VISION
ProLiteracy will be the leading resource and champion for adult education and literacy worldwide.

MISSION
Our mission is to change lives and communities through the power of adult literacy.
Dear ProLiteracy Friends and Supporters,

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

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

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

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

Best regards,

Kevin Morgan  
President and CEO

Denine Torr  
ProLiteracy Board Chair
David M. Rubenstein Prize

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

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

The Library of Congress Literacy Awards, originated by Rubenstein in 2013, honor organizations doing exemplary, innovative, and replicable work. ProLiteracy was selected because of its unique and inspiring model for other organizations interested in literacy promotion. ProLiteracy is using the prize money to provide literacy programs with digital educational content.

The 2019 Library of Congress Literacy Awards were presented August 30 at the National Book Festival Gala in Washington, D.C. Librarian of Congress Carla Hayden and philanthropist David M. Rubenstein awarded the top prizes.
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*Every adult has a right to literacy.*
Recognizing the importance of increasing the literacy rates of women in the United States, Lancôme USA partnered with ProLiteracy to create the Write Her Future Institute to help empower women by improving their English language skills. On September 4, 2019, at Macy’s flagship store in New York City, Lancôme and its brand ambassador Zendaya presented ProLiteracy with a check for $100,000 to launch the Write Her Future Institute.

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

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

Chai Cherng Pon

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

Click Here to Read Chai's Story

Mary Gonzalez

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

Click Here to Read Mary's Story

Soledad Oviedo

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

Click Here to Read Soledad’s Story

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

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

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

The next conference will be September 20-22, 2021, in San Antonio, Texas.
Adult Literacy XPRIZE Communities Competition

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

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

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

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

Subscriptions and licenses available through the Mobile Learning Fund include:

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

After the onset of the pandemic, monthly applications to the Mobile Learning Fund increased by 174%. Thanks to the generous support of our donors, we were able to respond to this increased need for mobile instructional solutions.
National Book Fund 25th Anniversary

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

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

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

55,900 TUTORS AND VOLUNTEERS
More than 55,900 tutors and literacy volunteers have received the resources they need to provide direct literacy instruction to students.

This year, ProLiteracy celebrated the 25th anniversary of the National Book Fund®, a grant program that provides adult literacy and basic education programs in need with New Readers Press materials to empower learners with the resources they need to be successful.

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

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

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

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

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

Digitizing Laubach Primers

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

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

International Organizational Membership

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

- Historical Laubach Primers—available digitally in seven languages
- Laubach Way to Reading in Arabic
- Instructional and student support resources
ADULT LITERACY EDUCATION: The International Journal of Literacy, Language, and Numeracy

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

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

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

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

1. **Financial Management**—budgeting, basic accounting principles, financial health, financial reports

2. **Administration**—strategic planning, policies and procedures, insurance and payroll, contract negotiation

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

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

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

—Lynn Reed, Former Executive Director of Literacy Volunteers of Maricopa County, Inc. (LVMC)
Advocacy Tool Using PIAAC State and County Estimates

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

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

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

The intent of the Adult Literacy Impact Report Template is to encourage programs to translate the PIAAC estimates for their areas into an easily understood form for presentation to funders, elected officials, and other stakeholders. The template facilitates the opportunity for stakeholders to view a snapshot of the scope of the adult literacy and numeracy rates in their areas, along with program impact data to illustrate how adult education can positively change the lives of adults in their communities.

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

**TABE® Mastery**

The new TABE® Mastery series will help students master the skills they need to improve their scores on TABE 11/12. Each student book offers diagnostic pretests, learning goals, and workplace and real-world connections to help students build applicable life skills.

**Learning Upgrade®**

Learning Upgrade launched a new digital literacy course that builds standards-based digital literacy skills in content creation, data management, communication, security, privacy, digital citizenship, and more.

**Scoreboost® for HiSET® Spanish**

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

**New Readers Press Online Learning**

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

In addition, audio was added to the pre-HSE course to assist struggling students and English language learners.
“A story of inspiration, devotion, and hard work from one of the world’s greatest advocates for literacy, and, by extension, people. Bravo!”

