We achieve this through:

Diagnostic testing and Educational Therapy (tutoring) for children and adults who struggle with reading, writing or spelling

Training educators in the Orton-Gillingham approach so that they can help students with dyslexia unlock the code to written language

Raising public awareness of the prevalence of dyslexia as well as the methods that are proven to teach reading
Greetings! We hope this Annual Report finds you healthy in these turbulent times. The Reading Center has weathered the COVID-19 storm well as we continue to navigate the changing conditions brought about by the Delta variant and lagging vaccination rates. Our community and donor support continues to be high, and we remain grateful to our loyal donors who help us to keep our doors open (or computers powered on) for the students who need our help learning to read.

**Pivot to Online Service.** When COVID halted our in-person services in the spring of 2020, The Reading Center’s program leadership quickly pivoted to training all staff in providing our services online. Starting in March 2020 nearly all program staff were trained in online tutoring, and we are pleased to report that we increased our tutoring sessions by 14% over 2019 levels - with the same high quality our students and families expect.

**Scholarship Need Increases.** Because many Reading Center families had their incomes negatively affected by the economic fall out in the early days of COVID, loyal donors like you helped by tripling our scholarship capacity, so that no family with demonstrated need would have to quit tutoring due to layoffs or furloughs. With that robust support, our scholarships increased by 43% and we awarded almost $84,000 in scholarships last year. We’ve continued to provide our highest scholarship levels yet in 2021 for families with a demonstrated need because of this support, and to increase the number of students we serve from communities of color, which is a strategic priority.

**Equity & Inclusion Efforts:** The Reading Center’s Equity and Inclusion Task Force began meeting in 2020 to take a deep dive into understanding who is and who is not coming to us for services, and the barriers that exist for groups underrepresented in our tutoring and staff ranks. **Dyslexia is equal opportunity, so we must reach more students from all backgrounds.** Kids of color are overrepresented among those who are not reading at grade level, and the stakes are more dire when they fail in school.

**Teacher Professional Development.** Thanks in part to foundation support, including that of Mayo Clinic, we were able to offer our five-hour online Dyslexia 101 course for free to any Minnesota educator. **Over 3,400 teachers took this course last year,** and we are pleased that the same funders are allowing us to offer the course again this year. We continue to work on new teacher professional development opportunities so that more dyslexic students are served by knowledgeable teachers, right in the classrooms where they are.

**Finally, in 2020 we marked the passing of a remarkable woman, a founder of The Reading Center: Jean S. Osman.** Jean touched so many lives due to her work here. She remained an effective tutor, actively tutoring until a few years ago. She embraced the online platform at an advanced age because she knew that this provided a way to reach students who otherwise would have no access to an O-G trained tutor. She was the consummate Master Teacher and helped train scores of adults in the O-G approach, so that more students would receive this critical instruction. She was thrilled when our Basic and Advanced O-G Institutes became available online for trainees. Jean provided a strong foundation for this organization, and we will miss her.

Thank you for your support of our mission, to ensure Literacy for All! We look forward to 2021 and beyond as we celebrate our 70 years of service, meeting the needs of the dyslexia community.

Chuck Brust  
2020 Board Chair

Cindy Russell  
Executive Director
2020 Donors to The Reading Center

The Reading Center is grateful to all of the donors that share our mission. Due to space limitations, the list below includes donors who have given $250 or more during 2020. If there is an omission or mistake, please contact Sarah Carlson-Wallrath, Director of Development. Thank you!

**$25,000 and Up**
Drs. Terri and Brooks Edwards
Harper Family Foundation
Mayo Clinic
Anna Mary and Terry Peterson
Rochester Home Infusion, Joselyn Raymundo and Sean McCauley
Rochester Plumbing & Heating Co, Inc., Greg and Denise Nesler
Scottish Rite Children’s Foundation

**Patrons $1,000 - $2,499**
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Carl Anderson and Sherri Whalen
Lucy and Mark Bahn
Elaine and Ken Bauman
Carlson Capital Management
Elaine Case and Bill Wiktor
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Paul and Kay Grinnell
Rick and Jane Haeftinger
Mike and Mary Harper
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Hunter McGovern
Joseph Messick
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Cindy Russell and Rick Pribnow
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Peggy Stoll
Derrick and Brittany Thompson
Al and Sharon Tuntland
Fay Van Vliet
Beth Wiegand
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**Fellows $500 - $999**
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Alan and Nadine Anderson
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Susan Carlsen
Cybergrants
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Goodhue County Cooperative
Gade and Mike Grinnell
Laura and Ian Heritage
Ilaya Rome Hopkins and Bob Hopkins
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Constance Williams and Michael Bostwick
Nancy and Scott Wolf
Bruce and Mary Wolfson
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Barbara Zelinske

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Carl and Verna Schmidt Foundation
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Jean S. Osman Trust
Olmsted Medical Center
Premier Banks Rochester
Rochester Area Foundation
Steve and Shelley Sperling

