

WHEN A CHILD READS, A COMMUNITY SUCCEEDS!

2019 Annual Report

A VISION OF EXCELLENCE

"It's critical to include as many different members of the community as possible in this effort to ensure every kid is a good reader because it's important for children to feel that lots of people care deeply about how they turn out, who wish them well and want the best for them and are willing to make every effort to make it happen for them."

— Mimi Levin Lieber



Mimi Levin Lieber was 68 years old when she founded Literacy Inc. in 1996. Driven by her abiding love for children and commitment to education as a catalyst for systemic transformation, Mimi started an organization that has changed the trajectory for thousands of children and families. She believes the greatest city in the world can take action to ensure all children learn how to read. She knows that a strong literacy foundation fosters a love for reading that offers children better outcomes and opportunities, and lets them achieve their highest aspirations. Mimi knows the literacy crisis is an issue that is crucial and solvable.

When Mimi founded LINC, she recognized that communities were already endowed with resources to help their own children achieve reading proficiency. She viewed our communities as having assets, not deficiencies. She understood crowd-sourcing before the

markets caught on! She knew that solving the literacy crisis would require the involvement of parents, community residents, leaders, educators, funding institutions, and community organizations. She understood that the communities most affected by the literacy crisis need to lead the charge; that cultural diversity, languages, and richness of cultural experiences are assets to be leveraged; and that our families, with their empathy and resourcefulness, can create sustainable and networked systems to uplift each other.

Mimi took a new approach to solving the literacy crisis. That's how LINC's community-based model became a reality. That's still how LINC creates change at multiple levels. Democracy is intrinsically dependent on how well we prepare our children to become adults. Mimi built a solution to offer our children the excellence they deserve.

CHILDREN DESERVE THE BEST VERSION OF US

Our founder's vision of excellence continues to guide us as we transform the lives of more than 13,500 children and awaken the leadership potential of more than 6,800 parents throughout New York City. Solving the literacy crisis has been an obsession for our founder Mimi Levin Lieber and for LINC over the past 24 years. From the day Mimi Levin Lieber decided that a community-based approach is the best way to increase opportunities for children in high poverty neighborhoods to read and be read to, our programs have been characterized by excellence. LINC believes learning to read is a process that should start at birth and is the foundational skill for children to succeed in school and in life.

We are proud to share that out of 40,000 New York City non-profit organizations, LINC was recognized by Nonprofit New York as one of three finalists for Overall Management Excellence and won the 2019 award for Fundraising and Resource Development. In 2018, we were recognized with an award for excellence in Financial Management. Excellence in our programs, management and development enables us to support communities by providing the quality programming they deserve.

To say this was a year of unparalleled success for LINC and our families is an understatement. We expanded our programming to NYCHA public housing in an effort to reach the most marginalized families. Our Early Childhood Programming has expanded by 76% since 2018. In 2019, we reached 53% more children under the age of five and 27% more parents with children under five than in the prior year. We distributed more than 18,700 books and ran hundreds of workshops, programs, and literacy events throughout the city. Our work translates into change for families: 95% of parents understand the importance of reading to their child; 75% of parents with children younger than five report reading five or more days a week to their child; 92% of students report more confidence in reading; 96% of teachers report that student attitudes toward reading improved as a result of our programs.

Every page of this year's annual report is about recognizing and nurturing excellence. Turn the pages. See the joy our children and families experience when they read together. Join us on this journey as LINC approaches its 25th Anniversary.

With gratitude,



Carlos Rodriguez
Chair, Board of Directors



Shari Levine
Executive Director



BOARD OF DIRECTORS

Founder

Mimi Levin Lieber

Chair

Carlos Rodríguez

Vice Chair

Mary Fratto Rowe

Treasurer

Jacqueline A. Kaiko

Secretary

Robert Spierer, CPA

Donovan Campbell

Steven Crabbe

Nasreen Davidson

Carl D. Folta

John Galiski

Sylvain Grande

Cosette Gutierrez

John Halley

Helene D. Jaffe

Dan Lee

Susan Elkind Orchant

Sonia Ortiz-Gulardo

John Pantalena

Ron Rentel

Ann Short

Andrew Spring

Kosha Udani

Stephanie Young

Executive Director

Shari Levine

**"The literacy crisis has no place in this city."
— Mimi Levin Lieber**

OUR WORK

LINC works at the intersection of education and community development. Our mission is to engage families and community members to support young readers in high-need neighborhoods.