—David Baldacci, New York

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

In this book, Ruth Colvin, the founder of Literacy Volunteers of America and co-founder of ProLiteracy, shares stories about her life and her journey, over 100 years in the making. From adapting to loss and grief at an early age, to starting a national literacy organization in service of others, Ruth’s memoir recounts her struggles and successes and the stories of those who have touched her life along the way.

Print-on-Demand

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

In response to the increased demand for digital curriculum, New Readers Press and our partners continue to evolve and expand current offerings.
COVID-19 Response

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

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

Website

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

Webinars

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

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

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

Research

To better understand and respond to the needs in the field during COVID-19, ProLiteracy conducted a survey that yielded nearly 400 responses. Some results include:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>of programs were providing instruction, to some degree, from a distance</td>
</tr>
<tr>
<td>81%</td>
<td>of programs indicated lack of internet access was a barrier for students</td>
</tr>
<tr>
<td>88%</td>
<td>of programs are using a digital platform (such as Zoom, Google Classroom)</td>
</tr>
<tr>
<td>58%</td>
<td>of programs need professional development for instructors</td>
</tr>
<tr>
<td>84%</td>
<td>of programs indicated digital devices are the main need for students</td>
</tr>
</tbody>
</table>

Blended Learning Guide

The new blended learning guide, *The What, Why, Who, and How of Blended Learning for Adult Basic Skills Learners*, is a valuable resource for teachers, tutors, and administrators who provide adult basic skills education and who wish to initiate or improve blended learning for their students.

Literacy Relief Fund

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

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

- The Mobile Learning Fund provides adult literacy programs and their students with digital education materials offered by New Readers Press.

- In partnership with Lancôme USA, the Write Her Future Institute provides women with free access to Voxy®, a personalized mobile English language learning platform.

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

Digital Instructional Solutions

<table>
<thead>
<tr>
<th>New Readers Press offered digital solutions to programs at discounts or for free, including:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Readers Press Online Learning</strong></td>
</tr>
<tr>
<td><strong>News for You® Online</strong></td>
</tr>
<tr>
<td><strong>Leamos™ (Let’s Read)</strong></td>
</tr>
<tr>
<td><strong>Learning Upgrade®</strong></td>
</tr>
<tr>
<td><strong>Voxy®</strong></td>
</tr>
</tbody>
</table>

Discounted Zoom Licenses

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

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

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

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

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

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

+700 NEW DONORS

+30,000 $ DONATIONS
To the world you may be one person ... to one person you may be the world.

Planned gifts are an important way for you to support adults around the world who are working to improve their literacy skills.

Planned gifts include a bequest in your will or trust, life insurance designations, stock and securities donations, annuities, retirement plan gifts, gifts of real estate and establishing an endowment with ProLiteracy. Each donor who makes a confirmed planned gift to ProLiteracy is recognized as a Heritage Society member and receives special benefits for membership.

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- Richard Artes*
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Elizabeth Willoughby
Robert L.* and Ariel Witbeck
Joanne Zinsmeister-Yarwood*
Martha Zipsie*
Theodore Zorn*
* = Deceased Members

Don’t just give back, give forward.
DONORS

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

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Christopher Stanger
Catherine Stein
Meredith Stewart
Warren Sulcs
Sherrill Suskin
Derwent Suthers
Karyn Sylvester
Mark and Maria Tagliaferro
Marsha L Tait
Jennifer Talbert
Cheryl Tapper
Gordon Tennett
Nancy Testin
Herbert Thal
Claire Thomas
Stephen Tolopka
Fred Tomlinson
Adam Torgerson
Denine Torr
Katie Tower
Henry Triche
Genevieve Twardik
Jen Twimom
Elliott Valentine
Nancy Van Roessel
Christian Vanderhoof
Vinay Viswanadha
Arthur Waill
C. Walencwicz
John Ward
Eric Wedel
Paul Weiner
Mary Welsh
Bonnie Wilbur
Gail Wilke
Stephanie Woerner
Edith Wolf
Andrea Wolper
Carolyn Woods
David Woolman
Laura Wright
Emily Wyatt
Iva Yoshimura
Noel Young
Sue Young
Douglas Zahm
A. Zeigler
Gloria Zimmer
Shoham and Noah Zuker

