



The Reading Center

DYSLEXIA INSTITUTE OF MN

2016 Annual Report

*Since 1951, the mission of
The Reading Center
is to serve the needs of
people affected by dyslexia.*

We achieve this through

Diagnostic testing and Educational Therapy
(tutoring) for children and adults
who struggle with reading, writing or spelling

•
Training educators in the Orton-Gillingham approach
so that they can help dyslexic learners
unlock the code to written language

•
Raising public awareness of the prevalence of dyslexia
as well as the methods
that are proven to teach reading



Dear Reading Center Supporter,

The Reading Center has been meeting the needs of people with dyslexia for 65 years, as of 2016! Thank you for being a part of our long and impactful history, and for supporting our mission. It is true that we could not do it without you!

Change doesn't come easily for a 65 year old organization, any more than it does for a 65 year old human. But our Strategic Plan charges us to shake it up by changing our outdated employment model in order to attract and retain more talent in a competitive employment market, to embrace technology so that we can reach more students and adult trainees, in the name of reaching 50% more students with dyslexia by 2018. While it is not without pain, we are making progress!

In 2016, we began providing a modest benefits package to eligible employees – the first time ever! We hired two Staff Orton Gillingham (OG) Tutors (in addition to our 45 contractual OG tutors). Online OG tutoring is in great demand, and having Staff Tutors enabled us to increase the amount of online tutoring we offer by 49% this year. This mode of OG tutoring has proven to be not only popular (because OG tutors are rare, dyslexia is common and the US is large), but effective! We are seeing the same strong outcomes for our online students as we do with our in-person students.

We took our well-respected OG training, Basic OG Institute, and created online training content and architecture, enabling us to pilot this training online in early 2017. We have people from across the country anxiously waiting for new sessions of online training to open up, so that they can benefit from our AOGPE accredited training program regardless of their work schedule or where they live.

In 2015, our organization began a 2 year long journey in quest of MN State bonding dollars, in order to help us raise the funds to build a right-sized facility from which we can efficiently and effectively offer our programming. Thanks to our champion, Senator LeRoy Stumpf from the Iron Range, our bonding project was a contender – especially surprising for a first time attempt. We received bonding with our governmental partner, Olmsted County, in May 2017.

We celebrated our 65th anniversary with many of you at our Bright Stars Event in November, 2016, with special guest, Caldecott Medal winning illustrator (and proud dyslexic) Jerry Pinkney. We also rebranded our October Dyslexia Dash with a fun Superhero theme! People participating in the Dash increased by 91% this year, many wearing superhero costumes, all to benefit students with dyslexia.

Looking ahead, keep your eyes and ears open for an announcement of our Capital Campaign in 2018. We are making progress toward our goal to build a \$3 million facility, beginning with steps taken this summer to secure property by the late fall. Stay tuned for exciting announcements!

As always, thank you for your continued support of our mission. In addition, please consider how you can lend support for our building effort. We will be contacting each of you in the near future, and look forward to updating you at that time.

Warmly,



Kirk Kottschade
Board Chair



Cindy Russell
Executive Director



2016 Donors to The Reading Center

The Reading Center is grateful to all of the donors that share our mission.

Due to space limitations, the list below includes donors who have given \$250 or more during 2016.

If there is an omission or mistake, please contact Sarah Carlson-Wallrath, Director of Development. Thank you!

Super Heroes \$25,000 and up

Dr. Norman and Charmaine Hepper
Otto Bremer Foundation
Mayo Clinic
Rochester Plumbing and Heating Co., Inc.
Valley of Rochester
Scottish Rite Children's Foundation

Heroes \$5,000 - \$24,999

Lucy and Mark Bahn
Dorothy Callahan
Carl and Verna Schmidt Foundation
Crutchfield Dermatology
Drs. Brooks and Terri Edwards
The June Stern Family Foundation
Anne Koenig
Bobbi LaRusso
Jean Osman
Becky and John Sperling
United Way of Olmsted County

