



THE LITERACY
PROJECT 
 OF EAGLE COUNTY



2019 ANNUAL REPORT
 READ WELL. SPEAK WELL. LIVE WELL.



2019 ANNUAL REPORT

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WE BELIEVE

We use literacy every day. We use the written word to celebrate our greatest wins and explore the deepest sorrows. We use literacy to find our tribe and debate different points of view. Literacy is the framework through which we communicate, connect and expand our shared existence.

We believe everyone deserves the chance to read well, speak well and live well. If every man, woman and child could read, write, and comprehend, our nation would be much closer to solving many of the social problems that face us. The Literacy Project of Eagle County is a non-profit 501c3 organization that provides all levels of English language tutoring to adults and children through volunteerism and financial support. Adult, middle school, family and children programs are available FREE.

MISSION

To give hope to Eagle Valley community members of all ages by offering free assistance in acquiring the English literacy skills they need to function more effectively in their daily lives.

VISION

By promoting a literacy rich environment that reaches a diverse community of all ages and backgrounds, we strive to be the leader in literacy education in Eagle County. Through adaptable programs and collaboration with schools, businesses, partners, volunteers and donors we commit to serving everyone in our community that wants or needs help acquiring literacy skills. We seek to improve graduation rates, increase test scores, decrease poverty and ensure that there are books in the hands of every child in our county.

PURPOSE

Empower our community to come together to shape brighter futures.

VALUES

HOPE We fundamentally believe that the ability to Read Well, Speak Well, Live Well transforms lives and changes outcomes for Eagle County residents.

COMMUNITY We promote, equity, diversity, and inclusion. We effectively interact with people of different backgrounds and cultures.

COLLABORATION We believe everyone has a part to play in working to close the opportunity gap and that collaborative efforts create unlimited potential for students and community.

SERVICE We know that service and volunteerism make a difference. We mobilize and nurture volunteers and partners to create positive change.

LEARNING We see how the ability to read transforms lives and changes outcomes for children and adults.

LEADERSHIP

We are passionate people doing what we love, giving everyone in our community equal opportunity to experience the power of literacy.



The Literacy Project Board is governed by an outstanding group of dedicated individuals that shape our educational programs' vision and direction. The Board of Directors consists of members from various sectors of the community such as business, education and government.



Colleen Gray, Executive Director

Celebrated 30 years with The Literacy Project of Eagle County!



Sloan Munter, Director of Educational Programs

Celebrated 25 years with The Literacy Project of Eagle County!



Cathy Heller, Raising a Reader Coordinator

Gaby Milhoan, Marketing & Communications



BOARD OF DIRECTORS



Wendi Hanlon, President



Melanie Davis, Secretary



Adina Dean, Treasurer



Sophie Sunderland



Brian Nestor



Nancy Shane



Amy Gornikiewicz

VOLUNTEERS

OUR INSTRUMENTS OF CHANGE



THE HEART OF OUR LIFELONG LEARNING PROGRAMS ARE THE VOLUNTEER TUTORS THAT DEDICATE THEIR TIME AND ENERGY TO TEACH STUDENTS IN ONE-TO-ONE TUTORING, OR GROUP CLASSES.