**Literacy Supporter**

**$1–$99**

Anonymous
Andrea Abrams
Shel Abshire
Rachel Abugov
Andres Acedo Del Olmo
Sylvia Acuna
Susan Adams-Lanham
Amy Agler
Mercedes Agogino
Emilia Agraflio
Karin Ahmed
Shree Aier
Sarah Alden
Rosemarie Alessi
Nancy Alexis
Yvonne Alier
Lisette Allred
Carol Van Alsten
Karina Alvarez
Nancy Amaral
Deb Amlen
B. Scott Andersen
Laurie Anderson
Alesha Anderson
Andrea Anderson
Ardith Anderson
Diane Anderson-Kwan
Anne Andrews
Karen Andring
Karen Angrist
Mariah Ankenman
Kelly Anselmo
Mary Appleman
Robert Aronson
Claire Arsenault
Yvette Askewe
Cathy D. Atchison
Michelle Athy
Chris Atzberger
Molly Auron
P. J. Ausdenmore
Alba Austin
Louise Auty
Christine Ayres
Harold and Betty Babb
Lori Bahe
Johnnye Bailey
Emily Baillieul
Dan and Meleta Baker
Lindsay Baker
Eldon Baldwin
Deborah Bales
Daniel Balkwill
Deb Banton
Lillian Barath
Clint Barg
Norman Barker
Amanda Barker
Maria Barnas
Paul Barrus
Shari Bartholomew
Clara Batchelder
Stacey Bates
Patricia Bauer
Sandra M. Baumstein
Caroline M. Beatty
Saghar Behroozi
Amy Bell
Michele Bellso
Judith Kerner and Frank Belz
Gail Bengston
Linda Bennett
Kendal Bergman
Sara Bergmann
Mary F. Bertke
Amy Billingham
Emma Birbeck
Norman Birzer
Marilyn Bittner
Ipuna Black
Rick Black
Kaye M. Blackie
Diana Blackwell
Lois Blair
Patrick Blakley
Melissa Blaschke
Allison Bliss
Barbara Blizzard
Raymond Bloomer
Teresa Bodwell
Grace Boeder
Karen J. Boenker
Melissa Boge
Anne Bogel
Diane Boissett
Anna Boland
Margaret Bolek
Shannon Bollig
Lawrence Bond
Paula Bonino
Kathryn Boone
Ashley Botock
Melinda Brandt
Beverly Brauer
Tricia Bravener
Pamela Bregenzer
Sarah Brent
Alisa J. Bridge
Kayla Bridgewaters
Joanne Brigham
Leslie Britton
Christy Brockwell
Cynthia Brooks
Carla Brown
Edwina Bailey Brown
Karen J. Brown
Catherine Buell
Kathleen Bulfon
Gail Bundy
Todd Burger
Robyn Burse
Megan Burton
David Bush
Leila Rae Bush
Virginia Butterfield
Cara Dawn Byford
Hilary Byrne
Santa Byrnes
Michele Cade
Kristin Cadigan
Debra Calhoun
Carol Callahan
Cynthia Callahan
Charles Caloia
Nicola Cameron
Alice Camille
Cynthia M. Campbell
Robin Campbell
Julie Cannon
Robert Carabasi
Sandra Carbone
Margaret Carlisle
Cynthia Carlisle
Karin Carlson
Alisha Carter
Courtney Case
Deb Cassidy
Jamie Cater
Kristina Cato
Barbara Ceas
Constance Cedras
Martha E. Champion
Jen Champlin
Allen Chan
Nena Chandler
Beverly Chang
Noreen Channels
Laura Chapman
Linda Chapman
Donna Charter
Sarah Chase
Alton Cheney
Robert Chester
Gail Chianese
Tanya Choppin
Sarah Christena
Tina Chung
Donise Cinnamon
Shamonte Clark
Susan Clark
Jacqueline Clark
Gabi Coatsworth
Heather Cobun
Michelle Coffee
Ian Cohen
Miriam Cohen
Christine Colburn
Valerie Collier
Eileen Collier
Barbara Collins
Lauren Collins-Mitchell
Ditra Comer
Emily Connelly
Ruth Connolly
Shae Connor
Elizabeth J. Connor
Katy Cooper
Jim Cooper
Peggy Coppolo
Joseph Costello
Renae Cote
Crystal Coulter
Susan Cox
Georgeanne Crass
Donald Crawford
Karen Crawford
Barbara Creager
Phyllis Crenshaw
Michele Crissinger
Blake Crittenden