Benefactors \$2,500 - 4,999

Charter House Council
Pat and Sue Christenson
Mike and Joy Fogarty
Jan and Steve Hagedorn
Eugene Keller
Mall of America
Norman L. Gillette, Jr.
Donor Advised Fund
People's Energy Co-op
Judy and Jim Sloan
Sterling State Bank
Erik and Eileen Thorpe
Thrivent Financial
Western Digital Foundation

Patrons \$1,000 - \$2,499

Tara Lee and Douglas Amundson

Alan C. Anderson, CHTD, CPA
John and Nikki Beatty
Art Birdseye
Nicole and Patrick Blegen
John and Marcia Bouquet
Paul Bucher and Christel Richter
Heidi Connolly
Paul and Vicki Friedman
Great River Energy
Paul and Kay Grinnell
Rick and Jane Haeflinger
Barbara Henoch
Marcia and Burke Henry
Ginger and David Holmes
Gloria and John Hostak
IBM Employee Services Center
Jean Jacobs
Ted and Lora Keller
The Kenneth K. Kinsey Family Foundation
Mark Leonard
Peg and Ross Mattke
Dr Lawrence and Claudette McDonald
Deborah and Fletcher Miller
Mount Holyoke Management, LLC
Susan Nolan
Olmsted Medical Center
Premier Banks
Jeffrey and Melissa Price
Sharon O'C. Rome and Jeff Rome
Rotary of Rochester
Cindy Russell and Rick Pribnow
Karen and Tom Russell
Betty Sheffield
Think Mutual Bank
United Way of Dodge County
United Way of the Bay Area
Ellen and John Villa
Itzhak Wolf and Shelley Goldman Wolf
Alexis and Michael Zaccariello

Fellows \$500 - \$999

Andrea and Ben Anderson
Buddy and Christine Atkinson
Benike Construction
Constance Williams and Michael Bostwick
John and Shelly Caldwell
Corner Medical, LLC
Cindy and Michael Garr
Goodhue County Cooperative Electric
Jennifer Gowin
Jeannine and Bill Karnes
Nicholas Keller
Marcia Krebsbach
Steven Lehmkuhle
Dr. Stanley and Suzanne Leonard
Walt and Darcy Ling
Linda Mansfield and Ron Menaker
Ronda and Robert McCully
Ruth Ann Miles
Multiple Financial Services
Kathy Novotny
Susan Persons
Larry and Dorothy Peterson
Powers Ventures
Rochester Commercial Banks Association
Sharon and Charles Rosen
Ken and Mary Ann Sahs
Maureen Sanford
Paul and Maggie Scanlon
Mary Kathleen Schwab
Roy and Terri Small
Marge and Ron Swee
James Talen
Derrick and Brittany Thompson
Fay Van Vliet
Stacey Vanden Heuvel and Rashid Kadir
Suzanne Viggiano
David and Julie Watson
Pat Whisnant
John Woog and Maryanna Destro
Brian Zelickson

Assistants \$250 - \$499

AgStar Financial Services Rochester
Anderson Law Firm
Alan and Nadine Anderson
Carol and Yosef Bitton
John Sharon Brodhun
Jeff and Barb Brown
Jane and Mary Champion
Susan Carlsen
Sarah Carlson- Wallrath
Emily Degrazia
Ann and George Fisher
Cher Hager
Dennis and Kay Hawley
Sandra Hillesheim
Paul and Lois Hruska
Susan and Robert Jenkins
Tom Kadlec Honda
Andrea Kaufman and Jim Jacobson
Bonnie and Frank Kottschade
Diane Langton
John and Paula Laskowki
Beth and Todd Leonard
Martha and Tom Link
Sean McCauley and Joselyn Raymundo
Patricia McCleese
Mike and Bonnie McGoon
John and Julie McGlaughlin
Pat and Tom Miller
Terry Hyun and Jae-Kuen Oh
Dana Puffer
Rochester Rotary Risers
Wendy and Steve Rubin
Lucille Schweyen
Jeff and Pat Stephenson
Gordy and Terri Stockinger
Becky Vossberg
Elann and Alan Wright
Barbara Zelinske

2016 Program Accomplishments

The Reading Center serves individuals primarily from Southern Minnesota, while we provide training and online services to persons from across MN, the U.S. and beyond.