Community Literacy Model

LINC surrounds families with programs that increase both children's and parents' access to literacy-building opportunities, raise expectations, generate an understanding of grade-level literacy skills, and provide simple reading strategies to support parents in helping their children prepare for school and achieve reading proficiency.

Family Programs

Parent Workshops focus on how to make reading fun, ensuring school readiness and social-emotional learning. Early childhood workshops introduce the practices of early literacy, and share tips on how to incorporate these practices into a daily routine. Parents also connect to community resources.

Family Academies engage caregivers and children, helping families to create reading routines and literacy-rich environments. Parents practice new literacy strategies.

Parent LINC prepares parents to become classroom volunteers. Schools value LINC's effective leadership development training as parents are more likely to become active volunteers and members of Parent Teacher Associations.

Child Programs

Reading Buddies Program pairs lower grade students with higher grade readers for weekly one-on-one reading throughout the school year. Students build a positive relationship around reading together, increase comprehension, vocabulary, and curiosity.

Great Grandreader Program is an intergenerational reading program designed to partner senior citizens with 2nd grade students. The one-on-one readings take place at senior centers and create lasting bonds between generations.

Community Programs

Very Involved Parent (VIP) Academy trains parents to become literacy ambassadors in their community. Graduates deliver community reading events and promote reading habits with other families. VIP fosters the growth of parents who, after realizing the significant influence they have on their child's academic achievement, are eager to do the same for other children in their neighborhood.

Reading Everywhere increases reading opportunities through joyful and fun events that foster a love of reading across all boroughs. We incorporate activities, read alouds, author celebrations, and field trips. Held multiple times each month in school and throughout the community, this uninterrupted and continuous exposure to reading helps to make reading contagious and visible.

Animal Celebrations infuse the joy of reading into monthly programs that celebrate nature

and the environment. Every month features a different animal literacy champion, such as the O.W.L (Our World of Literacy) in July or the D.E.E.R. (Drop Everything, Enjoy Reading) in December.

T.I.G.E.R (Together In Getting Everyone Reading) organizes school administrators, teachers, and Parent-Teacher Associations (PTAs) to conduct school-wide read-a-thons that culminate in a trip to the Bronx Zoo.

Reading On The Rails kicks-off our summer programs with a prominent event that brings families from their respective boroughs to a common destination where they celebrate literacy by reading together while traveling on the bus, train or ferry.

Author Celebrations feature local authors whose stories reflect a diversity of experiences and traditions. Children meet real authors and add autographed books to their home libraries.

Literacy Zones are dedicated areas where families can access books, LINC newsletters, and other materials with literacy tips, and resources. LINC creates literacy zones in public and community spaces.

Capacity-Building Programs

Early Childhood Capacity Building strengthens literacy learning environments at schools, early childhood centers and family service organizations by providing professional development.

School Capacity Building builds strong parent/teacher collaborations by providing professional development.

COLLECTIVE IMPACT

City's First Readers, a New York City Council initiative coordinated by Literacy Inc., is a collaboration of nonprofits and libraries united to develop and deliver effective early childhood literacy programs in New York City. We empower parents, teachers, caregivers, and community institutions with the necessary tools to ensure that all children, regardless of their social and economic backgrounds, have a solid foundation to start school successfully, thrive academically and have the opportunity to succeed beyond their school years.

"Read the City" is a bilingual public awareness campaign to promote the importance of early literacy and connect families to programming across New York City. Through its interactive platform, www.readthecity.org, families with children younger than five, can access resources and services available in their neighborhood, and connect with other families.

Reads Initiatives build a spectrum of services designed to provide continuous literacy support for children from birth through fifth grade in East New York and South Jamaica. Funded by The Pinkerton Foundation, the Reads Initiatives are showing promising results, including improved 3rd grade English Language Arts test scores, increased out-of-classroom literacy opportunities, and a surging awareness of the importance of reading.



