



**ProLiteracy®**

Every adult has a right to literacy.



ANNUAL  
**Impact  
Report  
2022**

[proliteracy.org](https://proliteracy.org) | [newreaderspress.com](https://newreaderspress.com)



# OUR IMPACT

**5,000+**  
organizations  
served

**740K+**  
adult learners  
supported

**50 U.S. states + 27 countries**

**\$12.6M**  
in total  
revenue



**75%**  
of spending  
on programs

## A Letter from our CEO



### A year of change becomes a year of opportunity

In October 2021, I was honored to be chosen by the ProLiteracy Board of Directors to lead the organization through a time of transition and onward into the future as president and CEO.

With change comes opportunity.

Coming off a year in which we were laser focused on supporting the field through the pain and uncertainty of the pandemic, we entered a year of renewal. ProLiteracy embraced the changing

landscape and presented the field with new and innovative initiatives, programs, and products to meet its needs.

This past year, we witnessed how the field has evolved, and we responded. While classrooms were reopening, it became clear that remote learning during the shutdowns created some unexpected opportunities that programs wanted to hold on to.

We listened to the field's requests and offered new professional development opportunities. We presented research and reports to back up emerging instructional strategies. Through the unwavering support of our donors, we found new ways to provide programs with grants for quality resources domestically and internationally.

With the excitement of the changing landscape of adult education, advocacy has never been more important. When the pandemic harshly exposed the needs of adult education programs and their students, we recognized the power of a unified front. As part of the national conversations and collective advocacy efforts, we have been a leading voice for those we serve.

This was a year of change. Change is good. Change is the catalyst to try new things. This report outlines our work throughout the past year and the ways we've adapted to meet the evolving needs of the field.

Your belief in us, as demonstrated through your support of our work, inspires us to continue to find new ways to improve the quality, accessibility, and effectiveness of adult education programs in the U.S. and around the world.

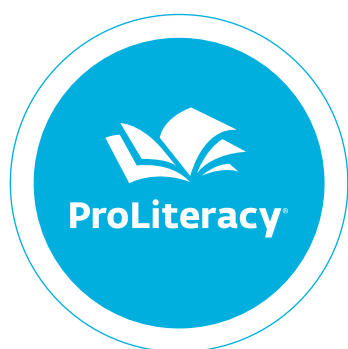
*Mark Vineis*



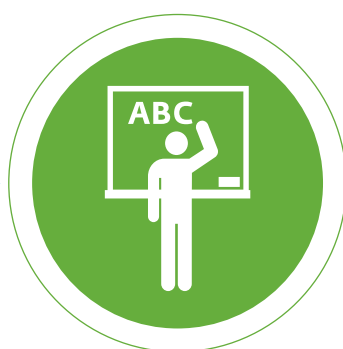
# IMPACT MODEL



We support and enable **adult education programs** and instructors in serving their adult learners



**Nonprofit  
Organization**



**Adult Education  
Programs**



**Adult  
Learners**

**Funding and Professional  
Development**

**Instructional Tools and  
Resources**

**Research**

**Advocacy**

- Community-Based Organizations
- Libraries
- School Districts
- Community Colleges
- Corrections
- Volunteer Tutor Programs
- International Non-Governmental Organizations

- Adult Basic Education
- High School Equivalency
- English Language Learning
- Workforce Readiness
- Citizenship Preparation
- Community Development
- Digital Literacy



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## Funds of ProLiteracy

Adult education is historically underfunded, leaving students without access to the education they seek and classrooms without sufficient quality materials to serve them. ProLiteracy helps adult education programs build capacity and serve more students through the Literacy Opportunity Fund, National Book Fund, and Mobile Learning Fund. Our cash and in-kind grants offer supplemental funding so that programs can focus their energy on providing more adults with the services they need. Combined, these three funds supported the field in fiscal year 2022 with nearly \$1 million in grants.

The Literacy Opportunity Fund, introduced in 2021, provides literacy programs with unrestricted, general operating grants to use where they see fit, regardless of need. Made possible by the Nora Roberts Foundation, this initiative was overwhelmingly well-received, as programs everywhere were hitting the restart button. This year, the fund awarded \$638,000 to

129 organizations, enabling them to hire support staff, implement new programming, and purchase technology or anything else they needed.

Our National Book Fund provides organizations with in-kind grants to receive free New Readers Press print materials. Award announcements from the National Book Fund are always highly anticipated by the field, and many programs celebrate delivery day when their boxes of books show up. This year, those deliveries went to 51 programs.

