



2009-2010 Annual Report of Services, Impact and Value

The Center for Literacy (CFL) is the largest community-based nonprofit provider of literacy services in the country. The list below highlights key accomplishments from the 2009/2010 fiscal year.

LEARNERS – ADULT & YOUTH

CFL served **3,248 students** through a network of **69 learning sites** and a dedicated **staff of 69 professionals** and **248 volunteer tutors**.

Offered **63 community classes** throughout Philadelphia during the year in Adult Basic Education (ABE), GED, and English as a Second Language.

Graduated 31 students from the Adult Diploma Program; **139 total enrollment**.

Continued **provision of literacy specialists in five E³ Centers** (Employment, Education, and Empowerment Reintegration Centers for Youth), **directly serving 162 youth learners**.

Implemented the OASIS program, offering literacy instruction to in-school youth who are over-aged and under-credited.

Sustained an average gain per adult student of one grade level for every 50 hours of instruction, and an average gain of 2 grade levels for every 30 hours of instruction for individuals in the out-of-school youth programs; total **student contact hours = 176,081**.

Increased number of youth served in out-of-school youth programs, to a total of **342** individuals.

Offered 22+ tailored programs for adults, in-school youth, out-of-school youth, families, welfare recipients, workforce development, ex-offenders, the parent leadership academy, financial literacy, health literacy, distance learning and computer assisted instruction.

LEADERSHIP

Diversified board membership with **2 new members**. Experienced unprecedented Board participation in the field through program visits. Used Trustee Member evaluation and point system.

Established significant momentum at Board level through **6 engaged and active committees**.

Convened a **Program Improvement Team** that addressed specific target areas, including the development and pilot implementation of a mentoring program and teacher observation protocols.

CFL made **presentations at national and state conferences**, including Pennsylvania Association for Adult and Continuing Education, and the US Department of Housing and Urban Development.

Provided leadership on several city, state and national collaboratives, including Philadelphia Council on College and Career Success, Project U-Turn Steering Committee, the Philadelphia and Delaware County ABE Administrators Associations, and the Pennsylvania Association for Adult Continuing Education.

VOLUNTEERISM

CFL received 13,364 volunteer service hours from 248 volunteer tutors for a **value of \$170,391**, operating in every area of Philadelphia, in Delaware County and with Parole and Probation.

A total of **26 volunteer trainings** were hosted.

PROGRAMS & PRODUCTS

Continued distribution of **Toolkit for Serving Out-of-School Youth**, ISBN# 0-9785469-1-1.

Provided literacy services to **135 out-patient mental health clients** at Horizon House (facility).

Implemented year 2 of the **Integrated Literacy Model**, which provides literacy coaching and literacy specialists in an intervention for in-school youth reading below the 6th grade level.

Launched **Family Literacy programming** at People's Emergency Center and **Parental Literacy programming** at Belmont Charter School

Drafted 14 instructional units that constitute the **Life Experience Academic Diploma (LEAD) program and design**.

Opened **North Philadelphia Regional Center**.

Developed and implemented a **new ESL Volunteer Training** program.

Implemented contract to provide Philadelphia city workers with **workforce literacy instruction**.

Developed and implemented a five day training for newly hired **literacy specialists**.

Sold the Adult Literacy Handbook for Students and Tutors, 7th Edition. ISBN# 0-9785469-0-3.

Engaged research with the Educational Testing Service, Inc. and an **evaluation initiative** with Research for Action, including the piloting of non-cognitive modules.

EVENTS

Staff participated in or facilitated dozens of professional development seminars and workshops at the PAACE Conference, through the Mayor's Commission on Literacy (MCOL) and internal workshops; topics included instructional practice and materials, communications and capacity building. CFL staff also attended the national ProLiteracy/COABE conference in Chicago.

Hosted third annual CFL Institute, which provided professional development to all teaching and administrative staff.

Hosted **fourth annual Reading Writers event**, raising **\$72,978** for CFL's free-of-charge services to the community; event attracted largest amount of corporate support for CFL event in the past decade, yielding an ROI of 300%.

Issued the second annual **Literacy Champions awards** to IBM, Hope A. Comisky, Chaka Fattah, Monica Yant Kinney, and Sonia Sanchez.

The class of 2010 **commencement** honored more than **50 graduates who participated in the cap-and-gown ceremony**. The event featured Sonia Sanchez, world renowned poet and educator, as keynote speaker.

The Student SpeakOut event celebrated the work of 10 students, who read from the Student Speakout book, **published by CFL and including more than 250 student writings**. ISBN# 0-9785469-7-0.

Six (6) CFL tutors were inducted into the Tutor Hall of Fame at the Tutor Recognition event.

Coordinated the **2010 Literacy Freeze, in which 500 volunteers** publically *froze* in place to draw attention to the literacy crisis. The event was covered on major broadcast networks.

DEVELOPMENT

Generated **\$762,891 in philanthropic revenue**, and more than \$300,000 in new government grants.

Generated \$1,473,693 in government grants, \$1,708,390 in fee-for-service income, and \$762,891 in philanthropic revenue, in addition to several other revenue sources for total unaudited **revenue and support of \$4,269,248**.

Senior Grant Writer generated more than **\$1,800,000** in philanthropic requests; CFL **secured \$693,079** in corporate and foundation funding.

Strengthened **website**, which has **sustained 224,692 visits** from unique users since its launch in January 2009.

Developed real-time content management capabilities for the web site.

Developed and funded a budget for **Strategic Plan Initiatives**.

CFL maintains general and administrative expenses (overhead) around 9.5% below the national average of 10% for all nonprofits, including many in Philadelphia with an excess of 15%.

Most statistics refer to CFL Fiscal Year 2009/2010. Some refer to calendar year 2009. CFL is a 501 (c)(3) nonprofit founded in 1968. The official registration and financial information of the Center for Literacy may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement. Contributions are tax deductible to the fullest extent allowable by law.

DONORS

A list of individual and corporate donors may be found on the CFL website: www.centerforliteracy.org

FINANCES

The Center for Literacy Fiscal Year is from July 1 through June 30.

REVENUE

Government Contracts	\$ 1,473,693
Corporate/Foundation Support	\$ 604,457
Other Income	\$ 4,654
Individual Support	\$ 85,456
In-Kind Contributions	\$ 313,699
Fundraiser	\$ 72,978
Fee For Service	\$ 1,712,234
Investment Income	<u>\$ 2,077</u>

Total Revenue: \$ 4,269,248

EXPENSES

Program Services	\$ 3,714,627
General & Administrative Expenses	\$ 341,337
Fundraising	<u>\$ 30,500</u>

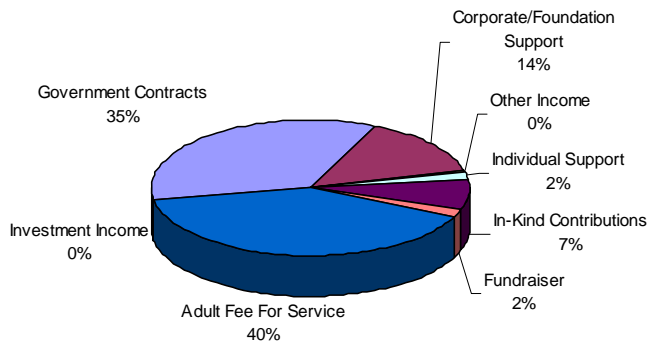
Total Expenses: \$ 4,086,464

Net Revenue/Expenses: \$ 182,784

Depreciation & Amortization \$ 42,663

Change in Net Assets \$ 140,121

Revenue



Expenses

