

Literacy Council Board and Staff

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Pamela L. VanFossen

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Executive Director: Ryan A. Breisch
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Executive Assistant: Lily Ponce
Evening Desk: Rob Rio
Office Assistant: Wendy Rio
Volunteer Coordinator: Pat Rittenhouse

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Nancy Graff
Elisa Hammes
Guadalupe Kasper
Nadine Smet-Weiss
Pamela Sonon
Ramona Turpin

May – June 2022

PLEASE READ!



Published Bi-monthly

Volunteer Opportunities

The Literacy Council has numerous volunteering opportunities for you and for your friends and family members!

One-On-One Tutoring

Tutor an individual to improve their English, reading, writing, or math skills for three to four hours per week.

Classroom Aide

If working in a classroom setting alongside a teacher for ESL or our high school equivalency program seems desirable, then being a classroom aide could be a perfect fit. Classes meet five hours weekly.

Next Chapter Book Club

Do you love to read and want to share the love of reading for enjoyment? Then, being a facilitator for our Next Chapter Book Club for adults with special needs would be a great way to encourage the love of reading! After initial training, you will meet with a group for about one hour a week.

English Forward

If your desire is to help non-English speakers learn English, you could complete an English Forward training and host a class in your neighborhood. After initial training, you will meet with a group of ESL students for about five hours a week.

Office Opportunities

Help with office mailing, library organization, and digitalizing our library resources. These hours can be tailored to your needs.

Contact Patricia Rittenhouse, Volunteer Coordinator, at pat@lcrb.org, or 610-690-9960, Ext 102, for more information about these volunteer opportunities.

Thank You

WE LOVE
OUR VOLUNTEERS

The Literacy Council helps people better communicate, collaborate and contribute to their workplace and community. The Council's vision is to eradicate illiteracy in Berks County by teaching people the vital reading, writing, speaking, listening, and language skills needed to improve their quality of life and enable more productive employment and community citizenship.

OFFICE HOURS

Summer 2022
June 2 – September 5

Monday - Friday
8:00 am to 4:00 pm

IN THIS ISSUE

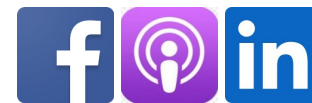
- ♦ Volunteer Opportunities
- ♦ A Message from our Executive Director
- ♦ Congrats Students!

Dates to Remember:

Access our website's Calendar of Events under the Events tab for the most up recent changes.

| | | |
|----------------|--|-----------|
| May 23 | Board Meeting | 5:30 p.m. |
| May 30 | Office Closed- Memorial Day | |
| June 2 | End of Spring Term | |
| June 20 | Office Closed- Juneteenth | |
| June 27 | Board Meeting | 5:30 p.m. |
| July 4 | Office Closed- Independence Day | |

www.lcrb.org



Address Service Requested

Literacy Council
of Reading-Berks
35 South Dwight Street
West Lawn, PA 19609

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U.S. Postage
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Go to:

www.lcrb.org

click on the \$

symbol at the

bottom of the page and follow the prompts. It is easy and convenient!



Have you checked out our Facebook page?

On our Facebook page, you will see highlights of events and Literacy Council news. We will also be posting weather-related closures, COVID-19 updates, and other important information. Please like and share our FB page with your friends!



We need

Volunteer Tutors!

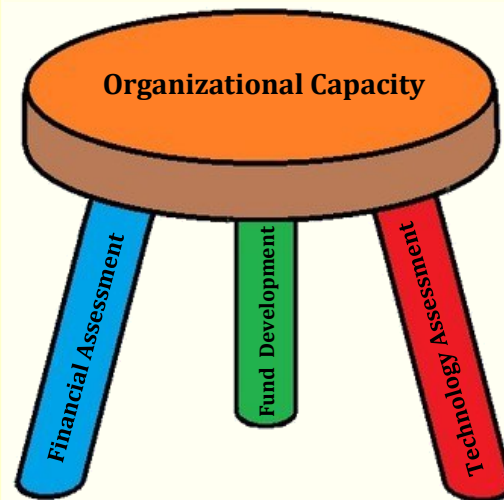
Please contact

Pat Rittenhouse

pat@lcrb.org

610.670.9960 x102

Executive Director's Update



Over the past eleven months, the Board of the Literacy Council of Reading-Berks has committed itself to an objective examination of the Council's organizational capacity. While we are proud of 54 years of service to our community that has resulted in helping thousands of individuals earn a GED or learn English, we know that for the Council to remain viable, relevant, and frankly competitive in the rapidly changing local non-profit arena, such an examination is critical. We've been engaged in a three-pronged approach to assessing organizational capacity with the results to date guiding our operational action plan.

