Every adult has a right to literacy.

We develop and promote adult literacy learning, content, programs, and advocacy to help adult learners.
Dear Friends,

William Pollard wrote in the 1800s that “Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.” While our commitment to create a world in which every adult has the right to literacy is stronger than ever, it’s our focus on innovation that allows us to bring life-changing education programs to more adult learners every day.

Our 2015 fiscal year saw major new initiatives undertaken designed to positively impact our mission. This annual report features the accomplishments, impact, and innovation of our adult literacy work during that time. Highlights include:

- **Cornerstone OnDemand Foundation** – ProLiteracy was awarded this software grant by showing our ability to scale an online resource for adult literacy curriculum, research, courses, and a community forum for tutors, trainers, and adult learners.

- **National Book Fund** – Our 20th anniversary in 2015 saw a record number of free educational books distributed to local literacy programs.

- **World Reader Phone App** – This partnership allowed us to make free, digital educational content available for cell phone users in developing countries.

I want to thank you for your ongoing support of adult literacy. Our accomplishments would not be possible without the donations, bequests, annuities, and memorial gifts that make it all possible.

Literacy is the foundation of any community and it’s important to remember the impact that adult education has on adults with low literacy. Marty Calanche, an adult learner and ProLiteracy board member, said it best in a recent article: “I am surrounded by people who care and who are helping me to improve my life and I love them all. I have always heard that it’s not how you start; it’s how you finish!”

KEVIN MORGAN
President and CEO
ProLiteracy continues to support Ardmore Literacy, a groundbreaking rural education initiative to increase access to literacy and English language services at three sites in Ardmore, Oklahoma. ProLiteracy received a third year of funding to support continued sustainability planning.

This year, a second similar rural education initiative began in Zanesville, Ohio. ProLiteracy is working with community leaders and partner programs to enhance literacy, workforce development, and basic education services to adults, families, and children in Zanesville.

In addition to the exciting work in Ardmore and Zanesville, ProLiteracy partnered with three domestic violence shelters in Florida and with the Florida Coalition Against Domestic Violence. These programs are working on financial empowerment, workforce development, and English language instruction. Classes have a strong emphasis on literacy skills while teaching survivors of domestic violence the skills needed to help them successfully transition out of shelters.

Family Violence Prevention Services in San Antonio, Texas, finished its Expanding Access project in May. Its literacy program “ProLit for Power” continues to successfully operate with partnerships and funding secured as part of its two-year sustainability planning. The program has received many notes of thanks from the adult learners. One student said, “It helps me with reading, writing, and math. I want to get my diploma...so I can support my girls.”
ProLiteracy and the American Library Association Office for Diversity, Literacy and Outreach Services have once again partnered to further efforts outlined in the National Library Literacy Action Agenda.

The agenda is designed to help libraries implement processes and procedures for institutionalizing adult literacy initiatives.

Through March 2017, the Adult Literacy: Libraries in Action Project will work with three diverse library sites and provide them with training and a collection of resources to help create personalized action plans for serving their communities’ adult learners.

This project provides the information and tools libraries need to go “all-in” on adult literacy, improving the lives of individuals and the health of communities across our country.
American Express: Women and Financial Literacy

ProLiteracy, through support from American Express, has developed a financial literacy education project aimed at helping women with low literacy skills to manage their money.

The goal of this grant program is to provide women with the confidence and knowledge they need to create personal or household budgets and to more actively participate in the management of their families’ finances.

The Women and Financial Literacy project includes updating the New Readers Press *Control Your Money* workbook and creating an online collection of companion resources and an interactive mobile application. A pilot group of 10 ProLiteracy member programs will help refine the project materials and resources so they can be shared with literacy providers nationwide.
In order to give 125,000 ADULT LEARNERS one book each, we have set a goal to raise $1 MILLION during the 20th anniversary year of the National Book Fund.
For the 20th anniversary, we launched a special fundraising campaign aimed at providing more instructors and students with quality learning materials.

The National Book Fund supports local literacy programs that provide services for basic literacy, adult basic education, English as a second language, and family literacy. Since the program’s inception, ProLiteracy has distributed more than 1,500 grant awards totaling more than $2.9 million worth of materials to organizations in 50 states and the District of Columbia. More than 360,000 adults, youth, and children improved their reading skills as a result of this initiative.

