

**The Reading Center**  
DYSLEXIA INSTITUTE OF MN

# 2019 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 students with dyslexia 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,

We hope that our 2019 Annual Report finds you well as we look back on some of the amazing, positive happenings at The Reading Center during 2019. All our accomplishments were possible due to the strong charitable support our donors provided. Thank you!

**Programming Moves into our New Building.** The Reading Center’s new building at 2010 Scott Rd. N.W. in Rochester was completed and we held our Grand Opening on December 7, 2019. Over 300 of our friends and supporters came out to celebrate this substantial accomplishment. Some of our guests included members of the extended Paula Rome and Jean Osman families. Notably, Ilaya Rome Hopkins (Reading Center Board member), along with Jean Osman (co-founder) cut the ribbon at the Grand Opening.

Our donors, along with \$1.5 million from the State of Minnesota, contributed a total of \$4.3 million dollars to build this facility. We moved in free of debt, giving The Reading Center a strong financial position that enables us to focus our resources on benefitting students with dyslexia. Due to capacity building efforts from 2016 – 2018, we are serving more students than ever before in our 70-year history!

**Legislative Changes Benefitting Dyslexic Learners.** In 2019, The Reading Center, as part of the Minnesota Dyslexia Coalition joined forces to advocate legislative changes to benefit all Minnesota students who struggle to read. The result of the 2019 legislative session was two laws that will positively impact dyslexic students. These include mandatory dyslexia screening in public schools, and mandatory training for teachers-in-training to learn structured approaches to teaching reading, grounded in the science of reading.

**Advanced Institute goes online!** Led by Director of Teacher Training, Barbara Zelinske, F/OGA, The Reading Center’s Advanced Orton-Gillingham Institute became an online course offering in 2019. Now both our Basic and Advanced trainings are more accessible and flexible than ever for people who wish to become Orton-Gillingham trained. These trainings are full within hours of enrollment opening.

**Program delivery changes brought about due to COVID:** When COVID halted our face to face services in spring 2020, Reading Center program leadership quickly pivoted to training all staff to provide our services online. We have had several years of experience in online 1:1 Orton-Gillingham tutoring, dyslexia testing and training, but only a portion of our staff were engaged in these online platforms. Starting in March 2020 nearly all program staff were trained in online tutoring, and we can report that our tutoring sessions and other services are exceeding 2019 levels, with the same high quality our students expect. Because many of our TRC families had their incomes negatively affected by COVID, our loyal donors helped by tripling our scholarship capacity, so that no family with demonstrated need would have to quit tutoring due to layoffs or furloughs.

**Equity & Inclusion Efforts:** The Reading Center formed a Task Force to take a deep dive into understanding who is and who is not coming to us for services, and the barriers that exist for groups underrepresented in our tutoring and staff ranks. We seek to become more welcoming and to bridge the gap for students of color with dyslexia. Dyslexia is equal opportunity, so we must reach more students.

**Co-Founder Jean Osman’s passing.** On May 17, 2020, our co-founder passed away at the age of 90. Jean continued serving The Reading Center in significant ways during her retirement, and we all feel her absence. Please read more about Jean’s remarkable career on our website at [www.TheReadingCenter.org](http://www.TheReadingCenter.org).

Thank you for your support of our mission, to ensure “Literacy for All!”

Amy Davis  
2019 Board Chair

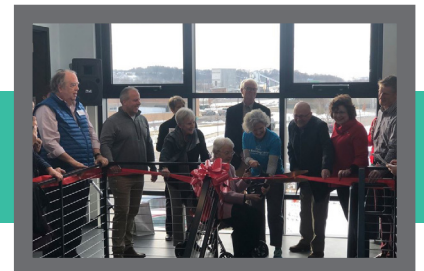
Cindy Russell  
Executive Director



Capital Campaign Co-Chairs, Joe Powers, Terri & Brooks Edwards



The Reading Center facility, featuring our 8' tall book sign



Jean Osman and Ilaya Rome Hopkins together cut the ribbon on our new building

# 2019 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 2019. If there is an omission or mistake, please contact Sarah Carlson-Wallrath, Director of Development.

Thank you!

