



2009-2010

Program Year

Annual Report

(July 1, 2009 – June 30, 2010)

1012 S. 17th St.

Wilmington, NC 28401

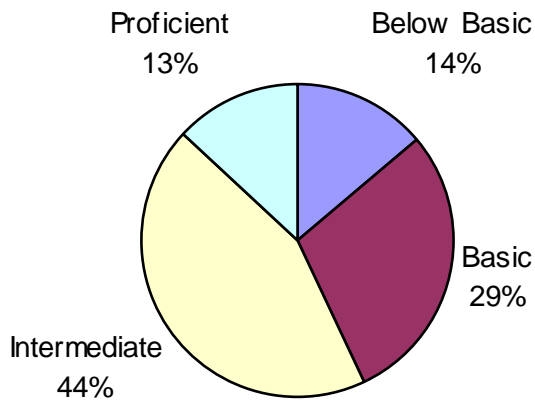
910.251.0911

910.251.9095 fax

www.cfliteracy.org



Information is from the 2003 National Adult Literacy Survey, released December 2005.



People with *Below Basic* Level Skills:

Usually CAN:

- ✓ Sign their name
- ✓ Identify a country in a short article
- ✓ Locate the expiration date on a driver's license
- ✓ Add numbers on a bank deposit

Usually CANNOT:

- ✗ Use TV guide to find schedule of programs
- ✗ Locate an intersection on a street map
- ✗ Enter information on a social security card application
- ✗ Compare ticket prices for 2 events

In New Hanover & Pender Counties:

- More than **20,000+** adults have "Below Basic" levels of literacy;
- An additional **55,000+** have Basic Level skills.
- In total, over **75,000** NH and Pender County adults have no more than basic skills -- they do not have "intermediate" or "proficient" level literacy skills. Their need for strong literacy skills is profound; many also have limitations in their access to transportation and childcare, ability to use a computer, and basic job readiness/organizational skills.

People seek our services because:

- They can't take phone messages or read instructions at work.
- They need to take a test at work if they want to keep their job;
- They are ashamed that they can't help their children with homework;
- They want to get a better job and need a GED;
- They can't read doctor's instructions or medicine bottles;
- They can't read the newspaper;
- They want to be able to read books;
- They want to be able to communicate;
- They feel left out!



The Cape Fear Literacy Council is an independent, non-profit organization.

OUR VISION is a community in which illiteracy has been eradicated.

OUR MISSION is to provide individualized literacy services so that adults and their families in the Cape Fear region can meet their goals and develop their potential.

WE WORK TO:

- Extend literacy development beyond reading and writing skills, recognizing that literacy parameters change as skill requirement change.
- Provide individualized opportunities for adults to acquire and improve literacy skills.
- Help break the cycle of illiteracy by taking an active role in family literacy development.
- Foster public awareness that addressing literacy needs is the key to solving some of the most vexing local, state and national problems.
- Provide leadership in attaining optimal cooperation among literacy providers.

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Telephone: (910) 251-0911 Fax: (910) 251-9095

Email: info@cfliteracy.org

Website: <http://www.cfliteracy.org>



A Brief History of Cape Fear Literacy Council

"On a shoestring' hardly describes our auspicious beginning. In 1985, with a \$500 grant from B. Dalton Books to pay the phone bill, Vista and volunteer workers and free space from the Wilmington Baptist Association, we were off on our mission to do something about illiteracy."

