

Annual Report

July 1, 2019 ~
June 30, 2020



LOUDOUN LITERACY COUNCIL
CHANGING LIVES THROUGH LEARNING
40 YEARS OF SERVICE

40 YEARS

of lifting lives with literacy

FREE
BOOKS!


LOUDOUN LITERACY COUNCIL
CHANGING LIVES THROUGH LEARNING



Who We Are

Loudoun Literacy Council has been providing literacy services in Loudoun County, Virginia, since 1980. Our programs have evolved over time from English tutoring services for recently arrived refugees into extensive literacy enrichment opportunities for adults and children through our adult and family literacy programs.

Our Adult Literacy Program provides small group classes and individual tutoring for adults seeking assistance in basic literacy, English for Speakers of Other Languages, GED preparation, financial literacy, citizenship test preparation, and health literacy.

In 2019, we added School Success, a program aimed at educating non-English speaking parents to better communicate with their child's teacher and school administration.

In 2020, we launched Stepping Stones to Literacy, a program to provide bi-lingual literacy to pre-literate English language learners.

Since 1998, our Family Literacy Program has provided the federally mandated but unfunded literacy-enrichment component to the Head Start program in Loudoun County Public Schools (LCPS), which includes reading in the classrooms, book distribution, and family literacy events for all members of the families served.

In 2017, this program was expanded to include children in LCPS's Starting Toward Excellence in Preschool (STEP) program. Our Sweet Dreams Program models reading aloud for families and provides literacy activities for families residing in the local homeless shelters. The Baby Book Bundles Program provides literacy tips and baby books to at-risk expectant and new parents. Our Book Builder Program distributes books in the community, and we incorporate a community partnership model to enhance and deliver our services.

Our Core Values

- ▶ **Respect** for our program participants, volunteers, and staff.
- ▶ **Collaboration** among the board and staff as well as with our volunteers and partners in the community.
- ▶ **Inclusiveness** in our programs and events so that all feel welcome.
- ▶ **Service** to our community and its residents.
- ▶ **Trust** in the positive intent with which we all approach our work.
- ▶ **Empowerment** of our program participants and the staff and volunteers who serve them.
- ▶ **Transparency** and ethical behavior in all interactions.
- ▶ **Commitment** to race and gender equity in our program development, staffing decisions, and board decisions.

Our Mission

Loudoun Literacy Council's mission is to teach English communication skills and provide literacy resources to low-income adults and children to empower them to become self-sufficient and confident in their ability to achieve their personal and professional goals.

Our Vision

Our vision is that all those who live and work in Loudoun County will have the literacy skills required to participate and thrive in our community.



A Message from Our Leadership

This has been a very successful year for Loudoun Literacy Council, which quickly became one of the most challenging and demanding years in our recent history.

Our accomplishments have been many, in terms of exemplary literacy programs, strong financial performance, and recognized for the third straight year by the GuideStar Platinum Seal of Transparency. An environment that nurtures community empowerment has benefited our much valued literacy clients, excellent staff, dedicated volunteers, board, and resourceful partners. We value each of our stakeholders tremendously.

This past year, we launched and quickly expanded our successful pilot program – School Success. The program is guided by a robust set of research data that indicates low-literate parents are more likely to exert a positive influence on their child's academic success when they are able to enhance their own literacy skills. Our pilot at Sterling Elementary was a huge success and we expanded the program, based on need, to include Guildford and Lucketts Elementary schools.

Into early 2020, we continued numerous successful events, including monthly fundraisers such as Buzzed at the Bee, Martinis Matter, Spirit Night, and our annual NOT Your Kid's Spelling Bee. We were humbled and delighted as the Town of Leesburg, Loudoun County Board of Supervisors, and the Virginia General Assembly honored our 40 years of serving the community. There was enthusiastic planning as we anticipated celebrating our milestone anniversary.

This is where we were when the world came down with a pandemic. Certainly the strength of Loudoun Literacy Council has contributed to our ability to meet the COVID-19 challenges head on.

To place this challenging environment in perspective, just think of how our amazing literacy clients have adapted to new ways of learning, while facing overwhelming family, work and financial pressures. During this time of increased need for literacy programs, our dedicated team of staff and volunteers applied their vast experience and innovation skills to quickly pivot to provide uninterrupted service to our clients.

