The 2020-2021 program year brought new challenges for Literacy Rochester to overcome. With those challenges, our staff came up with new and innovative ways to continue to help students to reach their goals whether that was improving their reading and math skill or learning how to apply for a job online and navigating an employment portal. Along with innovative service delivery, we had to come up with a way to hold our annual fundraiser, Brain Game, in the virtual world. With staff and volunteers, along with platforms like zoom, we were able to continue to EMPOWER LIVES THROUGH LITERACY!

As always our success is based on:
the COURAGE of our STUDENTS, the DEDICATION of our VOLUNTEERS, and the SUPPORT of our COMMUNITY!

2020 was a year none of us will ever forget. The coronavirus has turned Rochester and the world upside down and the year has also brought into focus other major challenges just - think climate change or geopolitical tensions. Despite the difficulties the year posed, I hope that you and your loved ones are healthy and safe. For everyone impacted by the COVID-19 pandemic, my sincerest thoughts are with you.

At Literacy Rochester, we live by our mission to improve reading, mathematics, English language, and digital literacy skills of adults in Monroe County. So, as the pandemic took hold, in addition to supporting our community, our priority was to ensure the safety of our employees and those we serve, while continuing to provide adult education and digital literacy instruction to our students. We moved nearly all our interactions with students, staff, and the board to a virtual context.

I am truly optimistic and deeply excited about the future of Literacy Rochester. I am convinced that, together, we can continue to help improve people’s lives through literacy.
Staff

Jennifer Eaton, MAEd
Instructional Director

Lisa Roe
Digital Literacy Coordinator

Ritti Singh
Assessment Coordinator

Joshua Stapf
Development Director

Shelley Alfieri
Office Manager

Xeno Carpenter-New
Tutor Coordinator

Jennifer Eaton, MAEd

Lisa Roe

Ritti Singh

Joshua Stapf

Board of Directors

John Roman, Jr.
President

Fred Crilly
Treasurer

Dave Adams

Justin Chantra

Chris Dobson

Amanda Gallipeau

Andre Hill

Melissa Kubiak

Debra Martin
Vice President

Dave Pecora
Secretary

Ragni Mehta

Meghan Palumbo

Andrew Phillips

Glenn Schieck

Christine Stewart

Dave Wyman
Trained tutors provide instruction for adults, 18 and up, seeking assistance with reading, math (below 9th grade reading level), or English as a Second Language. Through individualized plans students and tutors meet in a public place in Monroe County. Pre-registration is required before a student is matched with a tutor.

One-to-One Tutoring
Trained tutors provide instruction for adults, 18 and up, seeking assistance with reading, math (below 9th grade reading level), or English as a Second Language. Through individualized plans students and tutors meet in a public place in Monroe County. Pre-registration is required before a student is matched with a tutor.

Small Group Instruction
Classes with 5 to 10 students reinforce basic math and reading skills for students seeking access to basic literacy, high school equivalency, or vocational training programs. Classes were on pause during the 20-21 Fiscal Year. They will resume in the 21-22 Fiscal Year. Pre-registration is required before a student can sign up for small group classes.

English Conversation Groups
Weekly Zoom gatherings of 5-10 students and two tutors to practice their English-speaking skills. These groups provide an opportunity for English as a Second Language students to improve their speaking confidence and meet other adults who are learning English. Topics of conversation include American culture, idioms, daily life situations, and casual spoken English. All adults looking to practice their English-speaking skills are welcome, registration is not required.
"It changed my life to learn - sitting down and learning. It's a miracle when I get it."

Marie G, Reading student

Tech in Hands

During the 2020-2021 Program year most of our students had to continue their education remotely. Those students who did not have access to a computer, laptop, or wi-fi were struggling to figure out how they could continue to learn through the pandemic. Our Technology in Hands project gave LR the ability to loan tablets, with built in Wi-fi hotspots, to students. This allowed our students to continue their learning virtually.

