OUR MISSION

Every adult has a right to literacy. We develop and promote adult literacy learning, content, and programs to increase adult literacy rates worldwide.

OUR VISION

To be a leading innovator, resource, and voice in adult literacy education.
Dear Friends:

Because of you, our fiscal year, which ended June 30, 2017, was filled with inspiration, innovation, and impact for those adults most in need. Your support enabled us to continue our mission to improve adult literacy rates and help communities around the globe. As always, our vision is to be the leading innovator, resource, and voice in adult literacy education. That vision was brought into focus by a variety of new projects launched during this past fiscal year, including the following:

- The launch of the new ProLiteracy Education Network with a comprehensive collection of free online courses and resources for adult literacy and ESOL instructors, program staff, trainers, and adult learners
- Twenty new products introduced by our publishing division, New Readers Press, which for 50 years has been providing educators with the instructional tools they need to teach adult students the skills that will help them achieve their goals
- The publication of a new white paper, *The Case for Investment in Adult Basic Education*, which examined the positive correlation between participation in adult basic skills programs and increases in income levels over time
- Inroads being made by our ongoing grassroots advocacy efforts, as indicated in our third annual national poll which showed public awareness of the adult literacy issue has risen 20% in the last year

We thank you for your encouragement and support as we strive to improve the lives and literacy skills of adults everywhere.

With gratitude,

Kevin Morgan
President and CEO

Nikki Zollar
ProLiteracy Board Chair
Results help us track our impact, and you can count on it ...

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults reached annually to improve their literacy skills</td>
<td>500,000</td>
</tr>
<tr>
<td>Adult learners serviced by member programs</td>
<td>222,397</td>
</tr>
<tr>
<td>Adults reported obtaining a job or better job as a result of increasing literacy skills</td>
<td>16,300</td>
</tr>
<tr>
<td>Instructors/volunteers per year</td>
<td>85,490</td>
</tr>
<tr>
<td>People visited dedicated advocacy pages on the website</td>
<td>6,500</td>
</tr>
<tr>
<td>Social media engagements increased by</td>
<td>84.1%</td>
</tr>
<tr>
<td>Visitors to the website</td>
<td>48,000</td>
</tr>
<tr>
<td>Social media impressions</td>
<td>1,454,951</td>
</tr>
<tr>
<td>Instructors and administrative volunteers provided hours in service</td>
<td>13.7 million</td>
</tr>
<tr>
<td>Individuals reached with National Book Fund® materials</td>
<td>21,742</td>
</tr>
<tr>
<td>Public awareness of adult literacy as an issue increased to</td>
<td>77% (from 63% the previous year)</td>
</tr>
<tr>
<td>Adult education instructional materials shipped</td>
<td>526,923</td>
</tr>
</tbody>
</table>
In 2016, ProLiteracy created a Theory of Change model that takes into consideration not only the results of our work, but also a rationale behind why we think our work will have a positive impact, how our work is different than that of other adult literacy organizations, and how we test and prove these assumptions.

The Theory of Change is at the heart of our strategy. It is the foundation for the development of an impact-measurement framework. It is a tool to help us describe the need we are trying to assuage, the changes we want to execute (our outcomes), and what we plan to achieve (our activities).

We identified three intermediate outcomes to help us reach our final goal:

1. Increased access to educational resources for adults who want/need to improve their literacy skills
2. Improved effectiveness and efficiency of adult literacy programs
3. Increased adult education funding from donors, foundations, and public policy

ProLiteracy is committed to developing programs and activities that will help us to achieve these intermediate goals and to reach our final goal of advancing the literacy skills of 1,000,000 adults annually.
PROGRAMS
ProLiteracy Education Network

We are pleased to announce the launch of the new ProLiteracy Education Network. The site is a robust, user-friendly platform that provides online instructional resources to adult education practitioners, administrators, and learners.

Resources include:

- Online courses that have been updated and are more engaging
- PDFs, links to relevant websites, and interactive classroom activities and exercises
- Demonstration videos and lesson plans
- ProLiteracy’s National Quality Standards for Program Management, a collection of standards and resources designed to help programs improve their quality and effectiveness
- Topical discussion forums with an emphasis on providing a platform for adult literacy advocates to network, share ideas, and upload resources to increase the accessibility of quality educational materials and training, and help serve students more efficiently

To date, Education Network has over 2,000 registered users and 28,000 site visitors.

Adult Literacy: Libraries in Action Project

ProLiteracy and the American Library Association Office of Diversity, Literacy, and Outreach Services have advanced the efforts outlined in the National Adult Literacy through Libraries Action Agenda with the launch of a free online course. The course is intended to help libraries across the country integrate adult literacy services and policies, and collaborate with their local adult literacy providers. This course provides library staff with the training and knowledge to help adults with low literacy pursue their educational, work, and life goals.

The online course is designed so that, after finishing the Introduction and Community Needs Assessment modules, library staff can choose which additional modules they wish to take based on their library’s needs. The modules include information about building and promoting a collection of print and digital materials that meets the readability needs, goals, and interests of adults with limited literacy. The course increases access to technology to better serve adults with limited literacy or English language skills, and includes recommendations on how libraries can form collaborations and strategic partnerships to support adult literacy in their communities.

