

2025 ANNUAL

# Impact Report



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**MISSION:**

Changing lives and communities through the power of adult literacy.

**VISION:**

ProLiteracy envisions a world where any adult who wants to increase their literacy, numeracy, language, and education skills has access to the help and resources they need.



# Letter from the CEO

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As the demands of everyday life continue to evolve, it's our job to ensure adult education programs have the tools and resources that will help adults build the reading, writing, math, language, and digital skills to more confidently and effectively navigate the world around them.

Adults enroll in programs because they want to open new doors in their lives. Whether motivated by the opportunity to advance their careers, share the joy of reading with loved ones, or navigate life in a new country, it's incumbent on us, as a field, to be prepared with the best tools and knowledge to help today's adults reach their goals.

This past year, the ProLiteracy team was diligent in supporting adult educators and learners in every way.

**Distance Learning:** With 26 participating employers, the success of this program is measured in career advancement for the learners, improved productivity for employers, growing enrollment, and student outcomes.

**New Instructional Materials:** We meticulously developed the most up-to-date and relevant instructional materials that effectively teach GED®, TABE®, and language skills to advance adults toward their goals.

**Professional Development:** We launched our first Professional Development Institute, our most impactful Conference on Adult Education, and delivered meaningful professional learning through our Teacher Training Plus initiative in partnership with the Dollar General Literacy Foundation.

**Literacy Grants:** In a year where funding seemed uncertain for adult education programs, our National Book Fund, Literacy Opportunity Fund, and Mobile Learning Fund grants supported more than 50,000 learners.

I hope you enjoy reading about these inspiring stories showcasing some of our brightest accomplishments of fiscal year 2025.



Mark Vineis, CEO



# Our Impact

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OVER THE PAST YEAR, WE HAVE WORKED WITH PURPOSE TO FOCUS OUR EFFORTS ON OPENING DOORS TO HIGH-QUALITY LEARNING FOR ADULTS SEEKING NEW OPPORTUNITIES. THE STORIES THAT FOLLOW DEMONSTRATE THE MEANINGFUL IMPACT OF THAT WORK.



# Beyond the Classroom

## ONE STUDENT DESCRIBES HOW DISTANCE LEARNING OPENED DOORS AT WORK

With only the math test left to get his GED® credential, Yearrell Clinkscale is rounding that last stretch of a very important journey in his life. While he has been through many ups and downs to get to this point, he is firm that he wouldn't change a thing to hold his high school diploma in his hand.

Clinkscale decided at a young age that his story wasn't over. Statistics might have suggested a very different ending for this kid from Detroit who was homeless at 15. But he realized he had options. Doing whatever it took to survive, all he knew was hard work. From his first \$5 per hour job at McDonald's to landing a position at PepsiCo Frito-Lay without any degrees, he has relied on his work ethic to see him through.

Clinkscale realized that he wanted something different in his future.

"I felt like I was missing my high school diploma," he said.

He came across the ProLiteracy New Readers Press Distance Learning program: a flexible solution to upskill today's workforce. Clinkscale credits much of his growth in the past few years to everything New Readers Press put in his life.

Our programs like GED® and HiSET® Test Preparation help students not only get their education but understand the value of having a skillset. Through the program, Clinkscale soon learned that he had a gift for speaking and teaching others. His tutors helped him articulate his skillset. Now, as the Regional Expert Trainer, he is in management traveling to different PepsiCo Frito-Lay sites in North America to help teams build a hiring and onboarding framework.