**Benefactors $2,500 - 4,999**
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Benike Construction
Sue Christenson
Crutchfield Dermatology Foundation
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Eugene Keller
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Peg and Ross Mattke
Jane Pompeian
Sharon O’C. Rome and Jeff Rome
Judy and Jim Sloan
Ron and Karen Stark
Erik and Eileen Thorpe
United Way of Dodge County

**Assistants $250 - $499**
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Barbara and David Arlander
Walter and Vivian Arps
Amy and Bobby Basnyat

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Jennifer Gowin
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Anne and Tony Proite
Betty Qualey
Dr. Daniel Rohe
Arlene and Ralph Sunday
Leo and Christine Stern
Gordy and Terri Stockinger
Joe Stortz
Kelly and Norman Turner
Ellen and John Villa
Paula Zollman
2020 Program Accomplishments

Despite a chaotic school year for our students and their families, we continued to offer our full spectrum of programs: testing, tutoring, classes, and adult training, throughout 2020.

Student Services

Educational Testing: The Reading Center conducted affordable testing for 100 students ages 7 to adult. Testing uncovers the nature of the student’s reading struggle, which gives critical information to their families and schools.

Orton-Gillingham Tutoring: Our talented staff of 55 tutors provided 11,375 sessions of Orton-Gillingham tutoring to 221 students through 1:1 tutoring.

Best of Basics Summer Program: Informed by the Orton-Gillingham approach, our month long, intensive, small group summer program for children ages pre-K to grade 12 was moved entirely online. Last year 29 students avoided the summer slide and improved their skills after a chaotic school year with disruptions and remote learning. 12 of these students moved into our 1:1 tutoring program.

Reading Readiness Screenings/Reading Clubs: 22 preschoolers, age 4-6, were screened for free using nationally normed tests that are predictive of reading failure for pre-readers. We were not able to hold our in-person parent/child classes in 2020 due to the pandemic, but many families were served in short 1:1 sessions online with our Direct of Reading Readiness, where they learned pivotal pre-reading skills.

Community Collaborations

Rochester Reading Champions, now in its seventh year, provides intensive, ongoing OG tutoring for free to at-risk children and young adults. This is one of our most fruitful partnerships with the Rochester Public Library, Boys & Girls Club, and Olmsted County Adult Detention Center. Last year, 28 students were provided 568 lessons.

In 2020 we joined with a new nonprofit focused on serving students and families of color. Urban Ventures works to break the cycle of poverty in South Minneapolis by supporting the whole child and whole family with a cradle to career pipeline of support, and for their students to attend college or post-secondary training. TRC will train more UV literacy staff thereby extending our reach to include more struggling students within communities of color in south Minneapolis.

Adult Education

Orton-Gillingham Training: The Reading Center trained 55 educators and parents in the Orton-Gillingham approach. We offered 6 online training opportunities. Accredited by the Orton Gillingham Academy, we offer a Basic and an Advanced Training to equip adults to teach struggling students from grade 1 to adult.

We added 12 trainees as Reading Center tutors following training and an extended practicum with an OGA Fellow or Master Teacher.

Outreach

Free Outreach Education: The Reading Center focuses on providing free, educational outreach to the public, so more parents and educators will understand dyslexia, and therefore more students with dyslexia will be identified and receive the help that they need. In 2020, we reached 3,438 educators with our free Dyslexia 101 course; 619 parents had their questions answered by our Program Navigators; and more than 84,000 people visited our website to view resources on dyslexia, Orton-Gillingham, and remediation opportunities.

Scholarships

$83,926 was awarded in scholarships to 19% of our students and trainees – a 43% increase over 2019. The generous response from our donors enabled us to meet the need created by COVID, enabling students to receive tutoring so that no child need go without effective, life-changing services due to lack of family resources. The COVID-19 pandemic has had real economic impacts on our families - pushing many into our scholarship program for the first time.

Advocacy

The Reading Center continues to advocate for all of Minnesota’s dyslexic students and their classroom teachers at the state capitol. A coalition of literacy partners including TRC, Decoding Dyslexia Minnesota, International Dyslexia Association – Upper Midwest Branch and Groves Academy joined again advocated for change through the legislative process in 2020. Our focus is on funding access to solid literacy instruction in our public schools. This is the best way to reduce the achievement gap in communities of color and even the playing field for families that cannot afford to seek outside help for their child to learn to read.
## 2020 Program Accomplishments