Michael Crowley
Nathara of CrowSong
Phyllis Crudup
Mary Cruikshank-Peed
Richard Crum
Jose Cruz
Charlotte Cserbak
Anthea Cuddihy
Judith Elizabeth Cuibreth
F. Cullom
Melissa Cutler
April Dailey
Andrena Gist Dancer
Eftihia Danellis
Betty Dasch
Samuel Dautch
Scott Davies
Lorrayne Davies
Randy Davis
Angela L. Davis
Arlesia Dawson
Win Day
Meagan A. Day
Brandi Day
Adriana De Leva
Fionna DeFeo
Brynn DeHay
Brenda DeJesus
Maxine Denniston
Ann Denton
Robert Derenthal
Donald Desmond
Rachael Devine
Elizabeth Diamond
Linda Epps Dillon
Mary Ann Dimand
Lucienne Diver
Karen Dobbins
Margaret Dodson-Hatcher
Andrea Don
Joyce M. Donicht
Ame Donkor
Regina Dowling
Jennifer M. Downs
Brenda Drake
Terry Dubbs
Benjamin Dudley
Danielle Duerr
Nancy Duffy
James Dunnigan
Mia DuPuis
Cindy Dyson
Risa Edwards
Eugenia Eich
Chan Cox Elder
David Elfin
Judith Elliot
Taryn Elliott
Jayce Ellis
Nikki Ellis
Rebecca Ellis
Heather Elo
Judy English
Emily Ennis
Amber Ensign
Jeanette Epps
Lynn Eremondi
Barbara Erickson
Dayna Espinosa
Charles Esralew
Gail Ewin
Cindy Ewins
Jennifer Fairchild
Skye Fairlie
Samantha Falcon
Susan Fanetti
Kathleen Fannon
Margaret Farkas
Julie Farley
Susan Fecht-Poliseo
Dierdra Fein
Robert Feldman
Margaret Fellows
Nancy Fennell
Pamela Ferguson
Shani Ferguson
Bambi Fernandez
Anna Figueroa
John Filosa
Jennifer Finch
Dana Fine
Ted Finlayson-Schueler
Stacy Finz
Alun Fischler
Sara Fisher
Nancy Fisher
Judith Flacke
Anna M. Flamini
Monique Flasch
Leslie Fleet
Aimee Fleshman
Deborah A. Fogarty
Sandy Folz
Rosemary Ann Forstrom
Lawrence Forte
Jennifer Fox
Brian Fox
Emily Fox
Catherine Foy
Katina Fragakis
Megan Frampton
Jazmeine Ann France
Susan K. Frank
Jessica Fraser
Amy M. Freeman
Katie Friend
Ana Froehle
Eva Fuld
Gaile Furth
Elizabeth Gabriel
Sue Galuska
Jane Gardner
Pamela Gardner
Autumn Garrison-House
Susan Caryn
Cher Gates-Meany
Dodi Gauthier
Anne Gavin
Kurt Geisinger
Laura J. George
Sally Gerhardt
Anne Gershenson
Jackie Getz
Tanushree Ghosh
Norah Gibbons
Donna Gibson
Judith Gielow
Jacque Giese
Cassandra Gilbert
Angie Gilbreath
Brianne Gillen
Ryan Gillett
Janice Gintzler
Jennifer Givner
Diane Gladow
Christine Glover
Elizabeth Goedeke
Debbie Gogan
Jami Gold
Anne Golden
Elaine Goldman
Ruth Goldsmith
Sherrele Goloversic
Dar Good
Marvin Goodman
Rotem Gorodeisky
Helen Goss
Judith Gould
Mary Gramlich
Harriet Granger Gordon
Bonnie Crawey
Bettie Green
Colton Green
Irene Kessel
Carrie Kettle
Shweta Khandelwal
Susan Kick
Sally Kilpatrick
Susan Kim
Loretta Kimmeth-Mobley
David King
Patricia King
Stephen King
Denise King
Deatri King-Bey
Sandra R. Kirchner
Lana Klemann
Alyssa Klenk
Evi Kline
Karyn Knaak
Pamala Knight
Kim Knop
Kathryn Koch
Judith Koelmel
Mara Kore
Odile Kory
Beverly Kosek
Donald Koten
Falguni Kothari
Carol Kramer
Karla Kratovil
Mary Kreitzer
Joyce Kretchmer
Ilisa Krich
Kay M. Krieg
Janice Kroboth
Sara Kronkak
Geri Krotow
Christine Krueger
Ray Kruger
Ian Kruger
MK Krum
Jane Kuepperle
Francis Kumler
Kelsey Kumpula
Heather L. Kussatz
Jennifer A. Kyles
Diane La Voy
Katherine LaLima
