

PROJECT  
READ



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Annual Report

FY 2010

*July 1, 2009-June 30, 2010*

*Dear Friends,*

FY10 was a year of challenges and triumphs for Project READ. As the economic troubles for our area (and nation!) continued, a record number of people sought assistance from Project READ in order to improve their literacy skills. Despite the challenges this overwhelming need created, Project READ staff and volunteers rose to the task and served thousands of people in need:

- Project READ individually matched 2,345 adult learners with free GED, reading, English language and family literacy classes during FY10—the highest amount ever recorded and 145% more than FY09.
- Project READ engaged 404 volunteers as reading tutors for children or adults.
- 1,676 elementary and middle school students received reading tutoring through Project READ's Miami Valley READS program.
- Literacy\*AmeriCorps Dayton service members instructed 865 adults during the 2009-2010 service year, 127% more than during FY09.
- Project READ planned or participated in 48 community events, bringing the literacy message to nearly 14,000 people.
- Project READ distributed more than 12,000 books during FY10, nearly twice as many as the year before.

In good times and bad, Project READ is here to help adults and children improve their literacy skills for a brighter future. I would like to thank our volunteers, donors, and business and foundation supporters who gave to us so that we can pursue our mission. Your support helps us to build a community of readers.

Sincerely,



Becky Garvin  
Executive Director



*Our Mission* - Building literacy through collaboration.

## *Key Programs*

- Project READ operates a literacy Helpline that links adults with free GED, reading, family literacy and English language classes and volunteers with programs and schools in need of reading tutors for adults and youth.
- Project READ directs the Literacy\*AmeriCorps Dayton program, which places up to 12 service members in coalition member programs to serve as classroom assistants and tutors for adults and youth.
- Project READ plans or participates in community events to increase literacy awareness.
- Project READ distributes thousands of new and gently used books each year to local literacy programs and directly to families in need.

## *Project READ Staff*

Becky Garvin  
*Executive Director*

Holly Elkins-Lopez  
*Education Programs and Outreach Coordinator*

Amanda Montel  
*Coalition Assistant*

Laura Mlazovsky  
*Development Specialist*

Allison Marlyne  
*Literacy\* AmeriCorps Dayton Service Member*

**Project READ**  
c/o Sinclair Community College  
Building 6, Room 6130  
444 West Third Street  
Dayton, OH 45402-1460  
937-461-READ (7323) | [www.project-read.org](http://www.project-read.org)

# *Project READ Community Literacy Board - FY10*

Sharmin Black  
Dayton Urban League

Susan Brockman  
Children's Medical Center

Linnae Clinton  
Dayton Public Schools

Kathleen Emery  
City of Dayton

Tom Farnbacher  
CareSource

Russ Gilmore  
Miami Valley Literacy Council

Jayne Gmeiner  
Miami Valley Hospital

Helen Grove  
Sinclair Community College

Ted Gudorf  
Gudorf Law Offices LLC

Madeline Iseli  
Sinclair Community College

Toni Kennedy  
Dayton Marriott Hotel

Amy Leedy  
Miami Valley Career Technology Ctr.