THANK YOU 2019 VOLUNTEERS

- Aaron Chaussignand
- Adriana Avila
- Adrienne Boblak
- Alex McClain
- Alexa Venegas
- Alexandra Teague
- Allie Gish
- Alondra Gonzalez
- Amy Gish
- Ari Dennis
- Aryana Jimenez
- Becky Maddux
- Beth Frommer
- Bobbi Kay
- Brenda McCarty
- Christie Herman
- Colby Wilson
- Cookie Flaum
- Cristina Martinez
- Cynthia Senko
- Daniel Meredith
- David Wahl
- Deb Davis
- Deborah Webster
- Devin Hazelwood
- Doreen Clevenger
- Dudley Duel
- Ed Spivak
- Ethan Teller
- Frances Farrell
- Gabo O'Connell
- Georgia Fox
- Giselle Becerra
- Graziella Pierangell
- Harper Friel
- Hillary Higgins
- Itzel Montano
- Jack Schwartz
- Jane Linstroth
- Jeanne Schoonmaker
- Jennifer Haskell
- Jessica Clark
- Jessica Sherpa
- Jody Talbot
- Judith Carson
- Julian Farrer
- Kate Stavisky
- Karen Eyrich
- Karen Zavis
- Kelly Mitchell
- Kevin LaBella
- Kristal Briones
- Kristena Wyatt
- Kyle Greenhaus
- Laura Vargas
- Laureen Blickenstaff
- Laurel Broy Sandell
- Lawrence Nichamin
- Linda Osterberg
- Linda Quiring
- Lois Schwager
- Martha Petrie
- Meg Hanlon
- Melissa Perez Ruiz
- Neysi Cheque
- Nicole Magistro
- Nicole Wilson
- Olga Barron
- Paige Burleson
- Pam Brandmeyer
- Patti Held
- Randal Schroeder
- Rebecca Chaney
- Rebekah Zenor
- Rivers Jardis
- Rob Davis
- Rosaura McFarland
- Ruby Acosta
- Ruth Bersagel
- Sandra Spaeh
- Savannah Shifrin
- Sharly Arevalo
- Shauna Gould
- Steven Winemiller
- Susan Bristol
- Susan Chipman
- Susan Mitchell
- Susan Morrill
- Susan Swimm
- Susy Rojas Santana
- Tara van Dernoot
- Valerie Wegert
- Yulisa Medrano

QUALITIES OF A VOLUNTEER

We have found that a successful tutor is organized, patient, reliable, respectful, flexible, and responsible. We believe that a genuine love for reading and a good sense of humor are the basic characteristics of a quality volunteer.

VOLUNTEER TRAINING

Volunteer tutors working with adults and middle school students receive training in teaching strategies and techniques from The Literacy Project's staff. Upon completion of the training, the volunteer tutors are matched with a student or a small group of students.

STRATEGIC PARTNERS

THE GAME CHANGERS

Our 2019 programs were supported largely by the generosity of the following important corporate partnerships.



Alpine Bank

Alpine Bank has long been known for being a community bank committed to its community. In addition to underwriting and supporting our events, they have given generously to sponsor auction items, programs and more. In a recent ranking of philanthropy by companies compiled by the Denver Business Journal, Alpine Bank ranked first for cash contributions to charities among Colorado-based businesses.



Eagle Valley Library District

The Eagle Valley Library District believes in an inspired, informed and inclusive community. EVLD is our single largest partner, whose annual grant not only sustains The Literacy Project programs, but provides the locations for the majority of our tutoring and one-on-one literacy programs.



FirstBank

FirstBank's philanthropy is more than just a segment of their business, it's their way of life. Banking for good means doing their best to do right for their customers, communities, and employees, and The Literacy Project has been a grateful recipient of their support for over a decade. FirstBank consistently supports and participates in our events including Colorado Gives Day, our single largest online day of giving annually.



LITERACY IS THE ROAD TO HUMAN PROGRESS AND THE MEANS BY WHICH EVERY MAN, WOMAN OR CHILD CAN REALIZE HIS OR HER FULL POTENTIAL.

Kofi Annan

2019 DONORS



GOLDEN BOOK DONORS

**Blanche C. Hill Foundation
Temple Hoyne Buell Foundation
United Way of Eagle River Valley
Fargo-Moorhead Area Foundation
Eagle Valley Library District**



GOLDEN BOOK DONORS ARE THOSE WHOSE GENEROUS GIFTS WENT ABOVE AND BEYOND TO DEEPLY IMPACT THE LIVES OF OUR CHILDREN, YOUTH AND ADULT LEARNERS.

CORPORATE PARTNERS

Alpine Bank
Always Mountain Time Radio
Andrus Family Foundation
Antlers at Vail
Believe in Reading
Bookworm of Edwards
El Pomar Foundation
Elevated Dental
Firstbank of Vail
GH Daniels III & Associates
Holy Cross Energy
John and Nancy Tellor Family Foundation
Land Title Guarantee

LIV Sotheby's International Real Estate
Marusi Family Foundation
Maya Restaurant
Ocean Reef Community Foundation
Rocky Mountain Alumnae Club of Pi Beta Phi
Ron and Lisa Brill Charitable Foundation
Slifer Family Foundation
Slifer Smith & Frampton Foundation
The Women's Foundation of Colorado
Town of Gypsum
Town of Vail
Vail Daily
Vail Public Library
Vail Valley Cares

