



INDY READS
OPENING DOORS THROUGH ADULT LITERACY

Indy Reads' 2008 Annual Report to the Community

Indy Reads
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www.indyreads.org



Congratulations to our 2008 Student & Volunteer Award Winners!



Student of the Year:

Alice Jordan
with Jessi Langlie
from Fletcher Place

Tutor of the Year:

Betty Shue
with Travis DiNicola



Community Partner Award:

Fletcher Place Community Center
Jessi Langlie accepting, with Angie Garcia



Fenstermaker New Writer Award:

Jessie Johnson
with Jan Wark



Not Pictured

Student Leadership Award:

Sylvester Moore
and the

Beth Thomas

Volunteer of the Year Award:

Thelma Davis



Student All-Stars:

Ron Johnson,
Daniel Kane, Melissa Lamb, Jessie
Johnson, and Charles Buggs
with Kathleen McDonald

Tutor All-Stars: Fred Marshall,
Amy Zent, Keith Harrison,
Julio Tierno, and Karen Rockney
with Michelle O'Keefe



Annual Letter from the Executive Director,
M. Travis DiNicola

Dear Reader,

2008 will be remembered at Indy Reads as the "year of audacious goals."

Specifically, five very important ones.

Our First Goal was to reach at least 200 new students, bringing the total number of students served during the year to 556. We exceeded that goal by one, providing free tutoring to 557 students. That's more than a **56% increase** over students served in 2007!

Reaching this goal would have been impossible without the incredible Indy Reads staff. We began 2008, as we spent all of 2007, with just **Tom Miller**, our Director of Programs, and myself as the staff. Fortunately we had the assistance of an amazing group of office volunteers, trainers, and board members, to whom we are forever indebted to: with special thanks to our **Nikki Shoultz**, who was Board President in 2008, and to **Michelle O'Keefe** who was Vice President and will be our President in 2009.

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Our Mission: Indy Reads seeks to improve the literacy skills of adults in Central Indiana who read or write at or below the sixth grade level.

The Greater Indianapolis Literacy League, Inc. DBA "Indy Reads," is an independent 501(c)(3) non-profit organization.
EIN 31-1227489 - Contributions are tax-deductible to the extent allowed by law.

Still, even with this great support it was clear that we needed to expand our staff in 2008. Thanks to a grant from **Lilly Endowment**, we were able to hire **Kindra Hunckler** as our Manager of Volunteers. We also needed additional staffing support for our trainings and outreach. I am very pleased that **Angie Garcia** has become our Training and Outreach Manager, and **Karen Rockney** is our Training Consultant. Our growth in 2008 occurred in part because of the innovative partnerships the staff has cultivated with groups such as the **IndyPence Job Corps Career Center** and **Horizon House**, a number of churches including **Faith Church, Eagle Church, and First Baptist Church**, and neighborhood community centers including **Mary Rigg** and the **Boner Center**. The Indy Reads staff is a small but scrappy team that acts using their intelligence guided by their experience. Our organization is in good hands as we prepare for the challenges of 2009.

Our Second Goal was to increase funding for Indy Reads by almost 50%, an audacious goal for any non-profit, especially with the current economic situation. **We increased funding by 68% in 2008.** We again ended the year in the black thanks to the generosity of our donors, and the hard work of our Board of Directors. See the list in this annual report, but let me here give special thanks to **Beth Thomas; Daniel & Judith Carmichael; the Efroymsen Family Fund, a CICF Fund; the Hoover Family Foundation; Margot Eccles & the Lacy Foundation; Judge John F. Hanley; Lilly Endowment; Nicholas H. Noyes, Jr. Memorial Foundation, Inc.; Impact 100; Nina Mason Pulliam Charitable Trust; Old National Bank; Richard M. Fairbanks Foundation Inc; The Clowes Fund; The Indianapolis Foundation, an affiliate of CICF; and Verizon** for their incredible support in 2008. And thank you to **Mickey Maurer** for his support of our successful year-end campaign.

Donations come in many different sizes, and therefore we give a “billboard” size thanks to **LAMAR Outdoor Advertising** for their donation of our Indy Reads billboard throughout 2008. This billboard is identified in all of our surveys as the number one way that people first hear about Indy Reads. It has helped us attract new students, volunteers, and donors. And, thanks to LAMAR’s generosity, it will continue to be up through all of 2009. Look for its new location at 465 and West 21st street.

We are also grateful for the donation of our office space. It is difficult to express how important our very beneficial partnership with the **Indianapolis-Marion County Public Library** is to our success. **Laura Bramble** and her team have gone above and beyond during the past year to create a new (rent-free!) home for Indy Reads, on the first floor of the Library Services Building. We have more space for training, students, and staff than ever before because of this arrangement. Plus, Indy Reads now has a “Literacy Hot Line” in the atrium of the new Central Library that connects potential students and volunteers directly to our office. Indy Reads and the IMCPL continue to find new ways to partner in the delivery of programming to our clients.