Debbie Lieberman  
Montgomery County Administration

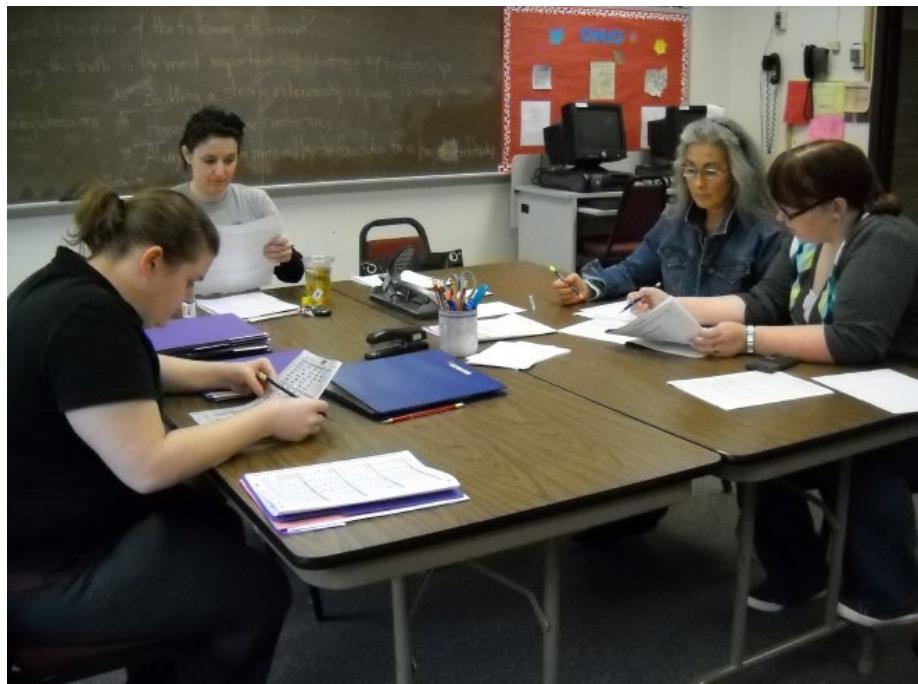
Mary Shancey  
First Financial Bank

Rick Slesman  
Target Stores

Bev Smith  
Hollandays Publishing Corp.

Cynthia Smith  
Kettering City Schools

Mark Willis  
Dayton Metro Library



# *Project READ*

## *FY10 Accomplishments at a Glance*

### **Community Outreach**

Number of events planned or participated in	48 events
Attendance at community events	13,865 people
Books distributed to the community	12,085 books

### **Recruitment & Referral**

Volunteer Recruitment & Referral	404 volunteers
Student Recruitment & Referral	2,345 learners
Programs receiving volunteer or student referrals	59 programs

### **Miami Valley READS**

Number of schools involved	66 schools
Number of volunteers	372 tutors
Number of students tutored	1,676 students
Number of supporting businesses	30 businesses

### **Literacy\*AmeriCorps Dayton**

Number of service members	10 members
Agencies receiving service members	6 agencies
Number of learners served	1,172 learners

# *State of Literacy in the Miami Valley 2010*

Project READ continually monitors the state of literacy in the Miami Valley to determine the community's need for services. The latest statistics tell us that there are still many people in the Dayton area that need literacy assistance:

- 21.6% of Ohio third graders failed the reading portion of the state achievement test in 2009-2010, including 47.4% of Dayton Public Schools third graders (2009-2010 Ohio Department of Education Local Report Card).
- 28.2% of Ohio fifth graders failed the reading portion of the state achievement test in 2009-2010, including 63.7% of Dayton Public Schools fifth graders (2009-2010 Ohio Department of Education Local Report Card).
- 34% of individuals age 16 and older had difficulty reading and understanding information in simple documents. Based on these results, local adult educators believe that approximately 140,000 adults in Montgomery County, 42,000 adults in Greene County, and 11,000 adults in Preble County have limited literacy skills. (National Assessment of Adult Literacy, December 2005).
- According to the U.S. Census Bureau, workers 18 and over with a bachelor's degree earn an average of \$58,613 per year, while those without a high school diploma average just \$21,023.



# *Serving Learners and Volunteers*

## **Helpline**

Project READ's Helpline service individually matches adult learners with free GED, reading, family literacy and English for Speakers of Other Languages (ESOL) classes in the Dayton area. In FY10, a record-breaking 2,345 adult learners received referrals to educational programs by calling the Project READ Helpline number: (937) 461-READ. This total represents a 145% increase over the number of learners served during FY09.