Lindsey Lambourne
Jennifer Lamott
James Lampert
Linda Landers
Judy Langner
Carolyn Larmore
Brenda Larnell
Kimberly Larsen
Carol Lassen
Norman Lathrop
Donald Lathrop
Robert Laubach
Ingrid Laursen
Jacqueline Laws
Barbara E. Lazarow
Vinh An Le
Patricia Leach Leach
Sandy Leazer
Deborah Ledgewood
Sarah Lee
Vicki Leedom
Richard Lell
Lynn and Leonard Lemper
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Kris Lescinsky
Kelly Lester
Virginia Letourneau
Marci Levie
Steven D. Levin
Sandra Levin
David Levine
Sandra Lewis
William G. Lewis
Krystyna Lewis
Joshua Lewis
Edward Lezzer
Vanessa Libert
Roy Licklider
Marisa Lieberman
Laura Lien
Jessica F. Lindsay
Bonnie Lipton
Stevan Lister
Jessica Litman
Jennifer K. Lobasz
Laurier Lofton
Michael Lombardi
Julia London
Sarah Long
Leann Long
Mary Lonnquest
Laura Lopez
Rebecca Lorentzen
Dominic Lothrop
Nancy Lovato
Erika Lovold
Carol Luche
Erin Lum
John Lynskey
Molly Sturgeon Lyon
Peter MacPhail
Eliot Macy
Lauren Maguire
Nivedha Mahesh
W. Mainwaring
Sara Maloney
Andi Maples
Carol Marek
Julie Marshall
Carol Martin
Ellen Martin
Emile Martin
Eric Jason Martin
Sarah Martin
Grace Martinez
Yolanda Martinez
Lois Mason
Patty Mason
Sara Mason
June Mastrogiacchini
James Mathews
Cathy Maxwell
Martina McAtee
Carolyn McBride
Jennifer McCann
Robert McCarty
Phyllis McCarty
Jane McCawley
Ethan McClain
Kathleen McClanahan
Cheryl McClintick
Kris McCormick
Katie McCurley
Maddie McDermott
Rose McDonald
Michael McGee
Ann McGrath
Cassie McGraw
Ella McGuire
Paula McKay
Emily M. McKay
Deanna Medlin
Claudia Meeks
Kathy Meeks
Kim Melikian
Deborah Mello
Denise Melonas
Sharon Meltzer
Sandra Mentry
Jennifer Meriwether
Karen Merlo
David Mest
Kilian Metcalf
Dani Meyer
Frank Milio
Amanda Miller
Carl Miller
Cathi Miller
Gena Miller
J. A. Miller
Kaye Miller
Kelly Miller
Sherod and Phyllis Miller
Gladys Mills
William Miner
Amanda Mintier-Mohtishim
Annette Mitchell
Tom Miyasaki
Marcella Mize
Joy Mock
Monica Mogilewsky
Jason Molenda
Devora Molitor
Lisa Molitoris
Christopher Monroe
Shirley Monson
Cassie Dean Montrose
M C Moon
Leisha Moore
Colleen Moore
Christy V. Moore
Lee Moore
Elizabeth Moore
Pamela Morenzetti
Kelleen Moriarty
Nancy Moriarty
Alice Morigi
Elizabeth Morrison
Frederic Morton
Mr. and Mrs. Walter B. Moser
Anna Mosley
Pamela Mossman
Maria Moster
Geraldine C. Motley
David Muller
Sandra Murawski
Loretta Murray
Lois Murray
Alan Murray
Catherine Muss
Nancy Myers
Rick Myers
Kate Nepveu
Samantha Newell
Rhonda Newton
Jennifer Newton
Rosemary Rudyk and
Mari Nicol
Sarah Nicolas
Kim Nobbe
Mariah Noble
Keith Norling
Ryan Norman
Judith Northrup
MaryJo Norton
Meg Notaro
Kathie Novasky
Brooke Nowiski
Janet Nye
Tracy Oberdorf
Jaime O’Brien
Mary Ogle
Molly O’Hara
Marie O’Keefemo
Amanda Olivieri
Charlotte Olson
Crystal Ortiz
Jerry Orton
Tonya Owens
Marcy Oyler
Gayle Packard
Elizabeth Paine
Alyssa Linn Palmer
SriLaxmi Pammi
Alexandra Pappas
Sara Paredes
Campbell
Virginia Parker
Elinor Parker
Mel Parraga
Fredric Parsons
Sarah E Partain
Lorene Partiss
Karen Pate
