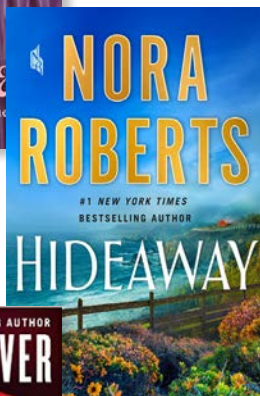
To download a copy, scan QR code or visit
<https://www.proliteracy.org/What-We-Do/Advocacy>





GREAT AMERICAN BOOK SALE RAISED OVER \$50,000

for the Literacy Relief Fund



We are overwhelmed by the support from participating authors, publishers, and customers of ProLiteracy's first annual Great American Book Sale. This sale raised funds for the Literacy Relief Fund, a fund created to provide direct relief to adult literacy programs, tutors, and students in desperate need of training, books, and digital/print curricula required to continue education remotely.

ProLiteracy raised over \$50,000 for the Literacy Relief Fund through the Great American Book Sale. This could not have been possible without the generous match and donation from the Nora Roberts Foundation. With this money ProLiteracy will be able to equip approximately 18 more adult literacy programs with the digital and print learning materials needed to continue education from a distance. On average, 25 students are impacted through each grant awarded through the Literacy Relief Fund.

"The Nora Roberts Foundation appreciates the opportunity to support ProLiteracy's Great American Book Sale and help raise funds for adult literacy. We're offering a match of up to \$50,000 for funds raised during this event. Thanks to all for providing the opportunity for others to share in the joy of reading. More thanks to the authors, publishers, and contributors for their support and belief in the importance of this issue. And most of all, thanks to the literacy organizations, the staff, teachers, volunteers, and students, who through this difficult time, continue to learn and connect, improving their lives and the lives of others."

—The Nora Roberts Foundation Board

HERITAGE SOCIETY



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COLLINS ENDOWMENT SUPPORTS LITERACY COUNCIL OF NORTHERN VIRGINIA

The Literacy Council of Northern Virginia is a partial beneficiary of the Lee and J. Foster Collins Endowment Fund which was established by Lee Collins in 2004. Endowments have provided steady capital for ProLiteracy and local beneficiaries, and they were a great support amidst the challenging economic state during the pandemic.

Specifically, with the help of the endowment the Literacy Council of Northern Virginia was able to offer 250 returning learners a free, virtual summer session.

Lee Collins established the endowment when her husband passed away, as a way to honor their mutual interests in and appreciation for literacy. Lee was a tutor, advocate, trainer, fundraiser, and board member. She passed away in June 2020 at the age of 99.

MONTHLY DONOR IMPACT: CHARLENE BAKER

Unrestricted support helped ProLiteracy be more responsive and agile during crisis. Charlene Baker has been supporting ProLiteracy's work monthly since 2018. She explains why she supports the adult literacy cause each month. "Being able to read makes it possible for people to reach their potential and to thrive. Democracies depend on an educated and involved citizenry, and literacy is the foundation for both personal and governmental success."

Charlene and a pool of other monthly donors, called the ProLITERates, ensure that ProLiteracy's core mission is accomplished.

THANK YOU TO ALL OF OUR MONTHLY SUPPORTERS.



Peter Waite, former VP of Programs, Cornelia "Lee" Collins, and Lara Pimentel, Sr. Director of Development, in 2019.



Artwork created by Randy Hadzor, Digital Marketing Specialist at ProLiteracy

EMPLOYER MATCH: DAN SANDBERG/S&P GLOBAL

Dan, and his employer match through S&P Global, support general operations. Unrestricted funding was critical to allow ProLiteracy to shift resources around to respond to the call from the field throughout the various challenges the pandemic created. ProLiteracy was able to host 80 webinars to assist adult literacy providers on topics such as fundraising in a pandemic, effective distance education tips, diversity, equity, and inclusion, and more.

**THANK YOU TO ALL OF OUR DONORS AND THEIR
EMPLOYER MATCHING GIFTS.**

"I believe that the most effective way to solve a problem is to find and address the cause. Building a safer and stronger society means education for society's members. By leveraging my employer's 2:1 matching program, I know that my contribution to ProLiteracy is making a huge difference."

—Daniel Sandberg

FAMILY TRUST SUPPORTS LITERACY IN UGANDA AND KENYA

Irene, a learner enrolled in Amudat Adult Education Center in Uganda, lives in a rural region, and due to cultural norms she dropped out of formal education to be married at age 16. Irene said this about her experience: "When KALA brought the adult education program here, I was among the first people to enroll because I desired to continue learning. I enrolled in basic literacy for three months to catch up from where I had left off in my education. Since I had been married, I did not even think of leaving my family because it would be difficult for me to adjust to being far from them. Instead, I chose to fight for my rights from within. Education has transformed my life, and I aspire to continue up to the university level. I have a passion for transforming my community by showing them the benefit of education to individuals and the larger society."

