



2009 Summary Report of Services, Impact and Value

The Center for Literacy (CFL) is the largest nonprofit provider of community-based literacy services in the country. The list below highlights some of our accomplishments from the past year. (FY 2008/2009)

LEARNERS – ADULT & YOUTH

CFL served **3,765 Students** through a network of **78 learning sites** and a dedicated **staff of 49** professionals and **265 volunteer tutors**.

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

Graduated 53 students from the Adult Diploma Program; **253 total enrollment**.

Graduated 96 students from CFL's GED, ABE, and ADP programs.

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

Provided literacy support to Workforce Investment Act (WIA) funded youth programs: **90 youth learners**.

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 youth; total **student contact hours = 213,022.25**.

Increased number of youth served in out-of-school youth programs, exceeding **benchmark goal of 15%**.

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

LEADERSHIP

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 learner satisfaction form and student interest survey.

Diversified board membership with **5 new members**. Implemented a **Trustee Evaluation System**.

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

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

VOLUNTEERISM

CFL received 18,941 volunteer service hours from 265 volunteer tutors for a **value of \$241,498**, operating in every area of Philadelphia, in Delaware County and with Parole and Probation.

Total value of volunteer tutor hours and donated space: \$377,369.00.

PROGRAMS & PRODUCTS

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

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

Implemented the **Integrated Literacy Model**, which provides literacy coaching and 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 Pennel Elementary School.

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

Opened **North Philadelphia Regional Center**.

Won contract to provide Philadelphia city workers with **workplace literacy instruction**.

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

Engaged research initiatives with the University of Pennsylvania & Educational Testing Service, Inc.

EVENTS

Staff participated in or hosted dozens of professional development seminars and workshops through the Mayor's Commission on Literacy (MCOL) and internal workshops; topics included instructional practice and materials, communications and capacity building.

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

Hosted **third annual Reading Writers event, raising \$111,070** 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 374%.

Launched the **Literacy Champions award**.

The class of 2009 **commencement ceremony** honored more than **80 graduates who participated in the cap-and-gown commencement**. The event featured Pat Ciarrocchi, morning news anchor at CBS 3, as keynote speaker.

The Student SpeakOut event celebrated the work of 11 students, who read from the Student Speakout book, **published by CFL and including more than 200 student writings**. ISBN# 0-9785469-6-2.

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

FINANCE & DEVELOPMENT

Generated \$1,914,186 in government grants, \$1,370,230 in fee-for-service income, and \$510,001 in philanthropic revenue, in addition to several other revenue sources for **total revenue and support of \$4,197,768**.

Hired a **Senior Grant Writer** who generated more than \$1,000,000 in requests, and **secured \$375,000** in funding.

Of these grants, the majority were from new, untapped sources, offering CFL new avenues for building new partnerships in the philanthropic community.

Brought **new website** on line, and in first 12 months sustained **119,569 visits** from unique users.

ADMINISTRATIVE

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

Provided **3% wage increase** for all staff.

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 2008/2009. 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.