Billie S. Granger, Founding Director

- 1970 Wilmington Baptist Association started the Wilmington Literacy Group.
- 1985 The Cape Fear Literacy Council became an independent non-profit organization.
- 1987 First staff members were hired.
- 1992 CFLC moved to Shipyard Boulevard space donated by First Citizens Bank.
- 1995 Computer Learning Lab opened.
- 1997 CFLC moved into its very own building at 1012 South 17th Street.
- 1999 We paid off the mortgage!
- 2000 Second renovation phase (new roof & student study rooms) was completed.
- 2002 CFLC became a fully accredited affiliate of ProLiteracy America, the largest volunteer literacy organization in the United States.
- 2003 CFLC was one of three programs selected nationally as pilot for "Increasing Intensity in Instruction" grant.
- 2004 Billie Granger retired after nearly 20 years as CFLC's Founding Executive Director.
- 2005 Linda Patton hired as organization's second-ever Executive Director.
- 2005 CFLC sets Guinness World Record for "Longest Reading Aloud Marathon by a Team."
- 2006 Steve Washington named NC "Student of the Year" for all Community Based Organizations.
- 2006 CFLC named NC "Community Based Organization of the Year" at statewide conference.
- 2007 CFLC re-accredited by ProLiteracy America, meeting all 16 rigorous standards.
- 2008 CFLC launched 'Stepping Stones' family literacy initiative.
- 2009 Carolyn James named NC "Student of the Year" for all Community Based Organizations.
- 2010 CFLC names "Nonprofit Organization of the Year" by UNCW: MPA Program, SENCASPA, QENO



An Award-Winning Program

2010	Nonprofit of the Year	UNCW: MPA, SENCASPA, QENO
2009	Student of the Year	NC Community College System
2007	Accredited by	ProLiteracy America
2006	Student of the Year	NC Community College System
2006	CBO of the Year	NC Community College System
2005	"Longest Reading Aloud Marathon"	Guinness World Records
2003	Pilot "Instruction Intensity" grant	ProLiteracy America
2002	Accredited by	ProLiteracy America
2001	Instructor of the Year	NC Community College System
2000	Outstanding Trainer Award	Laubach Literacy Action
1999	Non-Profit Sector Steward Award	NC Center for Non-Profits
1998	Best Practice Program	NC Governor's Summit

In the 2010 program year, Cape Fear Literacy Council's:

- ☺ **192 volunteer tutors and instructors**
- 🕒 **gave 12,261 hours (equivalent of \$298,277* or about 5.5 work years)**
- 📖 **to help a near-record-breaking 530 students**
- ✓ **achieve their goals!**

- ☺ **Another 225 volunteers helped with special events, board of directors responsibilities, and administrative chores!**

* The Independent Sector valued one hour of volunteers' time at \$18.10 for volunteers in NC



OUR PROGRAMS

Cape Fear Literacy Council addresses community literacy needs by providing three key adult literacy instruction programs:

1. **Adult Basic Literacy (ABL)**: reading, writing, spelling, math, GED prep;
2. **ESOL (English for Speakers of Other Languages)**: listening, speaking, reading, writing;
3. **Family Literacy (FL)**: reading, parents-as-teachers skills, enjoyment of and appreciation for reading, ABL/ESOL as components.

CFLC provides instruction primarily through four methods:

1. Individualized, 1-to-1 tutoring that is keyed to each learner's skill level and personal goals (ABL, ESOL)
2. Small-group instruction keyed to skill levels; includes special topic and community learning experiences (ESOL, ABL, FL);
3. Computer learning lab with self-paced, adult-focused software (ESOL, ABL);
4. Parent-Child reading together (FL)

All of our services are Free, Confidential, Individualized.

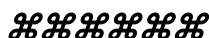
All of our volunteer tutors and instructors are certified, after completing Adult Basic Literacy and/or ESOL Tutor Training workshops.

We are very proud of the progress our students make. Read just a few of the hundreds of our students' real-life success stories. Beware: you will be awestruck and inspired!

ESOL Program: Gregorio's profession is landscaping and he often works 6 days a week from sunup to sundown. When he first walked through CFLC's door, Gregorio was clearly in an unfamiliar place and very ill at ease. One of his co-workers, a student increasing his own reading and writing skills in CFLC's Adult Basic Literacy program, suggested that he come to CFLC to learn English. Gregorio attended only six years of school in Guatemala. He had little confidence that he would ever be able to learn to speak English – let alone read or write in English - but despite his apprehension – he came.

