The Reading Center
DYSLEXIA INSTITUTE OF MN
2021 Annual Report

858 dyslexic students served through testing & tutoring

13,085 1:1 OG tutoring sessions, $101,403 in scholarship dollars awarded to students & trainees

2,798 Minnesota educators participated in our free Dyslexia 101 course

$101,403 in scholarship dollars were awarded to students and trainees – an increase of 76% over 2019
Greetings to you, our stakeholders, and our many supporters! We are excited to share the progress and impact made toward our mission during 2021 at The Reading Center.

In 2021, we celebrated our 70th Anniversary of changing the lives of students with dyslexia. We held an in-person event at our new facility at 2010 Scott Rd. NW. During the second year of COVID, it felt hopeful to be able to join with other Reading Center supporters and alumni in person, to celebrate the work of this organization.

At the 70th Anniversary event, we honored both our 2020 and 2021 inductees to The Reading Center Hall of Fame. A truly impressive group of dyslexic individuals, many of whom are Reading Center alumni, stood as a living testimony to the impact of our effective organization on the lives of students. It is well worth your time to explore the full stories of these accomplished people, and you can do this on our website: www.thereadingcenter.org/hall-of-fame.

We adopted a new, ambitious 5-year Strategic Plan in 2021, and we expect that you will agree with us that our goals are important. If you would like to learn more about The Reading Center’s Strategic Plan please contact Jamie Schwaba at jschwaba@thereadingcenter.org.

We are off to a strong start in implementing this Strategic Plan, and have been experiencing support from funders, both current and new.

1. In the fall of 2022, watch for our Twin Cities satellite office. The satellite office will help us reach a larger number of significantly underserved dyslexic students in the Twin Cities area while we continue to expand our service in Rochester and throughout Southeastern Minnesota.

2. While we expand the students we teach in SE MN and the Twin Cities, we aim to recruit and train many more Orton-Gillingham (OG) tutors to meet the demand (including more tutors of color). We have begun supporting our expert program staff to gain their OG Academy certifications.

3. We have expanded our partnerships both in Rochester and in the Twin Cities with organizations serving low-income students of color, providing expert OG tutoring with no barriers. Additionally, we are working toward serving more low-income and students of color who are dyslexic through our traditional tutoring program, by providing needed scholarship dollars.

4. We are creating more online courses and online OG lesson planning resources for MN teachers, especially helpful to those who have taken LETRS training funded by the state of MN. Our courses align with the science of reading.

We are so grateful for the financial support of these priorities but know that there is much more to accomplish. If you are passionate about any or all of these priorities, please consider a multi-year donation to enable us to expand our capacity. Join us in our mission to ensure “Literacy for All”!

Gratefully,

Carl Anderson
2021 Board Chair

Cindy Russell
Executive Director
2021 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 2021. If there is an omission or mistake, please contact Jamie Schwaba, Director of Development.

Thank you!

**Super Heroes**

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- Mayo Clinic
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- Rochester Plumbing and Heating Co., Inc.
  - Greg and Denise Nesler
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**Assistants**

$250 - $499
- Anonymous
- Eric Anderholm
- Mark Anderson
- David and Barbara Arlander
- Julie Baughn and Jason Hardyman
- John Boespflug and Donna Drews-Boespflug

**Fellows**

$500 - $999
- Anonymous
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**2021 Donors to The Reading Center**

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**2021 Donors to The Reading Center**

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- Mark Anderson
- David and Barbara Arlander
- Julie Baughn and Jason Hardyman
- John Boespflug and Donna Drews-Boespflug

If there is an omission or mistake, please contact Jamie Schwaba, Director of Development.

Thank you!
## 2021 Program Accomplishments

### Student Services
- **252** students served 1:1 in our Orton-Gillingham (OG) tutoring program in 13,085 sessions
- **275** students were tested or screened for learning disabilities
- **62** students took one of our classes- Best of Basics, Reading Club, Writing Class & Study Skills
- **96%** of parents of Reading Center students shared that their child had made significant progress in reading since beginning OG tutoring
- **81%** of all tutoring were delivered online

### Educator Training
- **54** adults were trained in our Orton-Gillingham Institute in one of our 6 online trainings
- **2,798** Minnesota educators participated in our free Dyslexia 101 course
- **62%** Dyslexia 101 participants would like to see more similar opportunities
- **65,450** students are estimated to have been reached through educators who took our Dyslexia 101 Course
- **1,782** students reached through HUB subscribers

### Scholarships
- **$101,403** in scholarship dollars were awarded to students and trainees - an increase of **76%** over 2019
- **18%** of our students receive need-based for tutoring and testing; this is in addition to free tutoring through partnership programs
- **25%** of scholarship recipients identify as a person of color

### Community
- **27** students, including 4 adults participated in 788 free OG 1:1 tutoring sessions through our Rochester Reading Champions partnership, now in its seventh year
- **125** underserved students were tutored in South Minneapolis through our partnership with Urban Ventures for the second year
- **3** Urban Ventures Tutors were provided full Orton-Gillingham training

### Outreach
- **782** families received guidance and dyslexia information from our Program Navigators
- **98,000** people visited our website looking for information on dyslexia and structured literacy

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**Mission:** To serve the educational needs of those with dyslexia through testing, tutoring, teacher training and promotion of the science of reading.
2021 Reading Center Expenses

- $727,567.00 - Orton-Gillingham Therapy (Tutoring & Testing)
- $49,152.00 - Specialized Classes
- $219,345.00 - Educator Training
- $102,284 - Other Program Services (Outreach)
- $265,052.00 - Management & General
- $102,456.00 - Fundraising