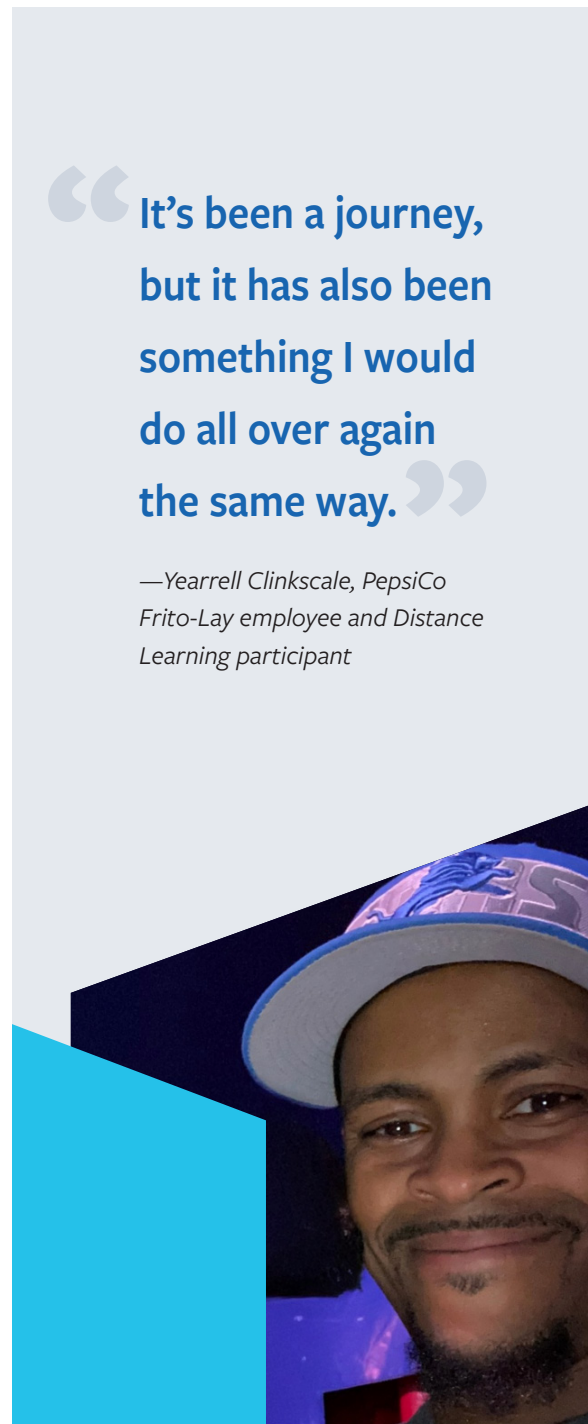
The ProLiteracy New Readers Press Distance Learning program supports employers with the right educational resources and options to meet employees where they are so they can gain the skills that break cycles of low literacy and poverty and open the door to greater opportunities.

"Education has been more than just books, numbers, As and Bs, or any grades," Yearrell said. "The program and the people have changed my life."

“It’s been a journey, but it has also been something I would do all over again the same way.”

—Yearrell Clinkscale, PepsiCo Frito-Lay employee and Distance Learning participant

 **Learn more about Distance Learning**



# Empowering Teachers

## TEACHER TRAINING PLUS CONTINUES TO GROW IN YEAR 3

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When Judi Walsh, a tutor trained in English Language Learning (ELL), was unexpectedly asked to teach High School Equivalency (HSE), she knew she did not have the right training for it. But everything changed when she discovered ProLiteracy's Teacher Training Plus program. Judy benefited from a supportive network, practical guidance, and the confidence to succeed in both ELL and HSE instruction.

Teacher Training Plus was created to address real-world instructional issues through a comprehensive professional development framework. Designed with input from administrators and active educators, the program delivers targeted content and best-practice strategies that teachers can immediately apply in the classroom.

Now in its third year, Teacher Training Plus continues to grow, with increasing engagement and participation. Funded by our partner the Dollar General Literacy Foundation, this comprehensive professional development series addresses four key instructional areas:

- English Language Learning (ELL)
- Adult Foundational Education
- High School Equivalency (HSE)
- Workplace Literacy (WPL)

This year, Teacher Training Plus reached more than 1,000 educators, leveraging multiple touchpoints beyond traditional webinars. Each of the 12 sessions was paired with three interactive workshops, where presenters created a dynamic space for coaching, mentoring, and collaboration and shared practical strategies and classroom examples. Educators were able to exchange ideas, ask targeted questions, and dive into lesson planning, materials, and tailoring instruction to diverse learning environments.