INDIVIDUAL DONORS

Adina Dean
Adrienne Boblak
Alida Gregory
Allison Wright
Amy & Steve Coyer
Amy Gish
Amy Gornikiewicz
Andrew Zaback
Ann Loeff
Ann Sinton
Anna Goodman
Anne-Marie Keane
Annah Scully
Anne Trumpower
Arlene Posner
B.J. Smith
Barbara Rosen
Barbara Behrendt
Beth Frommer
Beth Johnson
Beth Levine
Beth Reilly
Betsy Edwards
Betty Grubbs
Brenda Himelfarb
Bret Hooper
Brooke Gagnon
Burke Harrington
Candy & Ike Brown
Carla Guarascio
Carol Nitz
Carol Traut & David Wahl
Carole & Peter Feistmann
Carole Schragen
Carolyn Pope
Catherine Hanson
Cathy Heller
Cathy Stone
Charlyn Canada
Cheryl Holman
Christie Hocht
Claire Nobel
Claire Sunderland
Clif Miskell
Colleen Gray
Cookie Flaum
Cookie Murphy-Petee
Coralie Rogers
Cricket Pylman
Cynthia Senko
Dan & Sue Godec

Dana Gumber
Dean Johnson
Deb Douglas
Deborah Brady
Deborah Webster
Debra Geddes
Devon DeCrausaz
Diana Mathias
Diane Kovalik
Diane Levin
Diane Loosbrock
Donna Caynoski
Doris Dewton
Douglas Schwartz
Dwight Henninger
Elaine Kuntz
Elizabeth Wieggers
Ellen Moritz
Ellyn Courtois
Emy Halpert
Erin Allen
Frank Pennie
Fred Distelhorst
Gary Gilman
Georgia Fox
Gerry Arnold
Giedra Mereckis
Gretchen Schumacher
Gretchen Sibley
Harry Sandell
Irmela Acheson
Jack Sunderland
Jacqueline Higgins
Jacqueline Wright
Jane Comerford
Jane Hall
Jane Lowery
Jean Naumann
Jeanne Schoonmaker
Jeanne Whitney
Jennifer Shay
Jennifer Dandy
Jennifer Haskell
Jennifer Orlinsky
Jill Davis
Jill Warner
Jim Himmes
Joan Maxwell
John Harrison
Josephine Tice
Joy Harrison

Joyce Dickerson
Judith Carson
Judith Stiber
Karen Eyrich
Karen Marder
Karen Zavis
Karlene Spivak
Kate McKay
Katharine Shafer
Katherine Schmidt
Kathleen Cope
Kathryn Stephenson
Kathy Macy
Kay Cheney
Kevin Blackham
Kim McGhee
Kimberley Pelyk
Kris Sunderland
Lainie Edinburg
Larry & Sandy Agneberg
Laura Tumperi
Laurel Broy-Sandell
Leila White
Linda Brodin
Linda Osterberg
Liz Lapidus
Lynn Chapin
Lynn Gottlieb
Margo Boyle
Marka Moser
Marlin Smickley
Martha Head
Martha Petrie
Mary Crumbaker
Mary Ellen Anderson
Mary Griesedieck
Mary Jane McEachron
Mary Jo Allen
Mary Kate Ewing
Meg Segerberg
Melanie Dennis
Merv & Elaine Lapin
Micki Fletcher
Mikayla Curtis
Molly Churchill
Nadine Davis
Nancy Alexander
Nancy Benson
Nancy Clarke
Nancy Lassetter-Folson
Nancy Nottingham

Nancy Shane
Nancy Tellor
Nicole Magistro
Norma Broten
Page Slevin
Pamela Brandmeyer
Pat Hammon
Pat Nolan
Patricia Dixon
Patricia Rowe
Patti Held
Patti Langmaid
Patti Penwill
Peter VanDyke
Phil & Sunny Brodsky
Phyllis Cox
Presley Iliera
Rebecca Levi-Cohen
Rebecca Zenor
Reggie O'Brien
Renee Myers
Rivers Jardis
Roger Behler
Rosalind Wolff
Rosie Moreno
Sandy VanDeVenter
Sara Charles
Sara Hoodicoff
Sarah Millett
Sarah Parrish
Sharon Brauch
Sharon Stenson
Sherree Fleming
Sonia Mejia
Sophie Sunderland
Sue Cary
Susan Frampton
Susan Milhoan
Susan Mitchell
Susan Whitley
Susan Whitley
Suzanne Gallegos
Suzanne Perozzi
Suzy Donohue
Terry Mutter
Tim & Jennifer Bettenhausen
Tina Wilson
Tom & Laurie Mullen
Vicky Garnsey
Wende Beck
Wendi Hanlon
Wendy Rimel

PROGRAMS

1

STUDY FRIENDS

The Study Friends program helps students communicate with teachers and raises students' confidence in the classroom. Designed to shrink the academic achievement gap, Study Friends helps middle school students improve their reading, writing, math and homework skills by pairing them with a trained adult volunteer tutor. The volunteer tutors meet with students for 1-2 hours each week to help students with their homework.



