

The Reading Center

Dyslexia Institute of Minnesota

www.TheReadingCenter.org



Spring 2018

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Tutoring in Farm Country – CJ and AJ Bauer meet with their life changing tutor online

Brothers CJ and AJ Bauer live on a western Wisconsin dairy farm. Their parents, Jill and Kris, work on the farm; and Jill works part-time in town. They, like many parents, find there are not enough hours in the day to drive their children to appointments during the week. **Online tutoring has been a life-saver for their family.** Both kids now tutor twice a week online with our staff tutor, Lora Keller.

Over the past two years, our capacity to tutor online has grown. Now, fully one-third of our sessions are offered online. This opens up tutoring to kids who live a distance from Rochester, like CJ and AJ, but also benefits students closer to us whose parents are working and unable to drive them to tutoring in Rochester.

CJ – a math wizard

CJ is a fourth grader and has been tutoring online with Lora for more than a year. He struggled in school as early as kindergarten. He is great at math and has a tremendous memory but struggled with reading and had "horrible handwriting." Despite not reading at grade level, CJ moved on to 1st and 2nd grade.

Jill has really positive things to say about the school both her kids attend. She notes they did all they could with the knowledge they have. She says CJ did have teachers at school who worked with him and tried to help him gain skills in reading. He received Title 1 help too. **But in third grade, a teacher at school who had heard of The Reading Center's reputation suggested they call us to have him tested for dyslexia.**

CJ was tested at The Reading Center in third grade. Because Jill had such a great relation-

ship with the school, she asked if CJ could tutor twice a week during school hours. **They agreed. Within a month, Jill said CJ had changed for the better. He was more confident. And his grades went from B/C to A/B.**

AJ – the positive thinker

Jill knew what to look for once CJ was diagnosed with dyslexia. Her younger son AJ had many of the same struggles as his older brother. AJ struggled with language and reading skills even before kindergarten. He had short-term memory issues too. AJ was tested by The Reading Center in second grade and began tutoring sessions in December 2017.

Jill says AJ is her thinker. He is also the one who always sees the bright side and stays positive even when things are tough.

AJ also tutors with Lora twice a week online after school. And he spends extra time on reading with teachers at school five days a week. **The school has been open to using the Orton-Gillingham approach with AJ. She says that, once they saw AJ wasn't getting very far with their normal approach to teaching reading, they changed their strategy at school.** And now AJ is flourishing. He wants to read more on his own and has even passed his spelling tests at school!

Scholarships Help kids like CJ and AJ

The Reading Center provided almost \$59,000 in scholarships to students and trainees last year. Our Bright Futures campaign helps to fund this program and opens the door to help our families (many of whom have more than one child in our tutoring program) afford to get their child the help they need to be successful. You can help support scholarships and programs by making a donation or pledge to our annual Bright Futures campaign online or by mail in the enclosed form.



Online tutoring students, CJ and AJ Bauer

Second year of Capacity Building Efforts a Success!

The Board of Directors of The Reading Center and key staff set a course for sustainable programming growth, with the **goal of reaching 50% more dyslexic students** through our life-changing tutoring program. This goal impacted every part of our organization, from training to marketing to technology. Our three-year plan to increase our capacity, over 2016 – 2018, is supported financially by several corporate, foundation and individual donors.



Cindy Russell
Executive Director

This was no small feat and one that required an investment of time and dollars into training and hiring more tutors, offering more scholarships, and investing in technology.

I am so pleased to report that our efforts are continuing to pay dividends. **We have trained and hired 15 tutors and expect to hire more in 2018. Those 15 tutors helped us tutor 183 students one-on-one in 2017, a 17% increase in just two years.** The number of tutoring sessions we provided grew by 22% to 9,028.

We've put our highly effective Orton-Gillingham training program into an online platform, overcoming the barriers of time and distance. We have graduated four online classes already and continue to see excitement for this training opportunity. We've put the word out about dyslexia through increased and systematic marketing efforts.

I am so proud of the work being done at The Reading Center. **We are poised to move into a new building in 2019 and provide Orton Gillingham tutoring to the greatest number of dyslexic students we have served in our 67-year history.**

2017 Service Numbers

96 students were tested and screened for dyslexia.

