

- 3 Employer Services
- 4 2019-20 Outcomes
- 6 In Your Neighborhood
- 8 2019-20 Investors
- 13 New Strategic Plan

The SPARK

CELEBRATING SUCCESSES SPARKED BY YOU!



When our world changed in March, staff mobilized to create new ways to reach students while helping our volunteers pivot to online tutoring. From YouTube lessons to Zoom classes to FaceTime tutoring, students, volunteers, and staff have stepped up to the challenge.

THE YEAR IN REVIEW

The “new normal” creates new opportunities for growth and innovation.

Last year at this time, we could not have imagined how much our world would change. In January 2020, we were crafting a new three-year strategic plan. We were launching exciting initiatives aimed at strengthening relationships with the region’s workforce development system. We sought to leverage our educational expertise to create an on-ramp to in-demand careers.

Efforts included a new GED preparation class at CCAC South and a math class for pre-apprenticeship students at the Builders Guild of Western Pennsylvania. We also expanded our relationship with the A. Philip Randolph Institute’s construction skills program to help

Continued on page 2 >>

SPOTLIGHT ON SUCCESS: ANDREA

A new GED grad looks forward to a bright future, thanks to you.

Visit the News section of our website to read more about Andrea.

Andrea moved to Pittsburgh from Virginia with her husband and children to be closer to family.

“I really wanted to focus on education when I got here,” Andrea explains.

Her sister told her about the Career Accelerator program hosted by Literacy Pittsburgh and Jewish Family and Community Services (JFCS). This fast-track program combines GED

preparation with career services support.

“Deep down, I knew I can’t keep telling my kids to go to high school and college when I didn’t finish my education myself.”

Andrea attended class two days per week for twelve weeks with Literacy Pittsburgh instructors and met with the Career Development Center at JFCS. Shortly before Christmas, Andrea passed her last exam



and earned her diploma! Andrea hopes to begin college this year.

“This is the best thing I could have done for my family!” •

LITERACY PITTSBURGH VOICES

“These last four and a half years as a volunteer tutor for Literacy Pittsburgh have been fun and fulfilling because of my two delightful students. They are kind, compassionate, dedicated, and smart!”

“Mere words could never express my gratitude to you for truly caring and being there for me. Thank you for teaching me lessons that I will carry throughout my life’s journey.”

“Making the decision to get my GED was difficult, especially during these times. I cannot thank my tutor enough for making the process easier.”

“I welcome the chance to help adults who, like me, are curious and have the drive to educate themselves but may not have had the opportunity.”

YEAR IN REVIEW

Continued from page 1

students prepare for course entrance exams. We held a new cohort of the Immigrant Workforce Program, a collaboration with Jewish Family and Community Services that combines English language learning with job search support and interviewing practice.

In March, face-to-face classes suddenly ceased. Worried about our students, staff members mobilized to engage them in any way possible: phone calls, YouTube lessons, FaceTime, Google Classroom. They also reached out to volunteer tutors to support them in continuing lessons virtually. By late spring, we transitioned to fully online classes, delivered via Zoom, and resumed student orientation and testing.

Prior to the pandemic, we engaged with digital platforms sparingly. We knew that access to technology is a barrier for many of our students, and our staff and volunteers

had limited experience with virtual instruction themselves. With patience and determination, all gained confidence

generous investment from the BNY Mellon Foundation, we launched technology lending for students as part of a comprehensive

Literacy Pittsburgh is expanding digital learning to help those hardest hit by pandemic-related job losses gain the skills and credentials needed for a family-sustaining career.

using unfamiliar platforms.

Now, as the world settles into this “new normal,” Literacy Pittsburgh is expanding digital learning to help those hardest hit by pandemic-related job losses gain the skills and credentials needed to pursue a family-sustaining wage. Through a

digital literacy program. Instructor Sara Cole has stepped into our Digital Literacy Fellow role for the year to develop the programming and capacity to accelerate digital teaching and learning for both volunteers and staff.