Financial Assessment

Franki Aitken of the Berks County Community Foundation worked with me, staff, and our Board Finance Committee to understand the true costs of our services so we can appropriately price programs sold to outside vendors. We have adopted her cost-tracking protocols that have also led to frank conversations about effective revenue generation, especially the value of traditional special events versus enhanced efforts to solicit unrestricted funds. These improved protocols will help us avoid unnecessary errors and guide us in choosing which activities have the best return on investment. Franki's presentation to the full Board included candid discussion – that while a mission-driven organization such as the Literacy Council will not operate in the same manner as a for-profit one, we must be run in a business-like manner with one eye constantly on finances and efficiency.

Fund Development Plan

At a Board retreat in March, Michael Nagel, VP Emeritus for Advancement and Fund Development at RACC, helped the Board appreciate the importance of a well thought out and consistently executed fund development plan. The Board and I will continue to cultivate current supporters and indeed add more. We also recognize the need to move relationships with local businesses and major contributors to a more sustained financial investment model in support of our value proposition. Michael is working with me to craft our value proposition statement.

Technology Assessment

The Literacy Council contracted with Berks County Intermediate Unit (BCIU) to help identify strategies for documenting, maintaining, and expanding our network infrastructure, multimedia capabilities, donation management system, computer-aided instruction, and management. This comprehensive assessment was done by Scott Major, BCIU's Chief Information Officer, whose information gathering involved structured feedback from both administrative and instructional staff. His final report led to us identify specific areas that need priority attention: cybersecurity training, infrastructure improvements, acquisition of appropriate fundraising management software, and user equipment replacement. Addressing these immediate technology needs will result in greater administrative efficiency and information security as well as enhanced learning opportunities for students and enhance our ability to reach donors and potential donors.

I want to thank you, our staunch volunteers and donors, for continuing your support of the Literacy Council! If you are interested in learning more about our organizational capacity assessment, please do not hesitate to contact me.

Thank you to our 2021 Fall Appeal Donors and our 2022 Unsolicited Donors! Please don't miss the opportunity to give during our Spring Appeal. The letters were sent on 5.12.22. If you would like to be added to our Spring and Fall Appeal mailing list, please call our office or email lily@lcrb.org. We thank you for your generous contributions!

| | | | | |
|-------------------------------------|-----------------------------|----------------------|------------------------|-----------------------|
| Holleran Donor Advised Fund of BCCF | Mr. & Mrs. Eichlin | Ms. Jones | Mr. Pottieger | Mrs. Wachs |
| Shillington Lions Club Foundation | Mr. & Mrs. Emkey | Ms. Kalbach | Mr. & Mrs. Powell | Dr. Weitz |
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| Mr. & Mrs. Deibert | Mr. & Mrs. S. Hirneisen | Ms. Otis | Mr. & Mrs. Svenson | |
| Mr. & Mrs. DeMartino | Ms. Hirneisen | Ms. Overly-Moll | Ms. Szurgot | |
| Mr. & Mrs. Derr | Mr. Hunsicker & Ms. Barnett | Mr. Painter | Mr. Trettin | |
| Ms. Dietrich | Mr. Jeffries | Ms. Painter | Mr. & Mrs. Troutman | |



Food for Thought

"In summer, the song sings itself."
—William Carlos Williams



Congratulations!

Darly Zerpa obtained a job as teacher assistant

Maria Hawkins promoted to supervisor

Logan Rodono passed entire GED® Exam

Miriam Buena passed Language Arts GED® Exam

Austin Geisinger passed entire GED® Exam

