

**REACH**

**TEACH**

**UNITE**

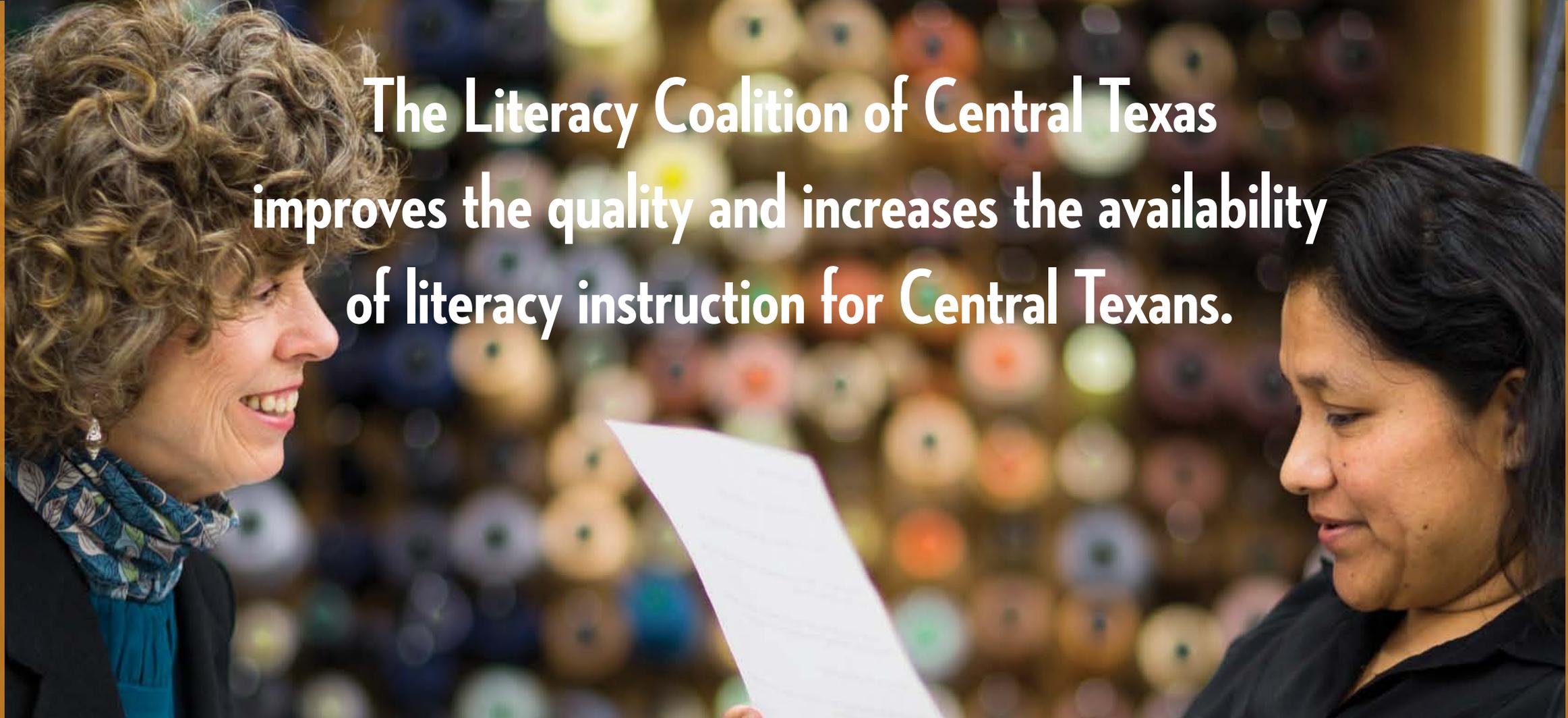
**2014**





A note  
from the  
Executive  
Director

It always amazes me what multiple people and agencies working together toward a shared vision can accomplish. 2014 was no exception. We worked with our partner agencies to launch two new, innovative programs that address the needs of some of the hardest-to-serve families in our community. We engaged new donors and stakeholders in the cause of literacy to dramatically improve our ability to meet the increasing demand for literacy services in the Austin area.

A large background image showing two women in profile, looking at a document together. The woman on the left has curly brown hair and is smiling. The woman on the right has dark hair and is looking down at the document. The background is a blurred wall of colorful, circular objects.

# The Literacy Coalition of Central Texas improves the quality and increases the availability of literacy instruction for Central Texans.