183 students were tutored 1:1 in 9,028 session.

84 students took one of our classes.

55 adults took our Basic or Advanced OG Training Institute.

467 students were impacted by our programming.

5,901 people were reached through outreach events.

Unleashed to Succeed Capital Campaign Underway

For decades, The Reading Center operated out of a basement; and, despite having moved to our own building almost twenty years ago, we still primarily work out of homes and borrowed spaces. Our current 3,000 sq. foot building is about one-quarter the size we need to fit our programs onsite. The Reading Center Board of Directors approved a plan to grow programming numbers and fund a new facility to meet the community's needs. We are starting to see the fruition of those plans come to life!



Kirk Kottschade
Board Chair

NEW BUILDING PLANS

The Reading Center's new home will be located in the NW corner of Rochester near Costco off West Circle Drive. The 12,000 square foot plan includes 12 spaces for tutoring and testing (we have 3 now), a classroom for our Reading Club parent/child classes, and an open library with seating for parents. The new conference space will be large enough to fit our Basic and Advanced OG Training Institutes, as well as our monthly tutor meetings and outreach presentations for the public. We will even have 40 parking spots!!

We hope to break ground on the new building this summer and move in late fall 2019!

OUR GOAL IS WITHIN REACH

Behind the scenes, The Reading Center has been quietly working to secure funds for a new facility. **Thanks to our Capital Campaign Co-Chairs, Drs. Terri Edwards and Brooks Edwards and Joe Powers, we have secured \$1.5 million in state bonding funds and have raised \$1.4 million in private funds from foundations, corporations and individual donors.**

The overall goal for the *Unleashed to Succeed* Campaign is \$3.5 million, funding both program capacity increases and to build a new facility. We budgeted \$500,000 over three years to train and hire staff and to invest in technology and \$3 million for construction of a new building. **To date, we have raised \$2.9 million – leaving a funding deficit of only \$600,000.**

WE NEED YOUR HELP

We will be reaching out to you later this year with information on how you can help contribute to this campaign. **We hope you will join us in contributing to this amazing opportunity to raise the profile of dyslexia in our community and to provide help to struggling readers in our state.**

If you have questions about the campaign, recognition opportunities or would like to see the plans, please contact Director of Development, Sarah Carlson-Wallrath at 507-288-5271 or read@thereadingcenter.org.

New Community Leaders Join the Board of Directors

Dr. Chuck Brust - IT Expert



Dr. Chuck Brust,
Mayo Clinic

Dr. Chuck Brust and his wife Pam moved to Rochester from South Dakota more than 20 years ago for a job at Mayo Clinic. He is currently the Enterprise IT Infrastructure Architect. In that role, **he sets the strategic direction for Mayo Information Technology**, specifically in the area of networks, servers, and endpoint devices. Chuck earned his Masters and Doctor of Science degrees in Information Systems from Dakota State University and his MBA from the University of South Dakota.

In his spare time, Chuck likes to hunt and fish and spend time outside with his wife and two sons, Sam and Ben. He is also involved in the Scottish Rite Children's Foundation – a local fraternal organization that has been a long-time supporter of The Reading Center. **Chuck got involved with our board because, through his involvement in Scottish Rite, he really believes that we offer “an opportunity to make a definitive difference in the lives of our clients.”**

On the board, Chuck hopes to bring his Information Technology expertise to help move The Reading Center technology initiatives forward. **Chuck says, “As we increase our technology capabilities, we will expand the clients we are able to reach, both in number and in geographic spread.”**

Further, with the prospect of a new building for the Center on the horizon, we'll see more chances to train teachers and tutors and to allow continuing education for them without significant interruption to their daily routines. Welcome, Chuck!

Ginger Holmes - Retired nonprofit expert

Ginger Holmes has lived in Rochester all her life, except for a time in Duluth to earn her nursing degree.

Ginger recently retired as Executive Director of Gift of Life Transplant House. In retirement, she has done some property management and has started to do some non-profit consulting. In her new found free time, Ginger spends time with David, her husband of almost 50 years, and her 4 children and 8 grandchildren. She has even spent time working with her son on his farm!

