



The Reading Center

DYSLEXIA INSTITUTE OF MN

2021 Annual Report



858 dyslexic students served through testing & tutoring



13,085 1:1 OG tutoring sessions, \$101,403 in scholarship dollars awarded to students & trainees



\$101,403 in scholarship dollars were awarded to students and trainees – an increase of 76% over 2019



2,798 Minnesota educators participated in our free Dyslexia 101 course



Executive Director and Board Chair's letter, 2021 Annual Report

Greetings to you, our stakeholders, and our many supporters! We are excited to share the progress and impact made toward our mission during 2021 at The Reading Center.

In 2021, we celebrated our 70th Anniversary of changing the lives of students with dyslexia. We held an in-person event at our new facility at 2010 Scott Rd. NW. During the second year of COVID, it felt hopeful to be able to join with other Reading Center supporters and alumni in person, to celebrate the work of this organization.

At the 70th Anniversary event, we honored both our 2020 and 2021 inductees to The Reading Center Hall of Fame. A truly impressive group of dyslexic individuals, many of whom are Reading Center alumni, stood as a living testimony to the impact of our effective organization on the lives of students. It is well worth your time to explore the full stories of these accomplished people, and you can do this on our website: www.thereadingcenter.org/hall-of-fame.

We adopted a new, ambitious 5-year Strategic Plan in 2021, and we expect that you will agree with us that our goals are important. If you would like to learn more about The Reading Center's Strategic Plan please contact Jamie Schwaba at jschwaba@thereadingcenter.org.

We are off to a strong start in implementing this Strategic Plan, and have been experiencing support from funders, both current and new.

1. In the fall of 2022, watch for our Twin Cities satellite office. The satellite office will help us reach a larger number of significantly underserved dyslexic students in the Twin Cities area while we continue to expand our service in Rochester and throughout Southeastern Minnesota.
2. While we expand the students we teach in SE MN and the Twin Cities, we aim to recruit and train many more Orton-Gillingham (OG) tutors to meet the demand (including more tutors of color). We have begun supporting our expert program staff to gain their OG Academy certifications.
3. We have expanded our partnerships both in Rochester and in the Twin Cities with organizations serving low-income students of color, providing expert OG tutoring with no barriers. Additionally, we are working toward serving more low-income and students of color who are dyslexic through our traditional tutoring program, by providing needed scholarship dollars.
4. We are creating more online courses and online OG lesson planning resources for MN teachers, especially helpful to those who have taken LETRS training funded by the state of MN. Our courses align with the science of reading.

We are so grateful for the financial support of these priorities but know that there is much more to accomplish. If you are passionate about any or all of these priorities, please consider a multi-year donation to enable us to expand our capacity. Join us in our mission to ensure "Literacy for All"!

Gratefully,



Carl Anderson
2021 Board Chair



Cindy Russell
Executive Director



2021 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 2021.

If there is an omission or mistake, please contact Jamie Schwaba, Director of Development.

Thank you!

Super Heroes \$25,000 and up

Mayo Clinic
Otto Bremer Trust
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Greg and Denise Nesler
Anna Mary and Terry Peterson
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Thrivent Financial, Rochester Group, Erick Funk

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Erik and Eileen Thorpe
United Way of Dodge County

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Assistants \$250 - \$499

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Betty Qualey
Rochester Honkers
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Maureen Sanford
Daryl and Katherine Schulz Stifel
Arlene and Ralph Sunday
Daryl D. Schulz
Gordy and Terri Stockinger
Derrick and Brittany Thompson
Kelly and Norman Turner
Beth Wiegand
Michael Winter
Nancy and Scott Wolf
E. Andrew Wood and Krista Coleman Wood
Barbara Zelinske

2021 Program Accomplishments

Student Services

252 students served 1:1 in our Orton-Gillingham (OG) tutoring program in 13,085 sessions

275 students were tested or screened for learning disabilities

62 students took one of our classes- Best of Basics, Reading Club, Writing Class & Study Skills

96% of parents of Reading Center students shared that their child had made significant progress in reading since beginning OG tutoring

81% of all tutoring were delivered online

Educator Training

54 adults were trained in our Orton-Gillingham Institute in one of our 6 online trainings

2,798 Minnesota educators participated in our free Dyslexia 101 course

62% Dyslexia 101 participants would like to see more similar opportunities

65,450 students are estimated to have been reached through educators who took our Dyslexia 101 Course

1,782 students reached through HUB subscribers

Scholarships

\$101,403 in scholarship dollars were awarded to students and trainees – an increase of 76% over 2019

18% of our students receive need-based for tutoring and testing; this is in addition to free tutoring through partnership programs

25% of scholarship recipients identify as a person of color

Outreach

782 families received guidance and dyslexia information from our Program Navigators