## Ultra Super Heroes \$500,000 and up

The Harper Family Foundation

## Super Heroes \$25,000 and up

Drs. Brooks and Terri Edwards  
Mayo Clinic

Greg and Denise Nesler,  
Rochester Plumbing  
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Otto Bremer Foundation

Joselyn Raymundo and Sean  
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## Heroes \$5,000 - \$24,999

Asimoula and Andreas  
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## Benefactors \$2,500 - \$4,999

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Mark Leonard

Peg and Ross Mattke

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Thrivent Financial, Rochester  
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United Way of Olmsted County  
Fay Van Vliet

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

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Rochester Area Foundation

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Al and Sharon Tuntland  
United Way of Dodge County  
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Elann and Alan Wright

## Fellows \$500 - \$999

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Eric and Karissa Funk

Drs. Gail Gamble and Mark  
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Dr. Roy and Betty House

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Pat Whisnant

Constance Williams and Michael  
Bostwick

Anne Worthington

Alexis and Michael Zaccariello

Barbara Zelinske

## Assistants \$250 - \$499

David and Barbara Arlander

Walter and Vivian Arps  
Amy and Bobby Basnyat  
Ken and Elaine Bauman  
Charles Brust  
Jane and Mary Campion  
Emily Degrazia and Atta Behfar  
John and Barb Farrell  
Cindy and Michael Garr  
Jennifer Gowin  
Somsiri Grinnell  
Laura and Ian Heritage  
Ilaya Rome Hopkins and Bob  
Hopkins  
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Ken and Jeanette Kinsey  
Sharon Knapp  
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Harold and Carol Leroy  
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Elizabeth and Malcolm McIntosh  
Joe Messick  
Ruth Ann Miles  
Jeanie and Bob Munsterman  
Terry Hyun and Jae-Kuen Oh  
Larry and Dorothy Peterson  
Betty Qualey  
Dr. Dan Rohe  
Judy and Jim Sloan  
Leo and Christine Stern  
Gordy and Terri Stockinger  
Robin Sullivan  
Kelly and Norman Turner  
Becky Vossberg  
Nancy and Scott Wolf  
Bruce Wolfson and Mary Elliott

# 2019 Program Accomplishments

**The biggest milestone of the year occurred in December when we moved all programming into our new facility in NW Rochester.** When we opened our doors in mid-December 2019, we were serving more students than ever in our almost 70-year history.

**Who we serve:** The Reading Center serves students with dyslexia and trainees primarily from Minnesota and the surrounding states, while online ability is expanding our reach even farther each year.

## Student Services

**Educational Testing:** The Reading Center conducted **affordable testing for 113 students ages 7 to adult.** Testing uncovers the nature of the student's reading struggle, which gives critical information to their families and schools.

**Orton-Gillingham Tutoring:** Our talented staff of 52 tutors provided **9,822 sessions of Orton-Gillingham tutoring to 199 students** through 1:1 tutoring. 37% of sessions were online, enabling students to receive the help they need no matter where they live.

**Best of Basics Summer Program:** Informed by the Orton-Gillingham approach, our month long, intensive, small group **summer program is for children ages pre-K to grade 12.** Last year we helped 56 students avoid the summer slide and improve their skills for the coming school year. **9 of these students moved into our 1:1 tutoring program.**

**Reading Readiness Screenings/Reading Club:** **39 preschoolers, age 4-6, were screened for free using nationally normed tests that are predictive of reading failure for pre-readers. 35 of these young learners participated in our year-round Reading Club with a parent or caregiver where they learned pivotal pre-reading skills.**

## Adult Education

**Orton-Gillingham Training:** **The Reading Center trained 52 educators and parents in the Orton-Gillingham approach.** As of 2019 both our Basic and Advanced Training courses are offered in person and online. In 2019 we offered 8 training opportunities (3 in person and 5 online). Accredited by the Orton-Gillingham Academy, we offer a Basic and an Advanced Training in order to equip adults to teach struggling students from grade 1 to adult.

## Scholarships

**\$57,479 was awarded in scholarships to students and trainees.** These scholarships enable students to receive tutoring so that no child need go without effective, life-changing services due to lack of family resources AND adults learn the Orton-Gillingham approach to work with their own struggling student or a classroom of students.

