

LITERACY ROCHESTER

ANNUAL REPORT

2020 - 2021



MESSAGE FROM EXECUTIVE DIRECTOR & BOARD PRESIDENT



Joshua Stapf
Executive Director

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.



John Roman, Jr.
President, Board of Directors

Staff

Shelley Alfieri

Office Manager

Jennifer Eaton, MAEd

Instructional Director

Xeno Carpenter-New

Tutor Coordinator

Lisa Roe

Digital Literacy Coordinator

Hannah Dworsky

Digital Literacy Assistant

Ritti Singh

Assessment Coordinator

Joshua Stapf

Development Director

Board of Directors

John Roman, Jr.

President

Debra Martin

Vice President

Fred Crilly

Treasurer

Dave Pecora

Secretary

Dave Adams

Ragni Mehta

Justin Chantra

Meghan Palumbo

Chris Dobson

Andrew Phillips

Amanda Gallipeau

Glenn Schieck

Andre Hill

Christine Stewart

Melissa Kubiak

Dave Wyman

Instructional Services

Program Highlights

Highlights and Statistics reflect program year July 2020 to June 2021



Instructional Volunteer Hours

2538

1830

Student Instructional Hours



\$72,434.52

Value of time donated by Tutors

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

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 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.



Instructional Services



"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.

Tutor Spotlight

Cathy Pospula



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

Lit Vol Society is made up of households that gave \$250+ during the last program year.

Aimee Aaronson

David Adams

David and Kathy Allen

Christopher Anders

Anonymous

John Barrett

John & Mary Bartholomew

Lois Benedict

Brian & Nancy Bennett

Richard W. Black & Jappie King-Black

Cheryl Bodensteiner

Cheryl Breitenbuecher

Nancy & Joe Briggs

Anita F. Brown

Mark Buonaugurio

Jeremiah J. Casey

Justin Chantra

Kevin & Alicia Conheady

Daniel & Rose Cooper

Robert J. Craig & Julianne Crisante

Frederick Crilly

Sam & Marlene Dattilo

Stewart D. Davis

Sheryl deNormand

Allison & Richard DiMarco

Chris & Nicole Dobson

Dr. Eric M. Dreyfuss

Dave & Jennifer Eaton

Kim Emilo

Josephine Fitzgerald

Amanda Gallipeau

Laura Garrison

Grant & Bette Gillette

Peter Giopulos, Ph.D.

Deborah G. Goldman

Jim & Shari Harrison

Patricia Haynes

Miranda Heyward

Sabra Hickam

Andre Hill

Audrey W. Holly

Nora Jones

Edith Jordan

Lauren Kelly

Rose-Marie B. Klipstein

Melissa & Steven Kubiak

Kathy & Keith Kurz

Jon & Jennifer Lazenby

Deborah Leary

Cheryl Leisner

Alice Lewis-Hickey

William Lincks

Kenneth Lill

Barbara & John Lovenheim

Lit Vol Society

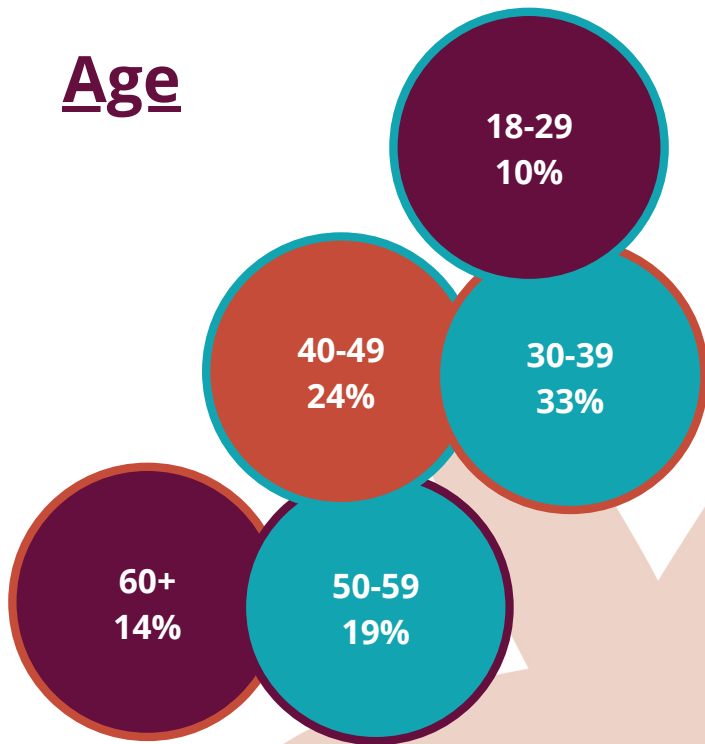
Bonnie Martin
Bruce & Eleanor McLearn
Richard McNeary & Sarah White
Ragni Mehta
Steven Modica
Anthony F. Mugnolo
Richard Nangreave & Olga Mendez
Kristina Owens
Meghan Palumbo
Katharine S. Parsons
David and Nancy Pecora
Cathy & Rich Pospula
Thomas & Donna Proietti
Diane Rambo
Lisa Roe

