



The Reading Center

DYSLEXIA INSTITUTE OF MN

2017 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:

2017 brought many good and exciting things for this 67 year old organization. The Rochester Chamber of Commerce, the largest Chamber in the state, awarded The Reading Center with the Nonprofit of the Year award in February, which was a great honor. Following that, in May, the state of Minnesota awarded The Reading Center \$1.5M in state bonding funds to help us pay for our new facility!

The Reading Center has been in its current building on 5th Street, visible from Civic Center Drive, since about 2000, and we quickly outgrew this space. Most of our programming must occur offsite and our students and staff are missing out on gathering in a visible space they can be proud to work in. We have three testing/tutoring rooms for 45 tutors and 183 tutoring students. The current building limits our capacity to help students and hinders our effectiveness, which is why we are planning for a new building. Since 2014 we have been making plans to build a right-sized space for our growing program needs.

The generous owners of Kwik Trip offered one of their properties to us under market value, making it hard to pass up. We purchased that property in early 2018. It is on Scott Road, near 19th St. N.W., next door to the Kwik Trip and behind the Costco. Look for our sign on the land, and plan to attend our Groundbreaking Ceremony on Sunday, September 16, 2018. Details to follow.

We are working with our bank (Premier) architect (CRW and Jill Kaehler) and Builder (Benike) toward a construction start date of October 1, 2018. We have been working hard to fully fund this campaign, but we still have funds to raise in order for this to become a reality. Please keep your eyes open for communication from campaign volunteers and The Reading Center about how you can support this Capital Campaign and help us meet our \$4.3M goal. We have \$1M to go so we need your help. Thank you if you have already pledged or donated. We appreciate your support!

While we work toward a new building and expect to move in sometime during the fall of 2019, we have been working to increase our capacity in order to serve more students with dyslexia. That effort is paying off and we will be helping more students than ever before in our 67 year history by the time we occupy the new building.

Thank you to all of you who support our programming and scholarship efforts through donations, and who support our mission by attending events like our Superhero Dyslexia Dash and our Bright Stars Event. There is much more to come in 2018 so please stay tuned and continue to support our mission to serve the needs of students with dyslexia.

We cannot achieve our goals without you. Thank you for all that you do.

Sincerely,



Kirk Kottschade
Board Chair



Cindy Russell
Executive Director



2017 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 2017.

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

Super Heroes \$25,000 and up

Otto Bremer Foundation
Mayo Clinic
The June Stern Family Foundation
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Scottish Rite Children's Foundation

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

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Paul and Maggie Scanlon
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Assistants \$250 - \$499

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Danny Bucknell
Susan Carlsen
Compeer Financial
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Mike and Susan Swanson
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Constance Williams and Michael Bostwick
Anne Worthington
Elann and Alan Wright
Barbara Zelinske

2017 Program Accomplishments

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

Educational Testing: The Reading Center conducted 73 affordable testings for students in 2017, along with 102 Rechecks to measure current student progress and 41 free screenings to the new students entering our summer Best of Basics program. 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 2017, The Reading Center provided 9,028 sessions of Orton-Gillingham tutoring to 183 students through one-on-one tutoring; up 17% over 2015 levels. Scholarships are provided with demonstrated need.

\$59,000 in scholarships were granted, enabling students to receive tutoring so that no child need go without this effective, life-changing service due to lack of family resources.

With our capacity investments, 22% of all tutoring sessions were provided via an online platform in 2017. This has enabled us to serve more students who do not live near Rochester, representing 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. 53 students enrolled in Best of Basics Summer Program in 2017.

Reading Readiness Screenings and Reading Clubs: The Reading Center offers nationally-normed tests that are predictive of reading failure for pre-readers. 23 young learners received free screenings in 2017. 19 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 donations; and scholarships are available for Reading Clubs.



Orton-Gillingham Training: The Reading Center trained 55 educators and parents in the Orton-Gillingham approach in 2017 in both an online and in-person format. This training uses 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 adult. The approach is proven to be highly effective for those who struggle the most with reading – students with dyslexia.

With the additional offering of our Basic Institute training online, we are now offering 2 in-person and 3 online trainings per year exponentially increasing the number of adults trained to use the Orton-Gillingham approach with struggling students. We are planning to offer our Advanced Institute training course online by the end of 2018.