## Outreach

**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 2019, we **reached 4,810 people with our free outreach presentations** that included Dyslexia Simulations, Dyslexia 101 presentations, and program open houses. Several outreach opportunities were offered online extending our reach beyond southeast Minnesota.

## Community Collaborations

**Rochester Reading Champions:** This innovative collaboration was created in 2014 and provides the same high quality, Orton-Gillingham tutoring used by The Reading Center, but targeted to struggling readers who are underserved. Tutoring is provided by Reading Center trained volunteers and is offered free to the student. The Rochester Public Library coordinates this program which **provided 1,039 free tutoring sessions to 41 students** at the Boys & Girls Club, Adult Detention and Hawthorne Adult Education.

**Listos Spanish Immersion Preschool:** **36 preschool age children benefitted from Reading Center early childhood programming,** helping these young students make gains so that they can be ready to read at school.

# 2019 Program Accomplishments

**199** Students served 1:1 in our Orton-Gillingham tutoring program

**37%** of all tutoring sessions were delivered online

**97** Students took one of our classes for students in kindergarten to 12th grade – Best of Basics, Reading Club, Writing & Study Skills

**152** Students were screened or tested for dyslexia

**52** Adults were trained in our Orton-Gillingham Institute

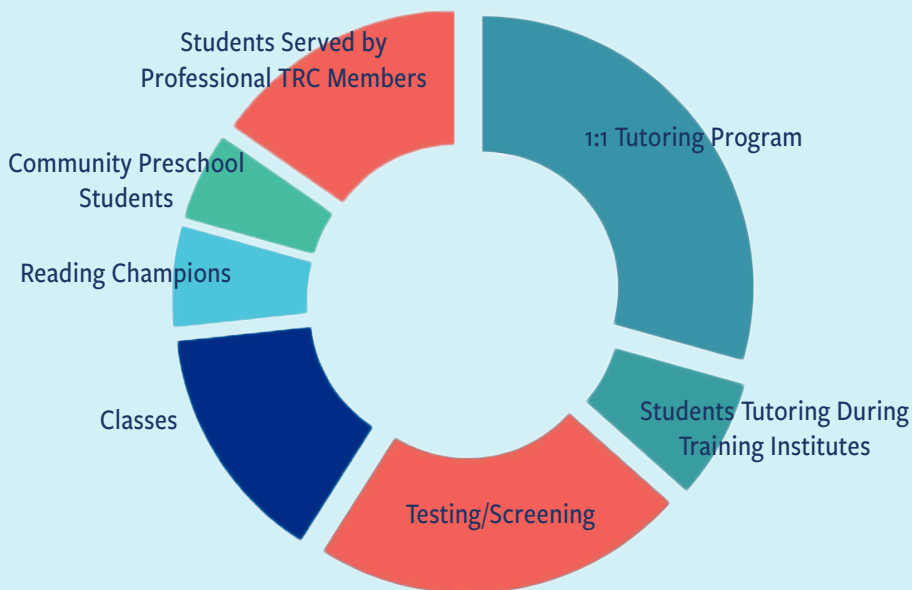
**\$57,479** In scholarship dollars was awarded to 18% of our students

**61,900** Unique visits to our website

**4,810** People attended one of our outreach events

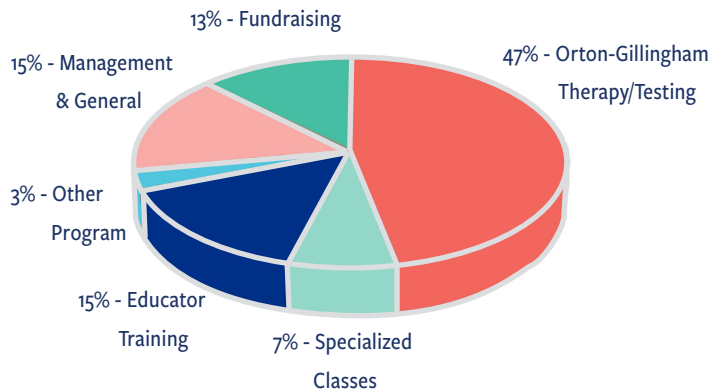
**9,822** Our 52 tutors delivered a record-breaking number of 1:1 sessions last year

**2** Our Dyslexia Coalition helped to pass two crucial pieces of legislation in Minnesota: (1) mandatory screening and (2) a requirement that teacher preparation programs include instruction on dyslexia and the elements of structured literacy!



