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

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!
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

**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


**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

**SPECIAL THANKS TO OUR 2014 LITERACY CHAMPIONS**

**GOLD LEVEL:** Helen Betts, Evan Black, Michael Churchman, Ellen D’Amato, Dorothy Elliot, Peter and Allison Hendriksen, 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

"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