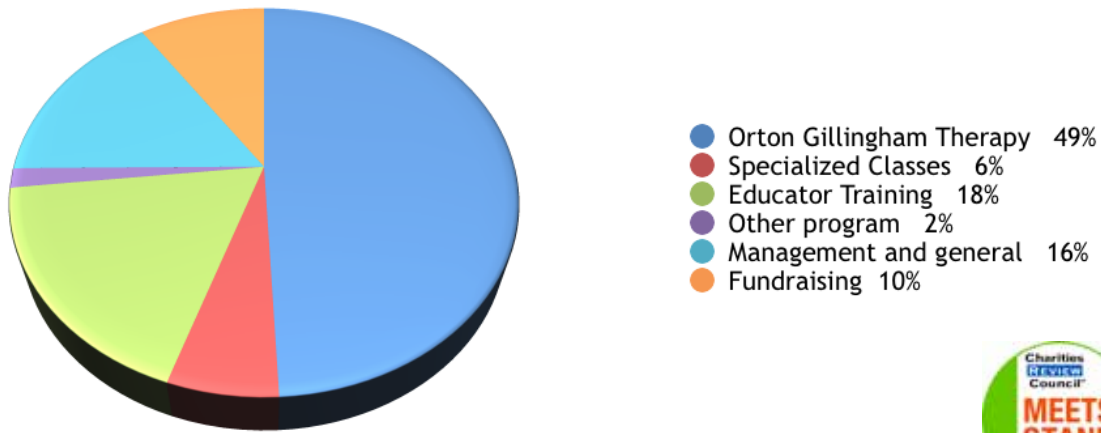
Free Outreach Education: The Reading Center focuses on providing free, educational outreach to the public, so more parents will understand dyslexia, and therefore more students with dyslexia will be identified and receive the help that they need. In 2017, The Reading Center reached 5,901 people with our free outreach presentations. Several outreach opportunities were offered online extending our reach beyond southeast Minnesota. Our Bright Stars Event was a first of its kind Dyslexia Film Festival, and our ever popular Superhero Dyslexia Dash continues to draw young and old.

Rochester Reading Champions: This innovative collaboration is designed to provide the same high quality, OG tutoring used by The Reading Center, but targeting struggling readers who are underserved, and at-risk. Tutoring is provided by Reading Center trained volunteers and is offered free to the student. The Rochester Public Library coordinates this program which provided 1,479 free tutoring sessions to 41 students at the Boys & Girls Club, Adult Detention and Hawthorne Adult Education.

Reading Readiness at Boys and Girls Club: 68 children entering kindergarten or first grade who are members of the Rochester Boys and Girls Club benefitted from Reading Center early childhood programming, helping these young students make gains so that they are ready to read at school.



2017 Reading Center Expenses



2017 Audited Financial Position

Current Assets	\$ 1,144,490
Property and equipment	\$ 178,119
Endowment (held by Rochester Area Foundation)	\$ 43,867
TOTAL ASSETS	\$ 1,366,476
TOTAL LIABILITIES	\$ 72,340
NET ASSETS	
Unrestricted	\$ 802,762
Temporarily restricted	\$ 491,374
TOTAL NET ASSETS	\$ 1,366,476
SUPPORT AND REVENUE	
Fee for Service	\$ 574,452
Donations	\$ 641,624
Misc.	\$ 25,894
Net assets released from restrictions	\$ 145,766
TOTAL SUPPORT/REVENUE	\$ 1,387,736
EXPENSES AND LOSSES	
Program Services	\$ 748,865
Management	\$ 155,895
Fundraising	\$ 103,444
Realized & Unrealized losses on investments	\$ 0
TOTAL EXPENSES/LOSSES	\$ 1,008,204
Change in Net Assets	\$ 379,532

The Reading Center / Dyslexia Institute of MN Board of Directors, 2017-2018

Kirk Kottschade, Chair, 2019
Vice President, Rochester Scottish Rite
Children's Foundation

Brittany Thompson, Vice-Chair, 2020
Investment Operations Manager,
Treasury Services, Mayo Clinic

Amy Davis, Secretary, 2019
Division Chair, Communications, Public
Affairs, Mayo Clinic

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Carl Anderson J.D., 2020
Attorney, Anderson Law Firm

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Unit Head, Systems and Procedures,
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Charles Brust D.S.C., M.B.A., 2020
Enterprise Infrastructure Architect, Mayo
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Paul Bucher J.D., 2018
Attorney, Dunlap and Seeger Law Firm

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Terri Edwards M.D., 2020
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Jennifer Gowin, 2018
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Marcia K. Henry, Ph.D., 2018
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 (retired), Gift of Life
Transplant House

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

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

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