In August, the board of directors approved our 2020-23 strategic plan. This road map emphasizes programming and services that combine skill-building, education, and career development, focusing on high-priority occupations. We share details of this plan on page 10.

We thank you for sticking by Literacy Pittsburgh and our students. Together, we will emerge stronger as a community and as individuals. ●



Literacy Pittsburgh’s new technology lending program enabled James to enroll in a GED preparation class.

SPOTLIGHT ON SUCCESS: JORGE

Determined to succeed in the U.S., Jorge has made great strides because of you.

Jorge came to the United States from Venezuela two years ago after being chosen through the Diversity Immigrant Visa program, also known as the green card lottery. He first lived in Florida but fell in love with Pittsburgh when he visited a cousin for the weekend.

“There are so many opportunities here,” Jorge says, explaining that the economy and living conditions are not good in his home country.

Jorge’s cousin told

him about Literacy Pittsburgh, and he enrolled in a class about a year ago. He couldn’t find a free program like this in Florida, and high school English didn’t prepare him for life in the United States.

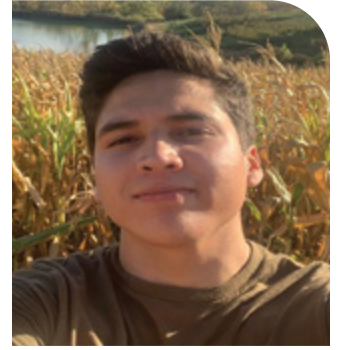
“I basically didn’t know any English, and now I understand about 99% of what you are saying,” Jorge explains. “If I want to go back to college, I need to speak English.”

Jorge studied mechanical engineering in

Venezuela and looks forward to continuing his education. He recently began a new job as an insurance agent and attends CCAC for an associate degree in business management.

Jorge appreciates learning the nuances of American culture, especially as it relates to the workplace.

“There’s small things, like making eye contact and handshakes. I think that’s essential,” he says. With Literacy Pittsburgh’s help, Jorge has learned how



to write a resume, create a LinkedIn profile, and search for jobs online.

He appreciates that people have donated to give him this chance. “It’s like a chain. Someone helped me out, so I’m going to help out someone else.” ●

EMPLOYER SERVICES PROGRAM BOOSTS SKILLS

Effective communication helps companies and workers thrive.

The Employer Services program offers fee-based, customized employee training programs to address skill gaps. It offers an opportunity to develop worker skills, partner with employers, and create a new revenue stream for Literacy Pittsburgh.

Communication remains a top concern for employers and employees alike. These challenges have real costs in employee turnover, reduced productivity, and customer dissatisfaction.

Instructors build a 12-hour training course that addresses both employer and employee goals. Classes occur on-site in a small group setting. A report is provided at the conclusion of the course with quantitative and qualitative results as well as recommendations for next steps. Offerings include Workplace English,

Math Brush-up, Business Writing, and Cultural Competency.

Literacy Pittsburgh has worked with the Westin Convention Center Hotel, Rivers Casino, Paragon Foods, and most recently, UPMC’s Environmental Services Department.

“All participating associates stated that they had more confidence in speaking English with patients and staff and were more easily understood. Additionally, patient experience results for cleanliness improved on the units where staff attended Literacy Pittsburgh classes,” explains Val Alksnis, Senior Director, Environmental Services, UPMC.

To learn how the Employer Services program can benefit your company, call 412-393-7640 or email partner@literacypittsburgh.org.