Ginger, two of her children and one grandchild have dyslexia. **Ginger joined our board because her dyslexic children and grandchild have been helped by our staff and tutors.**

Ginger brings her passion advocating for children and adults who can become their best when helped by The Reading Center. Welcome, Ginger!



Ginger Holmes,
Nonprofit Expert

DONOR SPOTLIGHT - Karen and Ron Stark, Newtown, PA

In February, we received a surprise from a Reading Center alumna living in Pennsylvania. Karen Stark sent in a generous pledge to our *Unleashed to Succeed* Capital Campaign. She wrote that the donation was given “in honor of my mother, Rotha Schumann, who recognized my potential. **My life journey was possible because she drove me into Rochester to The Reading Center every week to meet with Mrs. Jean Walters. Please let Mrs. Walters know she has provided me with the skillset to have a productively full life. I'm forever grateful. Thank you.**”

We reached out to Karen to learn more about her post-Reading Center life. Karen graduated from Dover-Eyota High School in 1980 and from Minnesota State University – Mankato in 1985. She worked in private secondary colleges and workers compensation companies for ten years and now volunteers with organic farmers in Pennsylvania.

She has been married to Ron for more than twenty years and raised three children – all college graduates. **Two of her children are dyslexic, and she made sure they learned to read using the Orton-Gillingham approach!** She spends as many hours with her children and grandchildren as her mother did with her, showing “love, patience and the joy showed to me throughout that time in my childhood.” Thank you, Karen and Ron!



Alumna Karen Stark and her family

2018 Bright Futures Campaign Underway

We need you to ensure that scholarships and tutors are there for students in need!

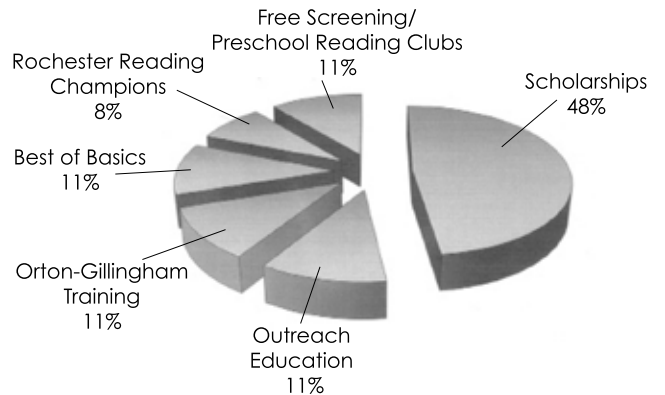
Help a child reach his or her potential one lesson at a time through the **2018 Bright Futures Campaign**. Last year, thanks to donors, The Reading Center provided nearly \$59,000 in scholarships to families that could not afford OG tutoring.

Matching funds will leverage the impact of your gift, thanks to **the Rochester Scottish Rite Children's Foundation**. Even if you do not pay on your pledge until the end of December, any pledges received during the Bright Futures Campaign will be matched, first come, first served while the matching funds last!

Funds raised during the Bright Futures Campaign **provide scholarships for children whose parents are unable to afford testing and tutoring and to underwrite our OG Training Institutes and Best of Basics**. It's all about making sure that children have confidence in themselves and can read. Children with dyslexia deserve a Bright Future.

Make a donation to support students and programs in the enclosed envelope or online at www.TheReadingCenter.org.

How we'll invest your dollar



Record Numbers Attend our 2017 Awareness Events

Last fall, we celebrated dyslexic filmmakers at our annual Bright Stars event. More than 100 guests saw films written and/or directed by dyslexic filmmakers. Our guests, **Rochester native and Reading Center alum Mark Brecke and Tamara Rosenfeld** attended and spoke before their films about their struggles with dyslexia and their successes in filmmaking.

Our Dyslexia Awareness month events were successful as well. We enjoyed the **4th annual Dyslexia Dash** despite the rain! And we **welcomed more than 1,000 people to our online Dyslexia Laws Panel** with guest panelists **State Senator Carla Nelson, State Senator Roger Chamberlain, Rachel Berger of Decoding Dyslexia – Minnesota, and Dr. Victoria Weinberg and Daron Korte of the state Department of Education**, who provided their insights into state education law. We also had great participation in our Open House and Dyslexia Simulation. Thanks to everyone who attended.



