

# Annual Report

2014 - 2015



Celebrating  
**30 Years**  
of Adult and  
Family Literacy

## Wisconsin Literacy Member Agencies

Adult Literacy Center - Ozaukee County • Advance Solutions, Inc. • Agape Community Center Literacy Program • Alternative Center for Education • Baraboo Area Literacy Council • Barron County Area Literacy Council • Buffalo Pepin Literacy Alliance • Burnett Co. Family Literacy • Casa Guadalupe Education Center • Central Wisconsin Literacy Council • Centro Hispano Milwaukee Adult Learning • Children's Dyslexia Center – Madison • Clara Fields Multicultural Literacy Program • Coulee Region Literacy Council • Crawford County Literacy Council • Family Literacy of Racine • Fond du Lac Literacy Services • Fox Valley Literacy • Grant County Family Literacy Services • HOPE Academy – Program of Family & Children's Center • ICAA Crossroads Rusk County • ICAA Crossroads Sawyer County • ICAA Crossroads Washburn County • International Institute of Wisconsin • Iowa County Literacy Council • Jefferson County Literacy Council • Journey House Center for Family Learning and Youth Athletics • Kenosha Literacy Council • Lake Superior Tutoring Center for Dyslexic Children and Adults • Latino Academy of Workforce Development • LCOOCC Adult Basic Education Program • Learning Connections – St. Francis Public Library • Learning Partners • Literacy Council of Greater Waukesha • Literacy Council of Green County • Literacy Council of Sheboygan County • Literacy Council of Superior/Douglas County • Literacy Door County • Literacy Green Bay • Literacy Network • Literacy Partners of Kewaunee County • Literacy Services of Wisconsin • Literacy Task Force of Northern Wisconsin • Literacy Volunteers - Chippewa Valley • Literacy Volunteers - Marquette County • Marinette & Oconto Counties Literacy • Milwaukee Achiever Literacy Services • 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 Literacy • Omega School • One-to-One Adult Literacy Partners • Page Forward Volunteers for Literacy in Clark County • Portage County Literacy Council • Racine Literacy Council • Richland County Literacy Council • Sauk Prairie Area Literacy Council • Shawano County Literacy Council • Silver Spring Neighborhood Center • Social Development Commission • Stateline Literacy Council – Beloit • Taylor County Literacy Council • The Literacy Connection • UMOs • UW-Madison Cultural Linguistics Services • Walworth County Literacy Council • West CAP Literacy Skills and Enhancement Program • Winnebago County Literacy Council • Wisconsin Dells Literacy Council • Wisconsin Institute for Learning Disabilities/Dyslexia • Wisconsin Institutions Literacy Council • YWCA Southeast Wisconsin

## Friends of Wisconsin Literacy,

The 2014-15 fiscal year brought Wisconsin Literacy into its 30th Anniversary with a new rebranded look and a lot of celebration. In looking back to 1985, Wisconsin Literacy was an all volunteer-run coalition with fewer than 20 agencies. It met once a year with members and provided a statewide newsletter to connect member programs and share resources. Each year for the last thirty, more literacy agencies have joined our coalition. With 75 members by June of 2015, Wisconsin Literacy has built a strong system of community-based literacy services helping adults change their lives through improved skills for work, health, family and community.

The following pages demonstrate the impact that our work has had this past year in:

- building capacity for our member agencies
- advocating for literacy at the state Capitol
- helping our programs to connect to local employer needs by preparing students for the workforce
- hosting a national health literacy summit bringing healthcare and adult education providers together to learn how to make health information understandable for all.

We hope you will be inspired by the life-changing work that our coalition is accomplishing across Wisconsin and consider how you too can change lives through literacy. A Friend of Wisconsin Literacy membership is now available on our website.

We would love to welcome you!



Dave Endres  
Board Chair



Michele Erikson  
Executive Director



We were excited to welcome five new members to our coalition in 2014-15, raising our membership total to 75: ICAA Crossroads Rusk County; International Institute of Wisconsin; Literacy Door County, Minong Area Library and Literacy Center; and Northcott Neighborhood House.

Our members trained more than 3,500 volunteer tutors who provided over 270,000 hours of instruction to more than 13,000 adult learners in our state. Our member programs invest a tremendous amount in people, which improves the quality of life in their communities.

