

LIFELONG LEARNING • LEADERS OF CHANGE • COLLABORATION • RESPECT • INTEGRITY • TEAMWORK



Annual Report 2015 - 2016

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Mission and Vision

Our Mission

Improving lives by providing leadership, support and a statewide voice for adult and family literacy efforts.

Our Vision

All people in Wisconsin have the literacy skills to reach their full potential.



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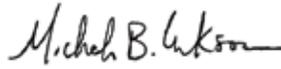
Transformation and *expansion* are two key words that describe the 2015-16 fiscal year at Wisconsin Literacy! It was a year of expected and unexpected staff transitions and new and continued grant-funded projects that kept Wisconsin Literacy in a constant state of change and growth. We continued celebrating our 30th Anniversary around the state in the summer and fall months of 2015. In 2016, we welcomed funding from the Department of Children and Families that brought much needed resources to member agencies, helping to increase GED and HSED completion rates among the adults served. Wisconsin Literacy also spent a good part of the year facilitating new partnerships in the area of workforce development and guiding our members in the nuances of new legislation that requires education and workforce to work in coordination with local employer needs.

In our Wisconsin Health Literacy division, the theme of transformation and expansion continued with the addition of new staff and new funding to start Phase II of our project, *Adopting a Patient-centered Prescription Medication Label in Wisconsin*. Funded by the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin, this project aims to make prescription labels easier to read and understand with the voluntary adoption of a redesigned patient-friendly label. The new label, introduced in 3 pharmacy networks which are made up of 52 pharmacies across the state, will impact 1.8 million prescriptions! With services funding from Security Health Plan, the Wisconsin Medical Society Foundation and the Department of Health, our “Let’s Talk About Medicines” workshops are providing critical education around the understanding and use of medications both in senior and refugee populations throughout Wisconsin.

Inspired by our values (see cover), we are grateful for this opportunity to grow and change.



Dave Endres
Board Chair



Michele Erikson
Executive Director

Cover: 300 adult learners will receive GEDs through our member agencies with help from new Wisconsin Literacy funding.

Members and Communities

Wisconsin Literacy's member agencies serve diverse communities across the state. Members taught an incredible number of students, more than 12,000 learners in all. That being true, they could not meet the high demand for services with approximately 610 potential students on waiting lists. Members help Adult Basic Education (ABE) learners, English language learners (ELL), and children gain necessary literacy, language and math skills. They provide an array of services to these learners and they do so very economically, relying on over 3,300 volunteer tutors statewide.

Last year, 3,342 adult learners advanced a National Reporting System standard level in reading, writing, speaking, listening, or math. Members work with partners like local technical colleges on a referral system so that learners get the basic skills they need to further their education and get a better job.



Karl (left) and Adan, a volunteer tutor/learner pair from our member agency, Northern Waters Literacy.

"Wisconsin Literacy equips us with resources and a network that allows us each to do our part in the larger picture of educating adult learners."

Carla Garces from Latino Academy of Workforce Development



Wisconsin Literacy Celebrations

Wisconsin Literacy commemorated 30 years of work on adult and family literacy statewide. To celebrate, it hosted four regional events – a kick-off in March with a Frozen Family Fête, a music and wine sampler at the Cottage Winery and Vineyard in Menomonie, a Packer event featuring linebacker Sam Barrington and former Packer running back Tony Fisher, and a BBQ and Brew event at the Historic Pabst Brewery, where Dennis Winters, board member and Chief Economist for Department of Workforce Development, gave a workforce presentation. Author Rob Shindler spoke at some events to share his literacy tutoring story, *Hotdogs and Hamburgers*.

In April of 2016, the 11th Celebration of Literacy event at the Monona Terrace honored the achievements of member agencies, the students they serve, and other community members making great strides to improve Wisconsin’s communities through literacy. Author of *Strong Inside*, Andrew Maraniss and UW Men’s Basketball Coach Greg Gard highlighted the event.



MaryJo VanGompel (left) and Margarete Cook celebrating at the 30th anniversary Music Sampler event.



Board member Karren Jeske (left) and Jill Pfeiffer enjoying the Celebration of Literacy event.

“One life, changed by literacy, impacts all lives in Wisconsin.”
 Ellen Hossman from Literacy Council of Green County Ltd.

Workforce

Two separate workforce initiatives connect Wisconsin Literacy (WL) members to community partners that help adults prepare for the workforce. WL's representation on the Partnership Development and Alignment Committee of the Governor's Council on Workforce Investment gives member agencies a voice in the statewide conversation about education and employment. Additionally, WL worked with the state legislature to receive funding that would enable 300 adult learners, many coming from W-2 (Wisconsin Works) agencies, to complete their GED. Increased literacy skills and GED completion fosters a much better chance of successfully entering the workforce. Funds for this initiative are provided by the Department of Children and Families (DCF) to supply much needed GED and literacy resources for students who meet income requirements.