As more programs sought digital solutions for remote and hybrid learning options, our donors answered the call and supported the Mobile Learning Fund. Notably, Dollar General Literacy Foundation increased its support by 100%. The Mobile Learning Fund, which awards programs with digital resources from New Readers Press, connected over 16,000 students with digital instruction. Since its inception in 2019, the Mobile Learning Fund has awarded over \$300,000 in digital products.



Literacy  
Opportunity  
Fund







## Literacy Opportunity Fund Supports New Program for Afghan Evacuees

over  
**200**  
programs  
supported

**100K**  
students  
served

The International Institute of New England (IINE) is one of the largest resettlement agencies in New England. As immigrants and refugees come to the institute, IINE addresses their literacy and language needs through an intensive 15-week English language program that equips these adults with the language skills and cultural knowledge needed to navigate their new communities and enter the U.S. workforce.

When 60 Afghan evacuees arrived who did not have access to literacy education in Afghanistan, our Literacy Opportunity Fund gave IINE the ability to help. A \$6,000 grant allowed IINE to add staff to lead a new English and Native Language Literacy initiative. The class combines beginner-level English language development with basic reading, writing, and digital literacy instruction in the languages of Dari and Pashto, led by volunteers proficient in these languages.



International  
Institute of  
New England

# Professional Development Opportunities

Ensuring the field has access to professional development opportunities that strengthen programs' instructional practices is central to ProLiteracy's mission and is one of our founding principles. Offering paid instructors, volunteer tutors, coaches, and administrators access to best practices and training on new teaching techniques gives them knowledge they need to serve more students with better outcomes.

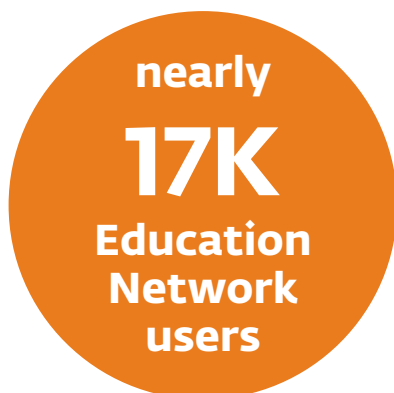
We introduced Leadership and Management Training in January 2020 to give new executive directors an understanding of how to lead a successful adult literacy program. In 2021–22, we added training in board governance, human resources, crisis management, and change management in addition to the existing financial management and administrative management courses. This resource was designed to build individuals' confidence and knowledge so that programs can operate smoothly in any situation without disrupting student services.

Learning Circles emerged as an approach to expand services. ProLiteracy designed and launched three professional development courses




this year to help practitioners understand and use Learning Circles with their students. Learning Circles are groups of people who meet regularly to learn together about a predetermined topic. They consist of both independent learning and group discussion and can be held in person and remotely. Training programs on how to implement this practice can give programs another tool to reach students who have limited time or who are on waiting lists.

A large portion of ProLiteracy professional development programming is offered through ProLiteracy Education Network, a comprehensive collection of online courses and resources for adult education practitioners.





A photograph of two women, one with curly hair and glasses, the other with long dark hair, both looking down at an open book on a table. They are in a library or study setting with bookshelves in the background. The image is partially covered by a dark blue overlay on the right side.

## Education Network Trains More Tutors to Serve More Students

Programs that implement hybrid training models using Education Network can better serve students as a result of providing individualized training from anywhere at any time.

The Literacy Council of Central Alabama used the online resources and presented tutor training in smaller pieces over a longer period, said Helen Dolive, the program's administrator. Dolive said tutors learned at their own pace and retained the information better than when it was presented all in one session.

Tutors can be directed to courses most relevant to their needs, or they can take a deep dive into topics with which they struggle, said Stephanie Lyas, director of field and ESOL programs for The Literacy Council of Central Alabama. Literacy New Jersey managed to streamline training workshops throughout the state using Education Network. Rather than training a few people at a time at each site, it now sends training workshops to tutors across the state, said Barbara Hathaway, program services director/master trainer. Local programs, therefore, can train more tutors and more quickly pair them with students who are waiting for services.

# Empowering Women Through Education

In the U.S. and around the world, two-thirds of adults in need of education services are women; empowering women through education is therefore a special focus for ProLiteracy. Our multiple partnerships with Lancôme's global Write Her Future campaign give women the instruction they need to improve their lives and increase their potential.

In the third year of our partnership in the U.S., the Write Her Future Institute continued to build the capacity of programs by providing licenses to EnGen. This online platform helps women learn English on their own time, at their own speed, and in the context of their own goals. Over the course of three years, this partnership impacted 1,641 women who aspired to find better jobs, talk to their neighbors, grocery shop alone, gain citizenship, or continue their education.