We quickly moved to small group and on-line instruction, adding individualized phone learning for many with

no computer or Internet access. There is great need for basic life skills, such as talking to a doctor or child's school, as well as health and financial literacy services. As schools and libraries shut their doors, distributing books to children at home became a priority we embraced.

As we write this, we continue to assess the current environment to ensure our clients have much needed literacy services.

A special thank you for the support so very many of you have given during these unprecedented times – please remain safe. Our sincere thank you to everyone who continues to make it possible for us to share the gift of literacy!

Nikki Daruwala, Executive Director
Brigitta Toruño, Board Chair



▶ Timeline of Milestones

Loudoun Literacy Council was formed for the purpose of providing tutoring services to teach English to Loudoun County residents from non-English speaking countries.

1980

Sweet Dreams was added to the Family Literacy Program to provide a reading program for families residing in homeless shelters.

2005

Baby Book Bundles was added to the Family Literacy Program to distribute books and literacy tips to low-income families with new babies.

2008

Loudoun Literacy Council's Adult Literacy Program volunteers were recognized by Volunteer Loudoun as the 2012 Outstanding Volunteer Team.

2012

Loudoun Literacy Council's Adult Literacy Program volunteers were again recognized as the 2014 Outstanding Volunteer Team by Volunteer Loudoun.

2014

Financial Literacy curriculum was added to the classroom instruction.

2018

Launched Stepping Stones to Literacy, a bi-lingual Spanish literacy program for pre-literate English language learners.

2020

1998

Family Literacy Program started as a partnership with Loudoun County Public Schools and Loudoun County Head Start.

2006

The Adult Literacy Program added small group class instruction for English language learners (ELL) to better serve the large number of county residents and workers in need of English instruction.

2010

Loudoun Literacy Council partnered with Loudoun County Public Schools to offer adult ELL classes at a Title I elementary school for the first time in an effort to serve parents of the students in a familiar environment. (renamed School Success in 2019)

2013

Loudoun Literacy Council began offering General Educational Development (GED) preparation classes to adults; after our first term, one student sat for and passed the GED test.

Jobsite Literacy Program was added to support employees in learning work-related vocabulary and improving their communication skills.

2017

The STEP Literacy Program was introduced to provide books to children enrolled in Starting Towards Excellence in Preschool (STEP) - a Virginia funded preschool program for low-income children in partnership with Loudoun County Public Schools.

2019

The Adult Literacy Program partnered with Literacy for Life at the college of William and Mary to bring Health Education and Literacy (HEAL) Program to Loudoun County.

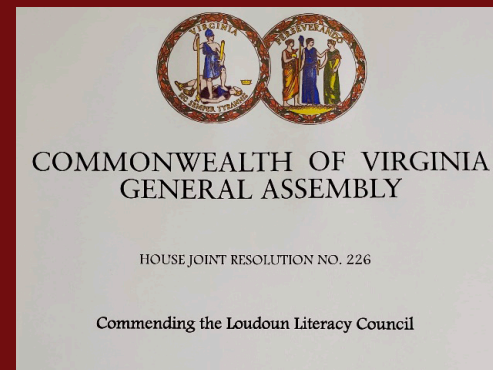
CELEBRATING 40 YEARS OF LIFTING LIVES WITH LITERACY



Our first logo



Staff celebrating 40 years cake cutting



Proclamation from the Virginia General Assembly



Proclamation from Loudoun County Board of Supervisors



Proclamation from Town of Leesburg

Board of Directors

Sonia Ballinger
Margaret Brown
Kamal Gill
Renss Greene

Parvez Khan
Pilar Lorca
Beatriz McNelly
Dee Shupe

Clint Thomas
Brigitta Toruño

Staff

Nikki Daruwala, Executive Director
Priscilla Martinez, Special Projects Director
Tanya Bosse, Family Literacy Program Director
Karen Feldman, Adult Literacy Program Director
Sandra Amaya, Outreach Coordinator
Margie McGinnis, Volunteer Coordinator
Jenny Cassidy, Adult Literacy Program Assistant
Sara Anderson, Organizational Assistant
Debbie Cea, Office Manager

Officers

Brigitta Toruño, Chair
Sonia Ballinger, Vice Chair
Clint Thomas, Treasurer
Parvez Khan, Secretary
Kristina Spitler, General Counsel
Nikki Daruwala, Executive Director

Plans to Progress

To ensure that our core programs are strong and build a solid foundation for equity and future innovation, Loudoun Literacy Council established the following goals for fiscal year 2020:

- ▶ Increase the community's awareness and understanding of the nature, value, and impact of our services in Loudoun County.
- ▶ Establish and maintain financial stability.
- ▶ Develop and deliver stellar programming that engages our participants and is aligned with the needs of the communities we serve.
- ▶ Maintain a positive work environment and a culture aligned with our values to attract, nurture, and retain dedicated talent.
- ▶ Build and maintain a robust corps of trained and enthusiastic volunteers to ensure the ongoing strength of Loudoun Literacy Council's core programs and support innovations in those programs.
- ▶ Become an outcome-driven organization that evaluates the impact of what we do on all of our stakeholders.



(L-R) Sandra Amaya, Debbie Cea, Karen Feldman, Nikki Daruwala, Jenny Cassidy, Margie McGinnis, and Tanya Bosse

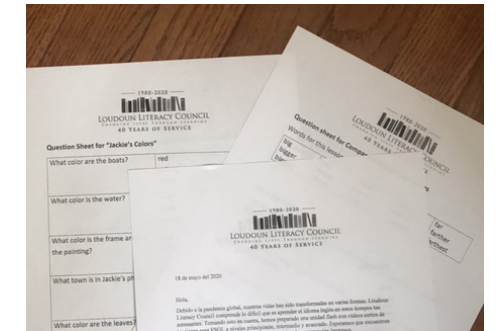
Covid-19 Response (March-June 2020)



5,816
BOOKS DISTRIBUTED TO CHILDREN



811
FAMILY LITERACY PACKS DISTRIBUTED



152
ADULT LITERACY PACKS DISTRIBUTED

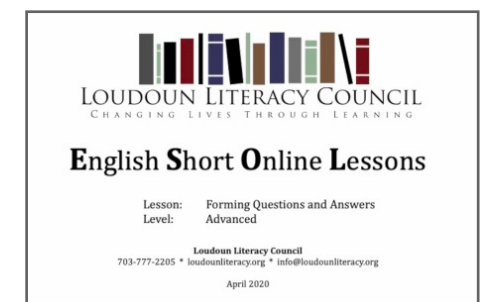


READ ACROSS LOUDOUN

A diverse group of 58 local policymakers, teachers, principals, business leaders, students, and others came together to read books online in English, Spanish, American Sign Language, Hindi, Urdu, Swahili, and more! Our Read Across Loudoun initiative resulted in ~244,900 Facebook views, over 18,000 engagements, and local media coverage.