In addition to Wisconsin Literacy initiatives, member agencies also work directly with employers to provide company-specific instruction.



Graduates from Greater Waukesha Literacy's workplace literacy program with Dickten Masch Plastics



Dickten Masch Plastics executives receiving Celebration of Literacy award for "Outstanding Achievement in a Workplace Literacy Program"

"Wisconsin Literacy has the ability to bring diverse adult education agencies and other stakeholders together to improve literacy rates throughout our state."

Debi Schwid from Next Door

Advocacy

Advocacy connects Wisconsin Literacy and its members to government officials who can help make impactful change. Wisconsin Literacy meets regularly with state and federal legislators to keep the literacy needs of communities in their attention. Grants and government funding for programs are one important result of these connections with legislators. One member, Milwaukee Achiever, had an advocacy visit with Lena Taylor, Wisconsin State Senator representing the 4th District. As a result of that meeting and subsequent conversations with Milwaukee Public Schools, the agency now provides programs in two high schools to serve the parents of students with GED and English Language services. When literacy advocates work with government officials, Wisconsin Literacy can provide programs and funding to create actual change.



Milwaukee Achiever instructor gives GED preparation guidance at North Division High School.

“The advocacy and support of a statewide agency like Wisconsin Literacy helps us increase funding, expand programming, and explore resources we wouldn’t have access to on our own.”

Shawn Steen from Literacy Network

Health Literacy

Our health literacy division continues to be recognized nationally for its innovative programming and expanding outreach. Highlights include:

Making Prescription Medication Labels Easier to Use

Wisconsin Health Literacy (WHL) was awarded a two-year grant from the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin to work with pharmacists to implement easy-to-understand prescription medication labels. WHL is working with 3 pharmacy systems, dispensing 1.8 million prescriptions annually.



Lauren Werner works with patient advisory council to improve medication labels in Wisconsin.



“We are so happy we have projects like [Let’s Talk About Medicines] because it is a huge need in the community.”

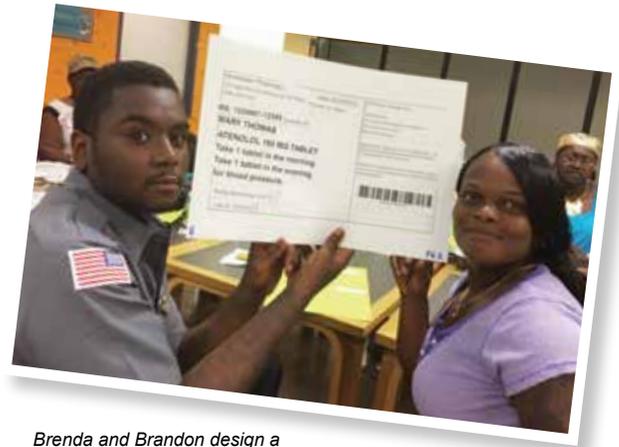
Program coordinator at a refugee organization

Involving Patients in Their Health Care

This project helps Wisconsin residents—especially those with limited health literacy—use health services and health insurance effectively. In partnership with the Wisconsin Health Information Organization and Covering Wisconsin, the project included “Better Health Care for Better Health” workshops for adult learners through Wisconsin Literacy agencies and other community groups. Project evaluations 60 days after the workshops found that one in five participants got a new primary care doctor.

Let’s Talk About Medicines

Wisconsin Health Literacy partnered with community organizations to implement almost 70 *Let’s Talk About Medicines* programs around the state with the support of Security Health Plan and the Wisconsin Medical Society Foundation. This program helped adults better understand and use medication. WHL expanded the program in 2015 to specifically help refugee and immigrant populations, through a grant from the Wisconsin Department of Health Services Minority Health Program.



Brenda and Brandon design a prescription medication label that is easy to read as part of a project based focus group on health literacy and pharmacy labels.

Donors, Grant Funders, and Sponsors (July 1, 2015 – June 30, 2016)

\$100,000 and above

Advancing a Healthier Wisconsin Endowment
 Wisconsin Department of Children and Families
 Wisconsin Technical College System

\$50,000 – \$99,999

Security Health Plan
 Wisconsin Health Information Organization

\$25,000 – \$49,999

Otto Bremer Foundation
 Wisconsin Department of Health Services
 Wisconsin Department of Public Instruction

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 Wisconsin Literacy, Inc., and
 Wisconsin Health Literacy Staff

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 Championship
 Sara Anderson Children's Books
 Hillary Basten and Joe Nick
 Beerline Cafe
 Betty Brinn Children's Museum
 Brown Bottle Pub Restaurant
 Joseph Buck
 Circus World Museum
 Cream City Swirl
 Green Bay Packers