LITERACY PITTSBURGH FACTS & FIGURES 2019-20



2019-20 REVENUE

Contributions

Corporations & Foundations	\$810,694
Individuals	\$483,317
Special Events	\$110,588
Innovation	\$635,100*
Total Contributions	\$2,039,699

Government Grants

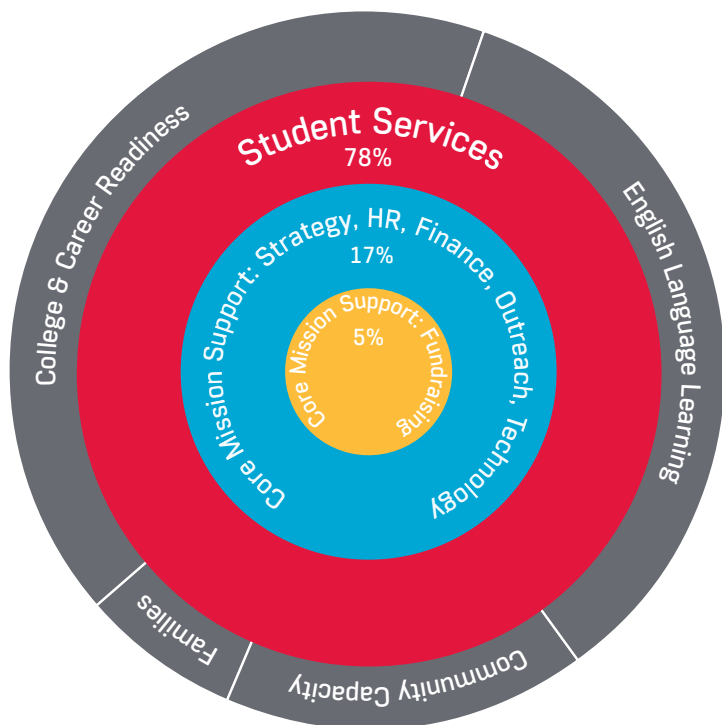
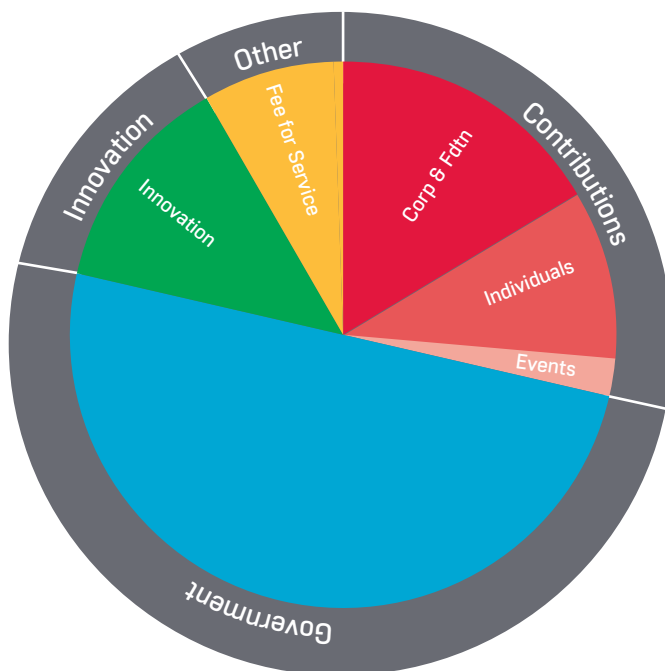
Total Government	\$2,445,578
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Other

Workplace & Fee for Service	\$379,806
Investments/In-kind/Misc	(\$19,746)
Total Other	\$360,060

TOTAL REVENUE	\$4,845,337
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*Innovation revenue includes funds restricted for future years of our Ready & Relevant initiative.



2019-20 EXPENSES

Student Services

College & Career Readiness	\$1,395,681
English Language Learning	\$1,153,035
Building Community Capacity	\$665,801
Family & Children	\$205,806
Total Student Services	\$3,420,323

Core Mission Support

Management & General	\$727,397
Fundraising	\$235,266
Total Core Mission Support	\$962,663

TOTAL EXPENSES	\$4,382,986
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2019-20 PROGRAMS