CREATING CHANGE

CHILDREN SUCCEED



624
LITERACY
EVENTS IN **37** SCHOOLS

1,510 CHILDREN IN
15 SCHOOLS PARTICIPATED
IN THE READING BUDDIES
PROGRAM

53% INCREASE IN THE
NUMBER OF CHILDREN REACHED
(UNDER 5) THROUGH OUR EARLY
CHILDHOOD PROGRAM

FAMILIES SUPPORT CHILDREN



21% INCREASE IN PARENT
PARTICIPATION AND ENGAGEMENT
COMPARED TO 2018

76% INCREASE IN
EARLY CHILDHOOD PROGRAMS

78 VERY INVOLVED PARENTS
TRAINED AS LITERACY AMBASSADORS

215 EARLY CHILDHOOD EVENTS

135 PARENT WORKSHOPS

COMMUNITIES ARE LITERACY-RICH



591 COMMUNITY READ ALOUDS
142 COMMUNITY PARTNERS
62 SCHOOL AND LIBRARY SITES

CITY-WIDE INSTITUTIONS SUSTAIN LITERACY

FACILITATES NYC COUNCIL FUNDED
INITIATIVE, CITY'S FIRST READERS, AND
READS INITIATIVES IN EAST NEW YORK
AND SOUTH JAMAICA

COLLABORATES WITH ALL
LIBRARY SYSTEMS IN NYC AND
EDUCATION ORGANIZATIONS **12**

ADVOCATES FOR INCREASED SUPPORT
AND VISIBILITY OF EARLY LITERACY

CHILDREN



96% TEACHERS REPORTED
RBP* STUDENTS' ATTITUDES
TOWARD READING IMPROVED

92% TEACHERS REPORTED
STUDENTS DEMONSTRATED MORE
CONFIDENCE IN READING

85% TEACHERS REPORTED
STUDENTS DEMONSTRATED MORE
INTEREST IN READING

73% TEACHERS REPORTED
RBP* SIGNIFICANTLY IMPROVED THEIR
STUDENTS' READING FLUENCY

65% TEACHERS REPORTED
RBP* SIGNIFICANTLY IMPROVED THEIR
STUDENTS' READING COMPREHENSION
AND VOCABULARY DEVELOPMENT

* Reading Buddies Program

FAMILIES



95% UNDERSTAND
THE IMPORTANCE OF READING
WITH THEIR CHILD

89% PARENTS MAKE THE
READING EXPERIENCE ENGAGING
BY ASKING QUESTIONS ABOUT
THE STORY AND PICTURES

90% PARENTS OF
CHILDREN YOUNGER THAN FIVE
KNOW THE IMPORTANCE OF
READING TO THEIR CHILD FROM
THE DAY THEY ARE BORN

75% PARENTS WITH
CHILDREN YOUNGER THAN FIVE
REPORT READING FIVE OR MORE
DAYS A WEEK TO THEIR CHILD

COMMUNITIES



68% VIPS* REPORTED
THEY REGULARLY SHARE GOOD
READING HABITS WITH OTHER
FAMILIES IN THEIR COMMUNITIES

63% VIPS* REGULARLY
PROMOTE LITERACY AT THEIR
CHILD'S SCHOOL

13,520
CHILDREN REACHED

6,810
PARENTS REACHED

18,712
BOOKS DISTRIBUTED

* Very Involved Parents

OUR IMPACT



PARENTS LEAD THE CHANGE

“Matilda MOVED UP 2 LEVELS in reading during the summer! She also improved in her writing by 1 level. I know that being part of the VIP trainings and participating in LINC’s programs this summer had a huge influence on her success. Her Teachers also noticed that she is now participating and is eager to share her experiences with the class. Having visited the Bronx Botanical Gardens, Yankee Stadium, making new friends and visiting new neighborhoods are experiences that she associates with reading and volunteering. That to me is priceless—not only is she growing academically, she is also becoming an advocate for literacy!”

