

ANNUAL IMPACT REPORT

JULY 1, 2021 - JUNE 30, 2022



EMPLOYMENT

Unemployment tied to low literacy levels accounts for an annual cost of \$225 billion in lost productivity, crime and lost tax revenue according to the National Council for Adult Learning.

GENERATIONAL LITERACY

Literacy patterns are established early. The National Bureau of Economic Research tells us that 72% of children whose parents struggle with literacy will have the same struggle. Further, a child who is a poor reader at the end of first grade is nearly 90% likely to remain a poor reader in fourth grade.

Why Literacy Matters

HEALTH

The American Journal of Public Health reports that the inability to read and understand health information accounts for \$232 billion in healthcare costs each year. Low literacy is linked to problems with accessing preventive medical care, delayed diagnosis, and following instructions such as prescription labels. Limited literacy actually shortens lifespan.

POVERTY

The relationship between literacy and poverty is clear. The National Institute for Literacy estimates that 43% of adults with very low literacy skills live in poverty.



COMMUNITY IMPACT IN 2022

We celebrate our clients, many of whom are multilingual.

131

VOLUNTEERS

4,915

hours volunteering

\$140,288.37

value of volunteer time (Based on Virginia's value of volunteer time. Independent Sector and Do Good Institute 2021).

115

volunteers trained

302

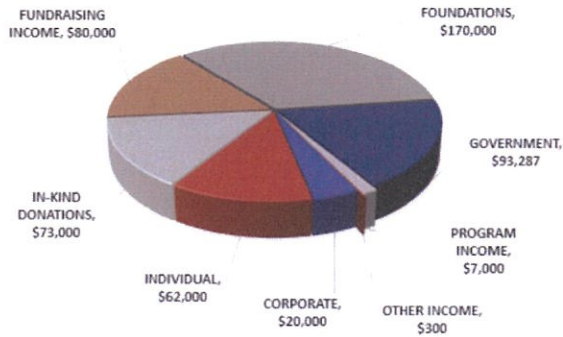
hours in training provided at 10 sessions

Importance of Early Intervention

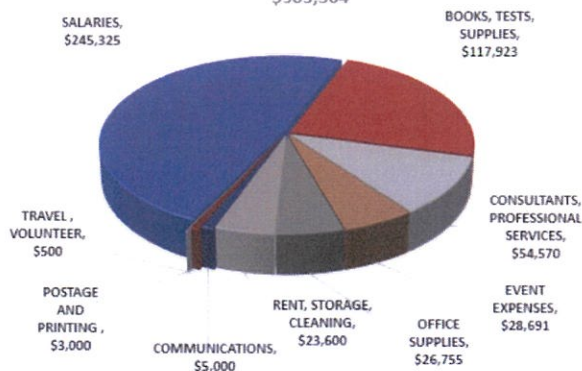
- The greatest amount of brain growth occurs between birth and age five.
- By the age of 2, children who are read to regularly display greater language comprehension, larger vocabularies, and higher cognitive skills.
- The single most significant factor influencing a child's early educational success 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.
- Children growing up in homes with access to books reach a higher level of education.

FINANCIALS

REVENUE
\$505,587



EXPENSES
\$505,364

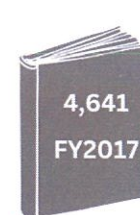


Top 12 Languages Spoken:

- Spanish
- Urdu
- Arabic
- Farsi
- French
- Portuguese
- Telugu
- Mandarin
- Pashtu
- Dari
- Somali
- Korean



Books Distributed



Listen to what our student's have said!



OUR PROGRAMS

Family Literacy Programs

We know that parents are children's first teachers and that learning occurs well beyond the traditional school settings. To that end, Loudoun Literacy Council has developed programs and initiatives designed to partner with Loudoun County Public Schools, local community organizations and other local non-profits to meet the unique needs of the families we serve. Teaching parents how to promote a passion for reading and helping families build their own libraries is a key priority for us.



FAMILY LITERACY NIGHTS

Throughout the year we provide Family Literacy Nights for Head Start and STEP preschool families. These special evenings include dinner and a fun interactive story time provided by Wolf Trap. Modeling how to read "creatively", we teach parents how to read to their own children. At the end of the night, every family member goes home with gently used books!



FALL FOR READING

Partnering with Loudoun County Public Library each fall we encourage families to discover the joy of reading while providing fun activities, tasty snacks, Storywalks and books for everyone to take home.



STORY WALKS

Literacy is combined with physical activity as families trek along a path through the pages of a book on portable stands. At the end of the Story Walk kids and families are treated to fun, book-themed activities and healthy snacks, and of course, they all get to take the story book home with them!



BABY BOOK BUNDLES

Since literacy begins on day one, we deliver hundreds of bilingual baby books along with helpful instructions on how to read to your new baby.