STUDENTS SERVED

COLLEGE AND CAREER READINESS

Reading, writing, math
High school equivalency diploma prep
Workplace skills

1,284

ENGLISH LANGUAGE LEARNING

English classes
Citizenship prep
Immigrant support

1,188

CHILDREN & FAMILIES

Family literacy
Oasis Intergenerational Tutoring

396

BUILDING COMMUNITY CAPACITY

Compass AmeriCorps

1,652

CORE PROGRAM OUTCOMES



Employment Outcomes
656



Became a U.S. Citizen
29



Gained High School Equivalency
58



Greater Confidence in English
965



Enter Postsecondary Education
77



Increased Reading/Writing/Math Skills
1168



Advanced Educational Level
522



Average Hours per Student
53

EMPLOYMENT UPON ENTRY

Unemployed
58%

Employed
42%

EDUCATION UPON ENTRY

Less than high school diploma
47%

Postsecondary
37%

HS diploma
16%

Note: Data includes outcomes related to a subcontract grant for adult literacy programs at Goodwill of Southwestern Pennsylvania

LITERACY PITTSBURGH IN YOUR NEIGHBORHOOD

Literacy Pittsburgh provides learning opportunities for adults and families throughout Allegheny and Beaver Counties. Students at our Downtown Center are taught in classroom settings by paid professional instructors, while hundreds of trained volunteers meet with students one-to-one or in small groups. In March, our teaching methods changed to a fully online model that continues today. Tutors and teachers embraced the new reality with creativity and courage. YouTube videos, Zoom classes, FaceTime tutoring, Google Classroom, and even social media have been utilized to keep students engaged and learning. Students, volunteers, and staff alike have risen to the occasion.

BEAVER COUNTY–AIRPORT AREA

The pandemic has opened up new opportunities for volunteer involvement. Geographic boundaries become less important when digital learning becomes the standard. In August, we received a volunteer inquiry from Dore, a resident of New York City, who is now enjoying getting to know her student while helping her prepare for the U.S. citizenship test.

DOWNTOWN CENTER

On March 16, the last day our physical offices were open, teachers took to YouTube to record video lessons so English language learners could continue to practice their skills. The channel has since grown to nearly 300 videos. Said one student, “I’m happy to see you again. You are so kind, and your classes are very interactive, fun and very helpful for me. Thank you.”

PITTSBURGH EAST

GED student Emily started with Literacy Pittsburgh as part of a partnership with CCAC-Homewood. When we made the switch to remote learning in the spring, Emily adapted to the new format and continued her studies. In August, she earned her diploma! “I would like to study business, finance and psychology. This is important to me because I am worth so much, and the world has proven that my talents are needed.”

SOUTH HILLS

GED student Keisha is featured in an advertisement encouraging potential students to pursue their diploma at Literacy Pittsburgh. “Literacy Pittsburgh gives individuals the opportunity to get your education, to do better, to make yourself proud.” During the last four months of the year, 243 people contacted Literacy Pittsburgh to study for their GED diploma.



Paid Teacher
66%

**INSTRUCTIONAL
METHOD**

Volunteer Tutor
34%



NORTH HILLS

Donna and her student, Yunjin, began meeting through FaceTime during the March lockdown, which gave them a chance to get to know each other's families. At one weekly session, Yunjin and her daughter put on a performance for Donna. She explains, "Yunjin played the piano and her daughter the violin while dad held the phone. They played 'Do Not Be Afraid.' I was so touched by that. Where else would I have had that experience except with Literacy Pittsburgh?"

JEFFERSON-MON VALLEY

Literacy Pittsburgh launched a GED Preparation class at CCAC-South. This grew from our Ready and Relevant initiative aimed at strengthening partnerships with workforce development providers that complement our mission. One of first grads was Hunter, who earned his GED diploma in March.

PITTSBURGH WEST

Literacy Pittsburgh established a new location in the South Side, located with the Birmingham Foundation in the Brashear Association building on Sarah Street. Working with these longstanding neighborhood organizations, we hope to deepen our investment in reaching students and families in that area and on the Hilltop. This new office serves Central City neighborhoods along with Carnegie, Greentree, and McKees Rocks.