Project READ also serves as a clearinghouse for literacy volunteer opportunities in the Miami Valley. In FY10, 32 volunteers were referred to the Miami Valley Literacy Council and programs in surrounding counties to become adult literacy volunteers. In addition, 251 new volunteers chose to become reading tutors for youth in our Miami Valley READS program schools and tutoring sites.

## **Miami Valley READS**

Miami Valley READS, a program of Project READ, recruits, trains and places volunteer reading tutors to provide one-on-one assistance to struggling readers in 66 local schools and community tutoring sites. Miami Valley READS also recognizes tutors with holiday cards and certificates to enhance volunteer retention and provides technical assistance to school and community partners.

During FY10, 251 new volunteers were recruited by Miami Valley READS, local businesses, and/or by the schools themselves. In all, 372 volunteers tutored in 66 Miami Valley READS schools and community tutoring sites during the 2009-2010 school year. Holly Elkins-Lopez, the Education Programs Coordinator, trained 66 of these volunteers for service as youth tutors. The volunteers tutored 1,676 elementary and middle school students in reading.

In May 2010, Project READ leadership made the difficult decision to disband the Miami Valley READS program. The poor economy along with steadily decreasing volunteer numbers and waning participation from some schools made the decision necessary.



## Literacy\*AmeriCorps Dayton

Project READ entered its seventh Literacy\*AmeriCorps Dayton grant year in October 2009. During the 2009-2010 Service Year, 10 full-time service members instructed hundreds of adults and children in the Dayton area. Literacy\*AmeriCorps Dayton service members provided the following services to local learners:

- Service members taught 865 adults in Adult Basic Education, English for Speakers of Other Languages, GED classes or basic skills development.
- Service members tutored 307 youth in reading.

Due to the skilled instruction of Literacy\*AmeriCorps members, learners experienced tremendous achievement during the year:

- 76% of adult learners pre- and post-tested with the TABE showed at least a ten-point gain.
- 61% of adult learners evaluated with the BEST Plus test exhibited at least a 10 point increase from pre- to post-test.
- 51 adult learners earned their GED.

Literacy\*AmeriCorps Dayton members strongly impacted the community with book distribution and outreach activities during 2009-2010. Service members participated in 28 community events during the 2009-2010 service year, distributing more than 8,000 flyers or brochures and reaching more than 14,000 people with the literacy message. Project READ also distributed approximately 12,000 books during the service year. The collection, sorting and distribution of these donated books were often coordinated by AmeriCorps service members. Finally, Literacy\*AmeriCorps Dayton service members recruited 147 special event volunteers who contributed 735 hours of service to the community.



# *Project READ Community Outreach & Events*

## **Target READing Festival 2010**

The 2010 Target READing Festival was held on June 28, 2010 at HighRise Services and Arthur O. Fisher Park in west Dayton. About 150 children and adults enjoyed the “Get Fit!” theme by participating in physical fitness and reading activities during the afternoon.

The event kicked off when the Dayton Metro Library KidsMobile visited HighRise Services early in the day highlighting books related to good health and fitness. During their visit, children were given the opportunity to get a library card. When the event officially started in the late afternoon, children and adults participated in various learning and fitness stations with activities such as tennis, Zumba, basketball, and relay races.

Premier Community Health also provided basic health screenings for adult family members and the 20 event volunteers in attendance. At the end of the event, Project READ distributed 170 books related to healthy living, fitness, and healthy cooking.

A number of community partners collaborated to make the event a success:

- YMCA (Trotwood Branch)
- Get Up! Montgomery Co.
- Dayton Metro Library
- Children’s Hunger Alliance
- Premier Health Partners / Community Health

Thanks to all of these partners and to Target for sponsoring the event!