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**“Having been to school gave me security and the possibility to find a better job. It gave me the tools to face a better future.”**

—Araceli Gil (pictured),  
Ysleta Community Learning Center, Texas

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In Mexico, Lancôme renewed Write Her Future funding to build on the success of the previous year and take our literacy program into the communities of San Juan, San Miguelito, and El Sauz. The program, which was again managed by our longtime partner Proyectos Laubach de Alfabetización en México, A.C. (PLAMAC), successfully improved the literacy skills and expanded the formal education of 45 women, half of whom were able to find a job as a result.

Recognizing that education is the key to opportunity, Lancôme will again partner with ProLiteracy for a new Write Her Future program in Panama in the coming year. The program will focus on educating indigenous Guna women in a small community outside of Panama City.





**\$300K**  
awarded in  
the U.S. over  
3 years

**441**  
women  
supported  
this year

## Voices of Write Her Future U.S. Learners

Every woman who participated in Write Her Future in the U.S. had a different and very personal reason for wanting to learn English. The initiative opened doors to their communities, new jobs, and citizenship.


**“[I] have the confidence to have a conversation with my daughter’s doctor and educators. I am able to ... explain my daughter’s needs and my concerns about her well-being.”**

—Maria Villegas (pictured),  
My American Dream, Illinois

**“Now it’s easy, for example, to go to the supermarket. It’s easy for me to speak English with my neighbor. I love to come to the library.”**

—Sheilla Guevera,  
Oakland Literacy Center, Michigan





**"Financial literacy is crucial to help Americans make informed decisions regarding the use and management of their money. Finances impact every aspect of life. By helping [adults] better understand and maximize their personal financial situation, we are giving them the power to take control and transform their lives."**

*—Gregory J. Anton, CPA, CGMA  
Chairman of the American Institute of  
Certified Public Accountants' National  
Financial Literacy Commission*

**"Financial literacy, as far as I'm concerned, is just as important as digital literacy, as literacy in general, because these are the things that really affect people's ability to take care of their families, to feed their family, and to be able to get ahead a little bit in this world."**

*—Cynthia Bell  
Director of Numeracy and Workforce  
Development Services at the Literacy Assistance  
Center and National Council of Teachers of  
Mathematics Numeracy Network*

# New Tools Expand Access Online and Off

As more educators adopted digital instruction as a solution, we developed new resources for adult students to access instructional material outside of a classroom to use on their own time and at their own pace.

Our new self-paced financial literacy course responds to the need for social service agencies to help their clients improve their financial health and reduce their need for assistance over time. Our course, Understanding Finance and Money, introduces financial topics and vocabulary at a reading level that is accessible to low-level adults. While users learn about credit cards, home ownership, or payday loans, questions and exercises also help them improve foundational skills like reading comprehension and vocabulary.

In Latin America, infrastructure and connectivity issues are barriers that make it difficult to study remotely. In addition, roughly 20 percent of the population reads and writes at the lowest levels.

Speakers of  
**42**  
languages can  
access Laubach  
primers



So, we partnered with XPRIZE Foundation finalist AutoCognita to create a mobile app that students could use to study without the need for a constant Wi-Fi signal. Podemos Leer (We Can Read) can function offline to teach basic Spanish literacy using the time-tested Laubach method and offers exploratory exercises and assessments that can be used to track literacy acquisition.

With the goal of creating a more literate world, we are working to make Dr. Frank Laubach's original teaching materials in hundreds of languages more accessible by digitizing his original primers. With help from in-country teams of educators to ensure cultural content is appropriately adapted and translated into the local language, digitizing Dr. Frank's primers will allow them to be used far and wide. Thanks to donations from adult literacy supporters and especially Laubach family members, learners in a variety of rural and tribal languages will have greater access to literacy instruction.

# New Products from New Readers Press Meet Needs of Programs

Through our publishing division, New Readers Press, ProLiteracy supports the instructional needs and approaches of adult education providers. And, more than 20% from the sales of New Readers Press products go directly to support the work ProLiteracy does for the field throughout the year. New Readers Press is continuously developing new print and digital products to support and respond to the needs of adult education programs, and this year was no different.

As programs continued to adjust to the transition to TABE® 11/12 and with the addition of the first ever TABE writing test, New Readers Press responded to ensure tutors and students would have instructional materials ready when they need them.

The new *TABE Mastery Writing* book prepares students for the TABE writing test. Composition, revision, and conventions of standard English outlined in the TABE Writing blueprint are covered in the lessons, including analyzing evidence, writing



and organizing essays, and revising to clearly convey ideas. In addition to questions and essay prompts that are modeled after the test, the new *Scoreboost for TABE Writing* reinforces everything taught in the *Mastery* book and gives students extra practice that translates to test success.