Beyond ongoing professional learning and coaching, Teacher Training Plus awards \$60,000 worth of scholarships to participants to purchase New Readers Press materials to help meet instructional needs, as well as get a free one-year ProLiteracy membership.

 **Learn more about  
Teacher Training Plus**





“ I loved the ending Q&A. Other people asked questions I had not thought about, but the answers sparked new understanding that I can use teaching workplace vocabulary. I’m going to have my student take pictures of his construction site and tools, so we can practice the words. ”

—Elinor Bell

“ What will help me the most is the common errors and challenges that experienced teachers have dealt with, so that when I encounter these errors with my students I will be better prepared to understand what is happening, as well as how to redirect them to a correct skill. ”

—Teacher Training Plus participant



# ProLiteracy Grants at Work

MORE THAN 50,000 LIVES CHANGED THROUGH LOCAL LITERACY PROGRAMS

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TOGETHER, THE MOBILE LITERACY FUND, LITERACY OPPORTUNITY FUND, AND NATIONAL BOOK FUND REPRESENT THE HEART OF PROLITERACY'S MISSION TO REMOVE BARRIERS AND OPEN DOORS FOR ADULT LEARNERS EVERYWHERE. WITH MORE THAN 50,000 LIVES CHANGED, PROLITERACY'S GRANTS HELP BUILD THE SKILLS NEEDED FOR WORK, FAMILY, AND COMMUNITY LIFE.





## Mobile Learning Fund

- Number of Programs Awarded: 96
- Number of Students Served: 3,209
- Total Amount Awarded: \$259K

Digital tools help accelerate learning by providing personalized instruction that enables learning anytime, anywhere. Through the Mobile Learning Fund, programs were able to provide access to flexible, technology-based education tools such as New Readers Press Online Learning, Learning Upgrade, and EnGen, and more.

In Charlotte, North Carolina, adult education program Fill My Cup applied to the Mobile Learning Fund when funding became a challenge last year. The program received digital licenses for Learning Upgrade, New Readers Press Online Learning, *News for You* Online, and EnGen.

One gentleman in his 70s came to Fill My Cup after losing his wife. His goal was to read a book, and with Learning Upgrade, Founder and Executive Director Sheila Laury said he built both his literacy and digital skills.

“Having access to research-based products and curriculum to use with our students and for our tutors and teachers ... that’s the great thing about the [Mobile Learning Fund] for us,” said Laury.

# 57,115

STUDENTS SERVED THROUGH  
PROLITERACY GRANTS

## Literacy Opportunity Fund

- Number of Programs Awarded: 135
- Number of Students Served: 39,293
- Total Amount Awarded: \$637K

The Literacy Opportunity Fund, generously funded by the Nora Roberts Foundation, is one of the few grants that can go to general operating expenses. For organizations like Brush Country Literacy Council, this is crucial to ensure students get the guidance and resources needed to achieve their education goals.

With the Literacy Opportunity Fund, the Council addressed the following key areas:

- Teacher salaries to support instruction across four locations
- Instructional resources for every student
- New computers
- Access to student readiness exams

“The Literacy Opportunity Fund grant has been transformative for our program,” said Brush Country Literacy Council administrators.

## National Book Fund

- Number of Programs Awarded: 39
- Number of Students Served: 14,613
- Total Amount Awarded: \$72K

The National Book Fund helps programs build capacity by applying for grants to receive instructional resources from ProLiteracy New Readers Press.

Caleb Ritchey, a student in the Literacy Lubbock GED® program, demonstrates the transformative power of the National Book Fund. His dedication and perseverance to studying and taking multiple GED practice tests has helped him increase his scores, successfully completing three of four required GED tests.

Because of this grant, Literacy Lubbock could provide the essential instructional materials to ensure students like Ritchey could continue their education beyond any financial barriers of the program.