SQUIRREL HILL

Tutor Ceinwen King-Smith puts in between 70 and 100 hours per month tutoring several English language learners separately. One student, Daniela, had an opportunity to perform in a Zoom reading of a play. Ceinwen said, "I gave her some extra time to rehearse her lines for a major part in the play reading, in which she performed extremely well. Her mother got to watch her from Mexico on Zoom."

FAMILY LITERACY

Families have made huge strides in digital literacy with the shift to fully online classes. Class times have also adjusted since parents are now overseeing at-home schooling. Interactive Literacy Activities feature a bedtime story and a craft three nights a week. Our GED class now meets Saturday and Sunday evenings so stretched parents can continue their own learning.



VOLUNTEER TUTORS
572

**VOLUNTEER
HOURS**
23,568



**STUDENT
HOURS**
87,985

2019-20 INVESTORS

YARDUMIAN SOCIETY

Acknowledging individuals who invested \$1,000 or more during the 2019-20 fiscal year.

\$10,000 +

Donald and Mary Block
Mr. and Mrs. W. Thomas McGough, Jr.
Hugh and Eliza Nevin
Dr. Philip and Dr. Susan Smith
Patricia O. Smith

\$5,000-\$9,999

Anonymous
Liz Witzke Baum
Stan and Patti Hasselbusch
Theresa Andrews and Thomas Kondrat
Louise C. Lehner
Jayanne Newcaster Matthis
John and Peggy O'Rourke

\$2,500-\$4,999

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Sunthar Tharmalingam

\$1,000-\$2,499

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Paul and Susan Smocer
Steve Sokoloski and Derick Stalker
John and Becky Surma
Cate and Jerry Vockley

GIVING CIRCLE

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Gladys Bih Amandong
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Chintan Amin
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Paul Anderson
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Patricia O. Smith
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Marty Tiani
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*Deceased

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Ann and Frank Cahouet Foundation
The Birmingham Foundation
Maxine and William Block Fund of the Pittsburgh Foundation
Paul and Dina Block Foundation
BNY Mellon Foundation of Southwestern Pennsylvania
The Burke Foundations
Caboodle Technologies Inc./ Shadyside Books
CCAC Educational Foundation
CINIC Chemicals America, LLC
Anne and George H. Clapp Charitable and Educational Trust

The Cooper-Siegel Family Foundation
Covestro
Dollar General Literacy Foundation
Dollar Bank
Double Eagle Foundation
Eat'n Park Hospitality Group
EQT Foundation
Fairmont Pittsburgh
Gateway Health
Brian Charles George Memorial Fund
Goodwill of Southwestern Pennsylvania
Grable Foundation
The Heinz Endowments
Highmark Blue Cross Blue Shield
The Hillman Foundation
Hunter Associates, Inc.
Jack Buncher Foundation
Jefferson Regional Foundation
KDKA-AM
Laurel Foundation
Massey Charitable Trust
John R. and Margaret S. McCartan Charitable Fund
McCune Foundation
McElhattan Foundation
The Pittsburgh Foundation
Pittsburgh Post-Gazette
PNC Foundation
Posner Foundation of Pittsburgh
PPG Industries, Inc. Foundation
Pricewaterhouse Coopers LLP
Ryan Memorial Foundation
James M. and Lucy K. Schoonmaker Foundation
Silberman Family Fund of the Pittsburgh Foundation
Snee-Reinhardt Charitable Foundation
Target
U.S. Bank
UPMC
UPMC Health Plan
UPS Foundation
The Walden Trust
Robert and Mary Weisbrod Foundation
Wells Fargo Corporate Foundation
Xpyria Investment Advisors, Inc.

We have made every effort to ensure that this list is complete and accurate. If we have inadvertently made an error, please call 412-393-7633 so that we may correct our records. We apologize for any omissions or errors.

SUPPORTING CHILDREN AND FAMILIES

Programs pivot to preserve familiar routines while continuing to grow.

