



OUR MISSION

to advance literacy within the Kansas City region through direct services, advocacy, and collaboration.



OUR VISION

is literacy for all.



OUR LOCATION

Literacy Kansas City
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302

STUDENT GOALS

Students met 302 individual goals in 2014. Goals may include: getting a library card, registering to vote, earning a GED, or starting a new job.

A word from our Executive Director

Greetings! After an enormously successful year of growth and evolution, we were again awed and inspired by our generous donors. Whether large or small, each and every gift made a difference in someone's life.

In July we launched our Family Reading Program, which teaches the parent and reaches the child. We have had classes at four partner sites, and are looking to expand to three more in 2015. This program allows parents to learn not only to read for themselves, but also how to be the first and best teacher in their child's life.

The Guided Educational Access to Reading Skills (GEARS) program has had a stellar year with extraordinary student achievement and academic results. This fall, students improved an average of 1.7 grade levels! That's incredible, and was thanks to the hard work of instructors and tutors working together and a solid partnership with MCC-Penn Valley.

This year has also seen the development and piloting of our expanded model of service: the Impact Initiative. Inspired by the fantastic results of our GEARS program, all new students starting in January will be enrolled in



an instructor-led, tutor driven class with digital literacy and computer components. This will allow us to reach more people, more quickly, and more efficiently than ever before.

The year brought tremendous change and growth for the organization with regard to technology. The implementation of a new database which allows staff to view donor, volunteer and student data all in one system, combined with increasingly robust reporting capability, has significantly streamlined the organization's operations and had a direct impact on organizational efficiency. The great work of 2014 positions us for success in 2015. We hope you will follow our progress as we work toward our vision of literacy for all.

Sincerely,
Carrie Coogan
Executive Director

2014

ENROLLMENT BY PROGRAM

UNIQUE SERVED

TOTAL SERVED: 371

52

FAMILY READING PROGRAM
20 adults and 33 children joined our unique program this year

122

ONE-TO-ONE TUTORING
Adults and teens meet with volunteer tutors to improve basic literacy skills

64

OPEN DOORS
Helping ex-offenders achieve their literacy goals through one-to-one tutoring

133

GEARS
Classroom instruction at MCC-Penn Valley and tutoring sessions

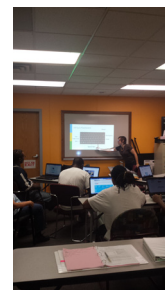


FAMILY READING PROGRAM

puts the keys to children's literacy in their parents' hands!



PARENTS IN THE FAMILY READING PROGRAM REPORTED READING TO THEIR CHILDREN 20 MORE MINUTES EACH DAY.



OVER 250 CHILDREN'S BOOKS WERE DISTRIBUTED IN JUST THE FIRST SIX MONTHS!

Financial Year in Review

REVENUE

Grants – \$218,623.47
 Donations – \$152,539.92
 Program – \$56,851
 Events – \$176,528.43

EXPENSES

Programs – \$373,534
 Management and General – \$86,099
 Fundraising – \$109,574



ONE OF OUR MOST SUCCESSFUL EVENTS THIS YEAR WAS THE CORPORATE SPELLING BEE, WHICH IS HELD EVERY APRIL.

Euronet Worldwide: winning team of the 2014 Spelling Bee: Mike and Millie Brown, Rosalie Poe, Jonathan Ricke, Chuck Duer, Becca Randall and Alicia Thompson.



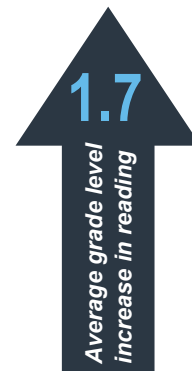
The GEARS program saw great success in 2014! Below are student results from the Fall 2014 semester. In total, GEARS students improved basic skills and tested out of 28 remedial level classes at MCC-Penn Valley.

READING Results

57% Increased one grade level or higher

35% Increased over two grade levels or higher

53% Scored into a higher reading course at MCC-Penn Valley



WRITING Results



59% Increased one grade level or higher

35% Assess over two grade levels or higher

32% Scored into a higher writing course at MCC-Penn Valley

Key Partnerships

Literacy Kansas City has worked hard to bring our services and programs out into the community. We are proud to partner with the following organizations:

- AmeriCORPS VISTA
- HangUps in KC
- Operation Breakthrough
- Connecting for Good
- Kansas City Public Library
- Mid-Continent Public Library
- Kansas City Public Schools
- Metropolitan Community College - Penn Valley
- Connections to Success
- Rainy Day Books
- United Way of Greater Kansas City
- Keeler Women's Center
- Support Kansas City
- The Upper Room KC
- Turn the Page KC
- Kansas City Parks and Recreation
- Reconciliation Services

“The Library’s *Building a Community of Readers* initiative matches Literacy Kansas City’s vision of literacy for all. Through this partnership, a model will be established of community partners bringing reading skills and enjoyment as well as digital literacy to those most in need.”
 R. Crosby Kemper III, Kansas City Public Library



MAFOUR LONG

succeeded in the GEARS program this semester.

“Every tutoring session with Mafour is fun, because he’s always so interested in learning new and unusual words. And sometimes when we’re discussing a reading he pauses and says with relish, ‘That’s deep.’ It gives this tutor a big thrill!”
 Carrie McDonald - Tutor

SPECIAL THANKS TO OUR 2014 LITERACY CHAMPIONS

GOLD LEVEL: Helen Betts, Evan Black, Michael Churchman, Ellen D’Amato, Dorothy Elliot, Peter and Allison Hendrixsson, John and Carol Jantsch, Elizabeth Minis, Louisa Raich Grill, Jim Warden, Maureen Weiss (Huddle Learning Inc.), James Price and Francine Warkow, Daren and Julee Fox, Deborah Hays, Diane Conner, Diane Nunemaker

SILVER LEVEL: Holly Buser, Allison and Tim Fisher, Boots Leiter, Ed Nickel, Wanda Perkins, Erin Weir, Martin Zehr, Heather Starzynski, Joe Meinhardt, Steven Potter, Curt McConnell

BRONZE LEVEL: Kristi Jurgensen and Carolyn Adams (Hang Ups in KC), Patricia Araco Ellis, Pat Besheer, Alice Gutierrez, Jahez J. MacLaughlin, Dana and Tom Moriarty, Deborah Shouse and Ron Zoglin, Nancy and Tom Shawver, Jan Wilkinson, Vicki Kolb, Jack Lindsey, Laurie Moore, Thomas Platt, Dr. Robert Laubach

TUTOR LEVEL: Jane Beasley, Mary Benson, Pamela Felton, Ivonne Hournou, Joe McClernon, Allen Simon, Clara Van Draska, Louisa Van Horne, Darla Wolters, Linda Yeager, Hailey Osterhaus, George Neas, Michelle Fasel, Reachel Beichley, Phyllis Schweizer