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>221</strong></td>
<td>Students served 1:1 in our Orton-Gillingham tutoring program in 11,375 individual sessions</td>
</tr>
<tr>
<td><strong>41</strong></td>
<td>Students took one of our classes – Best of Basics, Reading Club, Writing Class &amp; Study Skills</td>
</tr>
<tr>
<td><strong>55</strong></td>
<td>Adults were trained in our Orton-Gillingham Institute in one of 6 entirely online trainings</td>
</tr>
<tr>
<td><strong>84,000+</strong></td>
<td>People visited our website looking for information on dyslexia and structured literacy</td>
</tr>
<tr>
<td><strong>93%</strong></td>
<td>of all tutoring sessions were delivered online beginning March 2020!</td>
</tr>
<tr>
<td><strong>122</strong></td>
<td>Students were tested or screened for learning disabilities</td>
</tr>
<tr>
<td><strong>$83,926</strong></td>
<td>In scholarship dollars were awarded to students and trainees – a 43% increase over 2019.</td>
</tr>
<tr>
<td><strong>619</strong></td>
<td>Families received guidance and dyslexia information from our program navigators</td>
</tr>
</tbody>
</table>

### The Reading Center’s Reach

- 619 families received guidance from our Program Navigators
- 41 students took Reading Center classes
- 122 students were tested or screened
- 78 underserved students tutored in Partnerships: Urban Ventures and Reading Champions
- 221 students were tutored 1:1
- Educators who took our Dyslexia 101 course reached 85,700 students!
- Professional Members and HUB subscribers reached 1,265 students
2020 Reading Center Expenses

2020 Audited Financial Position

Current Assets $1,098,837
Property and equipment $3,746,924
Endowment (held by Rochester Area Foundation) $55,050
TOTAL ASSETS $4,900,811

TOTAL LIABILITIES $88,994

NET ASSETS
Unrestricted $4,790,031
Temporarily restricted $21,786
TOTAL NET ASSETS $4,811,817

TOTAL LIABILITIES AND NET ASSETS $4,900,811

SUPPORT AND REVENUE
Fee for Service $757,782
Donations $956,569
Interest and Dividends $7,574
Gain on Assets $221,486
Other/Misc. $174,010
TOTAL SUPPORT/REVENUE $2,124,773

EXPENSES AND LOSSES
Program Services $993,944
Management $232,154
Fundraising $100,090
TOTAL EXPENSES/LOSSES $1,326,188

Change in Net Assets $798,585

49% Tutoring/Testing
8% Specialized Classes
18% Educator Training
18% Management & General
7% Fundraising

Charities Review Council MEETS STANDARDS smartgivers.org
Board of Directors, 2020-21

Chuck Brust, D Sc, MBA, Chair, 2023
Enterprise Infrastructure Architect, Mayo Clinic

Carl Anderson, JD, Vice-Chair, 2023
Attorney, Anderson Law Firm

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Elaine Bauman, 2022
Reading Center Tutor and Master Teacher, Retired

Paul Bucher, JD, 2021
Attorney, Dunlap and Seeger Law Firm

Marla Burkhart, 2022
Investment Operations Manager, Treasury Services, Mayo Clinic

Marcia K. Henry, PhD, 2024
Professor Emerita, San Jose State University
Fellow, The Academy of Orton-Gillingham Practitioners and Educators

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Greg Nesler, 2023
President, Rochester Plumbing & Heating Co. Inc.

Anna Mary Peterson, 2023
Mayo Clinic Division of Audiology, Department of Ear Nose and Throat, Retired

Joselyn Raymundo, PharmD, 2022
Founder/Owner, Rochester Home Infusion

Joel Traver, EdD, 2023
Assistant Professor, Graduate Induction Program Director, Rochester Education Department
Chair, Winona State University College of Education

Key Staff 2020

Cindy Russell, Executive Director
Gade Grinnell, Office Manager
Amy Basnyat, Director of Testing
Sarah Carlson-Wallrath, Director of Development
Jan Hagedorn, Director of Reading Readiness
Fay Van Vliet, Director of Programming
Barbara Zelinske, Director of Teacher Training
The mission of The Reading Center/Dyslexia Institute of MN is to serve the needs of people affected by dyslexia. Founded in 1951 by Paula Rome and Jean Osman, The Reading Center began as a private, Orton-Gillingham tutoring business in Paula Rome’s basement. Paula Rome recruited Jean Osman, and together they established an organization of teachers in Rochester to work with individuals who were struggling with dyslexia. She taught them how to apply the specially designed instruction known as the Orton-Gillingham approach that she learned from her uncle, Dr. Paul Dozier, and his colleague, Dr. Samuel Orton. From the beginning, The Reading Center has enjoyed the high esteem of Mayo Clinic, from which we receive many referrals each year.

Over the years, The Reading Center has tested and tutored more than 10,000 students. Independent evaluation of our services has shown that our students increase their skills at rates that “exceed outstanding gains.” The Reading Center has provided Orton-Gillingham training to 2,500 adults in order to ensure that future generations of students with dyslexia may receive the specialized instruction they need. The Reading Center is one of only two centers west of the Mississippi that is accredited by the Orton-Gillingham Academy for training and tutoring.

The major programs of The Reading Center include: Orton- Gillingham Therapy/Tutoring, Specialized Classes, Orton-Gillingham Training, and Outreach Education about dyslexia.