— Gladys Gomez, LINC’s Very Involved Parent (VIP) Academy Graduate

Eager to find free programs for her then three year old daughter, Matilda, Gladys connected with LINC in 2013 after learning her local library would close for renovations. Matilda was shy and would often hide behind her mother. Together, they attended their first LINC event in Kingsbridge. Month after month, year after year, they came to our programs in other neighborhoods as well. As LINC staff read stories, in both English and Spanish, Matilda began to speak more, ask questions, sound out words and grow into a confident reader. Her confidence was contagious. Now, Gladys also brings her two year old, Sabina.

In LINC, Gladys found so much more than reading. *“Araceli was so welcoming, and she always found a way to engage Matilda. LINC staff always knew who we were. They remembered our names. Every time, I felt welcomed.”* For Gladys, LINC became an important part of her family. *“My father was illiterate until he turned 58. Reading is so important to me. Our communities have households where children are not encouraged. Children are seen and not heard. To me,*

literacy is so much more than reading. It’s about awakening a child’s imagination to think big of themselves.” Gladys developed relationships with other LINC families and built a toolbox for having open conversations with her girls. Every book gives her an opportunity to talk to her children, ask new questions, find out how they feel, what they think, and even talk about how they would rewrite a story.

Gladys completed our VIP Academy and became a literacy ambassador. Armed with books, along with her two little helpers, Gladys is an active advocate, helping to recruit families and mobilize community resources in support of reading. Nervous at first, she has led and supported a variety of literacy events, read alouds, and community celebrations. *“VIP Academy accepts every parent, no matter their skill level. The staff supports our growth, and among parents, we organize events using our strengths, and we help each other.”* Gladys is also an active volunteer at Matilda’s school, where the children know her by name. *“Now, we are not on the receiving end, we*



are on the giving end. This is having a life changing effect on our family.” Gladys hopes her daughters grow up to be kind. She wants them to find a profession they love, but wants them to remember there is so much they have to give. *“They should always know they can make a difference.”* Matilda is on her way to do exactly that! Her new goal is to learn how to read in Spanish so that she can read books to a classmate in a wheelchair who only speaks Spanish. She loves books and wants her classmate to experience the same joy she feels when she reads a book.

FINANCIALS

LINC Fiscal Years: 2019, 2018. All information is from our audited financial statements for fiscal years ending June 30th 2018 - June 30th, 2019. A copy of our full audited financial statements can be obtained by emailing info@lincnyc.org or at www.lincnyc.org.

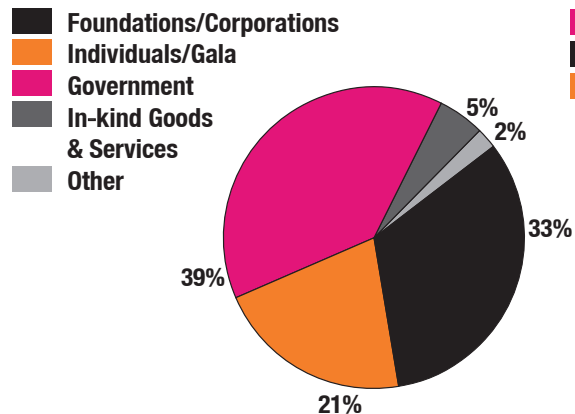
Statement of Activities

REVENUE	2019	2018
Foundations/Corporations	\$ 1,342,930	\$ 1,247,997
Individuals/Gala	\$ 839,415	\$ 847,701
Government	\$ 1,575,926	\$ 1,471,087
In-kind Goods & Services	\$ 225,628	\$ 117,947
Other	\$ 70,773	\$ 44,028
Total	\$ 4,054,672	\$ 3,728,760
EXPENSES		
Program Services	\$ 2,819,910	\$ 2,426,806
Management & General	\$ 221,720	\$ 166,510
Fundraising	\$ 509,360	\$ 556,570
Total	\$ 3,550,990	\$ 3,149,886
Change in Net Assets	\$ 503,682	\$ 578,874
Net Assets at beginning of year	\$ 2,413,399	\$ 1,834,525
Net Assets at end of year	\$ 2,917,081	\$ 2,413,399