98,000 people visited our website looking for information on dyslexia and structured literacy

Community

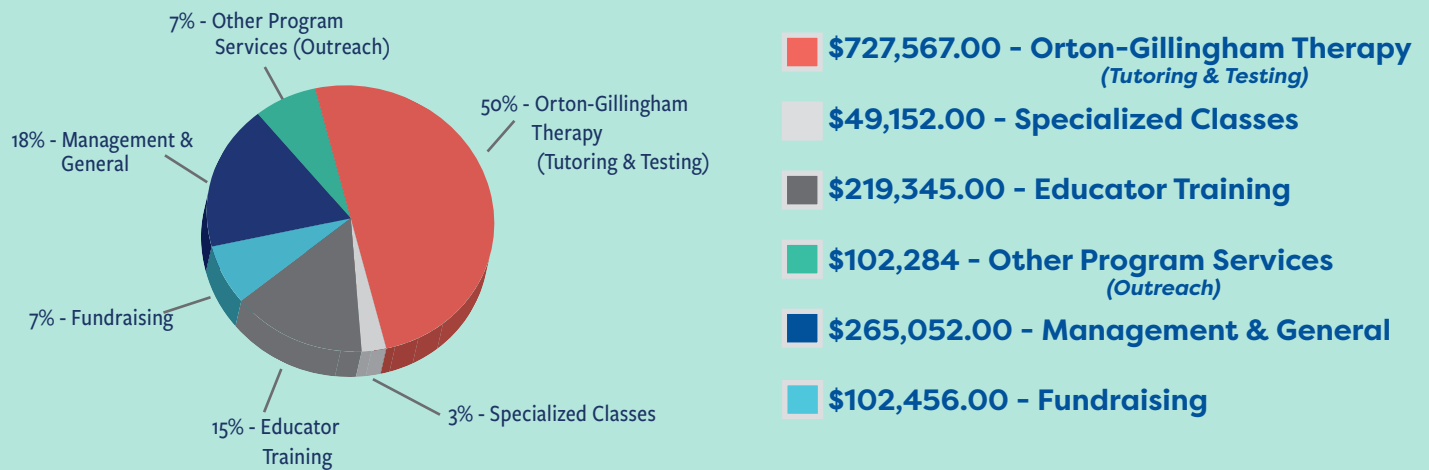
27 students, including 4 adults participated in 788 free OG 1:1 tutoring sessions through our Rochester Reading Champions partnership, now in its seventh year

125 underserved students were tutored in South Minneapolis through our partnership with Urban Ventures for the second year

3 Urban Ventures Tutors were provided full Orton-Gillingham training

Mission: To serve the educational needs of those with dyslexia through testing, tutoring, teacher training and promotion of the science of reading.

2021 Reading Center Expenses



2021 Audited Financial Position

| | | |
|---|-----------|------------------|
| Current Assets | \$ | 1,144,690 |
| Property and equipment | \$ | 3,687,646 |
| Endowment (held by Rochester Area Foundation) | \$ | 60,134 |
| TOTAL ASSETS | \$ | 4,892,470 |
| TOTAL LIABILITIES | \$ | 74,001 |
| NET ASSETS | | |
| Unrestricted | \$ | 4,818,469 |
| Temporarily restricted | \$ | 0 |
| TOTAL NET ASSETS | \$ | 4,818,469 |
| TOTAL LIABILITIES AND NET ASSETS | \$ | 4,892,470 |
| SUPPORT AND REVENUE | | |
| Fee for Service | \$ | 853,282 |
| Donations | \$ | 445,207 |
| Investment Income | \$ | 12,197 |
| Other/Misc. | \$ | 149,072 |
| TOTAL SUPPORT/REVENUE | \$ | 1,459,758 |
| EXPENSES AND LOSSES | | |
| Program Services | \$ | 1,098,348 |
| Management | \$ | 265,052 |
| Fundraising | \$ | 102,456 |
| TOTAL EXPENSES/LOSSES | \$ | 1,465,856 |

**The Reading Center
Dyslexia Institute of MN
Board of Directors, 2021-22**

Carl Anderson, JD, Chair, 2023

Attorney, Anderson Law Firm

Ilaya Rome Hopkins, Vice Chair, 2024

Community Engagement Manager, Mayo Clinic

Joel Traver, Ed.D, Secretary, 2023

Assistant Professor, Graduate Induction Program Director, Rochester Education Department Chair, Winona State University College of Education