Through lifelong learning, we empower students to meet their goals and achieve their dreams by providing them with the skills necessary to communicate, grow and thrive within our community. Students in this program are adult English speakers/learners who read below an 8th grade level and have practical goals that may include getting a job, earning a driver's license or helping their children with homework. A long-term goal might be to earn a high school equivalency degree (GED).



3

RAISING A READER

Each week this program provides preschool students across the county and low-income families with a fresh set of award-winning children's books packed into bright red bags. This creative "rotating book bag" creates a home-school connection that engages parents as participating partners in their child's reading development. When we give children stories that highlight different cultures and experiences, we widen their perspectives from an early age. We teach dialogic reading strategies that effectively engage their children in books, as well as provide age appropriate and culturally relevant books in a rotating library.



2

BASIC ADULT LITERACY

4

READING BUDDIES

The Literacy Project works in collaboration with the Eagle Valley Library District to pair teens and elementary age children to read together, play reading-based games and participate in group activities. In Reading Buddies, we match volunteer high school students with children in grades 1-3 for an hour of reading time once each week for an 8-week sessions. We offer three to four sessions during the year at each library. The purpose of Reading Buddies is to provide leadership, responsibility, and community service opportunities with high school mentors helping to foster a love of reading in elementary school students.

FINANCES

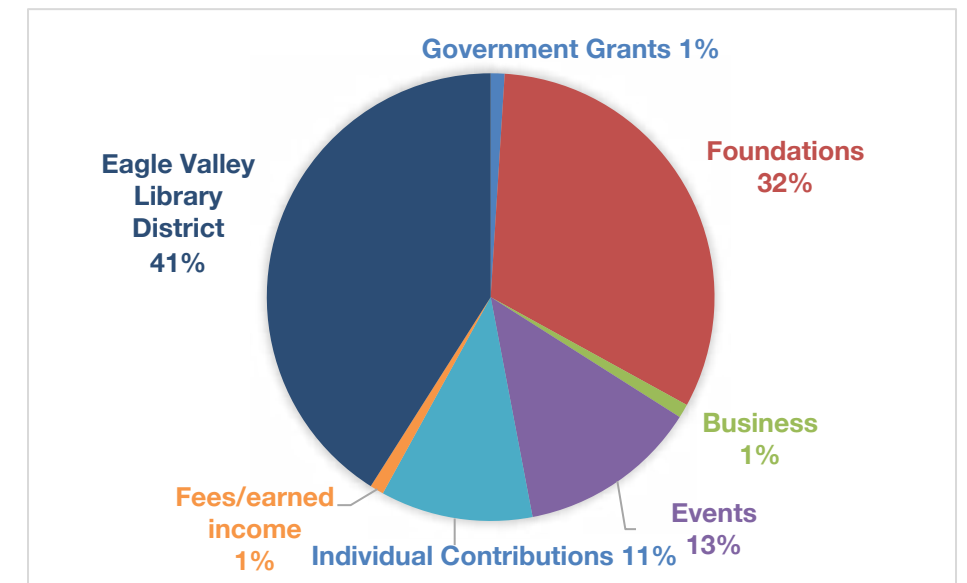
2019 BUDGET

2019 was a strong year for The Literacy Project. Through grants, corporate sponsors and generous gifts from foundation and individual donors, we were able to meet all budgetary requirements of our programs and operating expenses, and carryover a surplus into 2020.