Thanks to the Canaday Family Charitable Trust, 660 learners like Irene were reached in 56 communities across Kenya and Uganda. ProLiteracy works with Kenya Adult Learner Association (KALA) to develop women's empowerment programs.



**Program launch with
adult learners at Amudat
- Pokot Tribal region**

DONORS

THANK YOU

ProLiteracy would like to recognize all who contributed to advancing our mission. Our work would not be possible without all of our generous supporters. We'd like to give a special thanks to the following supporters*

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FINANCIAL REPORT

ProLiteracy Worldwide's financials were audited by Grossman St. Amour CPAs, PLLC. In their opinion, the financial statements referred to above present fairly, in all material respects, the financial position of ProLiteracy Worldwide as of June 30, 2021 and 2020, and the changes in its net assets, functional expenses and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

ASSETS

Cash and cash equivalents	383,635
Receivables and Others	3,257,568
Investments	15,823,502
Total Assets	19,464,705

LIABILITIES

Accounts Payable and Accrued	1,785,137
Other	2,019,837
Total Liabilities	3,804,974

NET ASSETS

Net Assets	15,659,731
Total Liabilities and Net Assets	19,464,705

REVENUE

Grants, Foundations, and Corporate	628,007
Contributions	845,596
Membership	134,429
Publishing	7,661,408
National Conference	-
Program Service Fees	6,355
Investments	3,509,586
Other	563,086
Total Revenue	13,348,467

EXPENSES

PROGRAM SERVICES:

Program and Professional Services	1,249,753
Publishing	6,570,614
Total Program Expenses	7,820,367

SUPPORT SERVICES:

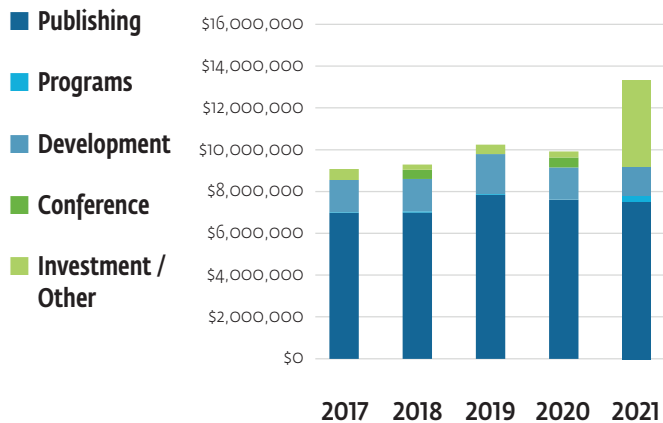
Administration	1,777,618
Fundraising	457,498
Other	267,139
Total Support Expenses	2,502,255

Total Expenses	10,322,622
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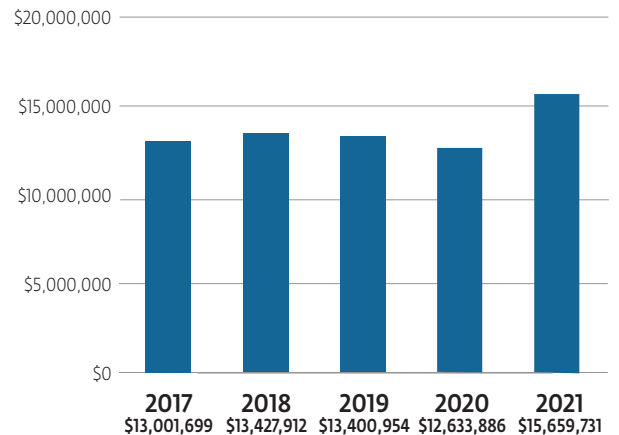
CHANGE IN NET ASSETS	3,025,845
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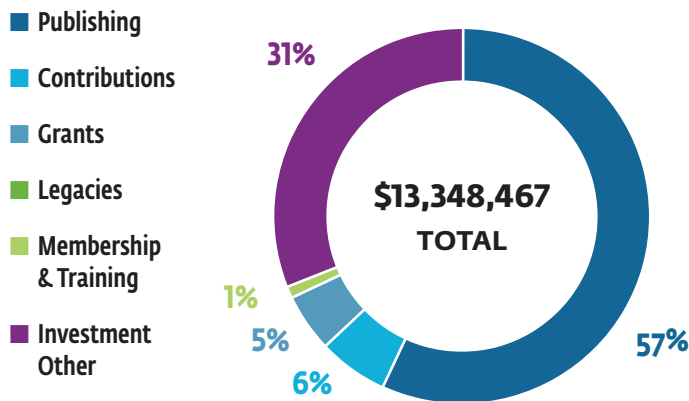
5 Year Revenue Trend