We know the past year has been especially challenging for parents and their children. School and familiar routines have been disrupted. Our Oasis Intergenerational Tutoring and Family Literacy programs reinvented their programming so children could continue familiar comforts. At the same time, both programs expanded into new service areas.

Oasis Intergenerational Tutoring pairs adults age 50 and older with children in grades K-4 to work on reading skills and self-esteem. Normally, pairs meet in the school building during the school day. However, the program has adapted tutoring to the COVID-19 pandemic to accommodate changing district teaching models and address volunteer health and safety concerns. Tutors not only need to learn new ways of engaging the children, but they need to become familiar with their school district's online platform such as Zoom or Google Meet. Our tutors have risen to the occasion. The Oasis program also added a sixth school partner at the start of the new year, the Environmental Charter School.

Family Literacy helps parents learn English, study for the GED exams, and prepare for U.S. citizenship while helping children build a strong foundation for their education. A treasured activity is storytime, and teachers launched a YouTube channel so parents and children could access a familiar comfort. Now that real-time classes are in session, virtual storytime is held three evenings per week. Similarly, class times



Pittsburgh Pirates pitcher Steven Brault reads a favorite book from his childhood, "The Rainbow Fish," for our Family Literacy Storytime YouTube channel. The channel was created so that parents and kids could enjoy a familiar classroom experience during a time of uncertainty. The collection features nearly 100 videos from celebrities and friends of Literacy Pittsburgh. You can check it out at tinyurl.com/LPFamilyLiteracy.

were adjusted to make it easier for parents who are juggling their children's at-home learning with their own studies. While Family Literacy has predominately served immigrant families in the South Hills, it has expanded to reach American-born families and increased its geographic footprint to the South Pittsburgh Hilltop neighborhoods thanks to a generous investment from the Birmingham Foundation. ●

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EDUCATION PROVIDES OPPORTUNITY

The 2020–2023 Strategic Plan leverages expertise to support workforce development.

The world was very different when we started our strategic planning process in January 2020. Life across the globe has been upended by a global pandemic and unprecedented economic challenges. These seismic shifts have been accompanied by a growing awareness of the challenges the U.S. faces because of deep, historic, and widening racial inequities of opportunity,

freedom, and well-being.

We know we have an imperative to improve the lives of our most vulnerable neighbors. Helping more adults attain a high school credential, learn English, and build job skills will move them toward family-sustaining careers.

Literacy Pittsburgh’s 2020-2023 Strategic Plan, adopted August 2020, builds upon our

distinguished history and commits us to a focused, agile, and innovative future. Our overarching focus is to ensure that Literacy Pittsburgh is **Ready, Relevant, and Sustainable** so that we may meet the needs of our students, both today and in the future. While much is unknown, we do know that lives are made better with learning and that education provides opportunity.

READY Literacy Pittsburgh will be agile, stable, and continuously improving.