**In 2019,  
675+ Students  
Were Served  
Across All  
Programs**

# 2019 Reading Center Expenses



- **47% Orton-Gillingham Therapy/Testing**
- **7% Specialized Classes**
- **15% Educator Training**
- **3% Other Program**
- **15% Management & General**
- **13% Fundraising**

## 2019 Audited Financial Position

Current Assets	\$ 819,409
Property and equipment	\$ 3,727,997
Endowment (held by Rochester Area Foundation)	\$ 50,232
<b>TOTAL ASSETS</b>	<b>\$ 4,597,638</b>
<b>TOTAL LIABILITIES</b>	<b>\$ 584,404</b>
<b>NET ASSETS</b>	
Unrestricted	\$ 3,879,993
Temporarily restricted	\$ 133,239
<b>TOTAL NET ASSETS</b>	<b>\$ 4,013,232</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 4,597,636</b>
<b>SUPPORT AND REVENUE</b>	
Fee for Service	\$ 677,712
Donations	\$ 1,658,217
Misc.	\$ 49,971
<b>TOTAL SUPPORT/REVENUE</b>	<b>\$ 2,385,900</b>
<b>EXPENSES AND LOSSES</b>	
Program Services	\$ 837,683
Management	\$ 180,517
Fundraising	\$ 119,788
<b>TOTAL EXPENSES/LOSSES</b>	<b>\$ 1,137,98</b>
Change in Net Assets	\$ 1,247,912



# The Reading Center Dyslexia Institute of MN Board of Directors, 2019-20

**Amy Davis, Chair, 2022**

Planning Services Administrator, Mayo Clinic

**Chuck Brust, D Sc, MBA, Vice-Chair, 2020**

Enterprise Infrastructure Architect, Mayo Clinic

**Danny Bucknell, Treasurer, 2020**

VP of Rochester Regional Branch Services, Sterling State Bank

**Ilaya Rome Hopkins, Secretary, 2021**

Community Engagement Manager, Mayo Clinic

**Brittany Thompson, Past-Chair, 2020**

Investment Operations Manager, Treasury Services, Mayo Clinic

**Carl Anderson, 2020**

Attorney, Anderson Law Firm

**Elaine Bauman, 2022**

Reading Center Tutor and Master Teacher, Retired

**Paul Bucher, 2021**

Attorney, Dunlap and Seeger Law Firm

**Marla Burkhart, 2022**

Investment Operations Manager, Treasury Services, Mayo Clinic

**John Caldwell, 2019**

Vice President of Business Banking, Bremer Bank

**Terri Edwards, MD, 2020**

Pediatrician, Olmsted Medical Center, Retired

**Marcia K. Henry, PhD, 2021**

Professor Emerita, San Jose State University

Past President, The International Dyslexia Association (1992-1996)

Fellow, The Academy of Orton-Gillingham Practitioners and Educators

**Ginger Holmes, 2020**

Executive Director, Gift of Life Transplant House, Retired

**Jean Osman, 2022**

Reading Center Founder-Retired

Fellow, The Academy of Orton-Gillingham Practitioners and Educators

Past President, The International Dyslexia Association, Upper Midwest Branch

**Joselyn Raymundo, 2022**

Founder/Owner, Rochester Home Infusion

# Key Staff 2019

**Cindy Russell**, Executive Director

**Gade Grinnell**, Office Manager

**Amy Basnyat**, Director of Testing

**Sarah Carlson-Wallrath**, Director of Development

**Jan Hagedorn**, Director of Reading Readiness

**Fay Van Vliet**, Director of Programming

**Barbara Zelinske**, Director of Teacher Training



# The Reading Center

DYSLEXIA INSTITUTE OF MN

## 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 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 10,000 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 2,500 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 Orton-Gillingham Academy for training and tutoring.

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