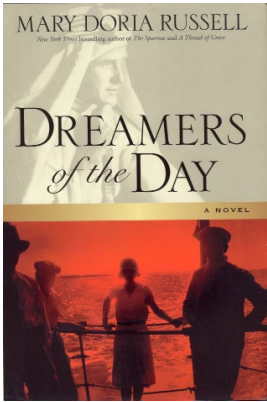
## **GRIMMY Awards**

The 2009 GRIMMY Awards and a celebration of Miami Valley READS’ 10<sup>th</sup> anniversary were held on October 27, 2009 at Sinclair’s Conference Center. The GRIMMY Awards recognize outstanding volunteers, students and supporters of literacy programs in the Miami Valley. Recipients of 2009 GRIMMY Awards were:

<b>Dave Hurwitz</b>	Outstanding Friend of Literacy
<b>Dianne Lawson-Smith</b>	Outstanding Miami Valley READS Volunteer
<b>Carol Echols</b>	Outstanding Adult Literacy Volunteer
<b>Rosalba Ayers</b>	Outstanding ESOL Student
<b>Tina Brown</b>	Outstanding Adult Student

A highlight of the 2009 event was the presentation of a GRIMMY Award to both a Dayton Marriott associate (Outstanding Adult Student Tina Brown) and her volunteer tutor (Outstanding Adult Literacy Volunteer Carol Echols). It is a rare occasion when a tutor and his/her student both receive the honor in the same year!

Martha Moody, local author, physician and ESOL tutor was the Keynote Speaker.



## The Big Read

The Dayton area's community reading project, the Big Read is a collaborative effort between Books & Co., local libraries, universities, schools, community agencies, the *Dayton Daily News*, and Project READ. Local libraries, bookstores and other locations held events and book discussions relating to the selected book: *Dreamers of the Day* by Ohio native Mary Doria Russell. On April 10 Mary Doria Russell was the featured speaker at the final event which featured dinner, an author presentation, book-signing, entertainment, and the presentation of the 2010 Big Read Humanitarian Awards.

## Time Warner Cable Concert for Literacy

The 2010 Time Warner Cable Concert for Literacy featured tribute band "Ticket to Ride" playing everyone's favorite tunes from The Beatles. About 1,200 people enjoyed a nice summer night at the Fraze Pavilion. Hauer Music and the Boonshoft Museum of Discovery provided pre-show entertainment with instruments on site to play as well as a "science of music" display. Krispy Kreme Doughnuts generously donated hundreds of doughnuts to concertgoers before the show as well. WTUE-FM "Breakfast with The Beatles" host Matt King and Aaron "Clobber" Klauber introduced the band and then "Ticket to Ride" took attendees on a "Magical Mystery Tour" of Beatles favorites from the early years through the psychedelic later years (complete with a wardrobe change at intermission!).



Additional concert sponsorship was provided by Dayton Power & Light Company Foundation, Town & Country Shopping Center and Heidelberg Distributing Company. Dozens of local businesses donated raffle prizes. When the night was over, the concert raised over \$11,000 for Project READ! Thanks again to everyone that made the event possible through ticket purchases, raffle donations, volunteer hours and event sponsorship.

## Voyage on the Parkway



The second annual "Voyage on the Parkway," an event focusing on the importance of preparing young children for kindergarten and beyond, was held on October 10, 2009 at the Boonshoft Museum of Discovery and Wegerzyn Gardens MetroPark. The event featured live music from P.R. Frank and Dorie and the Daddy-O's, hands-on experiments, storytelling by Steve Hollen, a make and take art activity by K12 Gallery for Young People, live animals, food, games and a book and backpack giveaway. RTA

provided free trolley rides between the Boonshoft Museum and Wegerzyn Gardens so children could participate in the activities at both locations. All activities at this outdoor community event were free and based upon 10 important things to know to help children be successful in school.

The event was sponsored by Five Rivers MetroParks, Boonshoft Museum of Discovery, Ready Set Soar, the RTA, Montgomery County Even Start, Krispy Kreme Doughnuts, Look At A Book, and Project READ. More than 1,000 children and their parents attended the event.

# *Project READ Coalition Members FY10*

Alliance for Work-based Education

Children's Medical Center

Dakota Center, Inc.