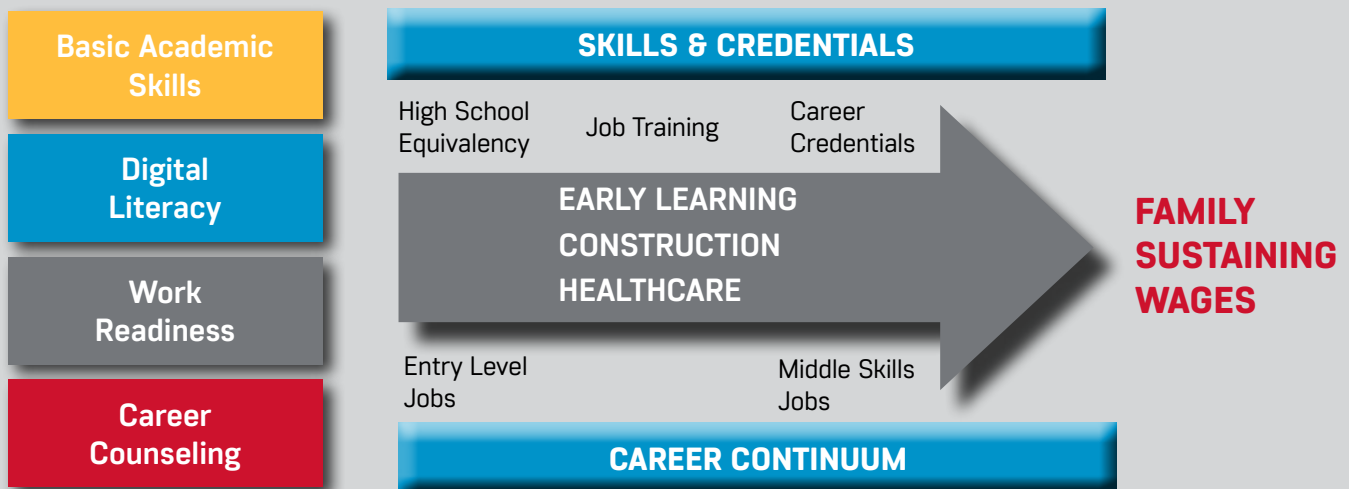
Strategies

- Grow and engage our people: staff, board and volunteers.
- Invest in information technology and data analytics and act on insights gained.
- Build and improve management systems and processes.

Key Performance Metrics

- Respond to and scale at least three opportunities related to workforce development; align human resources to opportunities.
- Increase racial diversity of staff, board and volunteers.
- Increase adult education volunteers by 20% to approximately 688 individuals.
- Maintain volunteer and tutor retention at 70%.

Literacy Pittsburgh’s three-year plan emphasizes programming and services that combine skill building, education and career development in partnership with job training programs and employers, with a focus on high-priority occupations.



RELEVANT

Literacy Pittsburgh will be an important part of Pittsburgh’s talent development system.

Strategies

- Develop programming and services that accelerate student’s skill building, education, and career development aligned to career pathways.
- Develop and sustain strategic, cross-sector partnerships that enable seamless student support, career credentialing, and employment.
- Develop blended instructional programming and capacity that advances digital literacy of adult learners.
- Promote the agency’s role and track record as an essential part of the workforce development system: an agency that leads, that learners trust and employers need.

Key Performance Metrics

- Increase percentage of students attaining, retaining employment to 50%.
- Double the percentage of students enrolling in post-secondary education and job training.
- Double the percentage of students attaining high school equivalency credentials.
- By year three, 25% of earned media and web traffic will be related to Literacy Pittsburgh’s role in the talent development system. 25% increase in followers/engagement on LinkedIn.

SUSTAINABLE

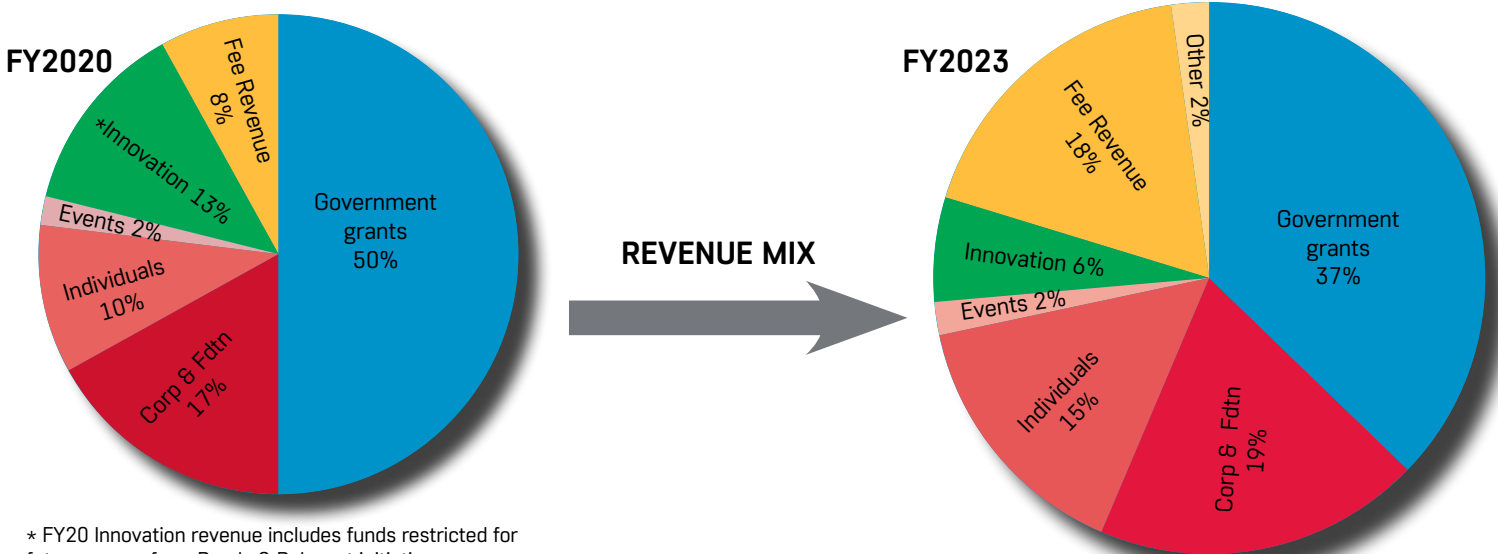
Literacy Pittsburgh will generate revenue to fuel growth, innovation, and long-term sustainability.