Cathy has held various roles in the field of education. After retiring in 2007, Cathy continued to teach part-time at her alma mater, Nazareth College, until 2017. Her experience in the education field sparked her interest to volunteer at Literacy Rochester. Because of her education background Tutoring was a perfect fit for her. Many individuals who decide to become a tutor, have a passion for reading and want to pass that along to others or they have an interest in helping out someone who recently immigrated to this country. You do not need an education background to become a tutor. Literacy Rochester training sessions are designed to give tutors the tools they need to be successful with their student.
Lit Vol Society is made up of households that gave $250+ during the last program year.

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Aimee Aaronson</td>
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<td>David Adams</td>
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<td>David and Kathy Allen</td>
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<td>Kevin &amp; Alicia Conheady</td>
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Kristina Owens
Meghan Palumbo
Katharine S. Parsons
David and Nancy Pecora
Cathy & Rich Pospula
Thomas & Donna Proietti
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Lisa Roe
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John Roman, Jr.
Roger Saillant
Glenn R. Schieck
Alvin Scott
Christina & Jeffrey Sickelco
Brenda J. Smith
Joshua Stapf
Richard & Judith Steinheider
Jason Stevens
Kami Tinkham
Ray & Peg Warrick
Jerome Alan Weiss
Sue Ellen Windsor
Jo A. Wrona
David Wyman

Thank You!
Those We Help

Age

- 18-29: 10%
- 20-29: 24%
- 30-39: 33%
- 50-59: 19%
- 60+: 14%

Race

- Caucasian
- Asian
- Latino/a
- Other
- African American

Gender

- Female: 57%
- Male: 43%

Age Distribution:
- 18-29 years: 10%
- 20-29 years: 24%
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Race Distribution:
- Caucasian
- Asian
- Latino/a
- Other
- African American

Gender Distribution:
- Female: 57%
- Male: 43%
Those We Help

Employment

Unemployed 63%
Employed 37%

Top 10 Zip Codes Served

14450 14580 14606
14609 14611 14618 14619
14620 14621 14623

Education

*Highest level of education obtained by our students prior to our services

7.1% Advanced Degree
4.1% 4-year College Degree
2.1% 2-year College Degree
42.4% High School Diploma/Equivalency
34.3% No Degree
Digital Literacy is a free, one-to-one drop-in service that teaches adults basic computer skills. Help is provided at various community sites throughout Monroe County.

**PROGRAM HIGHLIGHTS & STATISTICS**

- **6** Community Sites
- **85%** Customers achieved their objective
- **$93,900** Value of time donated by volunteers*

*Value of volunteer time is $28.54 per hour According to assessments by Independent Sector

**Digital Tasks Performed**

**Operate Devices:**
- Use a desktop, laptop, tablet, or smartphone
- Upload a document to email or a USB drive

**Use Software:**
- Work on Google docs, Microsoft Word
- Create a resume or cover letter

**Navigate The Internet:**
- Search for jobs/complete job applications
- Access online resources
- Find a bus route
- Locate community agencies or services
- Complete online forms/Set up a profile
- Connect with friends and family
- Create & access an email account
- Open a checking or savings account
- Submit healthcare forms/access a patient portal
- Obtain school information/apply for student loans
- Recover a password and more!
Volunteer Spotlight
Tricia Laufer

Tricia joined the Digital Literacy team at Literacy Rochester in 2015, as a work study employee through Empire State College. She has spent considerable amount of time in her life volunteering at scouting, on the PTA, and at her church. She finds digital tutoring less hectic, but just as rewarding. Digital Literacy Volunteers help church ladies feed and clothe their neighbors, help immigrants discover possibilities, help individuals find fulfilling careers, and help people believe in themselves to achieve their dreams of personal and financial success.

Live Chat
In the wake of the pandemic Digital Literacy was needed more than ever. Almost everything had to be done online. In April of 2020 we were able to launch our Live Chat. This gave us a way to remotely assist our community members with their digital task.