The power in our unified, collaborative programs was once again recognized with renewed contracts for services with the City of Austin and our statewide AmeriCorps program. We have proven that when we work together, we accomplish incredible things. Together, the Literacy Coalition's staff, board members, supporters, volunteers, and partner agencies have made a huge impact. Because of our combined strength, we've made great strides toward addressing our community's educational disparities. I hope that as you read this impact report you understand the power of the many agencies and individuals who came together to make these numbers and stories a reality in 2014.

- Meg Poag, MSSW



**Alyssa Haney**

One of 22 AmeriCorps\*VISTA volunteers serving at nonprofit agencies statewide

## AMERICORPS\*VISTA

“As iACT’s Outreach and Partnership VISTA, a large part of my position involves recruiting, training and coordinating volunteers, a responsibility I fall more and more in love with each day. Hands on Housing, our bi-annual home repair events, have become particularly special to me due to the magnitude of homeowners and volunteers I get to work with. At our fall repair event, I was a part of organizing **300 volunteers** from over 20 different faiths, student and professional groups to repair 9 homes. It was truly beautiful to witness the hard work and passion of the volunteers, the humility and kindness of the homeowners, and the gratitude of all involved. In the

weeks following the event, every single homeowner reached out through phone and mail to express the amazement they felt at experiencing the kindness of strangers. One homeowner wrote: “I write this with tears of great joy. Words cannot express our appreciation to iACT for the tremendous job of refurbishing our house. I wish I could give every participant a hug.”

Also incredible was witnessing great barriers transcended, with individuals of immensely diverse ethnicities, races, classes, and religions all come together in joy. Events such as Raise the Roof allow me to see in action iACT’s mission of cultivating peace and respect.”

39,303

Service Hours

\$223,935

Cash Resources Leveraged

\$52,427

In-Kind Resources Leveraged

53,000

Service Hours

2300

Learners Reached

32

Service Sites

Julia Quintana, one of the Literacy Coalition’s 32 Texas Family Literacy AmeriCorps members, served at El Buen Samaritano as Assistant Education Coordinator supporting their adult education programming. Julia also taught ESL classes and helped coordinate volunteers. Julia’s supervisors rave about her contributions as well as the quality and care of her interactions with their clients. We feel fortunate to have been able to work with Julia and see her continuing contributions to our community as a win for all concerned.

## TEXAS FAMILY LITERACY AMERICORPS

The Literacy Coalition of Central Texas AmeriCorps direct service program provides quality literacy services for an increasing range of early childhood, adult and family literacy learners. The Texas Family Literacy AmeriCorps program is on solid footing and is well-regarded by our funders, including the program’s primary funder, the One Star Foundation. We expect these efforts to grow significantly in the coming 2015-2016 service year.



**Julia Quintana**

Literacy AmeriCorps Member at El Buen Samaritano

"I get to study English with Araceli, Tacodeli's District Kitchen Manager, twice a week through ENGLISH @ WORK's tutoring classes. We often spend part of our sessions preparing for the weekly reports Chely gives on sales, labor costs, and food costs - complicated issues in any language! Lately we've experimented with a dictation exercise in which Chely brainstorms out loud what she'd like to report while I write down what I hear. The result is inevitably a half page (or more!) of notes that Chely can take with her to meetings. Chely's reaction the first time we tried this was priceless: "I said all that?!"

Sometimes we swap roles and Chely writes while I speak, the simplest switch from a speaking activity to a listening comprehension and literacy exercise. When I asked Chely what she liked about the activity she said,

"it gives us the opportunity to practice three things at once - speaking, listening, and writing." More importantly, she said it also helps her *dejar el miedo de hablar*. 'Losing the fear of speaking,' as she put it, has given her the confidence to make those important reports in English."

—Bekah Schmidt,  
ENGLISH @ WORK Instructor

## ENGLISH @ WORK

160

Students Served

9

Business Partners  
hosting E@W classes



## SPARK!

The Low Level Adult Basic Education pilot program began in January, 2014, in partnership with Goodwill, LifeWorks and Saint Alban's Literacy Tutoring. In October, the Low Level ABE pilot project became SPARK!, a program of the Literacy Coalition. The program, still in its infancy, served 25 students in 2014. The results? 60% of students who received at least 12 hours of instruction improved their reading by at least one grade level.

Jerry is a middle-aged man who joined SPARK! in October of 2014 after being out of school for more than 35 years. He had graduated from high school, but he was ashamed of his inability to read or write, and was afraid to seek help.

Soon after his first tutoring session, Jerry realized he didn't know more than a few letters of the alphabet. His tutor, Jacqueline, began by teaching Jerry how to identify each letter in its capital and lower case forms.

Now, Jerry has learned the alphabet and has begun learning how to sound each letter out, one at a time. Though

it is a slow and difficult process, Jerry feels rewarded with each successful sound he learns.