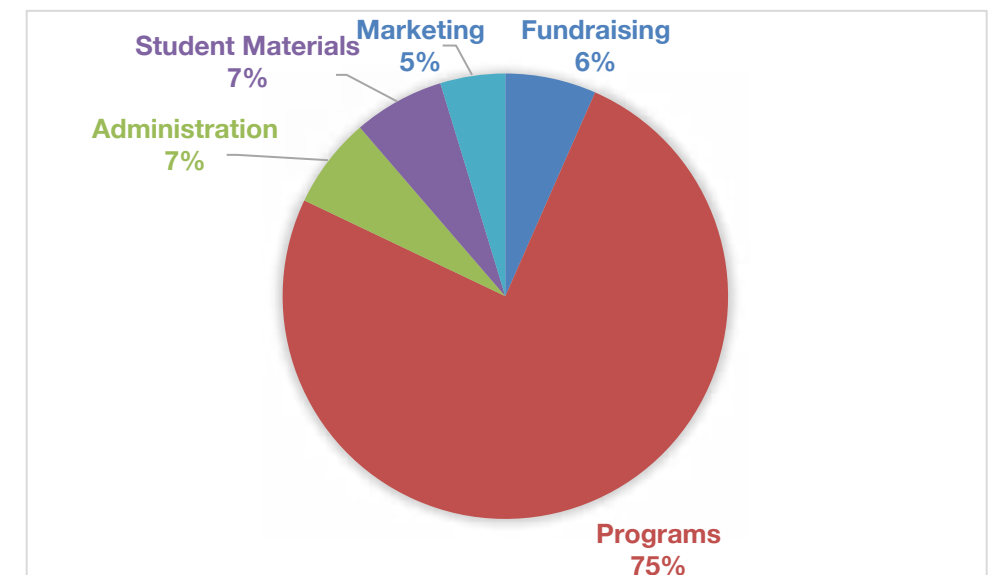
Reading gives us someplace to go when we have to stay where we are.

Mason Cooley

INCOME



EXPENSES





2019 SIGNIFICANT ACCOMPLISHMENTS

NEW WEBSITE & REBRAND

In 2019 we worked to bring focus to the literacy cause through digital brand and web presence. We underwent a slight rebrand to The Literacy Project logo, that kept the legacy book icon while updating to a fresher, more modern typography.

We completely rebuilt The Literacy Project website and engaged the online giving platform Hopsie to revolutionize event ticket sales, online giving and peer-to-peer giving.

DIGITAL MARKETING

We moved our email marketing to a more progressive platform that better communicates with Civicore, our CRM, and began sending consistent branded email newsletters.

With regular and more consistent posting, we grew our social media audiences and engagement on Instagram and Facebook. Annual engagement increased by over 30% on each platform, our Instagram following grew by 121%, and we added over 100 new followers on Facebook, which translated to over 30 new donors.

PROGRAMMING & EVENTS

We launched a pre-GED class at the the Gypsum Public Library.

We hosted the first ever Festival Multicultural, a cultural festival that connected the community and celebrated Hispanic Heritage Month.

FUNDRAISING CAMPAIGNS

ITS A SPELL-A-BRATION! ADULT SPELLING BEE

GOAL
\$3,500

ACTUAL
\$4,000

- Spell-a-bration is a fun-filled adult spelling bee competition, dinner and cocktail event. This long standing event is a fan favorite!
- Teams of four spell or buy their way to the top. Our 2019 bee was a sold-out success!