 **Learn more about  
ProLiteracy’s grants**

# New Materials, New Momentum

## LATEST NEW READERS PRESS PRODUCTS

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When the Data Recognition Corporation (DRC) announced it was updating its TABE® assessment, Shannon Hinson needed to find updated materials.

As director of adult education and literacy (AEL) at Moberly Area Community College, she wanted to ensure she was providing their nearly 370 students across multiple sites with instructional materials that would ensure they would make the skills gains needed to advance toward their goals.

Based on TABE 13&14's updated curriculum blueprints, we revised our trusted TABE materials with new standards, data, and scenarios, added more practice questions, increased diversity to build the skills today's adults need to make gains and thrive in daily life and at work.

New Readers Press®, she said, is one of her go-to's and, having previous success with *TABE® Mastery 11&12*, she jumped to purchase our updated *TABE® Mastery 13&14*.

Hinson said that, across levels, the new books and passages both align with the updated assessment targets and replicate the look of the new TABE 13&14 assessment, which is vitally important to both teachers and students.

Over the previous two years, more than 75% of students in the AEL program have advanced to a higher level of study. Hinson expects that trend to continue by using *TABE Mastery 13&14*.





## More New Products

**GED® Test Mastery** is a comprehensive five-subject series that, with the GED® High Impact Indicators in mind, targets the skills and strategies students need to succeed in every section of the GED tests.

**Communicating at Work** helps all learners develop the essential communication skills to thrive on the job. Short, authentic readings include workplace vocabulary, dialogs, and pronunciation practice to help both native English speakers and English language learners develop comprehension, fluency, and confidence.



“ We were researching materials that are teacher and student friendly. For students in level 1–4, we were looking for products aligned to TABE. That’s when we found New Readers Press **TABE® Mastery 11&12**. We saw better results for our students. We have now transitioned to the new **TABE® Mastery 13&14**. ”

—Douglas Reyes, *The Next Step*, Washington, D.C., *TABE Mastery 13&14* customer

 **Learn more about  
New Readers Press**



## PROLITERACY LAUNCHES PROFESSIONAL DEVELOPMENT INSTITUTE TO BUILD STRONGER LEADERS

From January to March, the first cohort of participants explored key topics such as:

- understanding adult learners
- creating inclusive environments
- developing effective curriculum
- measuring success
- leading teams effectively
- leveraging data
- building professional networks

Witmer realized early on in her role that some level of professional affiliation would benefit her as well as her volunteer tutors. Post COVID, the library was looking to refresh the ELL program with more dedicated resources. Witmer realized that ProLiteracy had a comprehensive approach to support administrators, educators, and learners. The true difference is the personalized attention she felt from the instructors.





The PDI is designed to be more than training. It's a transformative experience that equips leaders with the tools, confidence, and community needed to elevate adult literacy programs.

 **Learn more about becoming a member**

“PDI helped me start to form my plan in how I would train 50 or more volunteers. It was like a bootcamp in how to be a program administrator.”

—Alison Witmer, ELL program coordinator, Clifton Park-Halfmoon Public Library



# Powering Success with Partnerships

## HOW ENGEN HAS INFLUENCED STUDENT ADVANCEMENT

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Since 2020, ProLiteracy New Readers Press® has partnered with EnGen to forge an alliance that gives adult learners access to a digital learning tool to advance English language and literacy skills and establish more career opportunities. Today, more than 10,000 students have strengthened their skills using EnGen resources provided by New Readers Press.

“At EnGen, we believe that language and literacy open doors to opportunity. That’s why we’re proud to partner with ProLiteracy New Readers Press to empower working adults with the English, literacy, and digital skills they need

to thrive—at work, at home, and in their communities,” said EnGen Founder and Chief Education Officer Dr. Katie Brown.

This relationship has enabled programs like Wallace State Adult Education to adopt innovative solutions to reinvigorate learning.