Susan M. Rogers
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

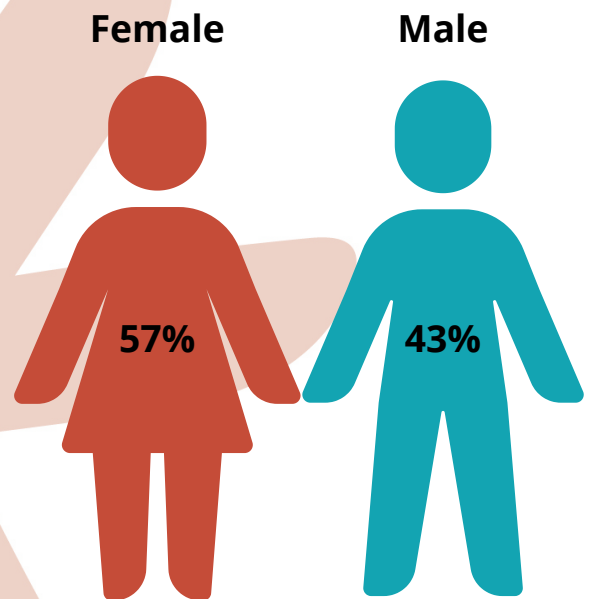
*Thank
you!*

Those We Help

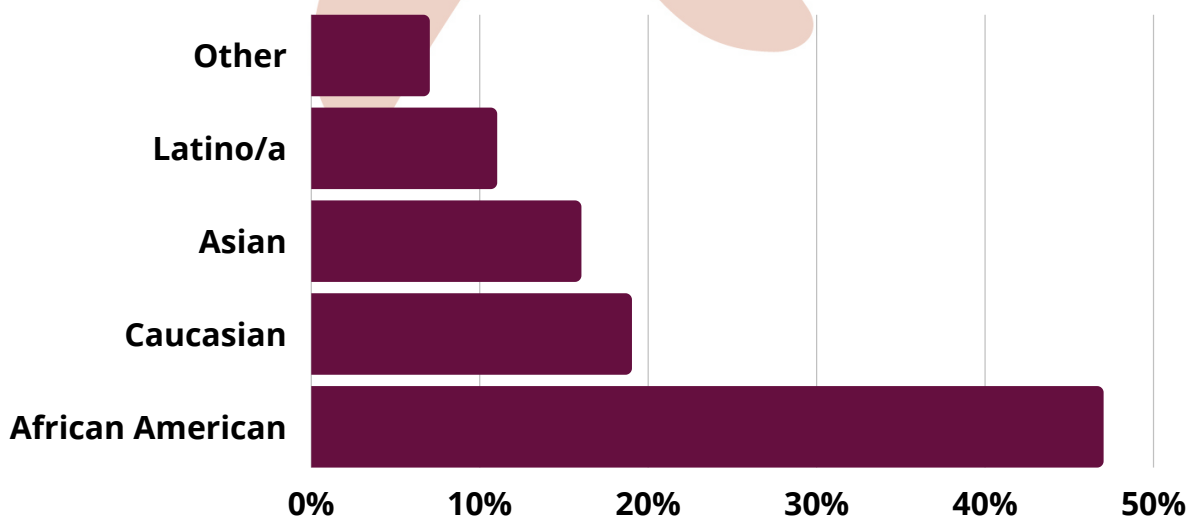
Age



Gender



Race

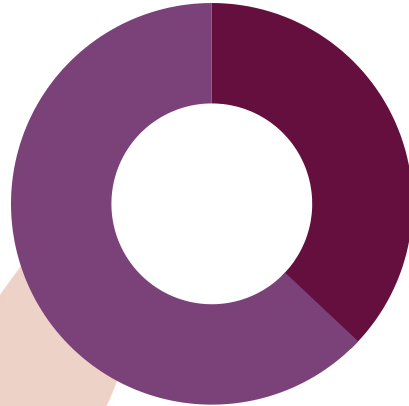


Those We Help

Employment

Unemployed
63%

Employed
37%

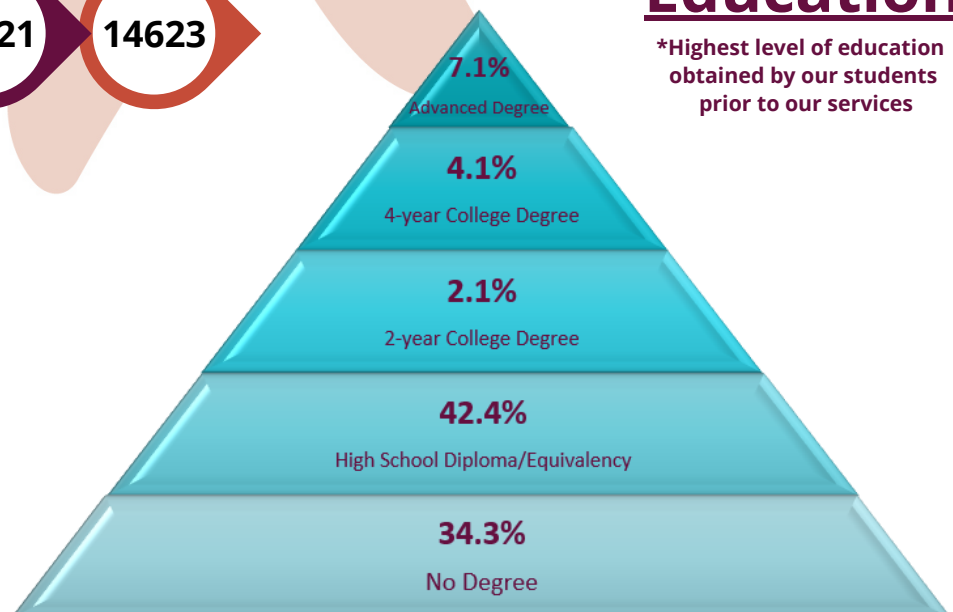


Top 10 Zip Codes Served



Education

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



Digital Literacy

PROGRAM HIGHLIGHTS & STATISTICS

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.



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 Preformed

Operate Devices:

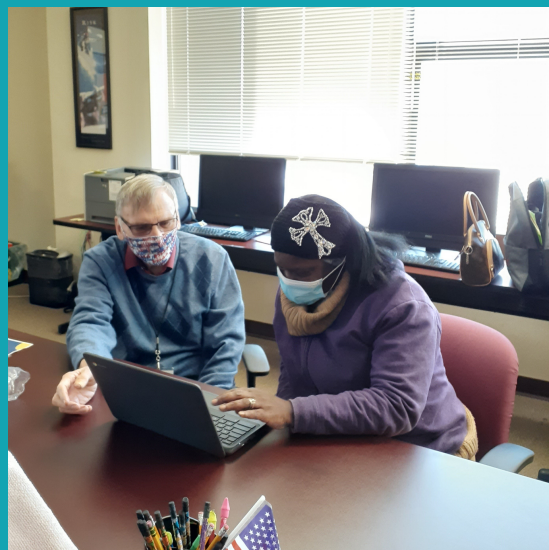
Use a desktop, laptop, tablet, or smartphone
Upload a document to email or a USB drive

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!



Digital Literacy

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.

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.

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.

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!

Brain Game



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-a-way. 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.

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.