BOOK BUILDERS

More than 17,000 gently used books were redistributed in the community through generous donations from community members and business partners. Growing partnerships allow us to amplify distribution of books and encompass greater community cross-sections.



HEAD START AND STEP

Loudoun Literacy Council plays an important role in providing a family literacy component for the Head Start and STEP (Starting Towards Excellence in Preschool) programs in Loudoun County Public Schools. We provide weekly reading sessions, mobile classroom libraries and monthly book packs so children can begin their very own home libraries. We also provide instructional materials for parents so that reading can continue well beyond the classroom.



Adult Literacy Programs

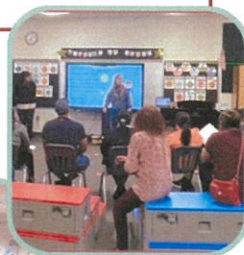
Many of the adults we serve do not have a strong command of the English language. Some possess a high school diploma or equivalent but have gaps in their skills such as reading and understanding basic information. Most are employed and are looking to advance their professional skills. They come to us with a wealth of life experiences and knowledge. Many are motivated to learn because they want to serve as role models for their children and help their children to succeed in school.

ELL CLASSES

We teach English Language Learners. Classes are offered on a range of proficiency levels from early beginner to advanced.

GED PREPARATION

Our classes help students prepare for the GED test.



Our Partners

CITIZENSHIP TEST PREPARATION

Our classes in civics and citizenship prepare students for the citizenship test.

HEALTH LITERACY

Our award winning classes are designed to help our students navigate the healthcare system and take control of their health and wellness.

FINANCIAL LITERACY

Our financial literacy classes are designed to help learners understand banking and basic financial principles such as budgeting, credit, investments and home ownership.

JOBSITE LITERACY

We partner with local businesses and organizations to provide customized work-focused English instruction at their work site.

SCHOOL SUCCESS

We know that success in school depends on a strong parent-school relationship. The School Success program offers classes to parents with limited English proficiency and who have students in the Loudoun County Public School system. We teach parents how to navigate the school system, including how to prepare for a parent-teacher conference, access the online portal, and understand report cards.

A MESSAGE FROM OUR LEADERSHIP:

Loudoun Literacy Council continues to fulfill its mission and vision for children and families in Loudoun County. We **distributed 17,079 books** through our Family Literacy Program and served 430 Head Start and STEP (Starting Towards Excellence in Preschool) children and families. Many of these children had few, if any, books in the home and by the end of the year had started a home library. Our Family Literacy Nights are a fun way to educate parents about the critical importance of reading to their children in order to strengthen future school success.

Our Adult Literacy Program **served 1,215 students through 8 programs**. We are excited about the expansion of our Health and Financial Literacy classes. Our new curriculums are attracting and retaining new students to our classes. Our other adult classes include English Language Learners (3 levels), Tutoring, GED and Citizenship Exam Prep, Jobsite Literacy, and School Success. Thanks to our ongoing partnership and expanded programming that meets the needs of children AND parents, we were honored to receive **Loudoun County Public School's "Make a Difference Award"** in 2022. This award, given out annually, recognizes partnerships that address a specific need, provides resources for a population within a school and contributes positively to the lives of students.

The need for literacy services in Loudoun County continues to grow. Last year, our Adult Literacy Program served 55% more students than the previous year. Community support remains extraordinary through **131 volunteers contributing 4,915 hours**, with the average volunteer donating 37 hours of hands-on support! We are grateful to our volunteers, individuals, community partners, local businesses and all those who join us in our commitment to changing lives through literacy.



Brigitta Toruño



Janine Fetters

Board of Directors

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Mission

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

Vision

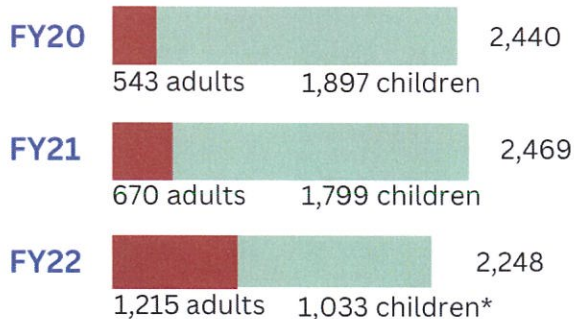
Our vision is that all those who live and work in Loudoun County will have the literacy skills required to participate and thrive in our community.

AWARDS & RECOGNITION



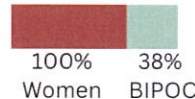
LOUDOUN SCHOOL-BUSINESS PARTNERSHIP
 "Partnering to reduce poverty in the Commonwealth of Virginia"

Community Impact

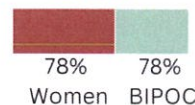


*An additional **5,173** children were served through book distribution.

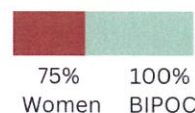
Staff



Board



Officers



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