The course, and several accompanying resources, developed with support from the Institute for Museum and Library Services, is now available on ProLiteracy’s Education Network.
National Book Fund® Celebrates its 22nd Anniversary

ProLiteracy just completed its 22nd year of the National Book Fund®, a donation-supported effort that supplies educational materials and resources to local adult literacy providers across the country. The National Book Fund was established in 1995 to help adult education programs meet the growing needs of underserved populations in their communities. Since then, ProLiteracy has distributed more than 1,850 grants totaling over $3 million in materials to service providers across the U.S. As a result, nearly 400,000 people have improved their reading skills.

ProLiteracy raises money for the National Book Fund annually, which goes directly toward that year’s awards. This year, we were able to raise enough money to award a total of $113,000 worth of materials to 65 programs.

Each year, ProLiteracy comes closer to reaching its goal of raising $1 million for the National Book Fund. To date, we have raised approximately $567,500. If we can reach our fundraising goal, ProLiteracy will be able to supply New Readers Press books and other educational materials and resources to an additional 125,000 learners by July 2018.
Snow Speaker Series Promotes Nonprofit Success

ProLiteracy presented four events in the Snow Speaker Series, funded by the John Ben Snow Memorial Trust. ProLiteracy used the live events to address challenges that literacy and other human service providers face. The Snow Speaker Series addressed topical issues to help organizations better serve clients, increase efficiencies, and ultimately provide more adults the skills they need to succeed.

This series spanned from September 2016 through June 2017. The live events were held in the Ruth J. Colvin Center at ProLiteracy’s headquarters and were attended by representatives from nonprofit organizations throughout Central New York. The events were also live-streamed via YouTube at no charge to our member programs across the United States.

The topics the series covered were social media, advocating for your program, collaboration and strategic partnerships, and volunteer recruitment and retention. Syracuse-area experts led the discussions and answered questions from the live in-studio audience and ProLiteracy’s members that were viewing online.

Performance Management Project

In October 2016, ProLiteracy was selected to participate in a Performance Management Learning Community through support from the Central New York Community Foundation. The learning community helps organizations track and measure performance data to evaluate and communicate their effectiveness.

As part of the grant, ProLiteracy has built the capacity to measure and evaluate the effectiveness and positive outcomes of our online education platform, ProLiteracy Education Network. ProLiteracy has been using the skills learned to advance the measurement on our Theory of Change, and applying the experience to our internal culture of data.

Throughout the past year, ProLiteracy has worked alongside other community organizations to collaborate, share learning experiences, and improve the services we provide to our network.
Measuring Adult Literacy Every Year

Every year, ProLiteracy conducts a survey of our member organizations in all 50 states to get a picture of our network’s activities related to adult literacy services, including methods of instruction, program funding sources, types of students, and multi-year trends in the field.

With the Annual Statistical Report, we use the data to further our advocacy, awareness, and fundraising efforts on behalf of all member organizations. We support literacy programs by helping them provide quality services and access to more resources.

The 2015-2016 Annual Statistical Report is based on data from member programs serving 222,000 students with more than 85,000 instructors and volunteers. ProLiteracy members may use this statistical report data to:

- Identify trends that may affect their program’s work
- Compare their organization’s statistics to national averages
- Assist with advocacy, public relations, and fundraising efforts

This year’s report highlights varying areas of progress in terms of adult learners gaining more access to literacy services. Some noteworthy statistics include:

1. The percentage of students who enter programs with less than a 12th-grade education has dropped significantly—from 70% to 59%—since 2010.

   **Percentage of Students With Less Than a 12th-Grade Education**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-2011</td>
<td>70%</td>
</tr>
<tr>
<td>2011-2012</td>
<td>67%</td>
</tr>
<tr>
<td>2012-2013</td>
<td>67%</td>
</tr>
<tr>
<td>2013-2014</td>
<td>63%</td>
</tr>
<tr>
<td>2014-2015</td>
<td>59%</td>
</tr>
<tr>
<td>2015-2016</td>
<td>59%</td>
</tr>
</tbody>
</table>

2. The percentage of students who are unemployed is 35%.

   **Percentage of Students Unemployed**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-2011</td>
<td>37%</td>
</tr>
<tr>
<td>2011-2012</td>
<td>36%</td>
</tr>
<tr>
<td>2012-2013</td>
<td>32%</td>
</tr>
<tr>
<td>2013-2014</td>
<td>45%</td>
</tr>
<tr>
<td>2014-2015</td>
<td>36%</td>
</tr>
<tr>
<td>2015-2016</td>
<td>35%</td>
</tr>
</tbody>
</table>
Since the 2007-08 statistical report, the percentage of programs receiving federal and/or state funding has decreased from 49% to 36%.

FACT: 57% of basic literacy learners are taught through one-to-one instruction.

FACT: Instructors and administrative volunteers provided 13.7 million hours in service last year.

FACT: Approximately 16,300 students reported obtaining a job or better job last year as a result of increasing literacy skills.

The percentage of instructors age 60 & older has increased from 35% to 47% in 6 years.