With more programs looking for digital options, New Readers Press responded by adding TABE courses to its existing New Readers Press Online learning options. The interactive environment helps students master reading, language, and math skills at all TABE levels. We included audio to support students studying at levels E and M.







## TABE Online Builds Comfort with Digital Tools

**“TABE Online courses help students strengthen digital skills. Our students at Orleans/Niagara BOCES will take the GED test online. To be successful, they will need to be able to comfortably use digital tools in a digital context. TABE Online provides regular practice in an environment that looks and feels like the one in which they will take the GED test. They also need to develop stamina for reading in a digital context, which is different in important ways from reading a physical book, magazine, or newspaper. TABE Online products have helped our students learn to be comfortable using academic skills and reading for longer periods in a digital environment.”**

*—Carmen Montgomery, Medina, NY*

# Partnerships Enhance New Readers Press Collection

Through partnerships with respected developers and publishers like Learning Upgrade®, EnGen, Oxford University Press, and Gemma Open Door for Literacy, New Readers Press offers the field a comprehensive collection of high-quality print and digital resources to meet the diverse needs of adult education programs.

New Readers Press partnered with Learning Upgrade to develop print companions to the app's Digital Literacy and new Work Life Skills courses. The student workbooks create effective blended learning solutions that reinforce and assess understanding of the digital course content.

The digital English language learning platform EnGen continues to add new courses to its lineup. Industry-specific courses like construction, HVAC maintenance, and cosmetology help students interested in those careers tailor their studies toward their goals.

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**“[Our student] wanted to learn English to help her children succeed in school. During the pandemic, we matched [her] with a loaner laptop and a virtual tutor. They used Step Forward’s e-book and workbook for online instruction. She improved her English skills to help her children, and she is now responsible for communications for a handyman company that she and her husband have started!”**

—Literacy Volunteers of the New River Valley, Virginia

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### Curriculum Partners



New e-books of the popular *Step Forward* series from Oxford University Press offer English as a Second Language programs another option for distance and blended learning.

Improving students' skills shouldn't just be about passing tests. Another important goal is to give them the chance to enjoy literature and read for pleasure. That's why New Readers Press added two new low-level novels from Gemma Open Door for Literacy—*Bake Sale* and *The Other*, written by well-known authors Suzanne Kamata and Laurie Foos.



## Learning Upgrade helps students make gains

As the exclusive adult literacy distributor of this increasingly popular platform, New Readers Press is proud to help students succeed at their own pace.

**“Our students began using Learning Upgrade in 2019 and were instantly hooked! Lessons are interactive and fun, but also very thorough. The courses break down information into approachable chunks – even tougher math content. The app easily works on a mobile device.”**

*—Katie Coleman, Wentworth, NC*

**“I have been using Learning Upgrade reading. I have moved my scores up quickly and feel like I understand the concepts being taught. Hoping to be ready to take the HiSET test soon.”**

*—Edina Troche*



# New Reports Highlight Changes Emerging From Pandemic

ProLiteracy provides free research reports and publications to the field to ensure every service provider, practitioner, and policy maker has equal access to the latest information on adult learners and evidence to support instructional practices.

*Adult Literacy Education: The International Journal of Literacy, Language, and Numeracy*, our online, peer-reviewed research journal, met the field where it was at this year with a special technology-focused issue that took a deep dive into remote learning, digital literacy, and technology integration. The journal consistently reaches practitioners and leaders across the field, helping to build and advance adult education programs everywhere.

In Summer 2022, we partnered with Open Door Collective and the EdTech Center @ World Education to publish *The Rapid Response, Innovation, and Challenges of Sustainability in the Time of COVID-19*. The research paper is a follow-up to the report published a year before and describes how the field has adapted since the initial days of the COVID-19 shutdowns.

**40**  
journal  
contributors



We continued to publish our Research Briefs to help practitioners understand ideas that have emerged from research. Last year “Motivation and Adult Learners” as well as “Culturally Responsive Adult Education—Embracing the Power of Experience, Collaboration, and Collective Action” offered a synthesis of research, implications for practice, and next steps in research.

And by periodically publishing white papers, we offer research-backed solutions to serve students better. “First Things First: Re-Map ‘the U.S. Adult Literacy Problem’” makes the case that to build more effective systems of instruction and support for adult learners, we must first understand the challenges they face.

An overhead photograph of four people sitting around a light-colored round table, engaged in study or work. The table is cluttered with various items: several open books, loose papers, a laptop, a smartphone, and some sticky notes. The people are dressed casually. The image is split vertically by a semi-transparent orange overlay that contains text.

## Research That's Accessible and Actionable

ProLiteracy research publications are freely accessible and help adult education providers everywhere learn and apply best practices and continuously strengthen their impact.