7% - Fundraising
18% - Management & General
15% - Educator Training
3% - Specialized Classes
7% - Other Program Services (Outreach)
50% - Orton-Gillingham Therapy (Tutoring & Testing)

2021 Audited Financial Position

Current Assets $1,144,690
Property and equipment $3,687,646
Endowment (held by Rochester Area Foundation) $60,134
TOTAL ASSETS $4,892,470

TOTAL LIABILITIES $74,001

NET ASSETS
Unrestricted $4,818,469
Temporarily restricted $0
TOTAL NET ASSETS $4,818,469

TOTAL LIABILITIES AND NET ASSETS $4,892,470

SUPPORT AND REVENUE
Fee for Service $853,282
Donations $445,207
Investment Income $12,197
Other/Misc. $149,072
TOTAL SUPPORT/REVENUE $1,459,758

EXPENSES AND LOSSES
Program Services $1,098,348
Management $265,052
Fundraising $102,456
TOTAL EXPENSES/LOSSES $1,465,856
Carl Anderson, JD, Chair, 2023
Attorney, Anderson Law Firm

Ilaya Rome Hopkins, Vice Chair, 2024
Community Engagement Manager, Mayo Clinic

Joel Traver, Ed.D, Secretary, 2023
Assistant Professor, Graduate Induction Program Director, Rochester Education Department
Chair, Winona State University College of Education

John Caldwell, Treasurer, 2022
Vice President of Business Banking, Bremer Bank

Charles Brust, D.Sc., MBA, Past Chair, 2022
Enterprise Infrastructure Architect, Mayo Clinic

Marcia Henry, Ph.D, Founding Board Member, 2024
Professor Emerita, San Jose State University
Fellow, The Academy of Orton-Gillingham Practitioners and Educators

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

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

Amy Davis, 2022
Planning Services Administrator, Mayo Clinic

Ginger Holmes, 2023
Executive Director, Gift of Life Transplant House, Retired

Brian Moser, 2024
Director of Construction and Development, Titan

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

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

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

Eliot Tracz, 2024
Attorney, Dunlap and Seeger

Cindy Russell, Executive Director
Gade Grinnell, Office Manager
Amy Basnyat, Director of Testing
Jamie Schwaba, Director of Development
Ashley Lund, Director of Reading Readiness
Fay Van Vliet, Director of Programming
Barbara Zelinske, Director of Teacher Training
The Reading Center/Dyslexia Institute of MN (TRC) is a nonprofit organization with a mission to serve the educational needs of those with dyslexia through testing, tutoring, teacher training, and promotion of the science of reading. Founded in 1951 by Paula Rome and Jean Osman, the humble beginnings started with Orton-Gillingham (OG) tutoring sessions in Paula’s basement. Now, TRC has a new, beautiful, state-of-the-art home in Rochester that opened in 2019 where we provide expert services in addition to virtual services, as well as onsite partnerships in both Rochester and the Twin Cities.

During our 70 years of service, our tutors have worked with over 16,000 students and we have trained more than 6,300 educators. In 2021 alone, the educators we trained worked with nearly 12,000 dyslexic students across the state and nation.

We serve dyslexic students and trainees throughout Minnesota as well as 18% of students and 23% of trainees who reside in other states. All TRC tutors have completed our intense (125 hour) and comprehensive OG training. The Orton-Gillingham Academy accredits TRC training, one of only 2 such organizations accredited west of the Mississippi. Additionally, TRC is the only dyslexia serving organization in Minnesota that provides need-based scholarships and we’ve been doing so for our entire 70-year history.

You can help The Reading Center meet our vision of “Literacy for All” by donating today at: www.thereadingcenter.org/donate

The Reading Center’s Major Programs

**OG Therapy/Tutoring**
Highly trained tutors provide 1:1 sessions of O-G tutoring to improve reading skills. Additionally, we provide affordable testing for students aged 7-adult to uncover a student’s reading struggle, which gives critical information to their families and school.

**Specialized Classes**
Small group classes offered to children in Pre-K to grade 12 to improve reading skills. These programs are held onsite at TRC, online, and through partners at accessible locations.

**OG Training**
Accredited by the Orton-Gillingham Academy, TRC offers Basic and Advanced Training to equip adults to teach struggling students from grade 1 to adult. Additional trainings such as Dyslexia 101 and online resources are offered to support Minnesota educators.

**Outreach Education, Advocacy, and Promotion of the Science of Reading**
TRC provides information about dyslexia and training opportunities based on the Science of Reading. TRC also advocates for all of Minnesota’s dyslexic students and their classroom teachers at the state capitol as a member of the Dyslexia/Literacy Coalition.
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Rochester, MN 55901
website: www.TheReadingCenter.org
email: Read@TheReadingCenter.org
(507) 288 - 5271

Office Hours
Monday through Friday 9:00 am to 5:00 pm

2021 Reading Center Hall of Fame

Joyce Ball-Berry
Ph.D. M.P.E., Associate Professor of Neurology at Washington University School of Medicine

Sarah Beckman
Former Miss Minnesota and Reading Center alumnus

Rachel Berger
Founder and Executive Director of Decoding Dyslexia Minnesota

Mark Brecke
Reading Center alumnus, award-winning filmmaker and photographer

Andy Chafoulias
Reading Center alumnus, Owner and CEO of Titan Development & Investments

Mike Fogarty, Sr.
Former Reading Center parent and former CEO of CO Brown Insurance Agency

Alissa Henricksen
Owner of Grey Search + Strategy and Reading Center alumnus

Leo Stern
Principal at Stern Law Office and former partner at Fredrickson & Byron Law Firm

Ben Tilson
Reading Center alumnus and General Manager of Tilson’s Auto Repair

Andrew Wood
Reading Center alumnus and Senior Consultant for Ergonomics at Ferguson Risk Management