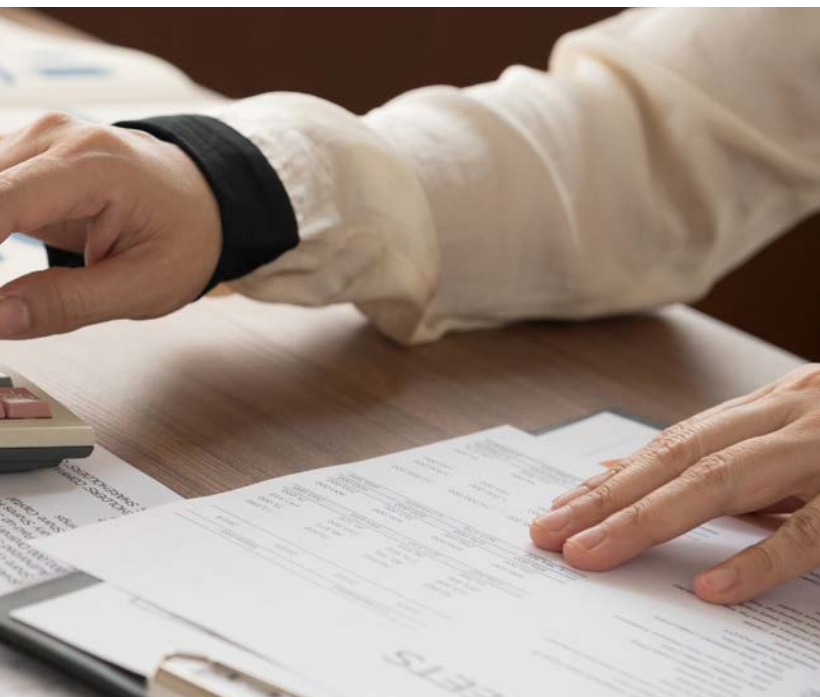
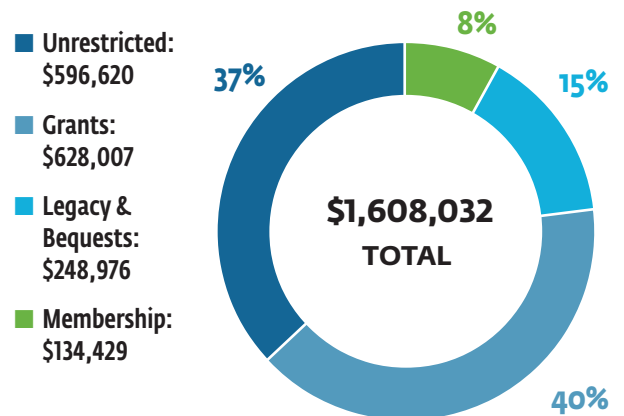
5 Year Asset Trend



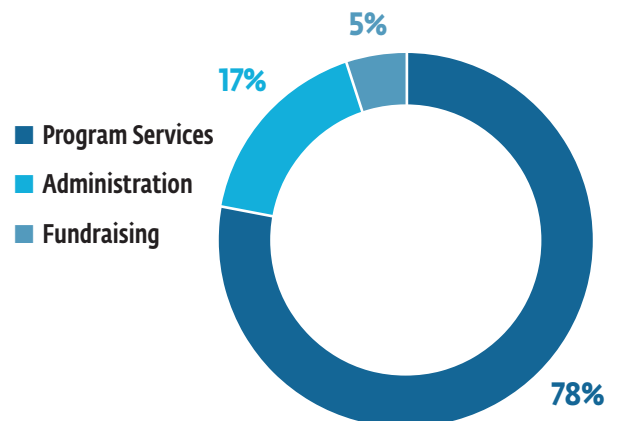
Source of Support and Revenue



Development by Revenue Type



How We Use Our Funds





101 Wyoming St.
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ProLiteracy.org



Find more ways to give at ProLiteracy.org.

ProLiteracy believes every adult has a right to literacy. We champion the power of literacy to improve the lives of adults, families, and communities. We envision a world in which everyone can read, write, and use technology to lead healthy, productive, and fulfilling lives. We can't do it alone. Thank you for your continued commitment to changing lives and communities through the power of adult literacy.

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