DISTANCED SERVICES & RESOURCES PROVIDED

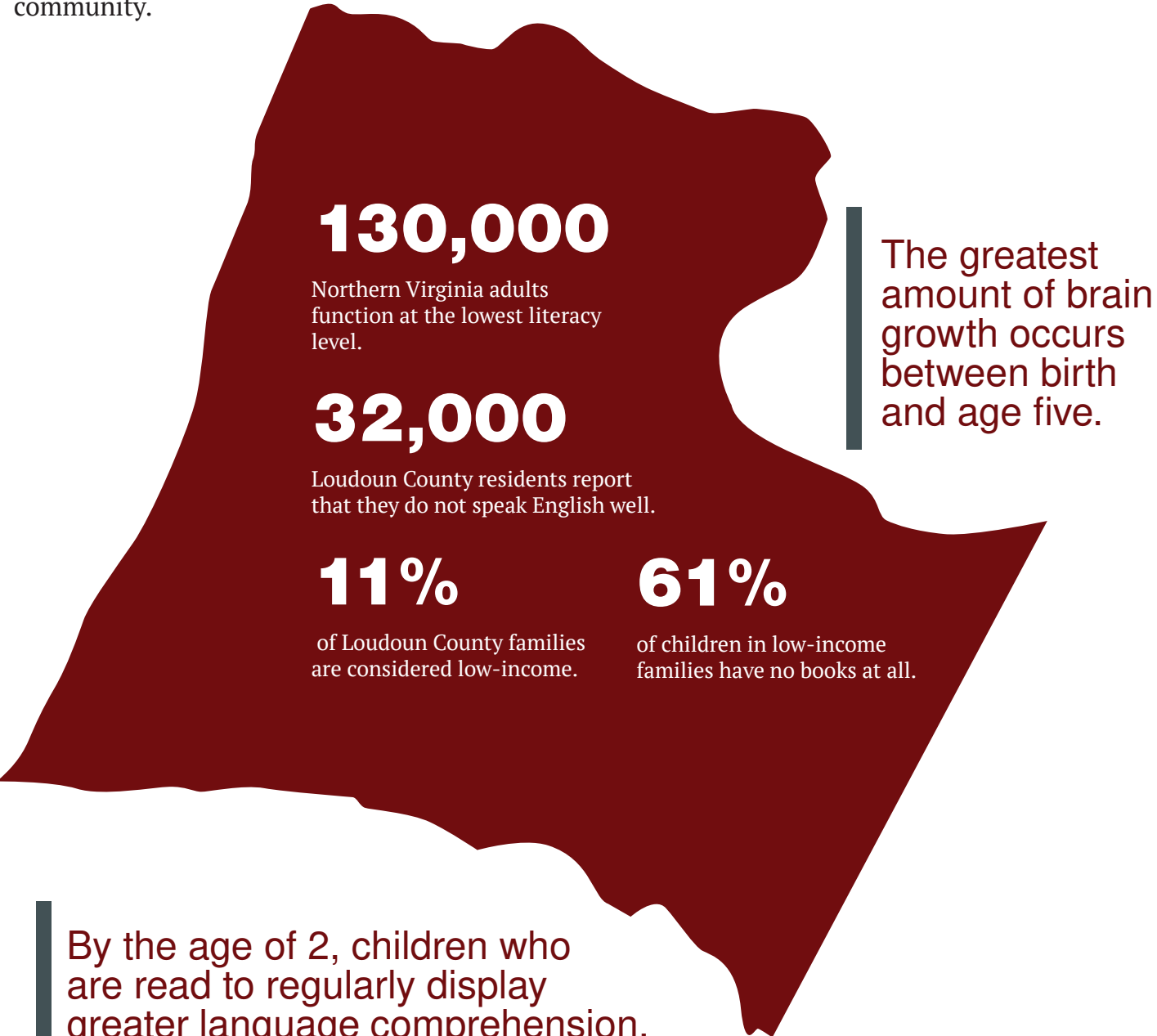


ENGLISH SHORT ONLINE LESSON

We created several short video lessons for our adult English learners. These asynchronous learning videos complement our online distance simultaneous learning video classes.

▶ The Need

Loudoun Literacy Council's programs are designed to end the intergenerational cycle of illiteracy and help Loudoun County residents take the most basic and meaningful step toward achieving success and contributing to our vibrant community.



By the age of 2, children who are read to regularly display greater language comprehension, larger vocabularies, and higher cognitive skills.

↑
The number of children in Loudoun County with at least 1 immigrant parent
between 2006-2016

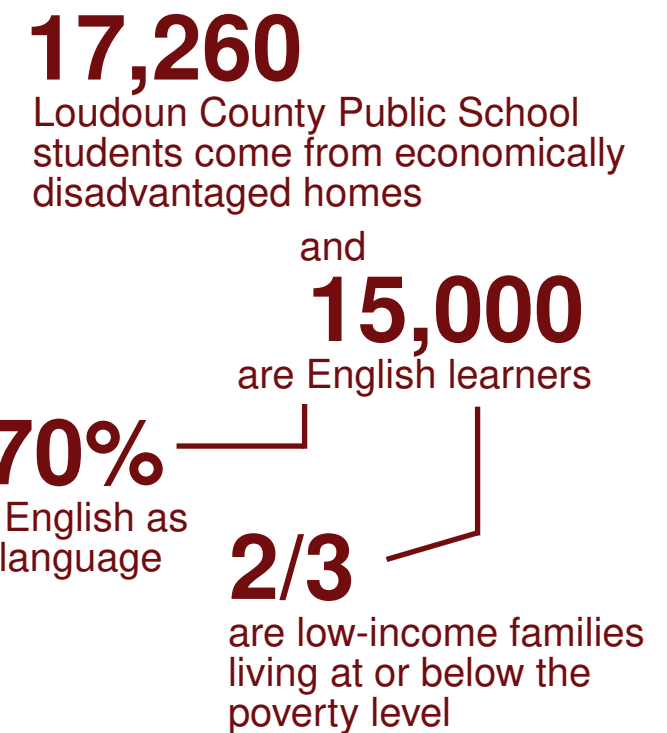
30%
of Loudoun County residents speak a language other than English at home

Children growing up in homes with access to books reach a higher level of education.