Wallace State ESL tutor Vikki Leggett has seen first-hand how students can excel when given access to quality learning tools. The ESL program started using EnGen over two years ago, and students at every level immediately became





engaged with the digital platform that provides lessons and current informational text and articles in the context of careers and daily life.

The platform also offers opportunities for 1:1 virtual instruction and live workshops throughout the day and evening with English social hours and extra career readiness advice.

Mario, a student in Leggett's class, not only embraced EnGen—he couldn't stop using it. From the articles to the

workshops, he used the program any time he could, until one night he couldn't.

He messaged Leggett at 9 o'clock at night when he couldn't get into a workshop. He told her something was wrong. After some digging, Leggett discovered that nothing was wrong; Mario had exceeded his workshop hours for the month included in the subscription.

"I never had a student do that before," Leggett said.

Using EnGen has been so successful, that Leggett developed an entire GED® test prep class with a goal to help students pass the GED test in English.

"That year when we started EnGen, I had eight people pass the GED test that started out as an English language learner," Leggett said. "I really felt like EnGen was pivotal to helping those students."

## ProLiteracy also partners with:

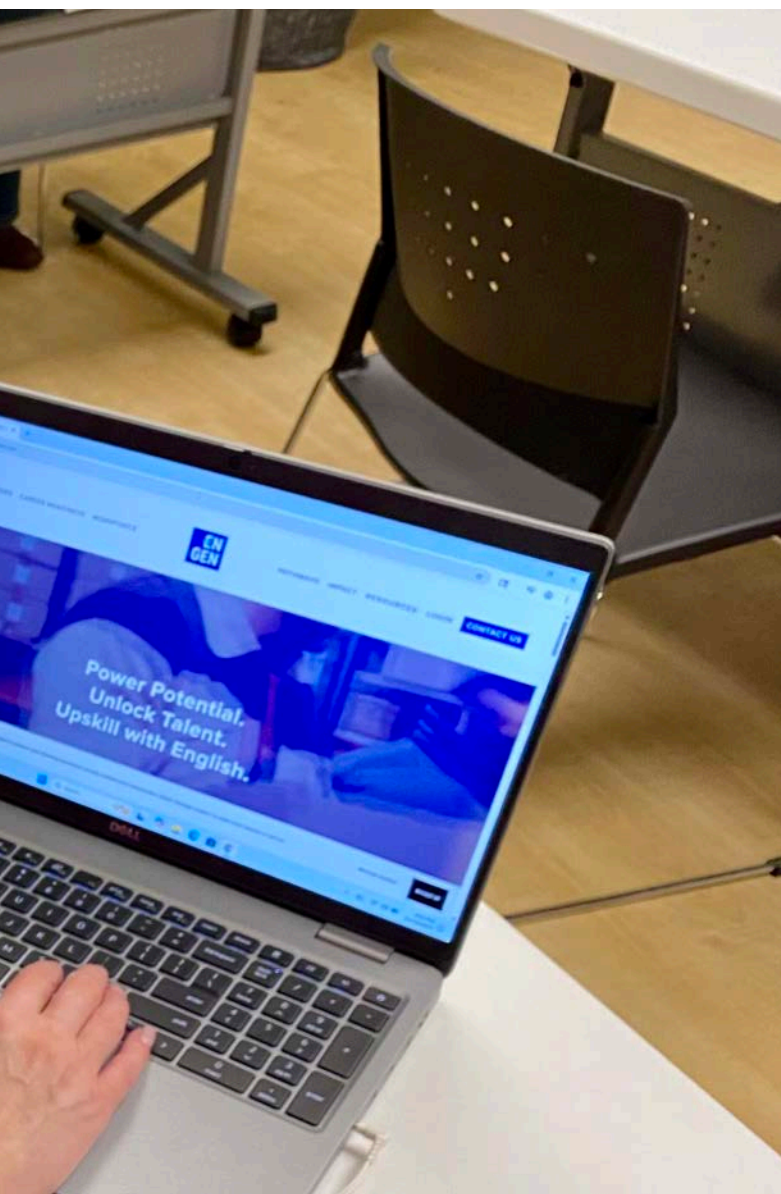
### Learning Upgrade

This fun, interactive app is designed for convenient, on-the-go learning. Learning Upgrade courses teach reading, numeracy, digital literacy, workplace readiness, financial literacy, health literacy, and more!