Through gestures and a few words in his first language and English, Gregorio conveyed the necessary information for enrollment, and the CASAS reading test was administered. He scored as a low-beginning ESOL student. Low-beginning means minimal English. Adults in this category communicate with a few words spoken slowly and repeated, and often reinforce their words with gestures. With little time off from work to study, Gregorio began his first language learning experience in an educational setting; CFLC's computer learning lab. He had never touched a computer before! With clenched hands, Gregorio clutched the mouse as the staff member helped him guide the cursor to the appropriate program function. Sweat poured from his face and covered the palms of his hands. In spite of being in an unfamiliar setting, every night, between 7 p.m. and 7:15 p.m., Monday through Thursday, Gregorio arrived at CFLC to study English. He came straight from his landscaping job, without stopping for supper, after a long day's work. As he shyly entered, he would simply point to the computer and his eyes would ask if it was okay to study. After each session, at 8 p.m., he rubbed his stomach to indicate he was now going home to eat. What dedication to learning English!

Slowly, Gregorio became more comfortable with the computer and began to navigate the assigned English program with the necessary clicks of the mouse and the placement of the cursor. As Gregorio began to associate the words staff used for his gestures, his confidence grew and he began to speak – no more silence and only gestures for communicating! In less than four short months and 90 hours of study, once again Gregorio took the CASAS test. He raised his reading score 14 points to a low-intermediate level. This level indicates a student of another language can satisfy basic survival needs and very routine social demands. For example, he no longer uses gestures to tell the staff he is hungry. He tells them he is “going to eat” or “I'm hungry”. He tells them when he will have to work late and about the “windy” weather on the beach. He has conquered his fear of the computer. He turns it on and off and moves through programs with the greatest of ease. No one would ever know by watching him how many fears he has overcome since he first came through our doors. After numerous invitations to join a class, one night he came to say, “I want to go in a class.” He is now ready to speak with more people, both at CFLC and out in “the real world.” Gregorio continues to impress staff, instructors, and his co-workers with his determination to learn English. As he learns his new language, his self-assurance grows, he is engaging more in his community and life is becoming easier in his new country.



Adult Basic Literacy Program: Brought up in South Carolina, Carolyn James went to school faithfully but was the quiet one in the back of the class. She was passed along without learning much. She said that during integration, there was so much stress at her school that her learning “froze.” She got a certificate rather than a diploma – it was her “secret shame” that she didn’t even share with her parents.

Carolyn reared a son on her own. Her low reading skills were an issue; there were times when she didn’t know what medicine to give him. She just prayed and did her best. But when it came to education, she fought for him. Early on, Derek showed signs of having learning problems. Carolyn vowed that her child would not face the same difficulties she had been through. She resorted to calling the county administration office every single day until her son was placed in the best academic program available.

Carolyn came to Cape Fear Literacy Council in June 2002. She said founding director Billie Granger treated her with personal attention and respect, and that Billie’s kindness gave her courage to pursue the program. Carolyn describes her first year as “scary” and “feeling like a baby.” Her tutor, Angela, was kind and understanding. However, she was also demanding; Angela’s high expectations motivated Carolyn to reach them. Within a few months Carolyn’s test scores jumped up quickly; after years of avoiding reading Carolyn proved to be a conscientious student and an intellectually curious learner. She and Angela have met regularly over the years and have made steady progress. Carolyn has gone from a mid-3rd grade level to an 8th-9th grade level. She recently completed Townsend Press versions of *A Tale of Two Cities* and *The Last of the Mohicans*. She is a regular contributor to our Student and Tutor Newsletter.

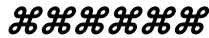
In her “real life”, Carolyn is more active in her church and community because of her increased skills and increased confidence. She takes care of elderly neighbors and she volunteers at the local youth center to help with the children. She participates in CFLC classes that complement her primary instruction, such as Introduction to Computers, Writing, and Readers’ Theatre.

In September 2008, Carolyn recorded a CFLC radio ad for a major local station. At first she was hesitant, but then she decided that if her story could encourage even one person to come in for help, she was willing to do it. The radio outreach was very successful; at least a dozen incoming students said they always knew they needed help but after hearing that ad they decided to call. Carolyn received a standing ovation when she spoke at CFLC’s annual Spelling Bee; she explained how she felt “like the walking dead” when she couldn’t read, and how much her life has changed. Since then, Carolyn has spoken to community groups, at a board retreat for a sister literacy program, on the radio, and to an audience of more than 600 educators.

