WE BELIEVE
EVERY ADULT has the ability
to FULFILL his or her life
through LITERACY.
We DEVELOP and PROMOTE
adult literacy learning,
content, and programs
to HELP adult learners,
and we ADVOCATE
on their behalf.
Dear Friend,

This year’s annual report highlights a cadre of new initiatives, which are the result of intense work over the last 18 months to right our ship. The strategic plan we unveiled in 2013 emphasized sustainability (as well as partnerships, content, and advocacy), and during this fiscal year, we capitalized on our ability to become more efficient and effective with our resources.

Through improved accountability, we’ve been able to speed up both accounts receivable and accounts payable, bringing greater certainty to our overall financial health. Some key grants and donations allowed us to completely pay off our debt. For the first time in many years, ProLiteracy is now debt-free. As a result, new financial support is being allocated to rebuilding our cash reserves and investing in product development.

We’ve also invested in our staff. This past fiscal year, we brought on a new controller and a program manager, both of whom are performing essential work in the adult literacy and basic education field to ensure our continued success.

Of our recent accomplishments, I note our new products, published through New Readers Press and targeted toward the high school equivalency (HSE) tests released in January 2014. As one of the few organizations producing materials aligned specifically with the three new tests, we’ve been a tremendous resource for students across the nation who are preparing to take their HSE tests.

ProLiteracy also hosted a major conference in Washington, D.C., which included meeting with more than 115 individual Members of Congress to impress upon them the importance of supporting adult literacy and basic education programs through funding and policy.

ProLiteracy continues to play a key role in contributing to public policy through engagement sessions with the U.S. Department of Education’s Office of Career, Technical, and Adult Education, and by offering feedback on regulations of the newly reauthorized Workforce Innovation and Opportunity Act.

Our commitment to create a world in which every adult has the right to literacy is stronger than ever. We look ahead to celebrating more accomplishments with you in the coming year.

Please read more details about our current work in the pages that follow, and thank you for your support.

KEVIN MORGAN
President and CEO
Sustainability
**National Book Fund**

This year ProLiteracy awarded more than $100,000 in National Book Fund grants to 65 community-based adult literacy and basic education programs around the nation.

Resources and materials are critical for our member programs and the adults they serve—to help them learn to read, write, and do basic math. Since its inception in 1995, ProLiteracy’s National Book Fund has awarded more than $2.9 million in grants, helping more than 305,000 adults, youth, and children improve their literacy skills.

**Romance Writers of America Annual Conference**

Romance Writers of America continued its support of ProLiteracy and the adult literacy field through its annual RWA Conference in San Antonio, Texas, in June. At each conference hundreds of romance authors meet with fans and sign books as part of the “Readers for Life” Literacy Autographing. All the proceeds from this event go to literacy organizations. This year, with the help of 500 authors, RWA raised more than $53,000. ProLiteracy is proud to be a recipient of a portion of these proceeds, along with Literacy Texas, Restore Education, and Each One Teach One San Antonio.

**California Department of Corrections and Rehabilitation**

In 2014, ProLiteracy won a generous competitive grant from the California Department of Corrections and Rehabilitation to adopt our popular *Voyager* and *Challenger* books for all 35 California state prisons.

**Buddy Up Project**

ProLiteracy continued its relationship with AT&T by partnering with member program LiteracyCNY to launch Buddy Up, which connects volunteers with 225 low-income, underserved Syracuse young adults who are enrolled in HSE instruction.
T_h  is book covers the topics and practices that appear on the GED® Science Test. Targeted lessons review content areas and critical thinking skills through passages, graphics, and questions like those on the GED® test—including short answer items. Three units focus on the GED® Science topics:

- Life Science
- Physical Science
- Earth and Space Science

Each lesson includes an introduction to one of the content area subtopics. Detailed explanations, diagrams, and definitions of key concepts and terms ensure understanding. Unit practice questions modeled on GED® test items will check your comprehension of science topics and practices. A practice test at the end of the book mimics GED® test items and will help determine your readiness for the GED® Science Test.
New Readers Press Titles

In a continuing effort to maintain our reputation as a leader in innovative adult learning, our publishing division, New Readers Press, has developed materials to benefit the changing HSE test market as well as the workforce and workplace literacy field.

An educated workforce is key to global competitiveness in the United States, so these new materials were designed to provide adults with the information they need to both take and pass the new HSE tests, and to become skilled for the 21st Century job market.

Women and Financial Literacy

Through support from Freddie Mac, ProLiteracy conducted research and released the white paper Women and Financial Literacy, which examined low-literate women and their role as personal finance managers, their obstacles to financial management, their struggle with personal credit scores, and their opinions about homeownership.