### Guild

Employers leverage this partnership to provide employees with access to New Readers Press Distance Learning to earn their high school equivalency and build foundational skills to pursue career advancement, industry-specific training, or higher education.

## Learn more about partnerships



# 2024 Conference Review

## EDUCATING THE MARKET

For four days in October, adult education tutors and teachers, program administrators and advocates, and researchers and literacy experts gathered along the Chesapeake Bay for professional learning, networking and celebration.

ProLiteracy's biennial Conference on Adult Education in Baltimore, Maryland, brought together nearly 500 attendees to participate in over 130 workshops addressing:

- asset-based instruction
- student study habits
- reading strategies for students with learning disabilities
- building writing stamina
- supporting student advocacy
- administrative strategies that improve student persistence and tutor retention

This conference featured the first ever preconference Master Class on Nonprofit Storytelling that was free to ProLiteracy members. Led by ProLiteracy staff experts, participants learned how to tailor the compelling stories of adult literacy for advocacy, marketing, and fundraising.

TV host, author, and changemaker Van Jones delivered a powerful keynote speech highlighting the exponential impact teaching someone to read has on adults and the community around them. He identified reading as the foundational skill that civilized the Western world—as different groups of people with different experiences learn to read, they lift different interpretations and transform society. He ended by emphasizing that we'll never know the extent to which we've impacted the future. "Things that seem impossible to solve might be possible because of you."

We also honored an amazing group of adult learners, tutors, and programs during the highly anticipated awards ceremony.



“ I love the fact that I get to meet people in person and exchange ideas. ”



# ProLiteracy®



# In Memory of Ruth Johnson Colvin

**CO-FOUNDER OF  
PROLITERACY**

**RELENTLESS  
ADVOCATE FOR  
HUMAN DIGNITY**

**WARRIOR FOR  
LITERACY RIGHTS**



Last year, we lost a giant. Our co-founder, Ruth Johnson Colvin, a fearless trailblazer for adult literacy, passed away at the age of 107. And though she's no longer with us in body, her spirit burns on in every classroom, every tutoring session, and every person who refuses to leave someone behind.

Ruth didn't just build a literacy movement. She positioned literacy as a civil right for all adults because she understood something many still miss: literacy is freedom—the freedom to work and earn a sustaining wage. The freedom to vote. The freedom to raise your children with confidence. She knew that when you help someone learn to read or write, you're revealing new opportunities and strengthening their belief that they can achieve more. So, she took action.

In 1961, Ruth read a report that 11,000 adults in her own city couldn't read. She didn't wait for permission or funding or fanfare. With humility and unstoppable drive, she created tools, trained volunteers, and met learners where they were. That spark became Literacy Volunteers of America. That eternal spark became ProLiteracy Worldwide in 2002.

Ruth made it clear: literacy is not charity. It is justice.

Her work empowered adults to pass the citizenship test. To read job applications, prescriptions, and voting ballots. To teach their children. To claim their voice. She didn't see race, gender, income, or age as barriers. She believed that no one should be written off because of where they came from or what they didn't yet know.

And she never stopped. Not at 60. Not at 80. Not at 100. She traveled the globe to train tutors. She answered emails from learners. She wrote books. She listened. She gave. She never lost sight of the mission: a world where literacy is a right, not a privilege. She received the Presidential Medal of Freedom in recognition of her life's work. But she didn't do it for medals. She did it because she believed in people—in the boundless potential of every human being.

That belief lives in us now.

Let us say, with our work, that we will not stop until every person, everywhere, has the power to read, to write, and to rise.