Classes
Digital Literacy began offering Resume Building & Interview Etiquette classes in the Fall of 2020. In the Resume Building class, participants will learn to produce a resume that describes their education, skills, experiences, and achievements. We will make sure participants understand the proper grammar and format to create a resume. In the Interview Etiquette class, participants will learn what to expect during a job interview. The class will go over how to dress and conduct yourself during an interview.

Phillis Wheatley
Library Customer Review

"I was struggling to create a resume and would have taken a way longer route. Jim showed me an example to use as a reference. When the libraries are back open, I will look for Jim again to help me print me resume"

Kim M.
Financial Partners

Benevity Community Impact Fund
Bond Benefits Consulting
Bond, Schoeneck & King, PLLC
Canaltown Insurance Agency, Inc.
Canandaigua National Bank & Trust
CETechno
Charter Communications
Church Women United
Corning Incorporated Foundation
David and Maura Sykes Family Fund
Dollar General Literacy Foundation
EFPR Group, LLP
ESL Charitable Foundation
Excellus BlueCross BlueShield
ExxonMobil Foundation
GE Foundation
General Code LLC
Harter Secrest & Emery LLP
Heveron & Company CPAs, PLLC
Imprintable Solutions, Ink.
Keystone Capital Partners Group
MassMutual Financial Group
MassMutual NYS
NYS Education Department
O'Connell Electric Co.
William C. and Elizabeth W. Powell Family Literacy Fund
Redcom Laboratories, Inc.
Rochester Area Community Foundation
Rochester City School District
Rochester Public Library
Rush-Henrietta Rotary Foundation Inc
Second Avenue Software Inc
Secure Networking Inc
Martin L. Suter and Suzanne S. Suter Family Fund
St. John Fisher College
The Davenport-Hatch Foundation, Inc.
The Law Offices of Kenneth Hiller, PLLC
Underberg & Kessler LLP
United Way
Wegmans Food Markets, Inc.
Women's Club of Pittsford

Thank you!
With COVID-19 regulations in place during Brain Game's normal time of year, Literacy Rochester pivoted and held the 20th Anniversary of Brain Game virtually over Zoom to over 125 people participating from Buffalo, Rochester, and Syracuse. Our host, Meghan Palumbo, entertained the crowd with trivia questions, guests to talk about the hard work Literacy Rochester does, and give-a-ways to people playing from home.

Our virtual game involved questions about presidents, books, and current events. Along with trivia questions, Literacy Rochester held a raffle, online auction, and wine give-away. Though we were not able to be all together to go head to head in trivia rounds, everyone still had a wonderful time raising funds for Literacy Rochester. After five rounds of questions the Brain Game 2020 Champion became MassMutual NYS. Overall for turning a long time in-person event into a live virtual event, Literacy Rochester was able to successfully do it with hard work and dedication from a wonderful group of volunteers and sponsors.
Events

Tech In Hands

The Tech In Hands project was started to help bridge the gap in the digital divide in Monroe County. Through a partnership with OACES (The Office of Adult Career & Educational Services) and Spectrum Communications, Literacy Rochester was able to provide Chromebooks or tablets and internet service to adult learners in our Digital Literacy and Instructional programs.

Community Bookends

The Community Bookend Project was a new and innovative way for Literacy Rochester to engage the community’s creativity and raise funds at the same time. The community designed 25 bookend sets that were auctioned off and raised over $1,500 to support our vital programming.
Revenue

Grants - $164,452.00
Contracts - $88,643.72
PPP Forgiveness - $88,000.00
Contributions - $85,922.22
Special Events - $36,484.50
Other Revenue - $6,700.00
Total Revenue: $470,202.44

Expenses

Instructional - $155,513.68
Management - $93,306.57
Digital Literacy - $86,916.49
Fundraising - $77,4703.81
Total Expenses: $413,207.55

Net Revenue: $56,994.89
EMPOWERING LIVES THROUGH LITERACY