Educational Testing: The Reading Center conducted 80 affordable testings for students in 2016, using 12 nationally normed testing tools. With testing results, students can uncover the nature of their reading struggle, which gives critical information to their families and schools. Scholarships are provided with demonstrated need.

Orton-Gillingham Tutoring: In 2016, The Reading Center provided 8,662 sessions of Orton-Gillingham tutoring to 165 students through one on one tutoring; up 18% over 2015 levels. Scholarships are provided with demonstrated need.

\$74,907 in scholarship assistance was granted. This is an increase of 24% over 2016. Twenty percent of our students receive scholarship assistance or free tutoring so that no child need go without this effective, life-changing service due to lack of family resources.

A new development is that 22% of all tutoring sessions were provide via an online platform, for students who do not live near Rochester. This represents a 49% increase in online tutoring sessions above 2015 levels.

Best of Basics Summer Program: Informed by the Orton-Gillingham approach, The Reading Center offers a month long, intensive, small group summer program for children ages pre-K to grade 12. This program helps students avoid the summer slide and improves their skills for the coming school year. 59 students enrolled in Best of Basics Summer Program in 2016.

Reading Readiness Screenings and Reading Clubs: The Reading Center offers nationally-normed tests that are predictive of reading failure for pre-readers. 29 young learners received free screenings in 2016. 23 Parent-child teams participated in Reading Clubs where they learned pivotal pre-reading skills, informed by the Orton-Gillingham approach. Screenings are free, underwritten by foundation funding; and scholarships are available for Reading Clubs.



Orton-Gillingham Training: The Reading Center trained 37 educators and parents in the Orton-Gillingham approach in 2016, using a rigorous training model lasting 120 hours, inclusive of a closely supervised practicum. Accredited by the Academy of Orton Gillingham Practitioners and Educators, we offer a Basic and an Advanced Training in order to equip adults to teach struggling students from grade 1 to adults. The approach is proven to be highly effective for those who struggle the most with reading – students with dyslexia.

Orton-Gillingham Classroom Teacher Training (Infusion): The Reading Center applies the Orton-Gillingham approach, sequence, and English language structure into ANY school reading curriculum by training classroom teachers and specialists. In 2016, 35 Rochester and Byron District Teachers were trained. Training includes 30 hours of direct instruction to teachers spread out over the school year, and four individualized observation-coaching sessions in the teachers' classrooms, ensuring that the trainee learns to embed Orton-Gillingham principles into her/his teaching practice. By training teachers, we impacted 9,600 students this year alone. The Reading Center raised the funds to provide this training virtually for free to the Rochester & Byron District Elementary Teachers.

Free Outreach Education: The Reading Center focuses on providing free, educational outreach to the public, so more parents will understand dyslexia, and therefore more students with dyslexia will be identified and receive the help that they need. In 2016, The Reading Center reached 3,217 people with our free outreach presentations and we celebrated our 65th Anniversary of service with dyslexic author and Caldecott Medal winning illustrator, Jerry Pinkney.

Rochester Reading Champions: In 2015, The Reading Center, the Rochester Public Library and the Rochester Boys & Girls Club launched a collaboration designed to provide high quality, OG tutoring to struggling readers who were underserved, and at-risk youth and young adults, by training and equipping volunteers. In 2016, 20 of these volunteer OG tutors provided 1,015 free lessons to 31 students who would not otherwise have received this help, for free, at the Boys & Girls Club, Adult Detention and Hawthorne Adult Education.