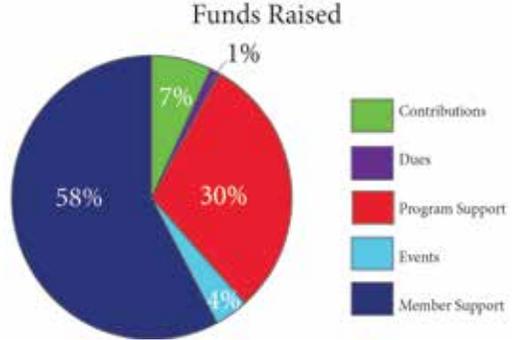
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 Many anonymous donors

**We apologize for any error in our records that caused us to miss a donor. Please let us know if we did.*

Financial Highlights

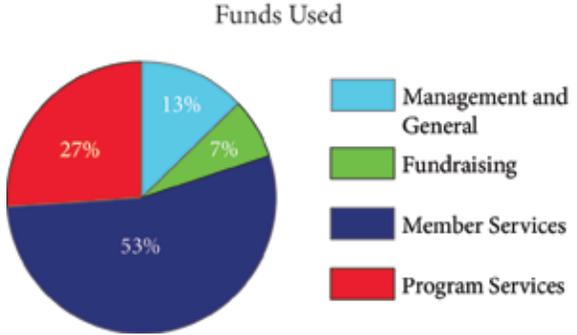
Funds Raised

Contributions	\$ 44,431
Dues	\$ 8,295
Program Support (HL)	\$190,648
Events	\$ 25,399
Member Support	\$ 362,411
TOTAL	\$631,184



Funds Used

Management and General	\$ 88,081
Fundraising	\$ 47,820
Member Services	\$363,169
Program Services	\$188,538
TOTAL	\$687,608



Our 2015 Members

Adult Learning Center
 Adult Literacy Center of Ozaukee County, Inc.
 Adult R.E.A.D. Program
 Advance Solutions, Inc.
 Agape Community Center Literacy Program
 Alternative Center for Education (ACE)
 Baraboo Area Literacy Council
 Barron County Area Literacy Council
 Buffalo Pepin Literacy Alliance
 Burnett County Family Literacy
 Casa Guadalupe Education Center, Inc.
 Central Wisconsin Literacy Council
 Centro Hispano Milwaukee
 Children's Dyslexia Center
 Clara Fields Multicultural Literacy Program
 Columbus Literacy Council
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 Grant County Family Literacy Services, Inc.
 Greater Waukesha Literacy
 Hope Academy - FCC

ICAA Crossroads Literacy Rusk County
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 International Institute of Wisconsin
 Iowa County Literacy Council
 Jefferson County Literacy Council
 Journey House Adult Learning Center
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 Lac Courte Oreilles Ojibwa Community College
 Lake Superior Tutoring Center for Dyslexic
 Children and Adults, Inc.
 Latino Academy of Workforce Development
 Learning Connections/St. Francis Public Library
 Learning Partners
 Literacy Chippewa Valley
 Literacy Council of Green County
 Literacy Council of Sheboygan County
 Literacy Council of Superior/Douglas County
 Literacy Door County
 Literacy Green Bay, Inc.
 Literacy Network
 Literacy Partners of Kewaunee County, Inc.
 Literacy Services of Wisconsin
 Literacy Task Force of Northern Wisconsin

Literacy Volunteers-Marquette County, Inc.
 Marinette & Oconto Counties Literacy Council
 Milwaukee Achiever Literacy Services, Inc.
 Milwaukee Public Library Drop-In Adult
 Tutoring Program
 Minong Area Library and Literacy Center
 Neighborhood House International Learning
 Center
 Neighborhood Learning Center
 Next Door
 Northcott Neighborhood House
 Northern Waters Learning
 Omega School, Inc.
 One-to-One Adult Literacy Partners
 Page Forward Volunteers for Literacy
 Portage County Literacy Council, Inc.
 Racine Literacy Council, Inc.
 Richland County Literacy Council
 Sauk Prairie Area Literacy Council
 Shawano County Literacy Council
 Silver Spring Neighborhood Center
 Social Development Commission
 St. James Evangelical Lutheran
 Church Literacy Program

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UW-Madison Cultural Linguistics Services
Walworth County Literacy Council

West CAP Literacy and Skills Enhancement Program
Winnebago County Literacy Council
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Wisconsin Institute for Learning Disabilities/Dyslexia, Inc.
Wisconsin Institutions Literacy Council
YWCA Southeast Wisconsin



Southeast regional members gathered for their January conference in Milwaukee.



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