Jacqueline introduces a few new words to him each week. As he became more and more familiar with the words, Jerry asked Jacqueline to challenge him by writing a new, three-word sentence that he would read aloud.

Jerry stood in front of the dry erase board and stared at the words for about a minute. After attending SPARK! for less than one month, Jerry was able to read a sentence for the first time in his life: "I want it."

He continued to stare at the dry erase board for a few minutes as tears filled his eyes. He slowly nodded his head and repeated the sentence several times, out loud and to himself.

## PALS

In 2014, Play And Learning Strategies, or PALS, was successfully launched in center-based format at 4 Literacy Coalition partner agencies.

25

Families enrolled in first semester of PALS



## LEARNER WEB

Our self-paced, free computer literacy classes continue to help bridge the digital divide, and engage volunteers in our work.

550

Learners enrolled in 2014

1350

Volunteer hours spent in lab

“Since Esperanza started participating in our PALS program at Foundation Communities, the various PALS strategies have benefitted the relationship she has with her four-year-old son. An excellent example of this was seen during a live coaching session on Maintaining Children’s Interest. Esperanza could be observed following her son’s lead to focus his attention on their activity. In addition to her interactions with her son, Esperanza shared that she has also noticed positive changes in her interactions with her older daughters! As a PALS coach, it has been great to know she really enjoys learning how to apply these strategies with her children in her daily life. She has had perfect attendance so far these past 8 weeks!”

—Liliana Galvez, PALS Coach

## 2014 SPONSORS & DONORS

### FOUNDATIONS

Dollar General Literacy Foundation  
Tapestry Foundation  
Still Water Foundation  
RGK Foundation  
Sooch Foundation  
Buena Vista Foundation  
Tikkun Olam Foundation  
Aragona Family Foundation  
Topfer Family Foundation  
Shield-Ayres Foundation  
Donald D. Hammill Foundation  
Webber Family Foundation  
Trull Foundation  
Charles & Betti Saunders Foundation  
Pi Beta Phi Literacy Foundation  
SeaChange-LodeStar Fund for Nonprofit Success

### CORPORATE SUPPORTERS

Toyota  
H-E-B Tournament of Champions  
Silicon Labs  
Austin American-Statesman  
Kirkus Reviews & Texas Book Festival  
Akin Gump Strauss Hauer & Feld, LLC  
Dell  
Freescall  
Google  
Microsoft  
CreditCards.com  
Charles Schwab  
Half Price Books  
United Heritage Credit Union  
LCRA Employees’ United Charities  
Alamo Drafthouse Cinemas  
CLEARResult Consulting  
Guero’s Taco Bar  
Texas Capital Bank

### INDIVIDUAL DONORS (\$500+)

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Retta Van Auken  
Robert Schultz  
Bart Bombay  
Carrin M. Patman  
Stephen & Jill Wilkinson  
Alan Mayer  
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Jeremy Goodwin  
Blake Magee  
Laura Marsh  
Nancy & Emilio B. Nicolas  
Michael Simons  
Tom Wilkinson  
Anonymous

## LITERACY FORWARD

In 2014, Literacy Forward Received continued funding from the Dollar General Literacy Foundation to train new cohorts of English Forward trainers around the country. Training locations included Blue Ridge Literacy in Roanoke, VA, and Literacy Council of Reading-Berks, PA.

More than 100 instructors attended a new-teacher training, learning effective teaching strategies and best practices in literacy instruction.

The Literacy Coalition also hosted its first-ever English Forward Institute in 2014. Representatives from 7 literacy programs around the country came to Austin to become English Forward trainers, enabling them to take English Forward back to their home communities.



## HEALTH LITERACY FORWARD

100

Healthcare providers trained in five regional train-the-trainer sessions held in San Antonio, Arlington, El Paso, Waco, and Lubbock

15

Adult literacy instructors trained to infuse health literacy into their ABE, GED, and ESL classrooms using our “Empowering Adult Learners as Healthcare Consumers” curriculum

## LITERACY ILLUMINATES

Literacy Illuminates is the Literacy Coalition’s community-wide outreach and education effort. Its goals are to raise general awareness about the need for literacy services in the area, distribute educational and informational materials to low literate parents of young children, and to better connect social service professionals to the literacy resources that many of their clients need. To date, more than 12,000 pieces of easy-to-read educational materials have been distributed in the Austin area.

The Literacy Coalition proudly rebooted the campaign in October 2014 with funding from the Travis County Department of Health & Human Services and a deeper partnership with the United Way for Greater Austin’s 2-1-1 Navigation Center, and looks forward to continuing the work to connect those most in need to the literacy programs and resources that truly change lives.