Our Third Goal was perhaps the most audacious of all: **“Making Indianapolis 100% Literate.”** Indy Reads remains committed to our mission of providing direct services to the adults who need our help to become self-sufficient. We are also committed to the intentional advocacy needed to improve all types of literacy in our community: child, adult, family, financial, health, cultural, and more.

Indy Reads has been making the argument for the past two years that adult literacy is an educational, health, economic, public safety, and family issue: that it is a community issue. And, we recognize that illiteracy is an issue we can not solve alone. With more than 100,000 adults in Indianapolis reading below a sixth-grade level, one-on-one tutoring is only one part of the solution. There needs to be systematic change with participation by the entire community, utilizing all resources available. A community literacy initiative requires active participation by the entire community: public schools, libraries, social service organizations, health care providers, financial institutions, government, businesses, churches, neighborhood centers, granting organizations, and even arts, cultural, and environmental organizations.

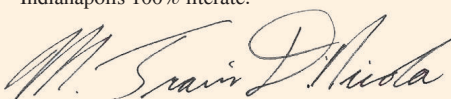
To that end, Indy Reads has been innovative in expanding its mission through significant community outreach and partnerships, including the development of the **Indianapolis Community Literacy Summits** and the establishment of the Community Literacy Initiative, now known as “Making Indianapolis 100% Literate.” This project was chosen by the **Indianapolis Star** as the “cause” they would champion throughout 2008, and they have been an incredible partner in raising awareness about this issue. Additionally, the Star has provided assistance in organizing our first two summits which have brought together more than 130 people from over 80 organizations. The third summit will take place on February 11th at the Central Library. This is an inclusive effort, with the intent of building and nurturing networks by treating each other as allies, not competitors. Indy Reads has taken on the responsibility for this effort, while sharing leadership with all the members.

Recent studies of literacy rates in our country and our community show that even though we are making progress, we are a long way from living in a community that is 100% literate. We have reduced the number of “below basic” or illiterate members of our community in the past ten years from 13% to about 7%. However, the number of semi-literate adults who read below a sixth-grade level is still close to 20%. During the coming year Indy Reads will be working with our community partners to create **“The State of Literacy in Indianapolis”** report analyzing these studies and statistics as a guide to our work. To learn more about this initiative, and all the participants, please visit www.100percentliterate.org.

Our Fourth Goal was to develop a way for volunteers who were not able to be tutors to still have a meaningful volunteer experience that would have an impact on our clients. In the fall of 2008, Indy Reads launched a program to help reach more semi-literate adults. To pilot the new program, Indy Reads identified two partner sites where **“Literacy Labs”** could be established and staffed by trained volunteer **“Reading Coaches.”** These sites are the **Mary Rigg Neighborhood Center** on the West Side of Indianapolis and **Barton Annex** near downtown. Since September a Literacy Lab has been held at each site twice a week for two hours, during which time, one or two volunteer Reading Coaches are available to assist clients with basic literacy activities, such as reading their bills. The main objective of the program is to provide a way for semi-literate adults to access Indy Reads services for task-based assistance without having to commit to a regular schedule or to a particular duration of involvement. The second objective is to motivate those clients to be proactive about their education by getting more formally involved with Indy Reads or in some other way. We have identified two additional sites where we would like to implement our Reading Coach program within the next few months. One is a neighborhood center where we would be partnering again with a GED prep course, similar to our partnership at Mary Rigg. The other would be at **Horizon House**, where we have begun to partner in other ways, but where a Literacy Lab seems to be the best answer to the literacy issues the staff sees day to day. After these next two sites are established, we envision the Reading Coach program expanding into IPS schools, to meet the needs of the students’ parents. As we expand this program we are planning on training 40 new Reading Coaches in 2009.

Our Fifth Goal for 2008 was a personal one. Last year in the Annual Report for 2007 I stated that in 2008 I wanted to eliminate our waiting list. When an adult makes the very difficult life-changing decision to learn how to read, the last thing we want is for them to be placed on a waiting list for help. Unfortunately, though we have reduced the wait, we have not been able to eliminate it. And, with the growth we’ve experienced, I’m not certain it’s possible at this time. What we have accomplished is the continuous reduction of the waiting list. From 2006 to 2007 we cut the average number of students on the list by 37%, and then in 2008 we cut it by another 23%, to an average of 22 students on the list at any given time. The key to further reducing the list? Train more tutors!