Sandra Patrick
Margaret Patterson
Beth Pattillo
Tiara R. Pauley
Claire Peacey
Rebekah Pearson
Jon Pehrson
Carlos Enrique
Pellegrini
Angela Perez
Norma Perez-Hernandez
David Perrotta
Claire Peters
Melissa Peterson
James and Theodora Petosa
Darlene Pettersen
James Phelps
Kenneth Phifer
Jackie Phillips
Julie Phillips
Nicholas E. Phillips
Richard Phillips
Yvette Phillips
Anaida Pierce
Cheryl A. Pitones
Suzi Plank
Laura Jeanette Playford
Margaret Polson
Jerry Pontius
June Porter
Carla S. Post
Jennifer B. Powell
Marcie Prescott
Debby Price
Jodi Price
Andrea Prince
Carla Procaskey
Perszeuz
Promithiuous
Kirsten Pullen
Eric Pumphrey
Holly Purves
Wanda Putnam
Edwina R. Putney
Irene Quinlan
Tina Rader
David Stewart
Anne Stewart
Tamia Stewart
Jessica Stiles
Linda Stoddard
Alfred Stoess
Erin Stoff
Julaine Stone
Cheryl Stratten
Bertram Strieb
Daniel Suarez
Stephanie Sublett
Ariana Šuligoj
Julia Sullivan
Carey Naylor Sullivan
John Sutton
Claudia Swain
Wendy Swan
Hassan Syyid
Maria T. Pawlus
Amy Talley
Liz Talley
Mariya Taneva
Rachel S. Tapley
Arlene C. Taylor
Christina Taylor
Deborah D. Taylor
Jennifer Taylor
Melissa Taylor
Rachael Tearle
Robert Terruso
Sheila Thomas
Jennifer Thomas
Patricia Thomas
Peter J. and Thelma Thompson
Cindy Thomson
Rochelle Thorne
Clem Thrift
Brenda Thul
Paula Gaumer Tooke
Laura Toole
Lynch Travis
Teresa Tribelhorn
Carrie Trimble
Michael Cooper and Ron Trout
Leila Truman
Donald Turnbull
Evelyn Turner
Eugene Turner
Angel Turner
Jennifer Twilley
Janice Tyrell
Sabrina Tyuse
Bethany Ulteig
Ka’Lu Underwood
Kristin Uzzi
Kaitlynzq Vaa
Ramon Valencia
Melissa Van De Werfhorst
Robert van Duinen
Tosca van Vijfeijken
Amelia Vance
Jessica Vazquez
Beatrice Vener
Debbie Ventre
Aqueda Veronica
Tina Versaw
Anne Vespy
Karen Fernandez Vickers
Nancy Vieth
Teresa Voit
Gail Wagus
Kathy Walker
Cecelia Walker
Nievea Walker
Jody Wallace
Crystal C. Walls
Denise Walsh
A. Lynn Walsh
Mary Washington
Victor Wasson
Laura Watkins
Linda Watson
Diane Webb
Michael Webb
Sarah Webber
Gillian Webster
Kevin and Mary Weckesser
Elaine Weingarden
Jody Weinmann
Judith Weintraub
Sheryl Weir
Cathy Weisgerber
Morris Weiss
Deanna Weiss
Harriet Welch
Kim E. Wells-McDonnell
Amy Wendt
Jill Wenzel
Lynn Westmoreland
Marianne Westrich
Amanda White
Martha Whitney
Constance Whitney
Judith Whittaker
Jennifer Wick
Matt Wickert
Kelly Wickham
Lori Wilde
Jeff and Will
Celeste Williams
Chelece Williams
Denise Williams
J. B. Williams
Kristi Williams
Olubunmi Williams
Wendy Willson
Clare Wilsbacher
Amanda Wilson
Jill Wilson
Kenneth Winer
Rowena Winfrey
Douglas Wingeier
Ronald Wise
Wendell Wogen
Terese Wolfe
David Wolfe
Cynthia Womble
Phillip Wong
Drexel Woodson
Leslie Wright
Spencer Wright
Anne Wright
Ann Wynblatt
Anne Wynne
Marcia Yale
Delene Yochum
Zoe York
Mal and Ann Young
Cristiane Young
María Young
Sarah Younger
Tamara Yunker
Anna Zabo
Roberta Zackman  
Leslie Zampetti  
Laurie Zaneski  
Carolyn Zarcone  
Coral Zekri  
Elaine J. Zieroth  
Caitlan Zilligen  
H. Zoffer  
Michael Zuckerman