Brain Game 2020 Champion



MassMutual NYS

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

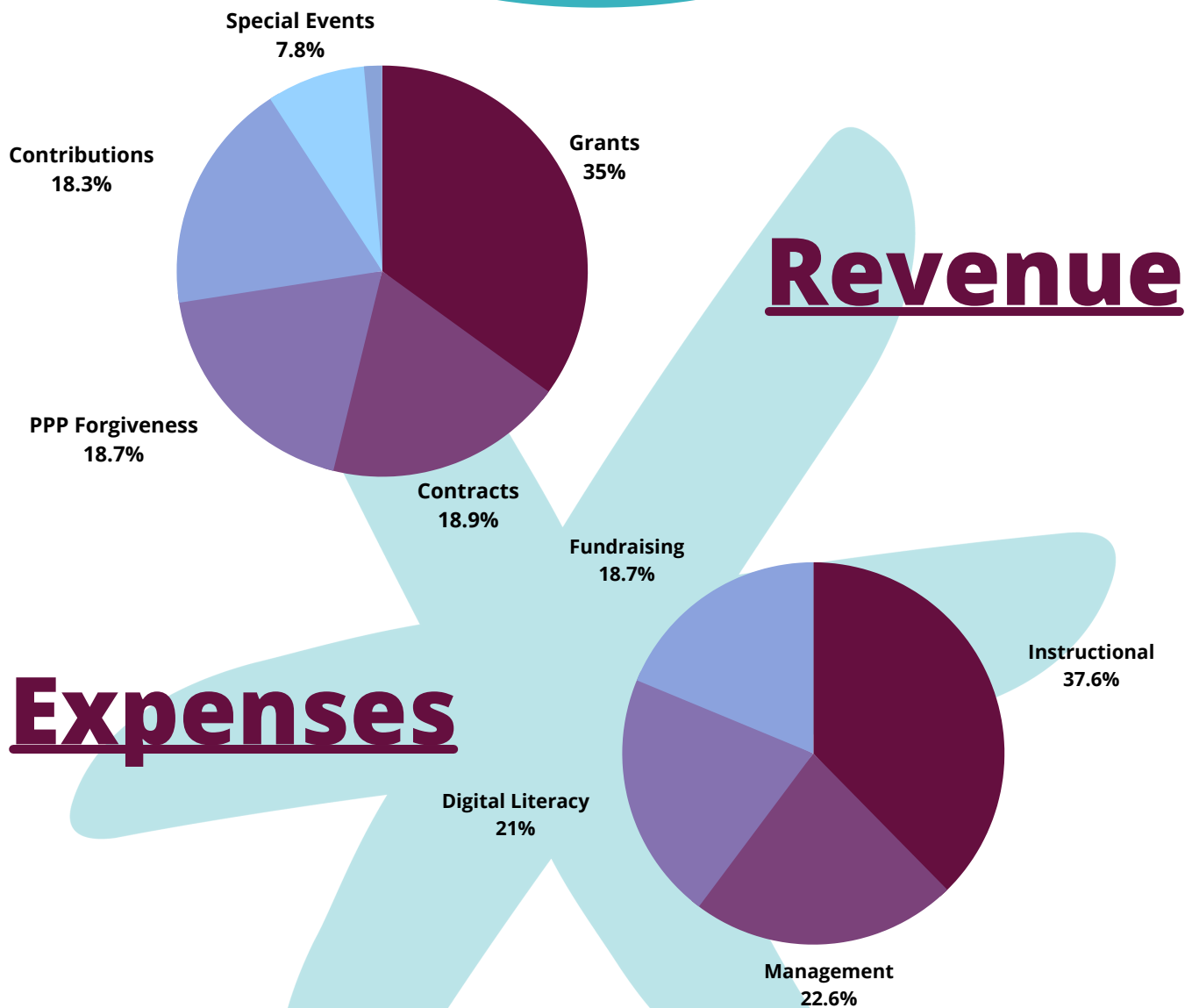


The Community Bookend Project was a new and innovative way for Literacy Rochester to engage the community's creativity and raise funds at the same time. The community designed 25 bookend sets that were then auctioned off and raised over \$1,500 to support our vital programming.



Financial Statement

*Unaudited



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

A decorative graphic in the bottom right corner of the poster. It features a large teal circle at the bottom, a smaller dark purple circle above it, and a large orange circle to the left. Diagonal lines in orange and dark purple are drawn across the background, creating a sense of movement and depth.

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