**“ProLiteracy was one of the first resources that I used. I went online and I was able to read the white papers and all of the research, and it was presented in this really easy-to-understand way, and that helped me to get up to speed so that I wasn't just operating an agency, but I became a promoter for the cause.”**

—Kim Karesh, Nashville, TN

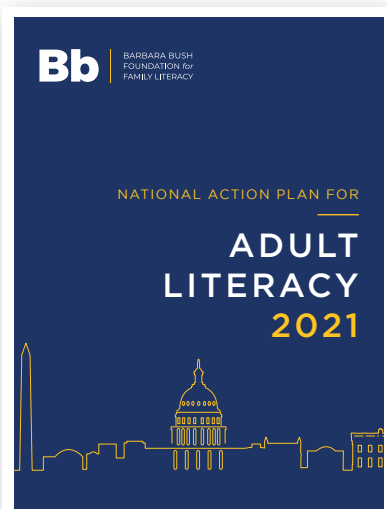


# Raising Awareness

A key part of our mission is to advocate for adult education and literacy initiatives to increase awareness and gain financial and public support for adult educators and students nationwide.

Year after year we accomplish this by sending action alerts to the field about important legislation that impacts adult education; publishing research that illustrates the economic impact of low literacy; producing ads, articles, and videos to run in national and regional media; leading through initiatives of our Public Policy and Advocacy Board Committee; and participating with the National Coalition for Literacy's efforts to advocate for federal funding.

ProLiteracy staff joined other leading organizations in adult education to develop a National Action Plan for Adult Literacy. Conceived by the Barbara Bush Foundation for Family Literacy, the plan describes a five-year initiative to drive change and address the systematic



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**ProLiteracy staff contributed to several areas of the National Action Plan for Adult Literacy, including sections on Equity and Access, Data Use and Decision Making, and Research and Evaluation.**

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challenges of adult and family literacy in the U.S. It aims to gain support of society to improve educational access for vulnerable adults who strive to improve themselves, their families, and their communities. ProLiteracy staff contributed to several areas of the plan, including sections on Equity and Access, Data Use and Decision Making, and Research and Evaluation. First Lady Jill Biden launched the National Action Plan in October 2021.

This year, the Adult Literacy and Learning Impact Network (ALL IN) was formed. As a founding member, ProLiteracy leadership helped this multi-year movement come alive. This group of key stakeholders and leaders in the field will be responsible for implementing the National Action Plan for Adult Literacy.





## Honored to be Among the Best in the Field

ProLiteracy was recognized with the Dyer Pearl Literacy Award at the Barbara Bush Foundation's National Summit on Adult Literacy. The honor is reserved for organizations whose work exemplifies strong and successful community collaborations; successful and/or scalable programs in family, adult, and/or child literacy; and best practices in adult literacy.

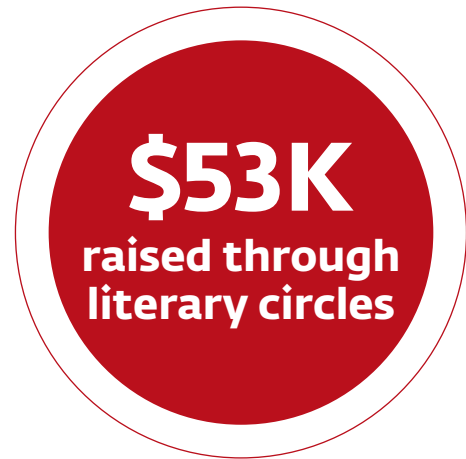
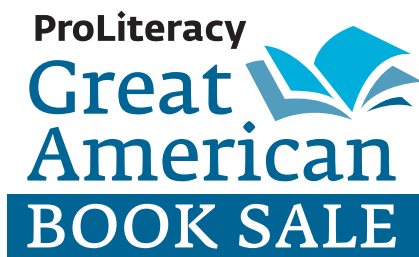
The award is named for Rebecca Dyer, a longtime adult literacy advocate and employee of the Barbara Bush Foundation. ProLiteracy, one of the four national and community-based organizations to receive the award, was honored to be recognized for our advocacy work, research, resources, and professional development.



# Fundraising Initiatives

The support of our donors helps ProLiteracy carry out our mission to change lives and communities through the power of literacy. These donations make it possible for us to offer grants, professional development, new courses and resources, timely research, and high-level advocacy efforts to the adult literacy field.

Just as we are always finding innovative ways to support adult students, we are also always creating new ways to raise awareness of our cause and engage new donors.