Dayton Metro Library

Dayton Urban League

East End Community Services

HighRise Services

Life Enrichment Center

Kettering City Schools—Office of Community Literacy Programs

Miami Valley Career Technology Center

Miami Valley Child Development Centers, Inc.

Miami Valley Literacy Council

Sinclair Community College—Academic Foundations

Sinclair Community College – Out of School Youth Fast Forward Center

Southwest Ohio Reader Development (SWORD)

VA Medical Center – Veterans' Affairs

Westminster Presbyterian Church

# *Miami Valley READS Tutoring Sites FY10*

Bear Elementary  
Beavertown Elementary  
Beverly Gardens Elementary  
Campfire USA  
C. F. Holliday Elementary  
Charles L. Loos Elementary  
Cline Elementary  
Dayton View Academy  
Driscoll Elementary  
East End Community Services  
Edwin D. Smith Elementary  
E.J. Brown Pre K-8 School  
Fairborn Intermediate  
Fairborn Primary  
Farmersville Elementary  
Germantown Elementary  
Grafton Kennedy Elementary  
Greeneview Primary  
Greenmont Elementary  
Hadley Watts Middle School  
Helke Elementary  
Indian Riffle Elementary  
J. F. Kennedy Elementary  
John Hole Elementary  
Kinder Elementary  
Kitty Hawk Elementary  
LaMendola Elementary  
Magsig Middle School  
Main Elementary  
Mark Twain Elementary  
Medlar View Elementary  
Miami Valley Academies  
Monticello Elementary  
Moraine Meadows Elementary  
Mound Elementary  
Murlin Heights Elementary

New Lebanon/Dixie Elementary  
Normandy Elementary  
Oakview Elementary  
Orchard Park Elementary  
Orville Wright Elementary  
Parkwood Elementary  
Prass Elementary  
Primary Village North  
Primary Village South  
Rosa Parks @ Cornell Elementary  
Ruskin Pre K-8 School  
Saville Elementary  
Shaw Elementary  
Spinning Hills Middle School  
Stingley Elementary  
St. Margaret's Episcopal Church  
St. Paul United Methodist Church  
St. Peter Catholic School  
Tower Heights Middle School  
Trinity Lutheran Church  
Valerie Elementary  
Valley Elementary  
Valley Forge Elementary  
Virginia Stevenson Elementary  
Weller Elementary  
Westbrook Elementary  
Westminster Presbyterian Church  
Westwood Pre K-8 School  
Wilbur Wright Middle School  
Zion Baptist Church

*Thank You!* Gifts of financial, in-kind or volunteer resources from these organizations supported Project READ's efforts to build a community of readers this year!