Importance of Adult Literacy

Loudoun Literacy Council assists people in gaining the very basic life skills needed to function effectively in our community as well as professional skills needed to improve their educational and job prospects. Life skills include talking to a doctor, reading street signs, filling out job applications, reading the instructions on a prescription bottle, and communicating with a child's school.

The single most significant factor influencing a child's early educational success is an introduction to books and being read to at home prior to beginning school.



Children who have not developed some basic literacy skills by the time they enter kindergarten are 3-4 times more likely to drop out in later years.

► Family Literacy Programs

Head Start Literacy Program

We partner with Loudoun County Public Schools to provide a literacy component to children and their families. We read each week, host Family Literacy Nights, and provide books for a home library for each student.

102 STUDENTS SERVED
114 HOURS OF READING INSTRUCTION
197 FAMILY MEMBERS ATTENDED

2 LITERACY NIGHTS
1,380 NEW BOOKS DISTRIBUTED

Sweet Dreams Program

Each week, we read and conduct literacy activities with children residing at the Volunteers of America Homeless Shelter.

40 CLIENTS SERVED
28 HOURS OF READING

108 BOOKS DISTRIBUTED
2 LITERACY NIGHTS

303 STUDENTS
370 FAMILY MEMBERS ATTENDED

3 LITERACY NIGHTS
2,150 NEW BOOKS DISTRIBUTED

Starting Towards Excellence in Preschool Literacy Program (STEP)

We partner with Loudoun County Public Schools to provide preschoolers with new books and family literacy events.

Fall for Reading

We partner with the Loudoun County Public Library to offer a fun, free event for families to celebrate the joy of reading.

175 PARTICIPANTS
450 BOOKS DISTRIBUTED

Baby Book Bundles

We provide low-income expectant and new parents with new baby books and literacy information.

Book Builder Program

We partner with local organizations, civic and religious groups, schools, and businesses to collect donated books for children in our community. These books are distributed to partner organizations who also work directly with children in our community.

17 COMMUNITY PARTNER ORGANIZATIONS RECEIVED BOOKS
6,313 BOOKS DISTRIBUTED



▶ Adult Literacy Programs

Classroom Instruction

We offer English for Speakers of Other Languages (ESOL) classes in the spring, summer, and fall. Classes range from beginner to advanced level and focus on conversation, grammar, and life skills at libraries, apartment complexes, and various venues across Loudoun.

396
STUDENTS
ENROLLED

12 SITES **40** CLASSES

20 STUDENTS ENROLLED **400** INSTRUCTION HOURS

Individual Tutoring

One-on-one tutoring is available year-round to students who need help in a specific area or need a personalized curriculum and instructional pace.

School Success

We offer classes at Loudoun County Public Schools to help parents communicate with their child's teacher.

69 STUDENTS ENROLLED Parents with children at Sterling Elementary (36); Guildford Elementary (21); and Lucketts Elementary (12)

Financial Literacy

We offer basic financial literacy classes and workshops, including budgeting, banking, and savings.

48
CLASSES

22
PARTICIPANTS

Health Literacy

We offer workshops developed in partnership with Literacy for Life and designed to help students understand and take control of their health.

Jobsite Literacy Program

We offer services to local companies with employees who want to improve their English skills. We create and deliver a curriculum tailored to the business's needs and conduct all classes at the jobsite.

6 EMPLOYERS

49 STUDENTS

General Educational Development Instruction

We offer individualized instruction to help residents who are working toward the completion of their GED program.

2 GED STUDENTS

Citizenship Test Preparation

We offer individualized instruction to help residents prepare for the U.S. Citizenship Naturalization test.