<table>
<thead>
<tr>
<th>Instructors (By Age)</th>
<th>15 &amp; under</th>
<th>16-18</th>
<th>19-24</th>
<th>25-44</th>
<th>45-59</th>
<th>60 &amp; older</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0%</td>
<td>1%</td>
<td>8%</td>
<td>19%</td>
<td>25%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Since the 2007-08 statistical report, the percentage of programs receiving federal and/or state funding has decreased from 49% to 36%.
Expanding Access to Adult Literacy

The Expanding Access project seeks to expand access to literacy services within a community by helping social service agencies add sustainable adult literacy services to their existing offerings. This approach reaches new populations that do not currently have access to adult literacy and basic education services, and develops models and resources that are replicable in different types of organizations and scalable in communities nationwide.

ProLiteracy, with support from the Dollar General Literacy Foundation, works with partner programs to make literacy, workforce development, and basic education services available to adults and families, with the goal of transitioning learners into more traditional adult education opportunities.

ProLiteracy continues its community expansion initiatives in Ardmore, Oklahoma, and Zanesville, Ohio. Additionally, ProLiteracy, the Florida Coalition Against Domestic Violence, and the Florida Literacy Coalition have expanded their pilot project with three domestic violence shelters to include 29 shelters statewide. The shelters work with domestic violence survivors to develop English language and literacy skills in the context of financial empowerment and workforce development, equipping them with skills to successfully transition out of abuse.

Workforce Curriculum for Immigrants with Limited English

As thousands of entrepreneurially minded immigrants and refugees work to establish economic stability for their families in the United States, there remains a substantial demand for basic English business knowledge. Roughly 50 percent of immigrants and refugees who come to the U.S. each year function at low levels of literacy, which limits their access to jobs and job training, college, and citizenship.

With a grant from the Pitney Bowes Foundation, ProLiteracy developed an online training course specifically for instructors of low-income immigrants and refugees who are learning English. The small business enterprises project helps these immigrants develop literacy competencies while they learn personal and business financial skills within the context of starting and operating small enterprises.

The goal of this course is to provide programs with the practical knowledge, resources, and educational tools necessary to successfully deliver ProLiteracy’s proven Integrated Workforce Curriculum. The new training course helps instructors adopt the curriculum so they can more efficiently help entrepreneurial-minded immigrants acquire the English language and workplace skills they need to build sustainable small business enterprises.

After a successful multi-stage piloting process, the online training course will be added to the ProLiteracy Education Network for our national member network of over 1,000 literacy providers.
African Women’s Health Literacy Project

The infectious diseases that plague Liberia due to poor sanitation and nutrition are well known. Communities already face challenges related to poverty, sanitation, and access to clean water. These issues, combined with the effects of the 2014 Ebola outbreak, have placed communities in dire need of assistance.

Through a grant from The West Foundation, ProLiteracy initiated a health literacy project in Liberia. ProLiteracy worked with partner Imani House International (IHI) to deliver health education resources and training to be used in its literacy program and clinic.

IHI in Liberia serves impoverished adults, many of whom have been displaced by or suffered severe losses from Liberia’s civil war. Ninety percent of the learners are women who have dropped out of school to make a subsistence living selling goods in the marketplace. “Market women,” as they are called, work in squalid conditions, where their children, whom they must care for while they work, face danger and disease.

ProLiteracy outlined content for a health manual designed to help women with low literacy skills learn about, and better understand, issues related to their health. There is an emphasis in the manual on the infectious diseases that affect many Liberians but also provides strategies to improve health, hygiene, and nutrition, and includes tools to help teach others.

ProLiteracy is active in 25 countries, working with a network of grassroots partner programs in order to increase literacy, reduce poverty, improve health, and advance human rights. The map of Africa highlights a few of the countries in which ProLiteracy has partnerships.
ProLiteracy Partners with Worldreader

Literacy is transformative: It increases earning potential, decreases inequality, improves health outcomes and breaks the cycle of poverty. Yet there are almost 800 million low-literate adults in this world and 250 million children of primary school age who lack basic reading and writing skills. Books are necessary for the development of these skills, and still 40% of schools in Africa have few or no textbooks.

ProLiteracy is partnering with Worldreader, an organization that provides reading materials to users on provided mobile phones and e-readers. ProLiteracy has contributed instructional content from our publishing division, New Readers Press, to help learners worldwide increase their reading skills. We are also working with Worldreader and our partner program in Kenya, Kenya Adult Learners Association, to provide e-readers with more than 150 educational titles to help adults in that program access e-books in their native language.

News for You® Printed in India

ProLiteracy and the U.S. State Department’s Office of English Language Programs partnered to print and distribute News for You internationally. News For You, a weekly print and online news source for adults learning to read and English language learners, is printed locally at the U.S. consulate in Delhi and distributed to English language classes in India, Nepal, Sri Lanka, and Bangladesh. The partnership was developed after ProLiteracy and the Office of English Language Programs conducted a pilot program using News for You in English classes in the Philippines, Argentina, Uruguay, and Russia.

News for You features seven easy-to-read stories written at the 3-6 reading level. Learners and teachers also enjoy a crossword puzzle, defined key vocabulary, and a Teacher’s Guide with lesson plans and exercises.