Abitibi	Elsa's Mexican Restaurant	Montgomery County ESC
Ad Products of Dayton	Fifth Street Deli	Montgomery County Job & Family Services
Amber Rose	Figlio Wood Fired Pizza	National Museum of the United States Air Force
American Red Cross	First Financial Bank	NCR
Anonymous	Five Rivers MetroParks	Neon Movies
Artemis Center	Frank M. Tait Foundation	Ohio Board of Regents
Bagel Café	Fraze Pavilion	Ohio Literacy Network
Barnsider Restaurant	Friends of the Dayton Metro Library	Original Pizza Factory
Baskin Robbins	GE Money	Poelking Lanes
Beaver-Vu Lanes	Greater Dayton RTA	Premier Health Partners / Good Samaritan Hospital
Books & Co.	Greater Pittsburgh Literacy Council	Premier Health Partners / Miami Valley Hospital
Boonshoft Museum of Discovery	Grimmy, Inc.	Princess Tea Room
Boston's Bistro & Pub	Gudorf Law Offices LLC	Rave Motion Pictures
Boston Stoker	Half Price Books	Reynolds & Reynolds
Brio Tuscan Grille	Hauer Music Co.	River Downs
Brixx Ice Co.	Heidelberg Distributing Co.	River Valley Credit Union
Brunch Club	HighRise Services	Sharkey's at the Dayton Marriott
Bullwinkle's Top Hat Bistro	Hollandays Publishing Corp.	Sinclair Community College
Capri Lanes	Holy Angels School	Sinclair Community College Out of School Youth Fast Forward Center
CareSource Foundation	JD's Old Fashioned Frozen Custard	Southwest Ohio Reader Development
Carmel's	JPMorgan Chase Foundation	Stone Robinson Hospital
Cassano's	Kettering City Schools	Sweeney's Seafood
Central Perc European Café	Kid Sister, Inc.	Target
Children's Medical Center	Knollwood Garden Center	Time Warner Cable SW Ohio
Christopher's Restaurant & Catering	Krispy Kreme Doughnuts	TJ Chumps Family Sports Restaurant
City of Dayton	Kroger	Town & Country Shopping Center
City of Kettering	Laser Quest	Trotwood YMCA
Cold Beer and Cheeseburgers	Laser Web	United Way of the Greater Dayton Area
Corp. for National & Community Service	Leslie Mapp Foundation	University of Dayton
Culp's Café	Levin Family Foundation	Vectren Foundation
Dakota Center	LexisNexis	Victoria Theatre
Danbarry Cinemas	Limited Brands Company Foundation	Voss Auto Network
Dayton Area Chamber of Commerce	LJB Inc.	WalMart
<i>Dayton Daily News</i>	Look at a Book	Wells Fargo Insurance Services
Dayton Dragons	Martha Holden Jennings Foundation	Westminster Presbyterian Church
Dayton History	Meadowlark Restaurant	WDTN TV
Dayton Marriott	Meijer	W.G. Grinders
Dayton Metro Library	Mentoring Collaborative	WHIO-TV
Dayton Public Schools	Miami-Jacobs Career College	WHKO-FM
Dayton Tire Sales	Miami Valley Career Technology Center	WLQT FM Lite 99.9
Dayton Urban League	Miami Valley Child Development Center, Inc.	WMMX Mix 107.7
Deck the Walls	Miami Valley Literacy Council	WTUE-FM 104.7
Dollar General Literacy Foundation	Milano's Atlantic City Submarines	Wright-Patterson Air Force Base
Dorothy Lane Market	Miss Milea's Smile Awhile Dance Studio	Wright State University
DP&L Company Foundation	Montgomery County Commission	Ye Olde Trail Tavern
EDS		Young's Jersey Dairy

*Thank You!*

*The following individuals supported Project READ through United Way designations or a personal gift.*

William Allen	Megan Hedrick	Natalie Peffers
Anonymous (22)	Neil Herbkersman	Jeffrey Pickard
Margie Belles	Dennis Hess	Donald Rethman
Gary Berg	Gerard Hess	Clara Rezash
Lisa Bierer	Mary Hickle	Amy Ruggiero
Cynthia Blake	Richard Hicks	Ann Schmitt
Lesley Blevins	Virginia Hill	Christina Sensenbrenner
Susan & David Bodary	Andrea Hirtle	Julie Shininger
Susan Brockman	Nichole Howard-McDaniel	Ned Sifferlen
Dericko Broomes	Marilyn Huffman	Brian Sill
Harold & Susan Brown	Veronica Huliba	Theresa Smalley
Kimberly Buckingham	David Hurwitz	Bev Smith
Denise Buntjer	Gary Igleburger	Sally Struthers
Jenna Buschur	Madeline Iseli	Gary Summons
Janine Chambers	Diane Jackson	Robert Taft II
Betty Chaney	Yauching Jasinski	Mary Taylor
Linnae Clinton	Lillian Jennings	Denise Thompson
Christina Conway	David Jones & Karla Hibbert-Jones	Bonnie Trimbach
Mary Cox	Nancy Jones	Arthur D. Tubbs
Rob Dennis	Timothy Kambitsch	Cheryl Turner
Sara Dulaney	Patrick Kenrick	David Walthall
Donna Edwards	Kathryn Kinnucan- Welsch	James Williams
John & Kathy Emery	Kathy Knall	Mark Willis
Dick Flack	Luke Lavin	Barbara Wolfson MD
Becky Garvin	Laurie Leggett	Joyce Young
Russ & Kathy Gilmore	Theresa Lehmann	Timothy Young
Jayne Gmeiner	John Leland	
Mary Gmeiner	Judith Markley	
Michael Gorsky MD	Laura Mlazovsky	
Mary Govan	Veronica Morris	
Jessica Graham-Cash	Amanda Mulbay-Harries	
Derrick Grauman	Judi Must	
Helen Grove	Mr. & Mrs. Allen Norris	
Ted Gudorf	Georgiana Nye	