The National Book Fund’s grant acceptance rate this year was 80 percent, the highest ProLiteracy has been able to award to date. Kathryn B. Thompson, executive director of Tarrant Literacy Council in Fort Worth, Texas, said, “We operate our program on a very tight budget, and we are always looking for more funding for books. The grant we received helped us get our program on the right track, and made it possible for us to create a program that is a model for others in our community.”
With the support of the Cornerstone OnDemand Foundation, ProLiteracy will be able to impact over 150,000 adult literacy volunteers and students by the end of 2017.

Cornerstone OnDemand Foundation 2015 Impact Grant

ProLiteracy was selected to receive the Cornerstone OnDemand Foundation Impact grant for software and services, valued at $1 million.

The grant includes a two-year donation of Cornerstone OnDemand’s learning and development software and services and a range of pro bono learning and HR consulting services offered by the foundation.

The Cornerstone grant gives ProLiteracy the opportunity to create a robust, user-friendly, social, and seamless online learning experience that will make our education programs more broadly available. This will increase the accessibility of quality educational materials and training and will help literacy programs around the country serve more students more efficiently.

We are developing partnerships and enhancing the resources we offer so that we continue to lead the field in adult education advocacy and best-practice solutions.
ProLiteracy and Local PBS Station Partner for Financial Literacy

ProLiteracy continued its relationship with AT&T Aspire to partner with the Education Center of the public television station WCNY in Syracuse, New York.

This collaborative partnership offered a new, experiential program to help young adults learn the financial literacy skills they need to make good day-to-day decisions regarding money. The project reached 315 young adults in Central New York that are entering or soon to be entering the job market, and facing the challenges of money—opening bank accounts, paying bills, applying for loans, launching start-ups, and more.
In 2014-15 ProLiteracy worked with the Ecuadorian Electoral Council (CNE) on a project in Ecuador to strengthen democracy and civic participation through adult literacy.

The project focused on using literacy as a tool to help marginalized communities gain access to information about how to participate in local, state, and national elections. Participating in elections is mandatory for Ecuadorian citizens between 18 and 65; the targeted population for this project was indigenous women, the elderly, people with disabilities, and low-literate adults who struggle to understand how they can participate in the democratic process. Support for this project came from the National Endowment for Democracy.
ProLiteracy Partners with World Reader

ProLiteracy has begun working with World Reader to make adult literacy materials available to readers around the world on their mobile phones. World Reader is a non-profit organization dedicated to making illiteracy a thing of the past by providing digital books to people through a web-based mobile platform and e-reading tablets. ProLiteracy’s publishing division, New Readers Press, is providing materials free to World Reader, and has plans to pilot a project using their e-readers with one of our partners in Kenya. The program will focus on strengthening family literacy by allowing adult learners to use the e-readers for practicing reading to their children.

Lifesaving Literacy in Liberia

This past year, ProLiteracy supported a health literacy program in Liberia focused on educating women and their families about Ebola and other infectious diseases. ProLiteracy partner Imani House International (IHI) has a clinic in Brewerville, a community outside Monrovia that experienced intense devastation during the Ebola outbreak. Much of the spread of Ebola was tied to functional illiteracy. IHI regularly serves 17,000 people per year, many of whom are women and children. IHI created easy-to-read brochures to educate patients in the waiting room about Ebola and other subjects, such as nutrition, infant care, sanitation, and first aid, with an emphasis on changing behaviors toward spreading other infectious diseases like malaria and AIDS.

IHI REGULARLY SERVES: 17,000 PEOPLE PER YEAR
“Much of the spread of Ebola was tied to functional illiteracy.”
News for You
Around the World

*News for You*® has been helping new readers keep up with what is going on around the world for more than 50 years.

*News for You*® shares high-interest news and feature articles based on stories from The Washington Post and The Associated Press. Each paper includes seven easy-to-read stories at the 3-6 grade reading level.

This year, ProLiteracy launched a pilot project with the U.S. State Department’s Office of English Language Programs to make *News for You* available to students learning English in Russia, Uruguay, Argentina, and the Philippines. Students in Russia, Uruguay, and Argentina used *News for You Online* and learners in the Philippines utilized the printed version of *News for You*. The pilot program reached a total of 159 students in nine classes in all four countries.

With an emphasis on computer skills, New Readers Press had more than 8,000 adult learners access *News for You Online*. 
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Quality Materials for All High School Equivalency Tests

New Readers Press continues to publish quality materials for all adult learners looking to pass the high school equivalency test offered in their state.
With three tests available (GED®, HiSET®, and TASC) we published new products for all three tests:

**Visual Literacy**
A set of three workbooks written at a 6-8 reading level to give students a better understanding of how to interpret a variety of graphs, charts, diagrams, editorial cartoons, photographs, and more.