Brad Horn, regional English language officer, said News for You has been a valuable tool to use in the classroom. “We have received a fantastic response to News for You from all our Access programs in India,” he said. “The students enjoy reading the articles and the Teacher’s Guide is super helpful. We are developing reading abilities in our classrooms and News for You, with its relevant and contemporary themes and topics, is very useful. Also, the vocabulary at the end of the paper is helpful for students and teachers.”
Celebrating 50 Years of New Readers Press®

ProLiteracy is celebrating 50 years of its publishing division, New Readers Press. Since becoming the first publisher to focus solely on educational materials for adults, New Readers Press has hit a number of milestones.

The seeds for New Readers Press were planted in 1959 when Dr. Robert S. Laubach’s literacy journalism class at Syracuse University printed a newspaper for adults learning to read. That newspaper was the first issue of News for You®. Over the next several years, “Dr. Bob” established New Readers Press to develop easy-to-read materials for adult learners everywhere.

In 1967, New Readers Press officially became the publishing division of ProLiteracy’s founding organization Laubach Literacy, which was started by Dr. Bob’s father, Dr. Frank C. Laubach.

Since then, New Readers Press has grown to include over 400 titles for adult literacy, HSE test preparation, English language learning, workforce development, and teacher resource materials. Publications like these have been life changing for the countless adults who have used them to learn to read, write, do math, and speak English.

Learn more on page 30 about how we are celebrating our publishing roots.
New Products

Building a Strong Vocabulary
In this three-book series, students determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing word parts and word definitions, and using the vocabulary words in a variety of exercises. Each book covers a different set of skills. *Life Skills* builds vocabulary used in everyday life situations; *Work Readiness* includes job-related vocabulary; and *Academic Preparation* covers the science and social studies vocabulary needed to succeed on any of the HSE tests.

Pre-HSE Core Skills
Written at reading level 6-8, our *Pre-HSE Core Skills* series gives students the basic content and foundational skills needed to advance to high school equivalency level work. Each 160-page book includes a Pretest to determine strengths and weaknesses as well as a diagnostic Posttest. Unit openers present concepts in real-life context and key terms are introduced at the beginning of each lesson and reinforced in the manageable readings. Students also benefit from small items that give real-world connections, vocabulary tips, and skills tips.

HiSET® Student Books
Correlated to the HiSET standards for the 2016 test, each 192-page test preparation book contains the content, practice, and strategies students need to pass the HiSET test. The series includes four books that cover language arts, mathematics, science, and social studies.

Writing for the HiSET® Exam
This book prepares HiSET test-takers for the essay portion of the language arts test with 15 practice prompts. Students practice writing persuasive essays and using evidence to support their claims.
Teaching Adults: A Math Resource Book
This resource guide covers all levels of teaching adults math and includes background information about why and how math instruction has changed. Because the process of teaching math is just as important as the content, the book includes a variety of overviews, teaching tips, classroom activities, and more.

Teaching Adults: A HiSET® Exam Resource Book
This comprehensive teacher resource guide helps guide instructors as they prepare students to take and pass the HiSET exam. This guide includes detailed descriptions of all five tests, classroom activity ideas, and more.

Bridging English Language Learners to GED® Test Prep
Aligned to the GED assessment targets, these teacher resource guides provide research-based strategies to bridge English language learners from where they are to being GED test-ready. Each Bridging book guides teachers through teaching the lessons of the corresponding New Readers Press GED preparation materials using instructional strategies and learning goals. These teacher resource guides can also help ABE instructors develop GED test-prep lessons utilizing New Readers Press products.

Work Wise
WorkWise is a six-book series designed to help adult students succeed in the workforce. The first three books in the series focus on soft skills and teach key job readiness concepts with meaningful exercises to boost students’ confidence. These books help students explore career pathways, apply for jobs, create effective resumes and cover letters, apply strategies for successful job interviews, and navigate new jobs. The last three books in the Work Wise series help adult learners apply their academic skills to today’s workforce. Contextualized lessons explore the reading, writing, and math skills used in a variety of workplace settings.
AWARENESS & ADVOCACY
ProLiteracy White Paper: The Case for Investment in Adult Basic Education

Last year, ProLiteracy released a report summarizing the results and the implications of a groundbreaking research study on adult literacy conducted by Dr. Steve Reder, professor emeritus of applied linguistics at Portland State University.

From 1998-2007, Dr. Reder conducted the Longitudinal Study of Adult Learning (LSAL) to analyze the outcomes for adults with low literacy skills who did and did not participate in adult basic skills (ABS) programs. His work shows the positive long-term outcomes for adults who participated in adult literacy programs. The LSAL study followed both participants and nonparticipants in ABS programs. The subjects’ skills were assessed in six intervals over a 10-year time frame. At the same time, changes in their social, educational, and economic status were also evaluated.

Long-Term Benefits for Individuals Who Participate in ABS Programs

The LSAL study measured the impact of adult basic skills programs on learners in five areas: economic outcomes, long-term literacy growth, GED® attainment, postsecondary education engagement, and civic activity.

