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FOR IMMEDIATE RELEASE: Cape Fear Literacy Council Receives Grant from TD Bank Foundation

Cape Fear Literacy Council (CFLC) is pleased to announce it has received a \$2,500 grant from TD Bank Foundation to support the Council's Community Outreach & Volunteer Management Coordinator position. This position is crucial to reaching the Council's target clientele – adult students, the volunteer tutors who are one-half of the learning partnership, non-instructional volunteers and donors. All of these human resources are the core of CFLC's work and critical to its successful fight against illiteracy. In addition, the position manages this volunteer workforce for their maximum satisfaction and the organization's maximum impact and cost-effectiveness. The funds received from TD Bank Foundation will be used in the 2013-14 program year.

ABOUT CFLC

Cape Fear Literacy Council (CFLC) began informally in 1970 as a grassroots, volunteer organization working as a mission project of the Wilmington Baptist Association. In 1985 the organization incorporated as a fully independent, 501 (c) (3) nonprofit. CFLC trains volunteer tutors to help functionally illiterate/low-level functioning adults improve their reading, writing, spelling, and math and English language skills. Our core programs are "Adult Basic Literacy (ABL)" for native born adult learners, and "English for Speakers of Other Languages (ESOL)" for international adult students for whom English is not their first language. In the 27+ years since our formal incorporation, our programming has evolved from solely 1-1-tutoring of ABL students, to today's programming of both ABL and ESOL, using 1-1-tutoring, small classes, the computer learning lab, community learning experiences, and instruction via Skype. In the 2011 program year, 455 adults came to CFLC for literacy help. Over 150 volunteer tutors and instructors provided over 9,800 hours of instruction via individualized, 1-to-1 tutoring and small classes, as well as computer-based learning.

ABOUT ERADICATING ILLITERACY

Cape Fear Literacy Council focuses primarily on New Hanover County, with students and tutors also coming from Pender and Brunswick Counties. For adults who struggle with words, each day is fraught with challenges. Think of all the daily instances in which words are the key to something important: reading the want ads or filling out a job application, reading instructions at work, reading instructions at the gas pump, getting cash at the ATM, reading street signs and construction signs, following doctor's orders or prescription directions, checking your bills for accuracy, reading food packages for nutrition info or preparation instructions...the list is endless. When words are a problem, you lose the ability to make choices; you lose your independence and your freedom. Your opportunities in life are severely limited. CFLC is here to help level the playing field for adults with inadequate literacy skills.

A few facts about the scope and impact of low literacy:

- *43% of adults with low literacy skills live in poverty vs. less than 5% of those with strong skills. Over 70% of adults at the lowest levels of literacy have no job or only a part-time job. (National Institute for Literacy). Adults who cannot read cannot earn enough to provide for their kids.*

- *"According to the US Dept. of Labor, unemployment nationwide among the least educated adults stands at 14% – much higher than the national average of 8.5%." ~ David Harvey, CEO, ProLiteracy, Jan. 2012.*
- *American businesses lose more than \$60 billion in productivity because employees lack basic skills. (National Institute for Literacy, 1998) Research shows that improving employees' basic skills results in their working smarter and better, and in increased output and profitability. (Conference Board, 2000)*
- *As one of our volunteers told us, "The necessities of life are having food, a roof over our heads, and being able to read. Once we have those things, most everything else is possible!"*

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