**Pre-HSE (High School Equivalency) Workbooks**
A set of seven workbooks written at a 6-8 reading level to give students the basic skills and content needed to accelerate to HSE test prep.

**Math Sense**
A series of three workbooks with the necessary content needed to pass the math portion of all three HSE tests.

In addition, New Readers Press rounded out its content-based offerings for the GED® test by publishing two new books:

- **Science for the GED® Test**
- **Social Studies for the GED® Test**

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**Preferred Provider of the GED Ready®**

New Readers Press is one of the GED Testing Service’s® preferred provider of the GED Ready®, the official online practice test for the GED® test. NRP sold more than 200,000 GED Ready® vouchers to help test-takers achieve their goal of earning a high school diploma.

**New Digital Challenger**

To prepare for release of its first digital interactive e-reader, Digital Challenger was piloted in programs throughout the U.S.
Awareness
ProLiteracy was pleased to share a special literacy letter of support written by national best-selling author Nora Roberts.

Through her foundation and individually, Nora Roberts has been a valued, longtime supporter of ProLiteracy and the adult literacy field. Nora’s “Letter for Literacy” emphasizes the joy and power of reading that is missed by those who struggle with low literacy. In her letter, she encourages the public to support organizations like ProLiteracy and its members to help adults gain the most necessary and basic skill of reading.

ProLiteracy used the letter in a national ad that ran in the USA Today “Back to School Guide.” The ad was seen by more than 1 million people and posters of the letter were sent to 1,000 literacy centers.
Workforce Innovation and Opportunity Act

In July 2014, the United States Congress passed important legislation for the adult literacy field – the Workforce Innovation and Opportunity Act (WIOA).

Passage of WIOA ensures that a continued federal commitment to adult education will remained codified in law. This is an important milestone for the field, as the act had not been reauthorized since 1998.

In June 2015, on behalf of its member network, ProLiteracy submitted comments to the Departments of Labor and Education on the proposed regulations governing implementation of WIOA. ProLiteracy’s suggestions centered around the following:

- The new system’s focus on rapid advancement to postsecondary education or employment, which can be a challenge for low-level adults
- The importance of including non-traditional service providers, including CBOs and volunteer-based organizations, in local workforce investment boards
- Requesting English Language Learning provisions that are not exclusively focused on career pathways
- Additional evaluation and measurement procedures that meet employment and education needs of low-level learners and that do not financially burden smaller service providers.
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Revenue

Grants, Foundations and Corporations $589,122
Contributions $907,143
Programs $224,275
Publications $8,136,268
Other $351,567
TOTAL SUPPORT, REVENUE AND GAINS $10,208,375

Expenses and Losses

PROGRAM SERVICES
Programs $1,346,969
Public Education/Advocacy $6,050
Publishing $5,384,499
Total Program Services $6,737,518

SUPPORT SERVICES
Office of the President/Finance and Administration $1,512,242
Communications $287,266
Bad Debt Expense $2,899
Total Support Services $1,802,407

TOTAL OPERATING EXPENSES $8,539,925

OTHER (INCOME) LOSSES
Change in Value of Split Interest Trusts $170,598
Unrealized (Gains) Losses on Investments $293,978

TOTAL EXPENSES AND LOSSES $9,004,501

CHANGES IN NET ASSETS $1,203,874

NET ASSETS, BEGINNING $6,374,372
NET ASSETS (DEFICIT), ENDING $7,578,246
Total Contributions

- Bequests $404,876
- Unrestricted Gifts $348,380
- Direct Mail $104,702
- Endowments $25,280
- Planned Gifts $12,795
- Workplace Contributions $6,214
- Other $4,896

Total Contributions by Year

2013 $846,315
2014 $842,030
2015 $907,143

Total Grants

- Corporate $578,903
- International $37,500
- National Book Fund $27,738
- Federal Grant Refunds -$55,019

Total Grants by Year

2013 $603,320
2014 $571,939
2015 $589,122
How We Use Our Funds

- Program Services 79%
- Management and General 18%
- Communications 3%

Nature of Our Programs

- Education Materials 80%
- Programs and Professional Services 19%
- Strategic Initiatives/Building Capacity 1%

Sources of Support and Revenue

- Publications
- Contributions
- Grants, Foundations and Corporate
- Program Services
- Other
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