Strategies

- Grow the impact of individual contributions on financial health.
- Grow earned income as a part of operating budget.
- Continue to secure investments for innovations that increase impact.

Key Performance Metrics

- Support from individuals will increase 55% from \$483,317 to \$750,000.
- Investments in innovation will account for 6% of annual revenue.
- Earned income will be self-sustaining in year one and contribute 5% to annual revenue by year three.
- Revenue from workforce partnerships will contribute 7% to overall revenue by year three.



* FY20 Innovation revenue includes funds restricted for future years of our Ready & Relevant initiative.

YOUR VOICE MADE A DIFFERENCE

Your elected officials heard you!

Government funding accounts for 52% of Literacy Pittsburgh's overall budget. With increased community need, every penny is vital to providing quality education for our students.

The pandemic has had a far-reaching impact on our economy and organizations like Literacy Pittsburgh have felt the strain. This summer, we were informed that our state funding would be cut significantly due to declining revenues. We quickly mobilized, calling on supporters to contact their elected officials.

Your efforts paid off! In December, the new state budget fully restored the Adult and Family Literacy line item. This is a testament to your hard work and to the importance of education for our economic recovery.

We would especially like to thank the many elected officials who wrote letters of support on our behalf. If they represent you, please take a moment to thank them for advocating for our students.

- Senator Lindsay Williams
- Senator Camera Bartolotta



Ashley, a student from our Beaver County location, earned her GED diploma in November. She began classes at New Castle School of Trades with a goal of obtaining a Commercial Drivers License.

- Representative Bob Brooks
- Representative Austin Davis
- Representative Dan Miller
- Representative Natalie Mihalek
- Representative Jim Marshall

While we celebrate this success, we expect future budgets to be just as challenging. That is why your voice, your time, and your generosity are so vital. Thank you. ●

LITERACY PITTSBURGH

OUR MISSION

Better lives through learning.

OUR VISION

A more inclusive and productive community driven by access to education.

OUR VALUES

- We believe that all people deserve the opportunity to learn in a place where their strengths are celebrated.
- We respect all people and their ability to shape their own lives.
- We have a duty to earn the trust of everyone we work with.
- Our collective well-being depends on welcoming diverse cultures and perspectives.
- As a leader, we embrace the responsibility to innovate, model best practices, and grow.



411 Seventh Avenue, Suite 525
Pittsburgh, PA 15219
(412) 393-7600
www.literacypittsburgh.org

A copy of the official registration and financial information for Literacy Pittsburgh may be obtained from the PA Department of State by calling toll free, within PA, 1-800-732-0999. Registration does not imply endorsement.