Carolyn James is a gentle person who doesn’t expect anything but makes the most of what is available. She is representative of many adult literacy students who work steadily for years to improve their skills. This year is extraordinary as her confidence increases and as her soft-spoken voice is finally being heard. Cape Fear Literacy Council is proud that our very own Carolyn B. James was selected to receive the North Carolina award for the 2009 Student of the Year for Community-Based Organizations.



“Stepping Stones” Family Literacy Program: Anna, a grandmother who participated with her seven-year-old grandchild, stated that at the beginning of the program in September 2008, her grandchild was not interested in reading. At that time, the grandchild was tested at school and was reading at a first grade level. At the end of December 2008, the child tested at a 3.9 grade level. Anna believes that involvement in Stepping Stones is a major factor in that reading improvement. In addition, Anna stated that her grandchild read every book she was given at the Stepping Stones meetings and continues to enjoy reading. Anna and her grandchild continue to be involved in Stepping Stones.



"Of the one million people or more who have already lost their jobs this year, many of them struggle with these basic tasks [basic reading, math, or English skills] and they are in need of educational services to help them find and keep new jobs. So the need for what we do on a daily basis has never been greater."

~ David Harvey, CEO, ProLiteracy, 2008

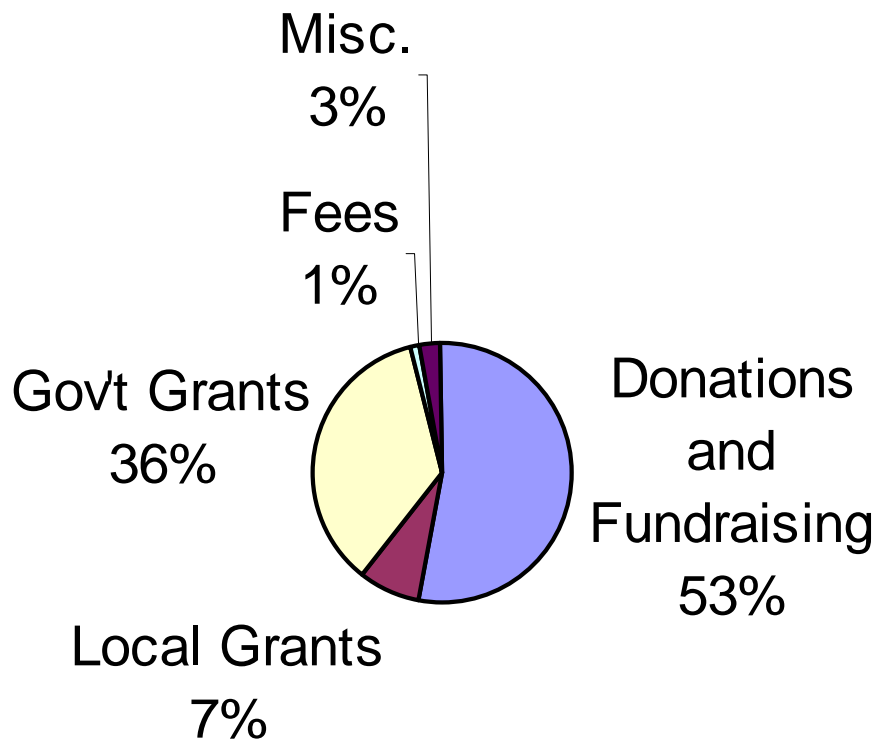


"When you cannot read, you are as good as walking dead. Only when I learned to read did I have the chance to live for myself and my son."