## STAFF

Meg Poag  
Executive Director

Wendy Taylor Wampler  
Director of Literacy Support Services

Maegan Ellis  
Director of Development & Communication

Rip Rowan  
Director of Community Engagement & AmeriCorps

Emily Pulley  
Director of Instructional Programs

Stephanie Perry  
Director of Health Literacy

Jocelyn Connell  
Business Development Manager

Justin DeBrosse  
Literacy Forward Program Manager

Dorothy VanDeCarr  
VISTA Program Manager

Courtney Salcedo  
Program Manager

Becky Rhodes  
Operations & Office Manager

**PALS**  
Jamie McGillicuddy  
Clinical Supervisor

**PALS Coaches**  
Bill Davis  
Melissa Sanchez

**E@W Instructors**  
Victoria Estrada  
Denise Hunt  
Eric Torres

**AmeriCorps Members**  
Jacqueline Hadnot  
Adult Literacy Instructor

Liliana Galvez  
**PALS Coach**

Ali Ghilarducci  
**Client Support Specialist**

Vanessa Hernandez  
**PALS Coach**

Catherine Westerduin  
**Volunteer Coordinator**

**AmeriCorps\*VISTA Members**  
Jasmyne Gilbert  
**Fund Development Coordinator**

Kelsey Varisco  
**Program Support Specialist**

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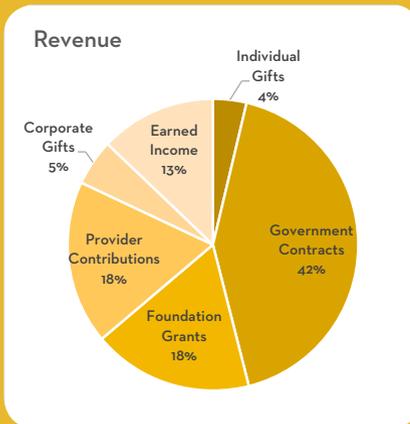
## 2014 FINANCIALS\*

January 1 - December 31

As part of its Organizational Risk Management Plan and in accordance with its Reserve Policy, the Literacy Coalition strives to retain three months of operating reserves in the bank. An operating reserve allows the organization to better focus on the successful delivery of its programs and be less susceptible to cash flow risks. The agency closed 2014 with approximately \$130,000 in reserves, and continues to work toward its goal of three months' operating cash reserve.

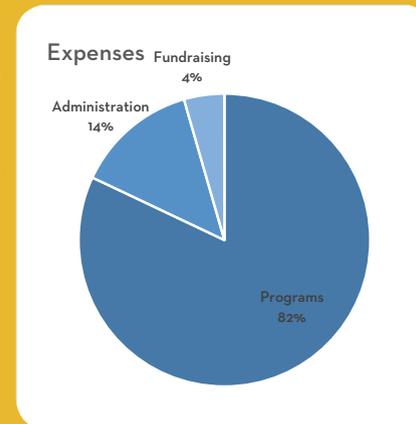
### Revenue

Individual Gifts	\$56,031
Government Contracts	\$635,846
Foundation Grants	\$267,740
Provider Contributions	\$272,676
Corporate Gifts	\$76,862
Earned Income	\$193,916
Other Revenue	\$617
<b>Total</b>	<b>\$1,503,688</b>



### Expenses

Administration	\$183,749
Fundraising	\$60,896
Literacy Forward	\$135,789
Health Literacy	\$80,929
Service Coordination	\$71,870
Public Awareness	\$23,978
AmeriCorps	\$582,991
VISTA	\$42,170
ENGLISH @ WORK	\$118,612
PALS	\$22,538
Learner Web	\$19,722
SPARK	\$17,727
<b>Total</b>	<b>\$1,360,971</b>



\*Financials represent trial actuals. For audited financial information, please refer to our most recently filed Form 990.

# 2014 PARTNER AGENCIES

ACE

Austin Community College

Advocacy Outreach

American Youthworks

Any Baby Can

Ascend Center for Learning

Austin Learning Academy

AVANCE

Bernardo Kohler Center

Book Spring

Capital IDEA

Communities In Schools of Central Texas: ASPIRE

Community Action, Inc. of Central Texas

Cornerstone Financial Education

El Buen Samaritano

Foundation Communities

Friendship International

Gonzales Learning & Career Center

Goodwill Industries of Central Texas

iACT

Lifeworks

Literacy Council of Williamson County

Manos de Cristo

Multicultural Refugee Coalition

Si Se Puede Learning Center

Southwest Key

Literacy Coalition of Central Texas

835 N Pleasant Valley Rd.

Austin, Texas 78702

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