John Caldwell, Treasurer, 2022

Vice President of Business Banking, Bremer Bank

Charles Brust, D.Sc., MBA, Past Chair, 2022

Enterprise Infrastructure Architect, Mayo Clinic

Marcia Henry, Ph.D, Founding Board Member, 2024

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

Elaine Bauman, 2022

Reading Center Tutor and Master Teacher, Retired

Marla Burkhardt, 2022

Investment Operations Manager, Treasury Services, Mayo Clinic

Amy Davis, 2022

Planning Services Administrator, Mayo Clinic

Ginger Holmes, 2023

Executive Director, Gift of Life Transplant House, Retired

Brian Moser, 2024

Director of Construction and Development, Titan

Greg Nesler, 2023

President, Rochester Plumbing & Heating Co. Inc

Anna Mary Peterson, 2023

Audiologist, Mayo Clinic Division of Audiology, Department of Ear Nose and Throat, Retired

Joselyn Raymundo, PharmD, 2022

Founder/Owner, Rochester Home Infusion

Eliot Tracz, 2024

Attorney, Dunlap and Seeger

**Key Staff
2021**

Cindy Russell, Executive Director

Gade Grinnell, Office Manager

Amy Basnyat, Director of Testing

Jamie Schwaba, Director of Development

Ashley Lund, Director of Reading Readiness

Fay Van Vliet, Director of Programming

Barbara Zelinske, Director of Teacher Training

70 Years of Serving the Dyslexia Community

The Reading Center/Dyslexia Institute of MN (TRC) is a nonprofit organization with a mission to serve the educational needs of those with dyslexia through testing, tutoring, teacher training, and promotion of the science of reading. Founded in 1951 by Paula Rome and Jean Osman, the humble beginnings started with Orton-Gillingham (OG) tutoring sessions in Paula's basement. Now, TRC has a new, beautiful, state-of-the-art home in Rochester that opened in 2019 where we provide expert services in addition to virtual services, as well as onsite partnerships in both Rochester and the Twin Cities.

During our 70 years of service, our tutors have worked with over 16,000 students and we have trained more than 6,300 educators. In 2021 alone, the educators we trained worked with nearly 12,000 dyslexic students across the state and nation.

We serve dyslexic students and trainees throughout Minnesota as well as 18% of students and 23% of trainees who reside in other states. All TRC tutors have completed our intense (125 hour) and comprehensive OG training. The Orton-Gillingham Academy accredits TRC training, one of only 2 such organizations accredited west of the Mississippi. Additionally, TRC is the only dyslexia serving organization in Minnesota that provides need-based scholarships and we've been doing so for our entire 70-year history.

You can help The Reading Center meet our vision of "Literacy for All" by donating today at: www.thereadingcenter.org/donate

The Reading Center's Major Programs

OG Therapy/Tutoring

Highly trained tutors provide 1:1 sessions of O-G tutoring to improve reading skills. Additionally, we provide affordable testing for students aged 7-adult to uncover a student's reading struggle, which gives critical information to their families and school.

Outreach Education, Advocacy, and Promotion of the Science of Reading

TRC provides information about dyslexia and training opportunities based on the Science of Reading. TRC also advocates for all of Minnesota's dyslexic students and their classroom teachers at the state capitol as a member of the Dyslexia/Literacy Coalition.

Specialized Classes

Small group classes offered to children in Pre-K to grade 12 to improve reading skills. These programs are held onsite at TRC, online, and through partners at accessible locations.

OG Training

Accredited by the Orton-Gillingham Academy, TRC offers Basic and Advanced Training to equip adults to teach struggling students from grade 1 to adult. Additional trainings such as Dyslexia 101 and online resources are offered to support Minnesota educators.



The Reading Center

DYSLEXIA INSTITUTE OF MN

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Rochester, MN 55901
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email: Read@TheReadingCenter.org
(507) 288 - 5271

Office Hours
Monday through Friday 9:00 am to 5:00 pm

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2021 Reading Center Hall of Fame



Joyce Ball-Berry
Ph.D. M.P.E,
Associate Professor
of Neurology
at Washington
University School of
Medicine



Sarah Beckman
Former Miss
Minnesota and
Reading Center
alumnus



Rachel Berger
Founder and
Executive
Director of
Decoding Dyslexia
Minnesota



Mark Brecke
Reading Center
alumnus, award-
winning filmmaker
and photographer



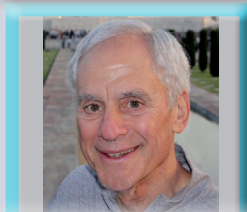
Andy Chafoulias
Reading Center
alumnus, Owner
and CEO of Titan
Development &
Investments



Mike Fogarty, Sr.
Former Reading
Center parent and
former CEO of CO
Brown Insurance
Agency



Alissa Henricksen
Owner of Grey
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and Reading Center
alumnus



Leo Stern
Principal at Stern
Law Office and
former partner at
Fredrickson & Byron
Law Firm



Ben Tilson
Reading Center
alumnus and General
Manager of Tilson's
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Andrew Wood
Reading Center
alumnus and
Senior Consultant
for Ergonomics
at Ferguson Risk
Management