~ Carolyn, CFLC Adult Learner

Fiscal Year 2009 Income
(January 1 – December 31, 2009)

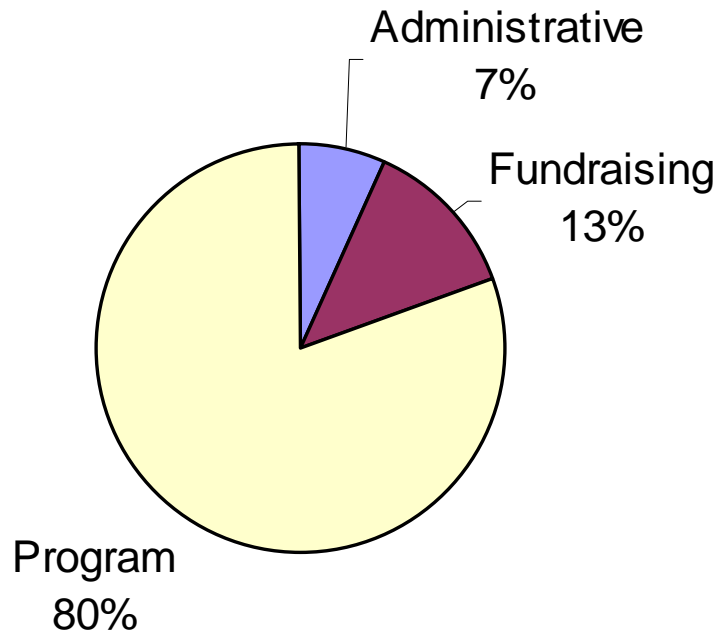
Total Income: \$392,879



Donations from more than 800 individuals and organizations in the Cape Fear area provided over half of our revenues.

Fiscal Year 2009 Expenses (January 1 - December 31, 2009)

Total Expenses: \$409,960



In FY2009, as we worked to maintain quality instructional services in the midst of the recession, the Board of Directors reviewed our finances month-by-month. The Board made the conscious decision to use accumulated reserves if necessary to maintain all our services. By managing expenses and increasing fundraising revenue, we were able to hold the deficit and spending of our “rainy day” funds to approximately \$17,000.

What can you do?

Each year hundreds of businesses and individuals in our community help us financially. Another 200+ individuals donate their time and expertise to keep us going. The generosity of our community – and their investment of dollars and time in our efforts – is the foundation of our success in battling illiteracy. Here is how you can get involved:

Become a tutor

Our motto is “Literacy is everyone’s right: Each one, teach one.” Consider helping someone learn to read, speak English or do math. We offer workshops throughout the year to train tutors for Basic Literacy and English for Speakers of Other Languages (ESOL).

Become a volunteer

You don’t have to be a tutor to be a literacy volunteer. We have volunteer opportunities for everyone, ranging from helping with mailings to serving on our Board or helping us keep our building and landscaping in tip-top shape.

Become a donor: invest in CFLC

Join the LiteracyTrust 100 – make an annual pledge of \$1000 for five years, and become one of our leadership donors. Contribute to our annual Lamplighter campaign and keep hope alive for new readers in our community. Or donate a car or boat or give an in-kind donation of books, equipment or services.

Help with fundraising events

Our fundraising events bring in substantial revenues, thanks to the dedicated work of volunteers. We can use your help with these signature events, as well as other smaller ones:



2011 Gatsby GALA (and live/silent auctions)

MARCH 5, 2011– our biggest fundraiser! An extravagant fun-filled evening of mock-casino games, music, dancing, delicious cuisine and unequaled live and silent auctions. Our 100% online “Bid for Literacy” auction lets you bid on unique trips, getaways, adventures and more, all from the comfort of home and anytime, day or night!



Spelling Bee for Literacy

SEPTEMBER 15, 2011 at the Scottish Rite Masonic Temple.

Find 2 friends and sign up to be a 3-person Spelling Team. Or, just come to watch the best spellers in town compete for the coveted trophy. We also have fun audience participation games and prizes. Go for the prize for team with the best cheering section, team name or costume!



Golf FORE Literacy

The Third Annual Golf FORE Literacy Tournament will be held in October/November 2011. Location TBA. A day of great golf on a championship-level course, complete with prizes and festivities.



Additional Events TBA!