We know that 2009 is going to be economically difficult for *all* of us. For Indy Reads, it will be a year not of growth, but of effective and efficient management of the growth we have been fortunate to experience. With your support, we will continue to be able to provide the quality programming our students deserve. According to the National Endowment for the Arts, for the first time in many years they have found that more than half the adults in our country read for pleasure. This is good news! However, reading for pleasure is a luxury that few Indy Reads students can afford. They are learning to read for survival. What is important to remember about our adult students is that even though they struggle with reading, they are highly motivated adults who are not looking for a handout, they are only asking for the help they need to learn how to do what most of us learned how to do in grade school. They want to become self-sufficient. This is what you are supporting when you give to Indy Reads. And for this, I thank you. Thank you for all you do to make Indianapolis 100% literate.



M. Travis DiNicola
Executive Director

Indy Reads' Statement of Activities

To fulfill our promise of providing free tutoring to illiterate adults, Indy Reads utilizes significant volunteer services to provide routine programming services, including student interviewing, adult literacy tutoring, and ESL tutoring. Indy Reads tracks volunteers hours and uses a national service rating system to estimate their value. The value of our volunteer services are not included in audited financial statements. However, the **estimated value of volunteer hours given by Indy Reads' tutors in 2007 was \$205,909 and \$273,140 in 2008.**

Indy Reads has been evaluated by the **BBB Wise Giving Alliance** in relation to the 20 BBB Standards for Charitable Accountability. Indy Reads meets all those standards. Indy Reads also participates in **GuideStar**, the on-line standard for nonprofit accountability. Please visit www.GuideStar.org to see our listing and view our previous 990 tax forms. Audited statements are available upon request.

2007

2007 Revenue & Support Summary: *audited*

	projected	actual
IMCPL:	\$25,989	\$25,989
Grants & Contributions:	\$172,751	\$320,014
Special Events:	\$53,017	\$70,859
Workshop Fees:	\$2,040	\$2,839
Investments:		\$26,486
Misc:		\$5,989
TOTAL INCOME:	\$266,761	\$452,176

2007 Expense Summary: *audited*

	projected	actual
Administration:	\$88,000	\$128,542
Fundraising & PR:	\$65,608	\$56,500
Programming:	\$113,153	\$98,889
TOTAL EXPENSES:	\$266,761	\$283,931

2008

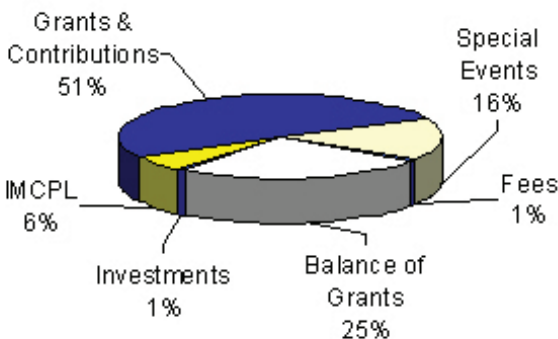
2008 Revenue & Support Summary: *un-audited*

	projected	actual
IMCPL:	\$25,989	\$25,989
Grants & Contributions:	\$185,000	\$229,425
Special Events:	\$76,000	\$73,277
Workshop Fees:	\$2,400	\$3,398
Balance of Grants:	\$110,000	\$110,000
Investments:		\$5,570
Misc:		\$630
TOTAL INCOME:	\$399,389	\$448,289

2008 Expense Summary: *un-audited*

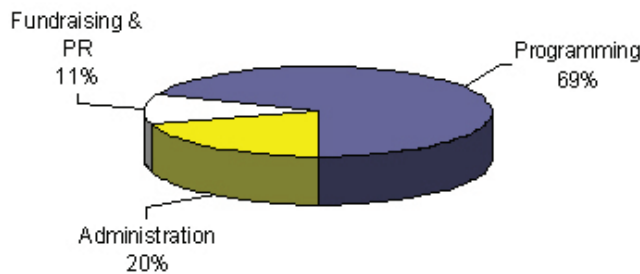
	projected	actual
Administration	\$118,000	\$142,300
Fundraising & PR	\$73,000	\$80,654
Programming	\$208,389	\$206,931
TOTAL EXPENSES:	\$399,389	\$429,885

2008 Income Percentage Summary



2008 Expense Percentage Summary

includes estimated value of volunteer time



2009

2009 Revenue & Support Summary: *projected*

IMCPL:	\$25,989
Grants & Contributions:	\$300,000
Special Events:	\$82,000
Workshop Fees:	\$4,000
Balance of Grants:	\$53,000
TOTAL INCOME:	\$464,989

2009 Expense Summary: *projected*

Administration	\$144,689
Fundraising & PR	\$83,800
Programming	\$236,500
TOTAL EXPENSES:	\$464,989

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Please join us in thanking all of the individuals, businesses, and organizations who have contributed to Indy Reads during 2008 and made this year such a wonderful success. Donor Categories are based on donations from 1/1/2008-12/31/2008. We have tried to be accurate in our reporting. However, if we made a mistake in how you would like to be listed, please accept our apologies and contact M. Travis DiNicola at 317-275-4035

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