Organizations
300-324 Hiawatha Blvd East LLC  
Accenture LLP  
Adobe Group  
Alliance Game Distributors  
An Eye For Romance  
Alpha Chi Sigma  
Amazon Smile  
Artline Greetings, LLC  
Ayco Charitable Foundation  
BB&T  
Boeing Gift Matching Program  
Canaday Family Charitable Trust  
Capital Group American Funds  
Central New York Community Foundation  
Central Ohio Fiction Writers  
Charles Schwab Corporation  
Combined Jewish Philanthropies  
Community Foundation Santa Cruz County  
Country Mark  
DMPE Foundation Incorporated  
Dollar General Literacy Foundation  
Dorothy Jordan Chadwick Fund  
Equity Giving LLC  
Exelon Corporation  
Facebook  
Fidelity Brokerage Services, LLC  
Fidelity Charitable Gift Fund  
Fuller Family Foundation  
Good Cause Greetings, Incorporated  
Google Foundation  
Jackson National Life Insurance Co  
Jewish Communal Fund  
Jewish Community Foundation  
Jewish Community Foundation of Greater Phoenix  
Journey’s End Refugee Services Inc.  
JPMorgan Chase Foundation  
Lagu Foundation  
Lancôme USA  
Lancôme Mexico  
Lark Foundation  
Lincoln Community Foundation  
Literacy New York Buffalo-Niagara, Inc.  
Lutheran Community Foundation  
Merrill Lynch Bank of America Corporation  
Minneapolis Foundation  
Morgan Stanley  
National Financial Services LLC  
NBT Bank  
Network For Good  
Nora Roberts Foundation  
Packaging Corporation of America  
Pershing; A BNY Mellon Company  
Phin Social Enterprises PBC  
Pitney Bowes  
Popsockets, LLC  
Putnam Investments  
Raymond James Accounting  
Romance Writers of America, Incorporated  
Safespeed, LLC  
Sandpiper Fund, Inc.  
Schaffner Family Foundation  
Schwab Fund for Charitable Giving  
SelfPubBookCovers.com LLC  
Society of the Transfiguration  
Standard Inc.  
State Farm  
Stifel  
Strausman Family Fund, Inc.  
TD Ameritrade Clearing, Incorporated  
Tennant Company  
The Benevity Community Impact Fund  
The Cleveland Foundation  
The Library of Congress  
The Northern Trust Company  
The Richard Davoud Donchian Foundation  
The Richard H. Yearick Foundation  
The Variable Annuity Life Insurance Company  
Vanguard Charitable  
Wake Forest Rotaract  
Wells Fargo Advisors  
World Education  
XPRIZE Foundation, Inc.  
Your Cause, LLC  
Zorn Foundation