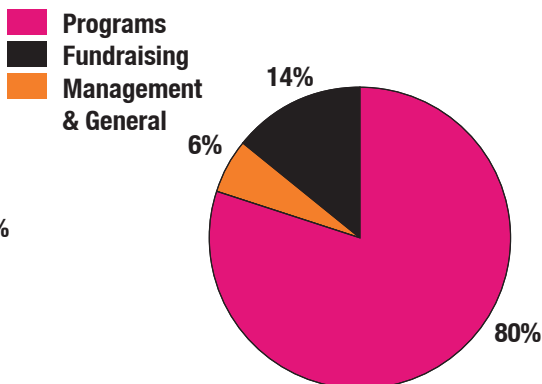
Statement of Financial Position

ASSETS	2019	2018
Cash & Cash Equivalents	\$ 1,787,330	\$ 1,653,875
Contributions, Grants & Accounts Receivable	\$ 1,309,919	\$ 911,791
Other Assets	\$ 61,239	\$ 53,721
Total Assets	\$ 3,158,488	\$ 2,619,387
LIABILITIES		
Accounts Payable & Accrued Expenses	\$ 159,907	\$ 95,411
Agency funds	\$ 81,500	\$ 110,577
Total Liabilities	\$ 241,407	\$ 205,988
Net Assets		
Without donor restrictions	\$ 1,608,519	\$ 1,336,391
With donor restrictions	\$ 1,308,562	\$ 1,077,008
Total Net Assets	\$ 2,917,081	\$ 2,413,399
TOTAL LIABILITIES & NET ASSETS	\$ 3,158,488	\$ 2,619,387

FY 2019 REVENUE



FY 2019 EXPENSES



2019 Nonprofit New York Awards



**Finalist in
Overall Management**



**Special Recognition in Fundraising
and Resource Development**

INVESTING IN LITERACY IS BOTH THE SMART AND RIGHT THING TO DO!

New York City and the rest of the nation are in the midst of a literacy crisis that drains our economy of \$225 billion a year in loss of productivity and exerts untold social costs. Individuals with low levels of literacy do not achieve economic self-sufficiency, are far less civically engaged, and have decisively poorer health outcomes than people who read proficiently. Children who cannot transition from “learning to read” to “reading to learn” by third grade are 13 times more likely not to graduate on time from high school. The 2019 results of both the National Assessment of Educational Progress and the Program for International Student Assessment show marked declines in student literacy, which foretells a concerning downward trend in our nation’s educational achievement.

Prevention Beats Intervention Every Time.

Our innovative, cross-generation, comprehensive model connects resources that already exist in the community, leveraging them to surround families with literacy-rich environments inside and outside of home and school. This is how LINC creates a culture of literacy at the neighborhood level and generates lasting change. LINC engages and trains parents, older children, seniors, and community members in early literacy, and just as importantly, networks them together into a mutually-reinforcing local system. This system reaches the same child multiple times and reinforces effective and consistent literacy support over the first eight years of a child’s life.

LINC knows that we must simultaneously develop both proficiency and a love of reading as we help children unlock adventures and joy in books. We make reading irresistible.

“It’s so wonderful when you can read. It’s like all the words in the world are yours. Everything is yours. You can read everything and learn about anything”— Mimi Levin Lieber



DONATE

YOU CAN MAKE A HUGE DIFFERENCE!

LINC is possible because people like **you** value our community-based approach to solving the literacy crisis. Our work meets an urgent need for children. Make a gift to support excellence. Our children deserve it. **Visit our website to make a donation: www.lincnyc.org.**

Send a check to:

**Literacy Inc.
5030 Broadway
Suite 641
New York, NY 10034**



Or text GIVINGEXCELLENCE to 44-321



LINC
LiteracyINC



@linc_nyc 
@literacyinc 
@lincnyc 
Literacy Inc.  

When a child reads, a community succeeds!

www.lincnyc.org
5030 Broadway, Suite 641
New York, NY 10034
212-620-5462
info@lincnyc.org