This year, we tapped into literary circles through fundraising efforts like the Great American Book Sale, Penguin Random House's holiday Penguin Hotline, and *Love in the Mix: A Cookbook for Romance Readers*. These initiatives raised more than \$53,000 and grew awareness of the adult literacy cause among authors, publishers, and thousands of book lovers. Participants in these initiatives were able to support the adult literacy cause while doing something—shopping for books—that made them feel good. A win-win.







## One Author's Personal Connection to our Work

As a longtime supporter of ProLiteracy, popular romance author Jillian Neal has participated in many of our initiatives. She shares why:

**“My oldest son has severe dyslexia, and we were told when he was very young that he may never read above a third-grade level. My husband and I began researching ... I kept finding articles and information from ProLiteracy. ... As the years passed and my son did learn to read well beyond a third-grade level, I knew that I wanted to write a hero in one of my novels that was illiterate. I also wanted to give back to people who had a heart for teaching adults to read. I was so relieved and excited that your company agreed to work with me in my quest to donate proceeds from the sales of that book to ProLiteracy. I have worked with ProLiteracy for years ... and I am always so honored to be a very small part of the amazing work you do!”**



# Legacy Gifts

Planned gifts to ProLiteracy ensure that the work we do is sustainable. Our Heritage Society honors those individuals who have made adult literacy part of their lasting legacies through bequests, life insurance designations, stock and securities donations, annuities, retirement plan gifts, and gifts of real estate.

ProLiteracy unexpectedly received the second largest single donation in the history of the organization this year from O. Frederick Andersen. Mr. Andersen began supporting our cause in 1992 and made occasional small gifts over the next 30 years. By designating ProLiteracy as a beneficiary in his will, Mr. Andersen's legacy will allow us to further our mission and positively impact tutors and students for years to come.



## HERITAGE SOCIETY MEMBERS

*"Don't just give back. Give forward."* We recognize those who have made adult literacy part of their legacy:

Nancy Alexis	Howard Conn*
Elizabeth Allen	Janet Conn
Glenn Allen	Betty Cottle
Bernadette M. Ambrose *	Wesley L. and Patricia L. Coyner *
Thomas W. and Norma Jean Anderson *	Austin Bowman Creel *
Richard Artes *	Helen Crouch *
M. Shân Atkins	Susan D'Aoust
Julian Babad	Martha J. Martin Daugherty *
Emily Cathryn Bacon *	Joy Davenport
Frank Baker	Geraldine Davis *
Lauri Baptie *	William G. Denhard
William Barlow	Harold De Witt
Guy Barnett	Sharon Doll
Anthony Bates	Dixie Blackstone Eger *
Jackson Baty *	Lester and Margaret Eisenbeck
George and Shirley Bekey *	Martha Entler *
Nadean Bell *	Barbara Ferrin *
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Jane Christison	Marilyn Hoffman *
Faith Clark	Daryle Hollander
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William S. Clarke III	Martha Hunt
William Cohen	Ruth Esther Hussey
Barbara Collins	Sarah Inglis *
J. Foster and Cornelia Collins *	Donald D. and Doris Jansen *
Ruth Colvin	Dorothy Johnston *

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 Carl Kantner  
 Elizabeth Keat  
 Sylvia Keene  
 Thelma Kieffer  
 John Kirk  
 Lee Maria Kleiss \*  
 Helen Knutson \*  
 Irene Billie Kress \*  
 Marjorie Kroehler  
 Jane Kuemmerle \*  
 Martha Lane  
 Rick Lawton \*  
 Olive Leonard  
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 Christine Maack  
 Marilyn MacGregor \*  
 Eliot and Susan Macy \*  
 George Manglitz  
 Neilson Marshall \*  
 JoAnn Martin  
 Yolanda Martinez  
 Bettie R. May \*  
 Juanita May \*  
 John McCabe  
 Daisy McKennett  
 J. William Mc Vey  
 June Mealey  
 David Y. Miller \*  
 Ruth Miner \*  
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 Gladys Murray  
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 Edgar C. and Phyllis Pears \*  
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 Theodora R. Raven \*  
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 Paul Reeser \*  
 Robert and Gail Rice  
 Eleanor Robb \*  
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 James P. and Monique Rowan \*  
 Carolyn Rusk  
 Barbara Salice  
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 Lucille W. Schmidt \*  
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 Marilyn Sippy  
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 Marsha Tait  
 Gertrude Taylor  
 Richard Tedder  
 Mabel Thome \*  
 Shurlo Tooker  
 Arthur Waill  
 Walter and Margaret Wales \*  
 Charles R. Weir \*  
 Ruth Wetmore \*  
 Ginia Wexler \*  
 Elizabeth Willoughby \*  
 Robert L. \* and Ariel Witbeck  
 Joanne Zinsmeister-Yarwood \*  
 Martha Zipsie \*  
 Theodore Zorn \*

\*=deceased members

## Remembering Wallace



Wallace Barkins Jr., 59, ProLiteracy's philanthropic planning officer, passed away unexpectedly in March. Wallace was beloved at ProLiteracy

and always had a smile on his face and a kind word for anyone he encountered. For 34 years he helped advance the work and mission of ProLiteracy. He began his tenure as New Readers Press' customer service manager before joining the Development department as a constituent relations officer in 2011.