*Project READ staff carefully reviewed this list to ensure the accuracy of each name. Should you find an error or omission, please accept our apologies and contact Project READ at 937-461-7323.*

*Project READ does not sell or share donor information with any other organization.*

# FY10 Project READ Income and Expense

Income	FY10 TOTAL
<b>Government</b>	
GPLC/AmeriCorps	\$ 108,729.28
Ohio Board of Regents	\$ 51,653.90
Montgomery County Job & Family Services	\$ 80,538.21
<b>Subtotal Government</b>	<b>\$240,921.39</b>
<b>Other Income</b>	
United Way (allocations/designations/CCC)	\$ 37,650.46
AmeriCorps Site Fees	\$ 57,492.73
Corporate & Foundation Gifts	\$ 81,925.12
Membership	\$ 1,800.00
Special Events	\$ 11,479.18
Individual Gifts (excluding United Way designations)	\$ 2,081.00
Organizational Support (i.e. restricted fund balance utilization)	\$ 17,052.52
<b>Subtotal Other Income</b>	<b>\$209,481.01</b>
<b>Total FY10 Income</b>	<b>\$ 450,402.40</b>
<b>Expense</b>	
<b>Personnel</b>	
Personnel (salary)	\$ 272,275.61
Personnel (benefits)	\$ 52,844.93
<b>Subtotal Personnel</b>	<b>\$ 325,120.54</b>
<b>Operating Costs</b>	
Supplies	\$ 9,389.22
Local travel	\$ 1,994.78
Dues & Memberships	\$ 110.00
Printing	\$ 2,095.66
Advertising	\$ 510.00
Telephone	\$ 3,094.06
Postage	\$ 1,772.09
Special Events	\$ 4,203.73
Miscellaneous	\$ 8,215.33
<b>Subtotal Operating Costs</b>	<b>\$ 31,384.87</b>
<b>Outside Services</b>	
Consultants	\$ 6,160.00
Band Fees (for Concert for Literacy)	\$ 1,800.00
Adult Literacy Services pass-through	\$ 68,000.00
Literacy*AmeriCorps Health Care	\$ 17,310.00
<b>Subtotal Outside Services</b>	<b>\$ 93,270.00</b>
<b>Total Project READ Coalition Expense</b>	<b>\$ 449,775.41</b>

## Project READ FY10 Fund Balances

Project READ Coalition (unrestricted):	\$27,282.57
Literacy*AmeriCorps Dayton	\$26,402.90
Roberts Foundation Radio Campaign:	\$478.44
<b>TOTAL FY10 Fund Balance:</b>	<b>\$54,163.91</b>



United Way of the  
Greater Dayton Area

*Project READ is a partner agency of the  
United Way of the Greater Dayton Area.*



*Project READ is based at  
Sinclair Community College  
and the Sinclair Community  
College Foundation, a 501(c)3  
organization, serves as Project  
READ's fiscal agent. The  
Sinclair Community College  
Foundation is a Better Business  
Bureau accredited charity.*