2 PARTICIPANTS

1 TOOK THE TEST AND PASSED.

105 STUDENTS

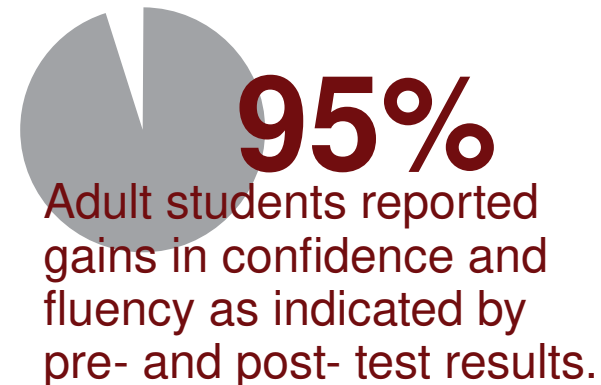
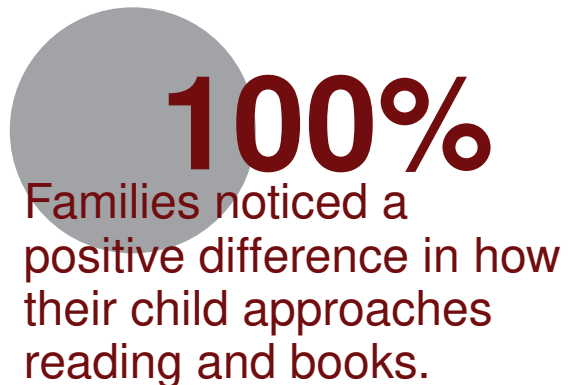
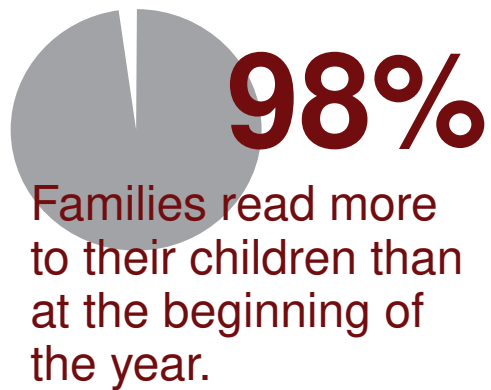
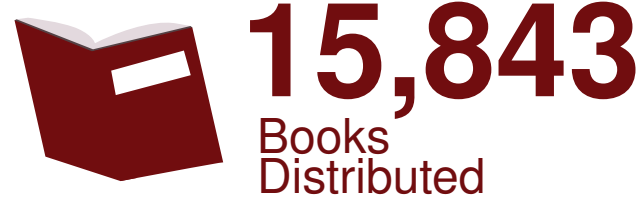
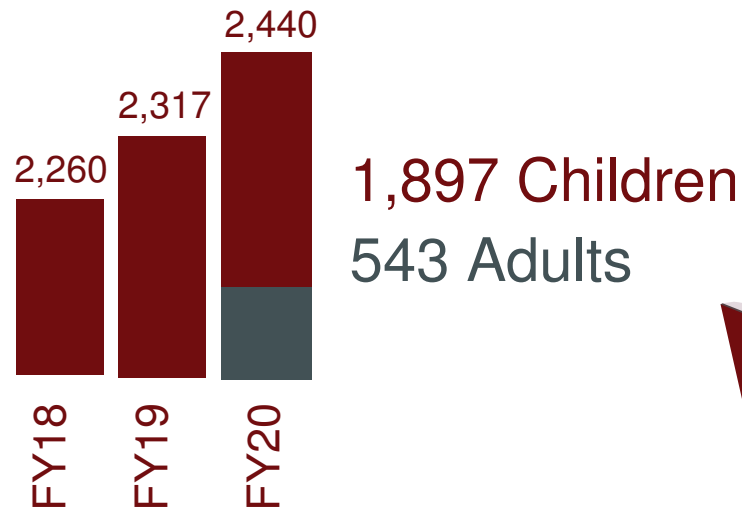
Workforce Development Week

In partnership with Loudoun Workforce Resource Center, we offer professional skill building and job

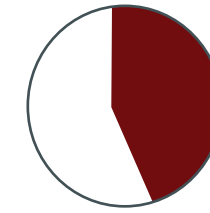


► By The Numbers

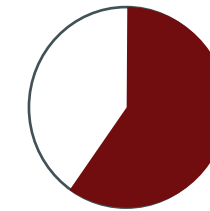
Clients Served



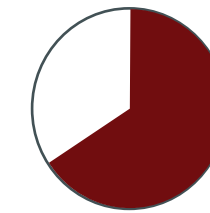
Staff



Board



Officers



Clients



	Adult Programs	Family Programs
Hispanic/Latinx	58%	68%
Asian American/Pacific Islanders	24%	2%
African American/Black	2%	11%
White	10%	15%
Mixed Race/Other	6%	4%