Wallace spoke to many of ProLiteracy's loyal supporters through the years. Everyone who had the pleasure of knowing him will remember his warmth, positive attitude, and undivided commitment to helping adult literacy programs, tutors, and students they serve. He will be greatly missed and forever remembered as a vital member of the ProLiteracy family.

Wallace's legacy will live on with a dedicated space in our new Syracuse, NY, office and through the Wallace Barkins Memorial campaign, which honors his legacy through projects he believed in.

# Thank You for Your Generosity

### TO OUR WONDERFUL SUPPORTERS,

Thank you to everyone who donated to ProLiteracy and the adult literacy cause last year. It is only with support from individuals, businesses, foundations, and others that we can fulfill our mission to change lives and communities through the power of literacy. You make it possible to present new professional development opportunities, instructional resources, direct-to-student digital courses, and opportunities to help the field better serve their learners in and out of the classroom.

Every adult has a right to literacy, and your contributions are helping adults make the gains they need to receive their high school equivalency degrees and attend college, learn English and become U.S. citizens, or simply to help provide a better life for their families. Thank you for providing the gift of literacy.

We offer special thanks to the following people who gave gifts of \$5,000 or more:

### MAJOR DONORS

Bernadette M. Ambrose	Key Trust	Theodora R. Raven
O. Frederick Andersen	Helen A. Knutson	Lynn N. Reed
Anonymous	Lancôme USA	Safespeed, LLC
The Benevity Community Impact Fund	Lancôme Mexico	Deborah Jo Salkind
Susan N. Bernstein	Lancôme Panama	Schwab Fund for Charitable Giving
Bill W. Butler	Jeffrey and Susan Lubetkin	Barbara B. Scolnick
Joyce K. & Lester Coleman	The Chris & Melody Malachowsky Family Foundation	Lucy Stroock
The Richard Davoud Donchian Foundation	MTE Fund	TD Ameritrade Clearing, Incorporated
Dollar General Literacy Foundation	Frank Morgan	Three Friends Charitable Fund
Dorothy Jordan Chadwick Fund	Kevin J. Morgan	Truist Bank
Fidelity Charitable Gift Fund	Mary Anne Nelson	Estate of Margaret K. Wales
Hawaii Community Foundation	Nora Roberts Foundation	Ariel Witbeck
Estate of Dorothy Johnston	Penguin Random House LLC	Elizabeth H. Willoughby
Lyn Hensle-Hirsch	Jane Peters	The Richard H. Yearick Foundation
Karen L. Holden & June Mealey	Pitney Bowes	Theodore E. & Bernice C. Zorn Foundation
The JEM Project		





## ProLiteracy Board of Directors

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# Financial Report

Grossman St. Amour audited the financial statements of ProLiteracy Worldwide. In their opinion, the accompanying financial statements present fairly, in all material respects, the financial position of ProLiteracy Worldwide as of June 30, 2022, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

## ASSETS

Cash and cash equivalents	1,192,568
Receivables and Others	3,126,699
Investments	13,284,988
Total Assets	17,604,255

## LIABILITIES

Accounts Payable and Accrued Expenses	1,317,637
Other	2,182,074
Total Liabilities	3,499,711

## NET ASSETS

Net Assets	14,104,544
Total Liabilities and Net Assets	17,604,255

## REVENUE

Development:	
Grants	1,393,634
Contributions	423,878
Legacies and Bequests	1,608,239
Program Services:	
Publishing	8,030,745
Membership Dues	139,554
Training and Accreditation	16,578
Conference*	—
Investment and Other	1,004,251
Total Operating Revenue	12,616,879

## EXPENSES

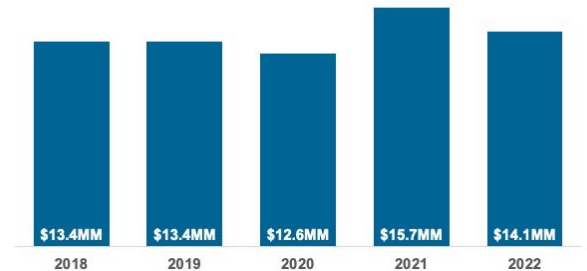
Program Services:	
Program and Professional Services	1,802,496
Publishing	7,021,233
Total Program Expenses	8,823,729
Support Services:	
Administration	2,251,466
Fundraising	705,905
Total Support Expenses	2,957,371
Total Operating Expenses	11,781,100
Non-Operating Activities	(2,390,966)
<b>CHANGE IN NET ASSETS</b>	<b>(1,555,187)</b>