Bequests 19-20
Vernon Higginbotham  
Jane Kuemmerle  
Mary Smith
## Financials

### Assets
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>417,146</td>
</tr>
<tr>
<td>Receivables and Others</td>
<td>2,751,745</td>
</tr>
<tr>
<td>Investments</td>
<td>12,890,905</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>16,059,796</strong></td>
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</tbody>
</table>

### Liabilities
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>1,341,768</td>
</tr>
<tr>
<td>Other</td>
<td>2,084,142</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>3,425,910</strong></td>
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</tbody>
</table>

### Net Assets
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets</td>
<td>12,633,886</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>16,059,796</strong></td>
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</tbody>
</table>

### Revenue
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants, Foundations, and Corporate</td>
<td>785,983</td>
</tr>
<tr>
<td>Contributions</td>
<td>586,499</td>
</tr>
<tr>
<td>Membership</td>
<td>139,629</td>
</tr>
<tr>
<td>Publishing</td>
<td>7,564,413</td>
</tr>
<tr>
<td>National Conference</td>
<td>472,590</td>
</tr>
<tr>
<td>Program Service Fees</td>
<td>20,033</td>
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<tr>
<td>Investments</td>
<td>262,675</td>
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<tr>
<td>Other</td>
<td>15,344</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>9,847,165</strong></td>
</tr>
</tbody>
</table>

### Expenses

#### PROGRAM SERVICES:
- Program and Professional Services: **1,785,945**
- Publishing: **6,568,975**
- **Total Program Expenses**: **8,354,920**

#### SUPPORT SERVICES:
- Administration: **1,689,401**
- Fundraising: **543,311**
- Other: **26,602**
- **Total Support Expenses**: **2,259,313**

### Total Expenses
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>10,614,233</strong></td>
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</tbody>
</table>

### Change in Net Assets
<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td><strong>(767,068)</strong></td>
</tr>
</tbody>
</table>

---

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

- Publishing
- Programs
- Development
- Conference
- Investment / Other

Source of Support and Revenue

- Publishing
- Contributions
- Grants
- Conference
- Investment / Other

Development by Revenue Type

- Unrestricted: $561,494
- Grants: $785,983
- Legacy and Bequest: $5
- Membership: $139,629
- Endowments: $25,000

How We Use Our Funds

- Program Services: 16%
- Administration: 5%
- Fundraising: 79%
Board of Directors

Denine Torr  
*Board Chair*  
Executive Director, Dollar General Literacy Foundation

Jose L. Cruz  
*Board Vice Chair*  
Chief Executive Director, San Diego Council on Literacy

John Burke CPA  
*Board Treasurer*  
Dermody, Burke & Brown, CPSs, LLC

Morgan Battle  
*Board Secretary*  
Managing Director, Tucker Capital

Ruth Colvin  
*ProLiteracy Board Lifetime Member*  
Founder of Literacy Volunteers of America (now ProLiteracy)

Maria Bartoszewicki  
Senior Director, Digital Publishing, Aptara

Sherrie Claiborne  
President Nevils Realty, LLC

Kate Costello-Sullivan, Ph.D.  
Professor of Modern Irish Literature, LeMoyne College

Ginger Duiven  
Executive Director, Academy for Systems Change

Thomas Eron, Esq.  
Bond, Schoeneck & King, PLLC

Kathleen Hinchman  
Professor of Reading and Language Arts Education, Syracuse University

Steven J. Lux  
Director, Executive Education Program Maxwell School, Syracuse University

Nadia Naviwala  
Senior Advisor, The Citizens Foundation  
Global Fellow, Woodrow Wilson International Center for Scholars

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

David J. Rosen  
President, Newsome Associates

Steven Toy  
Chief Operating Officer, Memrise
Above all, the News for You is a true "friend" for us to learn English.

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

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

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

Holly Bohman and Catherine Coundjeris
ESL Coordinators
Find more ways to give at ProLiteracy.org.

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