



The Reading Center

DYSLEXIA INSTITUTE OF MINNESOTA

"Toward Literacy for All"

2015 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,

Greetings on behalf of the Board of Directors, tutors and staff of the Reading Center/Dyslexia Institute of MN. We are grateful for **the investment you have made in the mission of the Reading Center** in 2015 and beyond. If you are wondering about timing, our 2015 audit was just completed – so though we are in the last quarter of 2016, this report begins with 2015.

In 2015, we continued to advance our **Strategic Planning** process, and have engaged in **increasing our capacity to serve more students with dyslexia**. Our goal is to serve 56% more students with dyslexia over the course of three years. We are well on our way toward meeting our first year goal, as the end of 2016 approaches, teaching 10% more students, providing 20% more tutoring sessions. 25% of the tutoring is occurring online – increasing our reach.

Toward our goal to **increase awareness of dyslexia and Reading Center services**, we have added staff time dedicated to marketing and completed a marketing study and plan with Augsburg College. In addition, in 2015, the Reading Center hosted our largest, free outreach educational event ever, with over 700 people attending the Bright Stars Event, featuring the "World's Most Famous Paleontologist, Jack Horner." And our 2016 Super Hero Dyslexia Dash doubled in participants!

While we are serving more students, we are also pursuing plans for a new, right-sized facility that will enable us to increase our programming reach. We completed a Feasibility Study and have begun planning a capital campaign. Olmsted County partnered with us and supported us, to seek \$1.5 million in bonding funds that would help us build a new facility. You responded when we asked you to reach out to your Legislators in support of bonding. Our local legislators were supportive of the project, and I am proud to say that **the Reading Center's bonding project was included in both the House and the Senate versions of the bonding bill**. The bad news is the bill was not finished in time for it to be passed before the 2016 session adjourned.

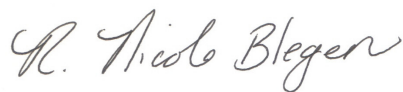
We're seeking to remain in a new bonding bill this year, and feel that our chances are good. **Dyslexia is not a partisan issue**. We will continue to need the support of legislators on **both sides of the aisle**. We will ask you, again, to reach out to your local legislators, republican and democrat, to urge their support during session. **Your calls, visits and letters do work**.

It will be an amazing day when this 65 year old, high impact organization has a building big enough to support our programming. Believe. It will happen.

We are creating an organization that is meeting the needs of the 1:5 students with dyslexia in our community. We are active in a collaboration which reaches more students where they are, students who are underserved and high risk, who struggle to read. And we are improving access through technology, so that students from near and far can receive high quality tutoring online, and so that adults can take our OG training course online.

Thank you for being a supporter and advocate of the Reading Center's mission. We have needed you in the past, and we will succeed when you support us, as we reach into the future.

Sincerely,



Nicole Blegen
Board Chair, 2015-16



Cindy Russell
Executive Director



2015 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 2015.

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
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Rochester Rotary Risers
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Alexis and Michael Zaccariello
Barbara Zelinske
Paula Zollman

Amended on Dec. 30, 2016

2015 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 provided 76 testings for students in 2015, using 12 nationally normed testing tools. We provide testing so that students, their families and their schools understand the nature of their reading struggle, as well as the proven educational methods to address dyslexia. Scholarships are provided with demonstrated need.

Orton-Gillingham Tutoring: In 2015, the Reading Center provided 7,344 sessions of Orton-Gillingham tutoring to 161 students through one on one tutoring, in person and online. Scholarships are provided with demonstrated need. \$56,000 in scholarships was granted in 2015. Twenty six percent of our students receive scholarship assistance so that no child need go without this very effective, life-changing service due to lack of family resources.

Best of Basics Summer Program: Informed by the Orton-Gillingham approach, the Reading Center offers a one-month long, intensive, small group summer program for children ages pre-K to grade 12. This program helps students to retain the learning they achieved over the school year and improves their skills for the coming school year. 65 students enrolled in Best of Basics Summer Program in 2015.

Reading Readiness Screenings and Reading Clubs: The Reading Center offers nationally-normed tests that are predictive of reading failure for pre-readers. 26 young learners received free screenings in 2015. Parent-child teams participate in Reading Clubs where they learn pivotal pre-reading skills, informed by the Orton-Gillingham approach. Screenings are free, underwritten by foundation funding; and scholarships are available for Reading Clubs. 28 four to six year olds attended Reading Clubs with their parents in 2015.

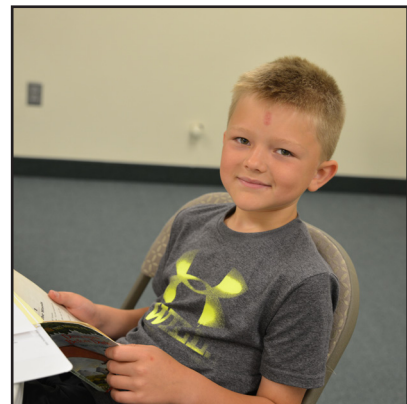


Orton-Gillingham Training: The Reading Center trained 36 educators and parents in the Orton-Gillingham approach in 2015, using a rigorous training model lasting 120 hours, inclusive of a closely supervised practicum. We offer both a Basic and an Advanced Training in order to equip adults to teach struggling students from grade 1 to adults. The training is not curriculum-based, but it imparts knowledge of the structure of the English language with methods of teaching students with dyslexia in a structured, sequential and multi-sensory way.