The report notes that roughly 14 million American women struggle with low-literacy skills, such as the ability to complete a job application, read a bank statement, or pass a driver’s exam. Financial literacy, or the ability to understand everyday financial matters such as earning, managing, investing, and donating money, is an additional hurdle for these women.

Workplace Literacy Guide

ProLiteracy recently released its Workplace Literacy Guide. With the financial support from Pitney Bowes, ProLiteracy developed this guide for literacy organizations considering greater involvement in official workplace education programs. Users of the guide can learn about practices and procedures used in a variety of workplace literacy programs and how to adapt them to fit the needs of their community.

ProLiteracy also conducted national webinars to provide additional information and answer questions about how to start a workplace program.
Hello, how are you?
I am good.
What about you?
I am well.
**Fire Safety**

Get Alarmed, North Side!, a project led by ProLiteracy in partnership with the Syracuse Fire Department, kicked off in June 2014 to help immigrant and refugee families on Syracuse’s North Side, especially those with limited literacy or English-language skills. The project, funded through the Federal Emergency Management Agency, plans to make 250 home visits to promote fire prevention and home safety and install smoke alarms. More than 1,200 long-life dual sensor smoke alarms were purchased for the project.

**Library Literacy Action Agenda**

Every day libraries help fulfill the crucial need for literacy among American adults. In fact, virtually all public libraries (99.3 percent) provide public access to computers and the Internet, and more than 87 percent of libraries provide formal or informal technology training.

ProLiteracy, in partnership with the Onondaga County Public Library and the American Library Association Office for Literacy and Outreach Services, launched a Library Literacy Action Agenda designed to help increase and expand adult literacy services in public libraries across the nation.

**AdCouncil**

In partnership with the National Center for Families Learning and with support from Dollar General, ProLiteracy continues to connect adult learners with local programs through the Ad Council. Our referral system took in a total of 15,783 calls in FY14, 90 percent of them from English-speaking adults. Each call was on average 2.8 minutes, as we worked to find the best local adult literacy and basic education program for each learner.

**Expanding Access**

ProLiteracy and several national partners, with support from Dollar General, launched a groundbreaking rural education initiative to increase access to literacy and English-language services in Ardmore, Oklahoma.

The partners will work with community leaders and the Ardmore school district over the next three years to enhance literacy and basic education services to adults, families, and children. To further support the initiative, a website serves as a hub for community information on resources and free programs.

The initiative will also result in a replicable and sustainable model of rural literacy development that can significantly improve the literacy, basic education, and/or English-language skills of children and adults, not only in Ardmore, but also in rural communities across the country.
Choose one area in which students would/could be pivotal:
- For students
- For program
- For community

Why do you think students should do this work?

How can the program support student work? Be specific.

What decision-making power are you willing/able to give up?

Could the help?
U.S. Conference on Adult Literacy

The U.S. Conference on Adult Literacy (USCAL), held in Washington, DC, October 31–November 2, 2013, brought together adult literacy advocates and educators to share new ideas, learn from leading thinkers, and inspire one another. Many attendees described USCAL as their adult literacy highlight of the year. One of those highlights included more than 115 visits to Congress, where adult literacy advocates met with senators, representatives, and their staff to discuss literacy issues.

Program for the International Assessment of Adult Competencies

At the request of the Department of Education, in March 2013, ProLiteracy invited its members to participate in a virtual engagement session on the Program for the International Assessment of Adult Competencies (PIAAC), which was released in October 2013. The questions focused on partnerships, emerging technology, volunteerism, and government involvement. We shared the responses from our member programs with Johan Uvin, the acting assistant secretary of education.
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Community Liaison  
Corona Public Library
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<th>Revenue</th>
<th>FY 14</th>
<th>FY 13</th>
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<td>Grants, Foundation and Corporations</td>
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<td>$603,320</td>
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<td>Contributions</td>
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<td>Publications</td>
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<td>Other</td>
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<td>285,793</td>
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<td><strong>Total Support, Revenue and Gains</strong></td>
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<td><strong>$7,726,245</strong></td>
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<td><strong>PROGRAM SERVICES</strong></td>
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<td><strong>Total Program Services</strong></td>
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<td><strong>OTHER (INCOME) LOSSES</strong></td>
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<td>Change in Value of Split Interest Trusts</td>
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<td>Unrealized (Gains) Losses on Investments</td>
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<td><strong>Total Expenses and Losses</strong></td>
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<td><strong>CHANGES IN NET ASSETS</strong></td>
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<td><strong>NET ASSETS, BEGINNING</strong></td>
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<td><strong>NET ASSETS (DEFICIT), ENDING</strong></td>
<td><strong>$6,374,372</strong></td>
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Dr. and Mrs. Leslie S. Goldstein
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