



LITERACY VOLUNTEERS *of Rochester*

LitBits

Winter 2015-2016

1600 South Avenue, Rochester, NY 14620-3036

(585) 473-3030

LiteracyRochester.org

And the trophy goes to....

Bond, Schoeneck & King was awarded the coveted brain trophy during the sixteenth annual Brain Game event, held Thursday, October 22nd at the Strathallan Rooftop.

Brain Game is a live trivia event for which sixteen teams comprised mostly of businesses, academic institutions, accounting and law firms compete against each other for not just any trophy...**we're talking the Brain Trophy!**

WROC news anchors Rachael Barnhart and Adam Chodak were the guest emcees for the evening, asking some tough questions. "According to RBJ, what school district has the highest true school tax rate? A. East Irondequoit; B. Pittsford; C. Brighton; or D. Gates Chili. If you guessed A, East Irondequoit, you're right!

Auction items generously donated by JetBlue and Nannette Nocon and Karl Wessendorf, included two sets of two JetBlue tickets as well as a 5-night stay for two at The Phillips Club at Lincoln Center. Raffle prizes included two \$500 Wegmans gift cards, a "Night out in Rochester" package and "Taste of Rochester" package. Raffle prizes were donated by individual donors and local businesses.

This fun event was sponsored by Martino Flynn and St. John Fisher College, as well as the support of our participating teams. LVR was able to raise \$22,500. All proceeds from this event help support the many programs and services LVR offers to adults and their families throughout our community.

Teams participating in the 2015 Brain Game were Arnold Magnetic Technologies; Avalon Document Services; Bond Schoeneck & King; Brighton Securities; DeJoy, Knauf and Blood LLP; EFP Rotenberg LLP; FujiFilm; Harter Secrest & Emery LLP; Insero & Company; Monroe Community College; Nixon Peabody LLP; Rochester Institute of Technology; St. John Fisher College; Thomson Reuters; Underberg & Kessler LLP and a team of LVR volunteers and students, sponsored by the William G. McGowan Charitable Fund. Once again we would like to thank everyone who participated, including our dedicated volunteers who made this event a great success!



LVR Board President Ray Martino presenting
Brain Game trophy to the 2015 winners
Bond, Schoeneck & King

A new logo for



Last year our friends at Martino Flynn redesigned the LVR website. In the process of providing that wonderful gift, several of their staff, as they learned more about LVR and the work that we do, began asking about our logo, its meaning and origins. The logo, which had been around for the last 12 years, was highlighted by a book. As we began discussing what LVR is and does today, it was clear that there is more to our story.

The new asterisk logo which appears by our name denotes there is more to literacy than the traditional definition, which is focused on reading. There are more needs in today's world, including math, family literacy, and one of the biggest, digital literacy. The foundation of LVR is a "student centered" approach to learning. We provide support to the literacy needs of our students to help them achieve their literacy goals.

While the ability to read, write, and speak the language is fundamental to literacy, over the past 50 years we have learned that there is more to our story and more to the stories of those we serve. As we move forward, LVR will continue our work in one-to-one and small group tutoring in reading, writing, and English.

In order to respond to changing needs, we have added math classes, digital literacy outreach to help with online applications, and family literacy classes to help parents promote literacy to children.

This allows LVR to serve more people in more areas of literacy and to attract the volunteers we need to help us fulfill our mission of fostering literacy in our community. Thank you to Martino Flynn and designer Lisa Hube for the gift of this new logo.



Thank you,

martino flynn



Become a Navigator!

Help individuals ...

- Create digital documents like resumes
- Navigate the online job market
- Create and access online accounts
- Apply online for benefits (social services, FAFSA, HEAP, unemployment, etc.)
- Search online for resources
- Learn computer skills



Orientations are scheduled at:

Literacy Volunteers of Rochester, Inc., 1600 South Avenue, Rochester, NY

Call 585.473.3030 for the next orientation date.

Digital Literacy is a program of **Literacy Volunteers of Rochester, Inc.** Our program partners include the Greece Central School District, Rochester City School District, Monroe County Library System, St. Thomas Episcopal Church, Episcopal Diocese of Rochester, Xerox Corporation, Senator Joseph Robach and individual donors.

For more information contact Digital Literacy Coordinator Brian Kane at bkane@literacyrochester.org

Happy New Year!



[Like us on Facebook!](#)



[Follow us on Twitter!](#)

Young Professional Outreach Committee

Literacy Volunteers of Rochester is pleased to announce a newly formed Young Professionals Outreach Committee. The mission/purpose of this group is to build and promote awareness of LVR as well as organizing philanthropic initiatives.

Board members who are part of the Young Professionals Outreach Committee Team are:

Melissa Kubiak - Committee Chair
J.D. Candidate, University at Buffalo Law School

Alejandra Céspedes - Starbridge,
Vice President of Finance and Operations

Jack Heisman - Underberg Kessler, LLP, Associate

Brian Jacek - Nixon Peabody LLP, Associate

April McLean-McCoy - Student,
Masters in Urban Planning, University at Buffalo

Laura Rivers - DeJoy, Knauf and Blood, LLP
Manager, Tax Services

The Outreach Committee hosted their first official fundraiser on Sunday November 29th from 11:00 a.m. until 2:00 p.m. at Alex and Ani located at the Culver Road Armory. 15% of all proceeds were donated in support of LVR's programs and services.

The holiday weekend brought numerous shoppers into the retail store, eager to start their Christmas shopping. It was truly great to see volunteers and Board members come out and show their support. LVR would like to thank the staff at Alex and Ani for their efforts!

The YP Committee has been planning other fundraisers, which will include a Barnes and Noble Book Fair; a live trivia event known as "Geeks who Drink" and a Guest Bartending Night at Scotland Yard, which is scheduled for spring 2016.



Young Professional Outreach Committee from left to right:
April McLean-McCoy, Melissa Kubiak, Brian Jacek, Laura Rivers,
Jack Heisman, and Alejandra Céspedes