ABS participants, especially those who received 100 or more hours of instruction:

- Showed mean income gains of 53 percent, suggesting that program participation positively impacts the income levels for adult learners
- Were more likely than nonparticipants to continue to improve their literacy skills and obtain longer-lasting literacy proficiency
- Were more likely to attain high school equivalency credentials than nonparticipants (35 percent versus 25 percent)
- Accounted for 31 percent of those who transitioned into some level of postsecondary education
- Were more likely to vote (65 percent versus 46 percent for nonparticipants)

The information provides the opportunity for literacy programs to educate the public, policymakers, and stakeholders at the local, state, and national levels about the positive return on investment that adult education has on individuals’ lives in addition to the larger impact on the economy, wages, health care costs, and more.

To read more about Dr. Reder’s Longitudinal Study of Adult Learning, visit our website at tinyurl.com/NeedforLiteracyResearch where you will find the ProLiteracy whitepaper, The Case for Investment in Adult Basic Education, and information about how to use the report with stakeholders.
ProLiteracy Collaborates with HBO®

HBO’s critically acclaimed, Emmy-winning political satire VEEP entered its sixth season with an agenda focused on a number of national and global issues. One issue stood out for us. ProLiteracy collaborated with VEEP to kick off its season with—and show support for—adult education.

In season six, lead character Selina Meyer (Julia Louis-Dreyfus), the former President of the United States, creates The Meyer Fund for Adult Literacy and a website of the same name in an effort to define her legacy by creating awareness about adult literacy. Through her fund, Meyer claims to be leading the fight against low adult literacy “through advocacy, awareness-raising, and teaching people to read.”

While VEEP is a satirical show with deliberate imitation, exaggeration, and ridicule for comic effect, its producers are serious about—and committed to—raising awareness for adult literacy and other issues. That is why VEEP’s creators generated a mock website that shares links to real websites that support and provide information regarding the issues portrayed in the show. In the How You Can Help section of the mock website, the first link listed is to ProLiteracy’s website. We are pleased to know that viewers who visit the site have the opportunity to find real information and statistics on adult literacy, local programs, and volunteering opportunities due to this collaboration.
How Your Words Can Make a Difference for Adult Literacy

On May 23, President Donald Trump released his proposed budget for fiscal year 2018. The budget included several reductions and deep cuts to adult education funding as well as the complete elimination of many federal programs that support adult literacy, workforce development, and human services.

In response, ProLiteracy launched its Letters for Literacy campaign. The campaign encourages programs, advocates, volunteers, adult learners, and others to contact their representatives to advocate against the proposed budget cuts and urge lawmakers to support our cause. Writing letters to elected officials at the state and national levels of government serves to educate representatives, and communities, about how adult education programs can affect the education, health, and employment of Americans.

We are pleased to share that the Letters for Literacy campaign has helped to make a positive impact. The preliminary actions by the House and Senate appropriators call for level funding rather than the 16 percent cut proposed in the president’s budget.

It’s critical that lawmakers continue to support funding for adult education. To learn more about Letters for Literacy, visit www.proliteracy.org/letters-for-literacy.
Increasing Public Awareness of Low Adult Literacy

ProLiteracy conducted an omnibus survey this spring to gauge the national public awareness of adult literacy. With the data collected from 1,000 respondents, we discovered some significant results:

- Public awareness of the adult literacy issue in the United States has increased from 63% in 2016 to 77% in 2016. Although we have seen a jump in the numbers, the need for program volunteers, funding, and student referrals remains.

- The number of respondents who were aware of adult literacy programs in their communities decreased from 17% in 2015 to 10% in 2016. Local programs would be able to help more low-literate adults if more people were aware of the services they provide locally.

- Respondents were asked to rank what they felt were the most important social issues, including education, healthcare, economic growth, crime, poverty, and unemployment. Education has continued to fall from one of the most important issues in 2015 when it received 22% of the vote to 18% in 2016. Poverty, unemployment, and economic growth also continued to drop and rank lower since 2015.

The literacy level of the community is linked to every social issue. An informed public can help break the cycle of low literacy and how it adversely affects communities around the world.
The Literacy Link Between Parents and Their Children

Low literacy can affect individuals and families in many ways. It can lead to living in poverty, health problems, financial distress, and technological isolation. One of the most worrisome results of low adult literacy, however, is its impact on future generations. Evidence continuously surfaces to suggest that parents’ education has a significant impact on children's academic performance. Children of parents with low literacy skills have a 72 percent chance of being at the lowest reading levels themselves.

This is reflected by poor grades, behavioral problems, frequent absences, repeating grade levels, and high dropout rates. Children don't first learn to read in the classroom. Learning to read begins at home with story time and providing children with access to books. Children of parents with low literacy skills enter school far less prepared than their peers and have trouble learning how to efficiently read and write at a steady pace.

The single greatest indicator of children's success is the literacy level of their parents. At ProLiteracy, we strive to help adults improve their literacy skills, lift themselves out of poverty, and create a foundation for their children's educational success.