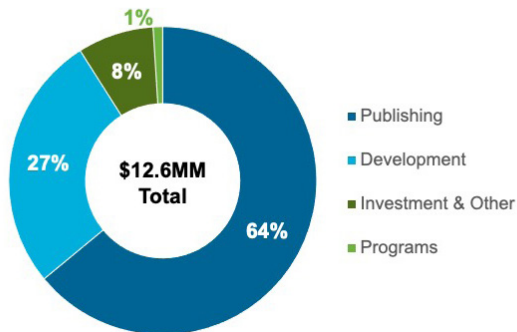
### 5-Year Operating Revenue Trend



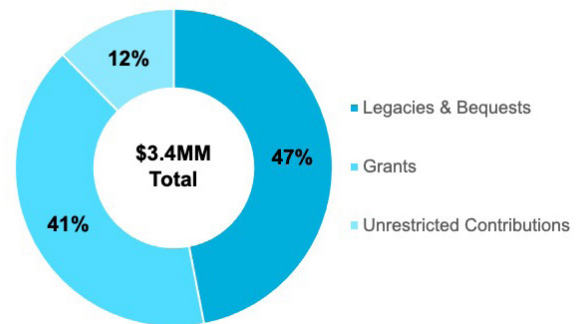
### 5-Year Net Asset Trend



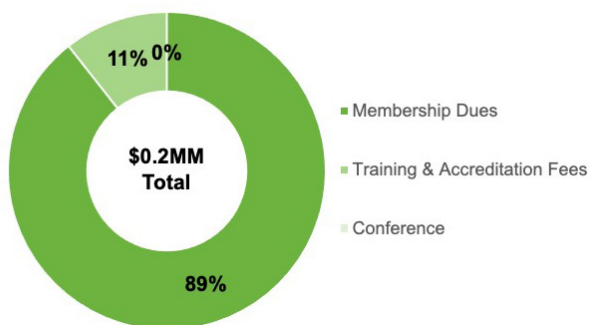
### Source of Support and Revenue



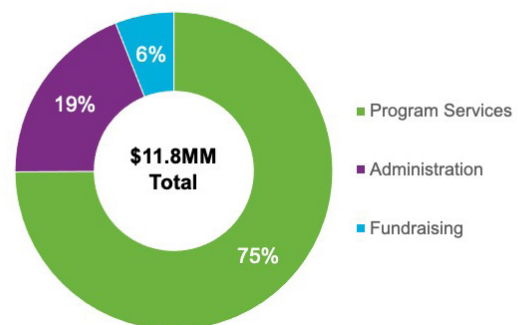
### Development by Type



### Program Revenue by Type



### How We Use Our Funds



*\*ProLiteracy presented its biennial National Conference in fiscal years 2018 and 2020. The conference was postponed in fiscal year 2022 to the next fiscal year.*



# Keeping Our Momentum Going

ProLiteracy sees the future as an opportunity to grow. The stories in this report demonstrate the strong foundation from which we serve the field and from which we can further scale our impact.

Moving forward, our work is guided by four strategic goals: to expand our education resource offerings, to provide professional development opportunities and share new and best practices, to increase our advocacy reach, and to ensure organizational sustainability.



Workforce development and English language learning are two of the biggest needs. We have researched the latest trends, consulted experts, and met with practitioners to confidently develop high-quality print and digital resources that will increase students' success.



We have always been committed to providing the best professional development, and we want to continue increasing the capacity and effectiveness of adult education programs. By developing new research-backed virtual trainings and on-demand coaching sessions, we can offer ongoing support. And we can leverage our Education Network platform to reach more instructors and provide more students with better support.



We will help increase funding for the field by building relationships with public entities, widely sharing impact stories, and increasing our data collection efforts.

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***Our future growth is made possible because of the commitment of our supporters. Because of you, there's no doubt that we can lift people and their communities through literacy.***

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**ProLiteracy will embark on the next chapter from a new location in Syracuse, NY.**

**Our new office will provide us with the space and resources we need to better serve the field.**





308 Maltbie Street, Suite 100  
Syracuse, NY 13204

[ProLiteracy.org](http://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.

### LEAVE YOUR LEGACY WITH

**PROLITERACY.** Planned giving provides you the peace of mind to know that your future is planned and gives ProLiteracy the resources to plan for the future. Contact **Amanda Wilson at [awilson@proliteracy.org](mailto:awilson@proliteracy.org)** to find out how.



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