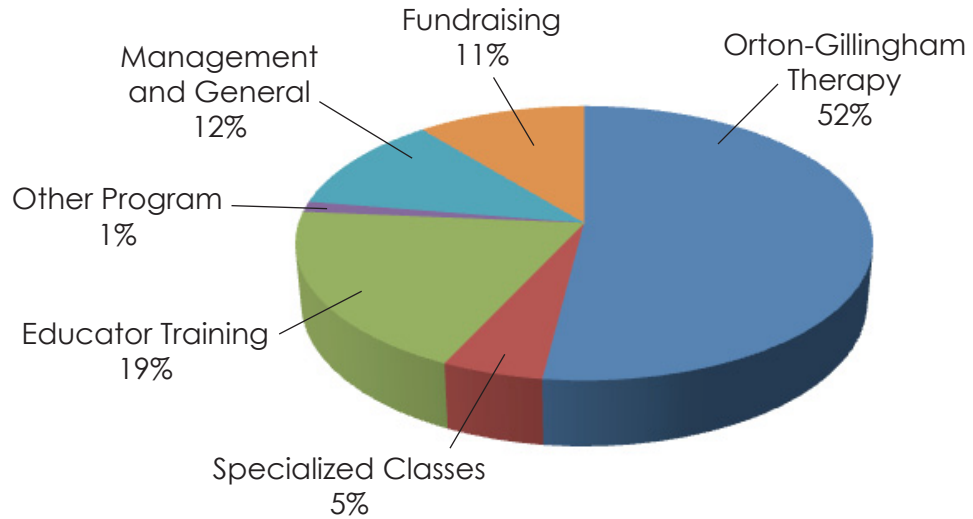
Orton-Gillingham Classroom Teacher Training (Infusion): The Reading Center applies the Orton-Gillingham approach, sequence, and English language structure into ANY school reading curriculum by training classroom teachers and specialists. In 2015, 53 Rochester District Teachers were trained. Training 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 day. Through these trained teachers, we will impact 8,625 students this year alone. The Reading Center raises the funds to provide this training at a 95% discount to the Rochester District Elementary Teachers.

Free Outreach Education: Most students with dyslexia are misunderstood, undiagnosed and struggling through school without the benefit of scientifically proven reading instruction that teaches students with dyslexia to read, write and spell. 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 2015, the Reading Center reached 2,718 people with our free outreach presentations.

Rochester Reading Champions: In 2014, 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 2015, 14 OG tutors provided 856 lessons to 22 students in need.



2015 Reading Center Expenses



2015 Audited Financial Position

Current Assets	\$ 225,015
Property and equipment	\$ 190,061
Endowment (held by Rochester Area Foundation)	\$ 37,700
TOTAL ASSETS	\$ 452,776
TOTAL LIABILITIES	\$ 68,111
NET ASSETS	
Unrestricted	\$ 341,699
Temporarily restricted	\$ 42,966
TOTAL LIABILITIES AND NET ASSETS	\$ 452,776
SUPPORT AND REVENUE	
Fee for Service	\$ 487,054
Donations	\$ 332,109
Misc.	\$ 11,475
TOTAL SUPPORT/REVENUE	\$ 830,638
EXPENSES AND LOSSES	
Program Services	\$ 647,483
Management	\$ 95,902
Fundraising	\$ 90,735
Realized & Unrealized losses on investments	\$ 4,742
TOTAL EXPENSES/LOSSES	\$ 838,862
Change in Net Assets	\$ (8,224)

Dyslexia Institute of MN / Reading Center

Board of Directors, 2015-2016

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Association (1992-1996)
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Practitioners and Educators

Darcy Ling, 2013-2016
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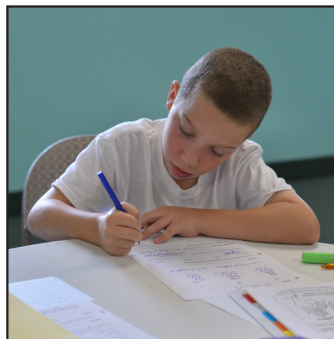
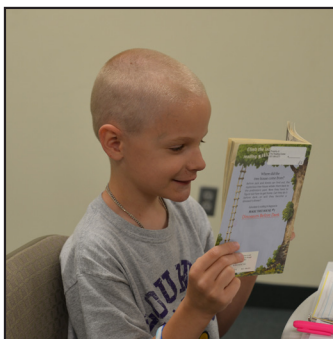
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Executive Director: Cindy Russell
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About the Reading Center/Dyslexia Institute of Minnesota

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, Educator Training (OG Training and OG Classroom Teacher Training), and Outreach Education about dyslexia.



The Reading Center

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"Toward Literacy for All"

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