Adult Literacy Episode on Pivot TV

ProLiteracy teamed up with Participant Media and Pivot TV to raise awareness of adult literacy in the United States for the network’s original series Secret Lives of Americans. The groundbreaking documentary series takes an unflinching look at the secrets people keep and the strength it takes to reveal them. Last year, Secret Lives of Americans featured the story of Cleo, a loving and supportive mother from Alabama who has always encouraged her children to pursue their educational goals—all while struggling to share her own literacy issues with her family. The show sparked conversation on how viewers are impacted by low adult literacy in their own communities and provide ways to take action.

Adult literacy is not just a secret for Cleo. It is a secret for millions of Americans. ProLiteracy's research shows that 70 percent of the population claims that they do not personally know an adult who cannot read, or who reads at or below a third-grade level. But the fact is that 36 million adults in America struggle with literacy. That's about 1 in 6 people who can't read a book to their children, a menu, or the instructions on a medicine bottle.

Working with ProLiteracy, Pivot encouraged viewers to volunteer with local literacy organizations and to advocate for improved literacy services nationwide.
DEVELOPMENT
Celebrating a Literacy Pioneer

On December 16, 2016, Ruth Colvin celebrated her 100th birthday. Colvin, who founded Literacy Volunteers of America (LVA) and co-founded ProLiteracy, made one wish for her birthday: for all adult learners to gain access to the best-trained tutors. Adults with low literacy skills face challenges every day, and she believes having access to compassionate, well-trained tutors does not need to be one of them.

Colvin’s journey to transform the worldwide adult literacy crisis began in 1961 when she read a Syracuse Post-Standard newspaper article based on the results of the U.S. Census. She discovered that in her hometown of Syracuse, New York, there were more than 11,000 adults who could not read. She also learned there were no efforts being made to change this. Colvin knew that she had to step in and change this. She created training materials for tutors to teach the low-literate population and began Literacy Volunteers of America.

While building the literacy movement, Colvin published nine books, including Off the Beaten Path: Stories of People Around the World and A Way With Words, two of her more reflective pieces based on her journey through literacy. Tutor and I Speak English are two of Colvin’s most used instructor training manuals. She also has received nine honorary doctorates. Her efforts earned her the highest award for volunteerism in 1987 from President Ronald Reagan, induction into the National Women’s Hall of Fame in 1991, and the Presidential Medal of Freedom in 2006 from President George W. Bush.

ProLiteracy Worldwide is the result of the 2002 merger of Literacy Volunteers of America, Inc., and Laubach Literacy International, which was founded by Dr. Frank C. Laubach in 1955. Today, Colvin continues to devote herself to adult literacy as a lifetime member of the board of directors of ProLiteracy. Additionally, she is an honorary member of the board of directors of Literacy New York and is a member of the board of directors and still tutors learners at Literacy CNY.

Colvin is one of the pioneers of the adult literacy movement in the U.S. She has devoted her life to personally teaching hundreds of people to read and has developed and published unique training programs that have supported thousands more. At 100, she continues to build her legacy.

Help ProLiteracy make Ruth’s 100th birthday wish come true by donating to tutor training at tinyurl.com/RuthColvinBirthday.
In honor of Dr. Robert Laubach’s passion for creating quality materials for adult learners, ProLiteracy has created the Dr. Robert S. Laubach Publishing & Innovation Fund to support the continued development of innovative materials for adults learning to read. Our first project and immediate goal is to translate Laubach Way to Reading, the bestselling New Reader’s Press reading and writing series, into Arabic.

Literacy rates, especially for women in Arabic-speaking countries, are among the lowest in the world. The step-by-step instructions in the Laubach Way to Reading teacher’s edition and the illustrated student book are powerful tools that will tackle illiteracy in the Arab world.

We would like to thank all of the individuals who have contributed to this fund. We believe that this fund will help our network of literacy partners in the Arab world provide services to millions of low-literate adults and their instructors.

To learn more, or to donate, please visit www.proliteracy.org/drabob.
Romance Writers Raise Over $1 Million to Benefit Adult Literacy

Romance Writers of America (RWA) again hosted its annual book-signing event in support of adult literacy on July 13, 2016. The proceeds from the 2016 Readers for Life Literacy Autographing was more than $39,000—bringing RWA’s total donations to ProLiteracy and local literacy programs since 1990 to $1 million.

RWA and its authors, readers, publishers, and literacy partners have helped create life-long readers. A special thank you goes to the Nora Roberts Foundation for underwriting the event. Over the years, RWA’s donations to ProLiteracy have helped break the cycle of poverty, elevate workforce skills, and improve the quality of life for over 40,000 adults worldwide. Funding literacy initiatives creates a gift that lasts a lifetime, and will be passed to others.

Romance Writers of America is a trade association with the mission to advance the professional and common business interests of career-focused romance writers through networking and advocacy and by increasing public awareness of the romance genre.

Scholarships for the 2017 ProLiteracy Conference on Adult Literacy

Thanks to the generosity of the Mary Anne Nelson Training Fund, Dollar General Literacy Foundation, Safespeed Foundation, and many individual donors, ProLiteracy was able to award 36 scholarships to a number of select literacy practitioners to attend the 2017 ProLiteracy Conference on Adult Literacy in Minneapolis. Scholarship recipients were selected based on their financial need; many awardees represent organizations with budgets of less than $100,000 and have little to no professional development budget.