**Learn more ways  
to get involved.**



“ We honor Ruth not just by remembering her— but being the kind of people, she showed us we could be. People who take action. ... People who build community with their hands, their hearts, and their voices. ”

—Mark Vineis, ProLiteracy president and CEO.



# Financial Report

OUR STRATEGIC FOCUS INSPIRES OUR TEAMS TO WORK TOGETHER TO AMPLIFY OUR IMPACT AND MAXIMIZE EVERY DOLLAR.

## Fiscal Year 2024

Year Ended June 30, 2025

|                  |              |
|------------------|--------------|
| Total Revenue    | \$11,436,638 |
| Total Expenses   | \$12,716,083 |
| Total Net Assets | \$15,607,171 |

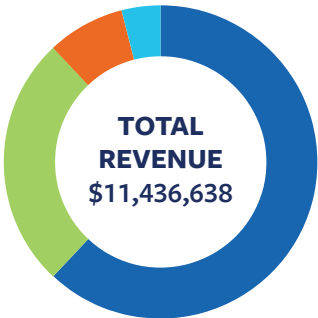
## Operating Expenses

|   |             |
|---|-------------|
| <div></div> Publishing   56%                      | \$7,181,362 |
| <div></div> Program & Professional Services   23% | \$2,886,300 |
| <div></div> Administration   17%                  | \$2,168,011 |
| <div></div> Fundraising   4%                      | \$480,410   |



## Sources of Support & Revenue

|                                     |             |
|-------------------------------------|-------------|
| <div></div> Publishing   62%        | \$7,081,288 |
| <div></div> Fundraising   26%       | \$3,020,808 |
| <div></div> Investment & Other   8% | \$912,398   |
| <div></div> Programs   4%           | \$422,144   |





# A Forward Look for Adult Literacy

## BEYOND LITERACY: BUILDING FUTURES, BREAKING BARRIERS

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This year, our work from professional development to new materials to workforce development, to strategic partnerships was not just about progress; we delivered transformation. For administrators, educators, and learners, ProLiteracy was committed to enhancing the way programs everywhere can empower adults to realize their goals.

### Impact

More than 50 digital and in-person events reached hundreds of administrators and educators who guided thousands of learners toward success. We answered the national call to action when taking a united, powerful voice to the halls of Washington D.C. advocating for stronger support and funding for adult education. Such efforts remind us that when we act boldly, we drive change and that is inspiring to keep the momentum strong to expand our impact in the future.

### ProLiteracy Vision

We will ride the momentum we built this year and empower even more adults to achieve new opportunities and brighter futures. The foundation is present; now we are going to build on it.

In the coming year, we will scale our efforts around four core pillars: (1) building capacity of the field, (2) increasing access to adult education, (3) elevating visibility and mobilizing support, and (4) driving organizational excellence. With your support, we will:

- Remain diligent in empowering more adult learners with digital tools that encourage learning anytime, anywhere.
- Forge deeper employer partnerships that strengthen workforce skills and open doors to career advancement.
- Equip programs with tools and strategies to boost learner outcomes.
- Rethink access to literacy services by creating new learning opportunities to reach more adults.
- Elevate the visibility of adult literacy as a powerful force for individuals, families, and communities.

### Call to Action

Join us as we expand our network beyond the traditional field to ensure that literacy is no longer a barrier for the 59 million adults in our country. As a society, let's move forward with urgency, determination, and hope as we support all adults reaching their full potential.



# ProLiteracy Board of Directors

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In Memoriam





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.



### ONLINE

Make a one-time donation or set up a recurring gift using our fast and secure online form. Donate at [proliteracy.org/donate](http://proliteracy.org/donate).



### LEAVING YOUR LEGACY

Interested in planned giving? Contact Cory Joyrich at [cjoyrich@proliteracy.org](mailto:cjoyrich@proliteracy.org) and learn how your future donations can help ignite hope through literacy.



### CALL

**888-926-READ**  
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### MAIL

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EVERY ADULT HAS A RIGHT TO LITERACY. 4316180128