2016 Reading Center Expenses



- Orton Gillingham Therapy 51%
- Specialized Classes 6%
- Educator Training 16%
- Other program 1%
- Management and general 13%
- Fundraising 13%



2016 Audited Financial Position

Current Assets	\$ 432,429
Property and equipment	\$ 181,321
Endowment (held by Rochester Area Foundation)	\$ 38,861
TOTAL ASSETS	\$ 652,611
TOTAL LIABILITIES	\$ 84,417
NET ASSETS	
Unrestricted	\$ 423,230
Temporarily restricted	\$ 144,964
TOTAL LIABILITIES AND NET ASSETS	\$ 652,611
SUPPORT AND REVENUE	
Fee for Service	\$ 541,649
Donations	\$ 667,877
Misc.	\$ 13,966
TOTAL SUPPORT/REVENUE	\$ 1,223,492
EXPENSES AND LOSSES	
Program Services	\$ 761,638
Management	\$ 138,712
Fundraising	\$ 139,613
Realized & Unrealized losses on investments	\$ 0
TOTAL EXPENSES/LOSSES	\$ 1,039,963
Change in Net Assets	\$ 183,529

The Reading Center / Dyslexia Institute of MN Board of Directors, 2016-2017

Kirk Kottschade, Chair, 2019

Vice President, Rochester Scottish Rite
Children's Foundation

Jennifer Gowin, Secretary, 2018

Vice President, Premier Banks, Rochester

Brittany Thompson, Treasurer, 2017

Investment Operations Manager,
Treasury Services
Mayo Clinic

Joyce Balls-Berry, 2017

Director of Community Engaged
Research, Mayo Clinic

Nicole Blegen, 2018

Unit Head, Systems and Procedures,
Mayo Clinic

Paul Bucher, 2018

Attorney, Dunlap and Seeger Law Firm

Danny Bucknell, 2017

Branch Manager, Sterling State Bank

John Caldwell, 2019

Vice President of Credit Administration,
Think Mutual Bank

Amy Davis, 2019

Division Chair, Communications, Public
Affairs, Mayo Clinic

Terri Edwards, 2017

Pediatrician, Olmsted Medical Center

Michael Fogarty, Jr., 2017

Risk Advisor, C.O. Brown

Marcia K. Henry, PhD, 2018

Professor Emerita, San Jose State University
Past President, The International Dyslexia
Association (1992-1996)
Fellow, The Academy of Orton-Gillingham
Practitioners and Educators

Jean Osman, 2019

Reading Center Founder-Retired
Fellow, The Academy of Orton-Gillingham
Practitioners and Educators
Past President, The International Dyslexia
Association, Upper Midwest Branch

Jeff Price, 2019

Business Owner, Rochester Concrete
Products

Michael Zaccariello, Ph.D., L.P., 2018

Psychology/Psychiatry
Pediatric and Adolescent Medicine
Mayo Clinic



About The Reading Center/Dyslexia Institute of Minnesota

The mission of The Reading Center/Dyslexia Institute of MN is to serve the needs of people affected by dyslexia. Founded in 1951 by Paula Rome and Jean Osman, The Reading Center began as a private, Orton-Gillingham tutoring business in Paula Rome's basement. Paula Rome recruited Jean Osman, and together they established an organization of teachers in Rochester to work with individuals who were struggling with dyslexia. She taught them how to apply the specially designed instruction known as the Orton-Gillingham (OG) Approach that she learned from her uncle, Dr. Paul Dozier, and his colleague, Dr. Samuel Orton. From the beginning, The Reading Center has enjoyed the high esteem of Mayo Clinic, from which we receive many referrals each year.

Over the years, The Reading Center has tested and tutored more than 9,000 students. Independent evaluation of our services has shown that our students increase their skills at rates that "exceed outstanding gains." The Reading Center has provided Orton-Gillingham training to 2,000 adults in order to ensure that future generations of students with dyslexia may receive the specialized instruction they need.

The Reading Center is one of only two centers west of the Mississippi that is accredited by the Academy of Orton-Gillingham Practitioners and Educators for training and tutoring.



Academy of
Orton-Gillingham
Practitioners
and Educators

The major programs of The Reading Center include: OG Therapy/Tutoring, Specialized Classes, OG Training, and Outreach Education about dyslexia.



The Reading Center
DYSLEXIA INSTITUTE OF MN

847 5th Street NW • Rochester, MN 55901 • (507) 288-5271
email read@thereadingcenter.org • www.TheReadingCenter.org
Facebook www.facebook.com/thereadingcenter