The scholarship recipients and other attendees spend four days learning how to approach the challenges and opportunities in adult literacy, and discovering innovative tools and strategies to achieve success.

- Attendees learn how to build their instructional capacity to deliver state-of-the-art, effective literacy services to students, families, and communities.
- A variety of presenters and special guests share their ideas and expertise on adult literacy.
- A diverse group of exhibitors showcase innovative tools and strategies for adult literacy instruction and share ways to enhance leadership skills and implement dynamic programming.
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Mr. J Patrick Stebbins
Mrs. Lenore Steinmetz
Anne Stewart
Ms. Beverly Stout
Mr. Connor Stremske
Mr. Bertram Strieb
Kaley Sullivan
Ms. Kelly Suman
Mrs. Patti Sutphen
Matthew Taber
Elizabeth Taintor
Dr. Arlene G Taylor
Mrs. Lara Thomas Ducey
Mr. Peter Thompson
Mr. Timothy Tolar
Mrs. Lee Tootill
Mr. Peter Trocano
Susannah Troner
Ms. Erica Truchon
Ms. Leila Truman
Mrs. Gaylene Tunison
Monica Valente
Mr. Robert van Duinen
Ms. Vivian Van Dusen
Trudy Van Etten
Miss Hanna Van Reed
Mrs. Nancy Van Roessel
Ms. Kristine Varney
Mr. Irving Victor
Ms. Helen Vigness
Mr. Steven Volinsky
Mr. Mark Vosburgh
Ms. Jean Wade
Ms. Betty Joan Wagstaff
Ms. Gloria Waldinger
Mr. G. Walenczewicz
Ms. Cecelia Walker
Mr. Charles Wallace
Mr. Donald Waters
Ms. Diane Webb
Mrs. Diane Weber
Mary Weckesser
Ms. Jolene Weiner
Mrs. Elaine Weingarden
Mrs. Ilene Weinreb
Ms. Sheryl Weir
Mr. Noah Weisman
Mr. Morris Weiss
Paige Wendland
Mr. Lynn Westmoreland
Dr. Carol Whitmoyer
Miss Julie Wiegel
Mr. Fred Wilhelm
Mr. James Williams
Mrs. Jacqueline Wilson
Mr. Kenneth Winer
Mr. Douglas Wingeier
Mr. Ronald Wise
Daniel and Charlie Wiser
Mr. Wendell Wogen
Mrs. Terese Wolfe
Ms. Ellen Wolfe
Mr. David Wolfe
Ms. Lila Wood
Ms. Grace Wooding
Mr. Drexel Woodson
Ms. Laura Woodson
Mr. Jan Wright
Mr. Judy Wydick
Ms. Janette Yaeger
Ms. Jin Young Yang
Mrs. Iva Yoshimura
Ms. Sue Young
Ms. Carolyn Zagorski
Ms. Carolyn Zarcone  
Mr. Eric Zhang  
Mr. Thomas Zimmerman  
Mr. H. Zoffer  
Mr. Michael Zuckerman  

Organizations

300-324 Hiawatha Blvd East LLC  
Adobe Group  
Aha Media Group  
Alliance Game Distributors  
Amazon Smile  
American Express Financial Advisors Inc.  
American Library Association  
America’s Charities  
Ayco Charitable Foundation  
BellSouth Matching Gift Center  
BMI-RUPP Foundation  
Boeing Gift Matching Program  
Bond Schoeneck and King, PLLC  
Boom Comics LLC  
Bright Funds Member Donations  
Canaday Family Charitable Trust  
Catholic Charities of Tulsa  
Central New York Community Foundation  
Charles Schwab Corporation  
Chipotle Mexican Grill  
CIGNA Foundation  
CommonTeri Services  
Community Foundation Santa Cruz County  
Crane Co. Matching Gifts Program  
Diamond Comic Distributors  
DNE Caplan Family Foundation  
Dollar General Literacy Foundation  
DZ Gaming  
Eastwood Litho, Inc.  
Everyday Hero  
Faith, Hope, and Love, Incorporated  
Family Motor Coach Association, Incorporated  
Fuller Family Trust  
Gayle H and Peter Bickers Foundation  
GE Foundation  
GED Testing Service  
Givaudan Corporation  
Give Direct  
Good Cause Greetings, Incorporated  
Good Done Great  
Google Foundation  
IBM Corporation  
Independent Charities of America/CFC  
International Order of the King’s Daughters and Sons  
JustGive  
Knowledge Systems and Research, Inc  
LA Times  
Lagu Foundation  
Lee Maria Kleiss Endowment Fund  
Lincoln Community Foundation  
Merck Partnership for Giving  
M-POWER Ministries  
Nacogdoches Adult Learning Center  
New American Pathways  
Nora Roberts Foundation  
NuScriptRx  
NuVision Lifesaver Enterprises, LLC  
On the Same Page  
Pearson Education, Inc.  
Pitney Bowes Foundation  
Praxair Employee Giving  
Public Services Alliance  
Reading Works, Inc.  
Romance Writers of America, Incorporated  
Rose Debate Institute  
Safespeed, LLC  
Sandpiper Fund, Inc.  
Schaffner Family Foundation  
SG Foundation  
Southwest Airlines  
Standard Inc.  
Staples Foundation for Learning, Incorporated  
Strausman Family Fund, Inc.  
The Benevity Community Impact Fund  
The Denver Foundation  
The John Ben Snow Foundation, Inc. and Memorial Trust  
The Richard Davoud Donchian Foundation  
The Stand Newspaper  
ThinkBigDesignGroup.com  
Thrivent Choice Financial  
Thrivent Financial for Lutherans  
Toyota Motor Sales, USA, Inc.  
Tracy A. Stone Architect  
Triad Consulting Services Incorporated  
United Methodist Church General Board of Global Ministries  
United Way of Central and Northeastern Connecticut  
United Way of San Luis Obispo County  
Zorn Foundation