Measuring the impact of this investment requires good data collection. In addition to the powerful and amazing success stories we hear from our members, we are pleased to be able to share more data to funders and community stakeholders through a pilot project funded by the Otto Bremer Foundation. Six member agencies, both large and small, in our NW region are piloting the use of the Milwaukee Achiever Database System. The data management system will help program directors make data-driven decisions on programming. Current users report the tool to be user friendly and accessible for community-based literacy programs of varied size.

*“3,500 volunteer tutors provided over 270,000 hours of instruction to more than 13,000 adult learners.”*

Our member, Kenosha Literacy Council, has a great success story in Edwin (at right) receiving his U.S. Citizenship.



In September 2014, Wisconsin Literacy hosted a statewide *Pathways to Employment* workforce conference connecting education and workforce providers around current trends, resources and best practices to help adults prepare for jobs and improve their employability skills. This type of professional development is critical due to the passing of the Workforce Investment and Opportunity Act (WIOA) in July 2014, a law that brings together the Department of Labor and the Department of Education to raise the employability skills of America's workforce and help employers find qualified workers for high demand industries.

For our coalition, this law brings with it a new way of measuring our success; now more than ever before, employability outcomes are an integral part of literacy services. Wisconsin Literacy is guiding its members into a more focused effort on embedding employability skills and GED certificates into the services they offer. In 2014-15, over 2,000 adults got a job, found a better job or kept their current job."

*"Now more than ever  
before, employability outcomes  
are an integral part of  
literacy services."*



The *Pathways to Employment* conference presented current topics on Wisconsin workforce training.

# Health Literacy

“Life-changing” is how one person described her experience at the 2015 Wisconsin Health Literacy Summit April 13-15. “I’m going back to my hospital and will be the Plain Language Tzar,” she proclaimed. Her enthusiasm for health literacy was shared by over 300 other attendees at this year’s Summit, the highest attended since the biennial event began in 2004.

Attendees, who came from 22 states and three foreign countries, applauded the Summit for being a high-quality event providing health literacy tools, resources and best practices from national and international experts. Most importantly, in a post-Summit evaluation, 92% of attendees said they would recommend the Summit to friends and colleagues, and 93% said they were energized to take the next step on a health literacy project.

Other areas of focus in 2015 include completion of 66 statewide “Let’s Talk about Medicines” workshops, a research project on adopting an easy-to-read medication label in Wisconsin, and health literacy training provided to over 1,000 health and social service professionals.

*93% of Summit attendees plan to take action on a health literacy project.*



At a Summit plenary session, Jackie Taylor, President, Commission on Adult Basic Education, shared health implications of a recent landmark international adult literacy study.



## Government Advocacy

One thing that is very challenging for our member agencies to do is advocacy work. It is hard to juggle the demand for services and the time to advocate to elected officials. This is where Wisconsin Literacy steps in to provide a statewide voice to state and federal legislators and to make sure they know about the important work our member agencies do in their communities. Each September, during *National Adult Education and Family Literacy Week*, we arrange legislative visits to our members' programs.

Last spring, we worked with key legislators to advocate for funding support in the state's biennial budget. This support strengthens our regional literacy program that builds the capacity of our members. This year, we also successfully advocated for increased support of GED (General Education Development) certificate efforts among our programs. The GED certificate is required by almost all employers now.

*“Wisconsin Literacy steps in to provide a statewide voice to state and federal legislators.”*



# Amy Loudenbeck

REPRESENTING WISCONSIN'S 31<sup>ST</sup> ASSEMBLY DISTRICT

May 14, 2015

Press Release  
For Immediate Release

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## Rep. Loudenbeck, JFC Vote to Support Adult Literacy

**Madison** – Today, Representative Amy Loudenbeck (R-Clinton), along with her colleagues on the Joint Finance Committee, voted in favor of two budget amendments which invest in adult literacy services.

The committee approved a budget amendment which allocates additional dollars for adult literacy grants to support statewide adult literacy programming. The committee also approved a budget amendment which supports general education development (GED) testing and preparation for individuals who receive assistance from the temporary aid for needy families (TANF) program.

“This investment in helping adults achieve proficiency in basic literacy skills will close the skills gap and ensure that individuals succeed at home and in the workforce by removing barriers to obtaining a GED for our citizens who are striving toward economic self-sufficiency,” said Rep. Loudenbeck.