▶ Volunteers

484
VOLUNTEERS

5,004
HOURS
OF SERVICE

\$142,414*
VALUE OF
VOLUNTEER TIME

30
HOURS
OF TRAINING
PROVIDED

13
TRAINING
SESSIONS

101
VOLUNTEERS
TRAINED



“I joined the Loudoun Literacy Council team in the summer of 2016 as a volunteer adult literacy instructor and have been so inspired by my participation with this wonderful organization. Top-notch staff with impressive capacity and compassion, remarkable participants with a drive for learning that is unmatched, and a supportive group of fellow volunteers all make the experience an overwhelmingly positive one! It takes a village to uplift our community in these challenging times and Loudoun Literacy Council is going just that through community partnerships with local businesses, schools and other service providers. I am proud to spread the word far and wide about the great accomplishments of this organization because I see firsthand how mission-driven they are and I am glad to be a part of it.”

—Jackie Wright Ly



* Based on Virginia's value of volunteer time (Independent Sector and Do Good Institute, 2020.)

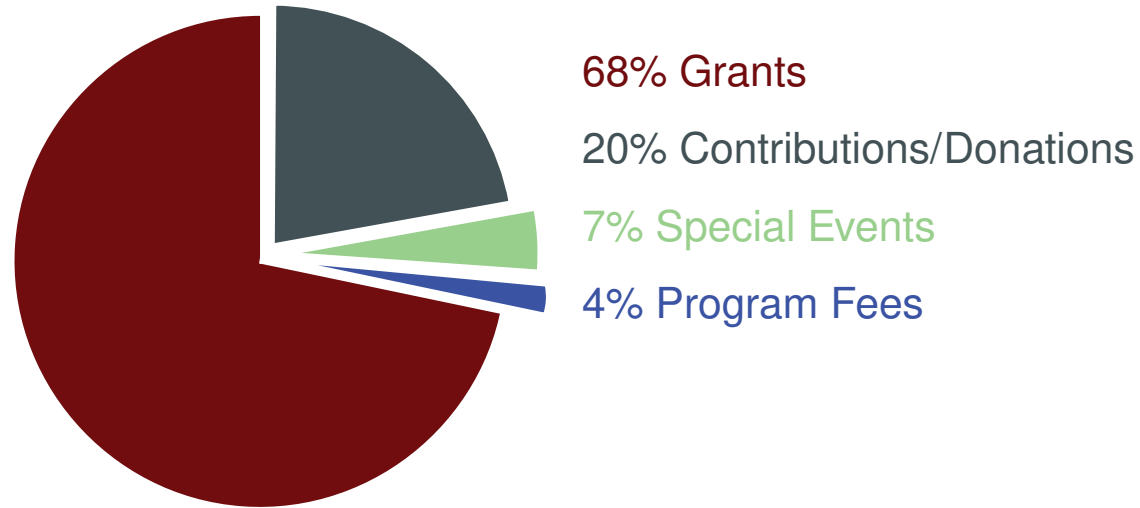
▶ Our Partners

Loudoun Literacy Council has cultivated many community partnerships to further our reach and impact in the community. Some of our partnerships include:

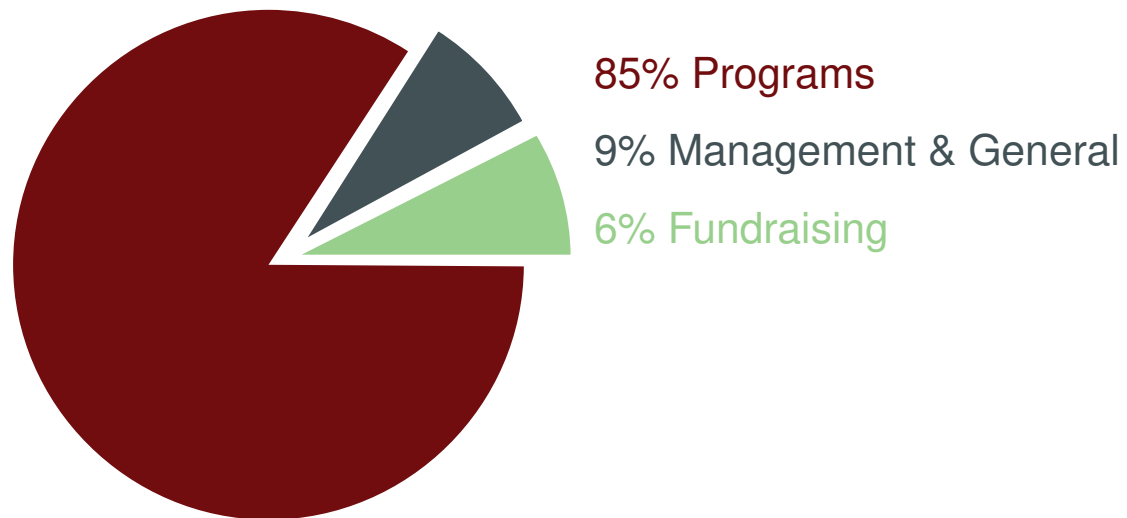
- The ADAMS Center
- All Ages Read Together
- Claude Moore Community Builders
- Community Empowerment of Northern Virginia
- Crossroads Jobs
- Dulles South Food Pantry
- Educando con Amor
- Head Start & STEP (Loudoun County Public Schools)
- HealthWorks for Northern Virginia
- Heronview Apartments
- Inmed Opportunity Center
- Loudoun Cares
- Loudoun Census Complete Count Coalition
- Loudoun County Chamber of Commerce
- Loudoun County Department of Family Services
- Loudoun County Economic Development
- Loudoun County Government
- Loudoun County Health Department
- Loudoun County Public Library
- Loudoun County Public Schools
- Loudoun County School Nutrition Services
- Loudoun County Workforce Resource Center
- Loudoun Free Clinic
- Loudoun Hunger Relief
- Loudoun Human Services Network
- Loudoun Human Services Strategic Plan Advisory Committee
- Loudoun Pediatric Obesity Coalition
- NEST4US
- Northern Virginia Family Services
- Nueva Mayoria de Virginia en Loudoun and Western Fairfax
- R.O.C.K. Leesburg
- Sugarland Run HOA
- Town of Leesburg
- United Way National Capital Area
- Volunteers of America Homeless Shelter
- Wolf Trap Institute for Early Learning Through the Arts

Financials

Revenues: **\$339,845.00**



Expenses: **\$306,540.00**



We are delighted and grateful to be selected as one of the recipients of the Platinum Challenge Endowment Fund with a \$10,000 support from the Community Foundation for Loudoun and Fauquier Counties

Support Us!

Here are a few ways you can support the work of Loudoun Literacy Council.

- ▶ Make a contribution online at www.loudounliteracy.org or send a check made payable to "Loudoun Literacy Council" mailed to PO Box 1932, Leesburg, VA 20177.
- ▶ Request a matching gift donation from your employer.
- ▶ Make a gift in honor or memory of someone special.
- ▶ Give through the United Way NCA Designation Code 8492.
- ▶ Federal employees can donate to us using the CFC Designation Code 53550.
- ▶ Shop at AmazonSmile and use Designation Code 52-1227843.
- ▶ Host a party with your friends and have them bring new baby books for donation.
- ▶ Collect new or gently used children's books for donation.
- ▶ Attend a Loudoun Literacy Council fundraising event.
- ▶ Donate cash gift cards to local grocery stores for snacks at our various program events.
- ▶ Include a bequest gift in your will or trust.
- ▶ Contact us to make in-kind donations of requested items.
- ▶ Follow us on social media @LoudounLiteracy
- ▶ Introduce us and our work to your friends and those who could benefit from our services.

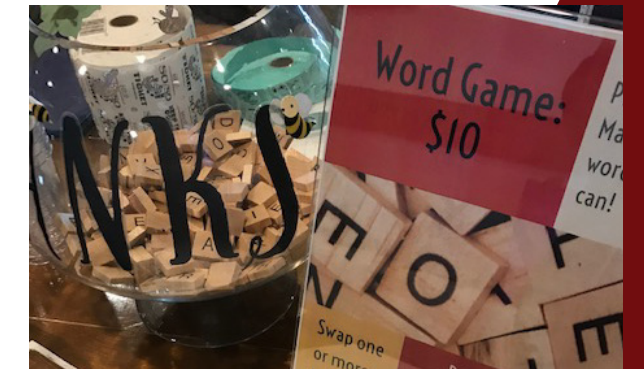
Buzzed at the Bee



NOT Your Kid's Spelling Bee



Martinis Matter



Spirit Night



WE ARE EXTREMELY GRATEFUL TO ALL OUR DONORS FOR THEIR SUPPORT



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IRS Tax Identification: 52-1227843