Bequest

Mr. Austin Creel  
Mrs. Martha Daugherty  
Dr. Dorothy Johnston  
Ms. Irene Kress  
Miss Jo Ann Martin  
Rev. Edgar Peara  
Ms. Helen Roeske  
Mr. Mendon Schutt  
Maryella Strane

Thank you to all of our generous supporters.
FINANCIALS
### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receivables and Other</td>
<td>$2,062,884.63</td>
</tr>
<tr>
<td>Investments</td>
<td>$12,741,065.10</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$14,803,949.73</strong></td>
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</tbody>
</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$336,770.91</td>
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<tr>
<td>Other</td>
<td>$1,465,476.66</td>
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<tr>
<td>Net Assets</td>
<td>$13,001,702.16</td>
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<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$14,803,949.73</strong></td>
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</table>

### Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Grants, Foundations and Corporations</td>
<td>$502,472.53</td>
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<tr>
<td>Contributions</td>
<td>$828,547.57</td>
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<tr>
<td>Programs</td>
<td>$215,294.21</td>
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<tr>
<td>Publications</td>
<td>$6,958,031.97</td>
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<tr>
<td>Other</td>
<td>$520,286.35</td>
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<tr>
<td><strong>TOTAL SUPPORT, REVENUE AND GAINS</strong></td>
<td><strong>$9,024,632.63</strong></td>
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</table>

### Expenses and Losses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>PROGRAM SERVICES</strong></td>
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<tr>
<td>Programs</td>
<td>$936,256.00</td>
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<tr>
<td>Public Education/Advocacy</td>
<td>$7,085.00</td>
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<tr>
<td>Development</td>
<td>$542,308.00</td>
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<tr>
<td>Publishing</td>
<td>$5,285,460.00</td>
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<tr>
<td><strong>Total Program Services</strong></td>
<td><strong>$6,771,109.00</strong></td>
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<tr>
<td><strong>SUPPORT SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Office of the President/Finance and Admin</td>
<td>$1,572,372.00</td>
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<tr>
<td>Communications</td>
<td>$337,412.00</td>
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<tr>
<td>Bad Debt Expense</td>
<td>$11,138.69</td>
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<tr>
<td><strong>Total Support Services</strong></td>
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<tr>
<td><strong>TOTAL PROGRAM AND SUPPORT EXPENSES</strong></td>
<td><strong>$8,692,031.69</strong></td>
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<tr>
<td><strong>OTHER (INCOME) LOSSES</strong></td>
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<tr>
<td>Change in Value of Split Interest Trusts</td>
<td>$72,985.00</td>
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<tr>
<td>Unrealized (Gains) Losses on Investments</td>
<td>$(1,091,009.61)</td>
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<tr>
<td><strong>Total Other (Income) Losses</strong></td>
<td><strong>$(1,018,024.61)</strong></td>
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<td><strong>TOTAL EXPENSES AND LOSSES</strong></td>
<td><strong>$7,674,007.08</strong></td>
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</table>

### Changes in Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Changes in Net Assets</td>
<td>$1,350,631.07</td>
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<tr>
<td>Net Assets, Beginning</td>
<td>$11,651,071.09</td>
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<tr>
<td>Net Assets (Deficit), Ending</td>
<td>$13,001,702.16</td>
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</tbody>
</table>
How We Use Our Funds

- Program Services 78%
- Management and General 18%
- Communications 4%

Nature of Our Programs

- Education Materials 72%
- Programs and Professional Services 28%

Sources of Support and Revenue

- Publications
- Contributions
- Grants, Foundations and Corporate
- Program Services
WAYS TO GIVE

You can set up your legacy in a variety of ways:

- A gift in your WILL
- Charitable gift ANNUITY
- Charitable remainder UNITRUST
- Retirement PLAN GIFT
- Life insurance GIFT
- Charitable remainder ANNUITY TRUST
- Charitable LEAD TRUST
- Gifts of REAL ESTATE

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While allowing you to perpetuate your support of adult literacy beyond your lifetime, planned gifts also help strengthen the financial viability of ProLiteracy and ensure that our adult literacy work continues.

Contact:
Wallace Barkins Jr., CAP®
Philanthropic Planning Officer
wbarkins@proliteracy.org