“Wisconsin Literacy Inc. and the 75 member literacy agencies it supports will literacy grants to move adult students toward educational and career pathways. Michele Erikson, executive director of Wisconsin Literacy Inc. Community literacy agencies have a significant return on investment due to the generosity of our volunteer tutors committed to seeing their students make significant progress. Last year, our members served over 17,700 adults in the areas of GED attainment, job readiness, computer skills, health literacy, citizenship, reading, writing, and math.”

“We are removing barriers to obtaining a GED for our citizens who are striving toward economic self-sufficiency.”

-Rep. Amy Loudenbeck

## Donors July 1, 2014 – June 30, 2015

**2015 Health Literacy Summit Sponsors:** Anthem Blue Cross and Blue Shield • Beloit Health System • Commission on Adult Basic Education • Dean & St. Mary's • Epic • Gundersen Health System • Home Health United • Hospital Sisters Health System • Marshfield Clinic • Meriter & Physician's Plus Insurance Corp. • MetaStar, Inc. • Quarles & Brady LLP • Security Health Plan • The Alliance • UnitedHealthcare • UW Carbone Cancer Center • UW Health & Unity Health Insurance • UW Population Health Institute • UW Department of Family Medicine • UW School of Medicine and Public Health • WEA Trust • WHA Foundation, Inc. • Wisconsin Collaborative for Healthcare Quality • Wisconsin Health Information Organization • Wisconsin Medical Society • WPS Health Insurance

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**Foundations:** Alliant Energy Foundation • Dollar General Literacy Foundation • Green Bay Packers Foundation • Kohl Charities • Magic Pebble Foundation • Otto Bremer Foundation

**Gifts-in-Kind:** Café Carpe • City of Fitchburg • Copps Food Center • Daisy Café and Cupcakery • Dean Health System • Fitchburg Fire Department • Fitchburg Library • Gigi's Cupcakes • Hiebing • HyVee • Inner Fire Yoga • Kicks Unlimited LLC • KM Perform • Debbie Kutchin • Lilianas • M & R Movers • Marion Nemetz • The Piano Gal Shop • Rob Shindler • Soulful Toad • Ten Pin Alley • United Newspaper Group • Walgreens • Waukesha - Pewaukee Visitors Bureau • Wendy's • Wisconsin Department of Health Services

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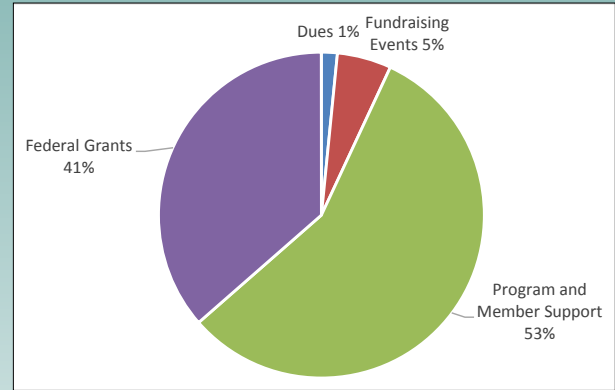
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# Financial Highlights

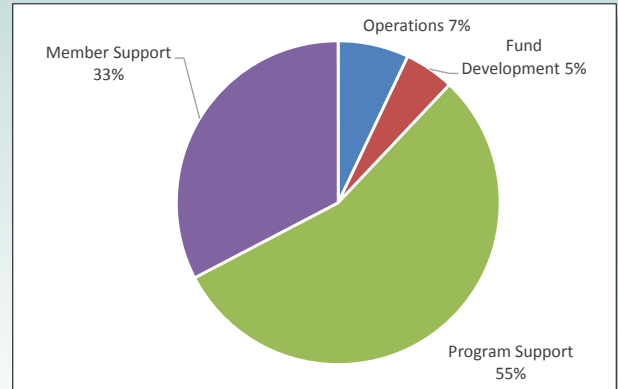
## Funds Raised

Miscellaneous Income/Interest	655	0%
Dues	8,945	1%
Fundraising Events	30,413	5%
Program and Member Support	320,664	53%
Federal Grants	206,454	41%
<b>Total</b>	<b>\$567,131</b>	<b>100%</b>



## Funds Used

Operations	38,365	7%
Fund Development	27,011	5%
Program Support	300,270	55%
Member Support	177,487	33%
<b>Total</b>	<b>\$543,133</b>	<b>100%</b>



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