ANNUAL LUNCHEON & SILENT AUCTION

GOAL
\$25,000

ACTUAL
\$22,040

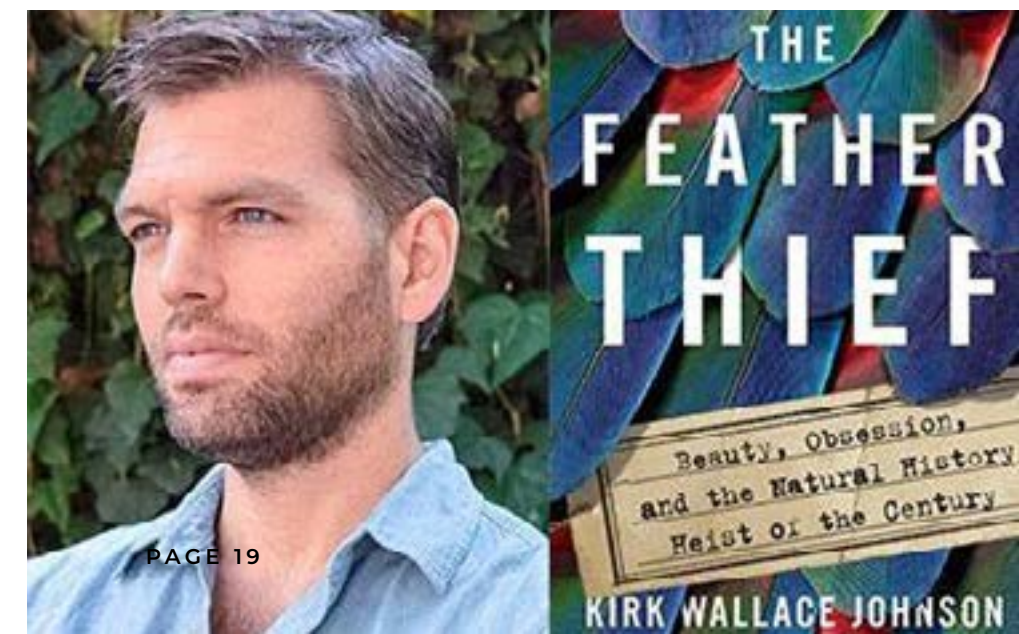
- For 16 years, the Literacy Project has brought authors and readers together over a gourmet lunch. The literary event allows those who are passionate about literature improve the lives of students through their generous contributions.
- Our 2019 featured a reading by Kirk Wallace Johnson.

COLORADO GIVES DAY

GOAL
\$20,000

ACTUAL
\$25,211

- Colorado Gives day is an annual statewide movement to celebrate and increase philanthropy in Colorado through online donations.
- With the generous support of an anonymous matching donor, we were able to reach a new record for giving on Colorado Gives Day.



2019 IMPACT

IN 2019, THE LITERACY PROJECT SAW AN 8% INCREASE IN THE NUMBER OF EAGLE COUNTY STUDENTS SERVED.

Adult ESL Students

150

87% of adult students increased their English proficiency.

Raising a Reader Families

450

44 Preschool classrooms with an average of 10-12 kids recieved weekly Raising-a-Reader bags.

Middle School Students


50

100% of middle school students active in Study Friends met their academic goals.

Total Reach

650

With the generous support of our contributors, we served over 650 families in Eagle County in 2019.

A woman with long dark hair, wearing a red top and white pants, is sitting on a light-colored couch. She is holding and reading a book. The background is a bright, slightly blurred indoor setting. A semi-transparent text box is overlaid on the right side of the image.

Literacy is the first step towards freedom, towards liberation from social and economic constraints. It is the prerequisite for development, both individual and collective. It reduces poverty and inequality, creates wealth, and helps to eradicate problems of nutrition and public health.

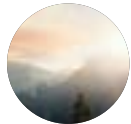
NEXT STEPS

2020 GOALS



Be smarter with data.

Explore different customer management software options that allow us to better track and report our impact. Automate before and after testing to better demonstrate program success and collect info on ways to improve.



Reach more children.

We'd love to see Raising a Reader books in the hands of every preschooler in our community. We will work to get RAR bags in private and homeschool preschools. We'd also love to expand this program for Kindergarten and first grade.



Get tech savvy.

We continue to realize and emphasize the importance that technology can play on learning in the 21st century. Through a variety of mediums, we increased our digital focus in 2019. In 2020 we aim to expand virtual programming and increase access to technology and web-based programs for tutors and learners.

THANK YOU

Thank you for entrusting The Literacy Project to close the literacy gap in Eagle County. With you, we are making a difference—our students continue to report increased reading frequency and newfound language skills.

As I look back on the past 30 years, I cannot help but smile. I have seen so much growth, many new initiatives and so many working hard to gain a better life. I see confidence in parents helping their children with reading and adults with the support of a volunteer tutor excited with the challenge of learning something new.

I am proud of what we have accomplished, and I am even more excited by the future. Our ability to deepen impact is directly related to the strong relationships we have developed with you. I continue to be inspired by your commitment to The Literacy Project.

With proven tools for teaching reading fluency, comprehension and English as a Second Language, we know how to solve the illiteracy crisis. We just need the capital to do it. Let's reverse the notion that the end to these challenges is impossible. Literacy's power is to bring people together, create opportunity and transform lives.

With your engaged support, we will continue our important work to share the power of learning through education, community building and advocacy.

Sincerely,

Colleen Gray, Executive Director



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facebook.com/theliteracyproject

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literacy@evld.org