Filmmakers Mark Brecke and Tamara Rosenfeld with Event Co-Chairs Sharon Rome and Dr. Terri Edwards



Reading Center student Ryan Jirik and emcee/alum Ben Tilson



Great to see so many costumes this year at the Dash!



1000+ attend our Dyslexia Laws Panel on Oct 10



Board Member Amy Davis and son Nate at the Dyslexia Film Festival Sept 27

Best of Basics – a great summer option for all students!

Our annual Best of Basics Summer Program helps students in a way that a regular summer school cannot. **We welcome students - those with learning and attention difficulties as well as those looking to prevent the summer slide.** Our small group classes and one-on-one options focus on building skills using the multi-sensory, phonemic approach known as the Orton-Gillingham Approach.

Students from pre-K to 12th grade can start the next school year with a boost to their skills. Our 24th annual Best of Basics will be held from July 9 to August 3. Choose from group classes or one-on-one options focusing on reading, math, study skills and writing. Some options are even available online!

For a full listing of Best of Basics Summer Program classes and registration information, please go to www.TheReadingCenter.org.



Professional Development Opportunities

The Reading Center has developed several tiers of professional support for adults wanting to help struggling students.

New to Dyslexia?

Take our new **Dyslexia 101 for the Classroom Educator online course**. This is a 5 clock hour class that covers the basics of what a classroom educator should know about dyslexia. You will learn definitions, misconceptions, what dyslexia may look like in your classroom, effective reading instruction and classroom accommodations and strategies for your students.

Ready for More Training?

We offer our **Basic Orton-Gillingham Training Institute** three times a year online and twice per year in Rochester. This 120-hour course provides an in-depth training on the structure of the English language and the Orton-Gillingham approach. It includes a practicum component to fine-tune your skills on real students with Master Teacher supervision. Successful graduates of this program are able to work with students through fourth grade. Register for our Institutes on our website. Scholarships and tuition reimbursements are available.



Group of tutors celebrating their one year of service to The Reading Center

Our **Advanced Orton-Gillingham Training Institute** is offered once per year during June in Rochester. Successful graduates of this program are able to work with students in 6th grade through adult. To enroll, you must have six months of OG practice between Basic Training and the start of Advanced.

Are you a Graduate of our Basic or Advanced Training Program?

Your professional development opportunities do not end when your training ends. We have a **90-day online Refresher Course** that you can take to refresh your skills. This is ideal for someone who has taken a break from using OG in their classroom or practice. Gain access to online training videos and more. Register on our website.

Do you want even more support? March 1, we began offering **Professional Memberships to our Institute alumni**. Choose from two levels of membership: Level One, you will gain access for one full year to training videos and documents to help you plan lessons. With Level Two you will gain all in Level One plus the opportunity to consult with Academy Accredited Master Teachers at The Reading Center and the opportunity to log on to monthly professional development meetings with the option to join small group discussions with fellow tutors. To join, please reach out to us at 507-288-5271 or at read@thereadingcenter.org.

Many Thanks to Our Contributors

August 1, 2017 - March 15, 2018

We would like to acknowledge and thank all of you who have so generously pledged or donated to The Reading Center. We strive to list our donors accurately, but occasionally we make a mistake. If your donation has been omitted, your entry is misspelled or put in a wrong giving level, please contact Sarah Carlson-Wallrath at scarlsonwallrath@thereadingcenter.org.

If you would like to make a contribution, please use our secure online server at www.TheReadingCenter.org, contact us at 507-288-5271, or use the enclosed envelope.

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

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•
The Reading Center

**These classes and events are open for registration
now at www.TheReadingCenter.org**

Save the Date!

Reading Center Open House..... **April 16 from 4-6pm**

Bright Futures Campaign to fund
Scholarships and Programs **April – May 2018**

Advanced Summer
Orton-Gillingham Institute **June 14 – 26, 2018**

Basic Summer
Orton-Gillingham Institute..... **July 12 – August 2, 2018**

Best of Basic Summer
Program for Students..... **July 9 – August 3, 2018**

Online Basic Orton-Gillingham
Institute..... **September 4 – November 25, 2018**

5th Annual Dyslexia Dash..... **October 6, 2018**

Bright Stars Event **November 4, 2018**