



# The Reading Center

DYSLEXIA INSTITUTE OF MN

## 2022 Annual Report



**859**  
dyslexic students  
served through  
testing & tutoring



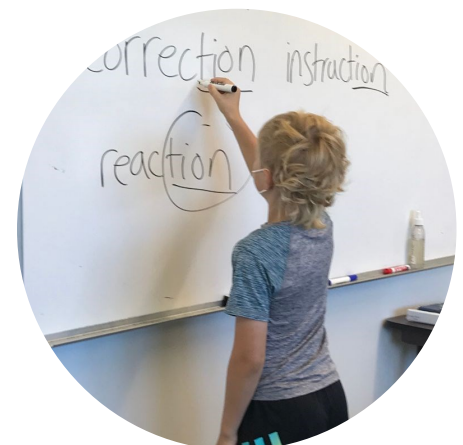
**13,342**  
1:1 OG tutoring  
sessions



**\$105,748**  
in scholarship  
dollars awarded  
to students &  
trainees



**1,290**  
MN educators  
participated in our  
online professional  
development  
courses at no cost



# Greetings from The Reading Center!

**We are pleased to report some of our significant efforts from 2022, and provide a few highlights into 2023.**

In 2022, we focused fundraising efforts to implement our Five Year Strategic Plan. We are so grateful that you, our donors, have committed \$1M so far, of our \$1.6M goal! With your support we have already made exciting progress in 2022. Thank you.

Our first strategic initiative is to help more dyslexic students through our programming. We have already increased our tutoring by 22% as a result of efforts to expand our reach! The Reading Center continues to be the only source for scholarship tutoring and testing in Minnesota, as well as more affordable Orton-Gillingham tutoring. We know there is a need for our services, and we are ready to meet it.

Training more adults to become Orton-Gillingham tutors is our second goal, and we are committed to training more tutors to serve Rochester/SEMN and the Twin Cities area. While we increase the region's practicing OG tutors for the benefit of dyslexic students, we are also credentialing more staff through the Orton-Gillingham Academy, keeping our quality strong.

Our third goal centers on diversifying our reach. Donors have enabled us to take Orton-Gillingham tutoring into the community for students from two St. Paul elementary schools, one Rochester school and two nonprofit organizations, at no cost to the students or the schools. Our post-testing results are encouraging, and we have been invited back to all locations for the 2023-24 school year. Our "Partnership Tutoring" is reaching many low-income and children of color who would otherwise not have this effective intervention.

The Reading Center engaged in significant DEI work internally in 2022. We are proud to see greater diversity at all levels of our organization. Most importantly, we are reaching more low-income children of color. Our student demographic increased from 9% children of color, to 35%! The high stakes of low literacy for children of color make this critically important work.

Finally, our fourth goal is to create more online training content aligned with the science of reading, and provide it to MN educators at no cost to them. We added more free courses in 2022, and commit to adding two additional courses annually. The Reading Center continues to actively participate in a Literacy/Dyslexia Coalition to seek policy changes in Minnesota that will improve literacy for all children. In 2022, no significant legislation passed, but there was momentous literacy legislation passed during the 2023 legislative session! To read about it, please go to our website.

The progress you see and the growth in the number of students who benefit from this organization would not be possible without our generous donors who support our efforts and uplift our mission. Many thanks for your gifts. We are excited for what is in store during 2023!

PS This May, we opened an office in Woodbury, MN (an eastern suburb of St. Paul) where The Reading Center will have a presence to offer testing, in-person tutoring, tutor professional development and tutor resources to the underserved Twin Cities population of dyslexic children. Join us on Oct. 17, 2023 for our Grand Opening!

Warmly,



*Ilaya Rome Hopkins*

**Ilaya Rome Hopkins**

*Board Chair*



*Cindy Russell*

**Cindy Russell**

*Executive Director*

Gold  
Transparency  
2022

**Candid.**

# 2022 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 2022. If there is an omission or mistake, please contact Jamie Schwaba, Director of Development. Thank you!**

## **\$25,000 and Up**

Harper Family Foundation  
Mayo Clinic  
Otto Bremer Trust  
Anna Mary and Terry Peterson  
Joselyn Raymundo and Sean McCauley  
Saint Paul & Minnesota Foundation  
Sauer Family Foundation  
Carl and Verna Schmidt Foundation  
Scottish Rite Children's Foundation

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

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Asimoula and Andreas Constantinou  
CenterPoint Energy Foundation  
Drs. Terri and Brooks Edwards  
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Olmsted Medical Center  
ProLiteracy Worldwide DBA New Readers Press  
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## **Benefactors \$2,500 - \$4,999**

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Erik and Karissa Funk  
Paul and Kay Grinnell  
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Scheels  
Ellen and John Villa

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

Dr. George and Dorothy Allen  
Alan and Nadine Anderson  
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Megan and Jeremy Fogelson  
Paul and Vicki Friedman  
Drs. Gail Gamble and Mark Pittelkow  
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Mike and Mary Harper  
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Marcia and Burke Henry  
Linda Mansfield and Ron Menaker  
Dr. Lawrence McDonald  
Midwest Italian Imports, Valerie and Pasquale Presa  
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Gregory Naylor  
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Susan Persons  
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Powers Ventures  
Gerald and Mary Price  
Peter and Sara Ribbens  
Rochester Rotary Risers  
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Lance Sorensen  
Mark St. Peter  
Sharon Tuntland  
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Mark and Dana Woeste

## **Fellows \$500 - \$999**

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Dick and Nola Christiana  
Evalina and Charles Day  
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Julia Helgesen  
Laura and Ian Heritage  
Ilaya Rome Hopkins and Bob Hopkins  
Dr. Roy and Betty House  
Jean Jacobs  
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Kenneth K. Kinsey Family Foundation  
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Kirk Kottschade  
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Stifel, Daryl Schulz  
Nancette Stucky  
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Becky Vossberg  
Kim Wanek  
Jill Weirick  
Constance Williams and Michael Bostwick  
Wis-Pak Central, Inc.  
Bruce and Mary Wolfson  
Anne Worthington  
Ruthann Yaeger

## **Assistants \$250 - \$499**

Anonymous  
Barbara and David Arlander  
Walter and Vivian Arps  
Buddy and Christine Atkinson  
Julie Baughn and Jason Hardyman  
Thomas and Katherine Bergquist  
John Boespflug and Donna Drews-Boespflug  
Charles Brust  
Marilyn Burbank  
Elaine Case and Bill Wiktor  
Christopher and Suzanne Colby  
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Christopher and Amy Davis  
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Betty Qualey  
Wayne and Mary Alice Richardson  
Daniel Rohe  
Maureen Sanford  
Mary Elizabeth and Bill Sheehan  
Daniel and Barbara Soderberg  
Arlene and Ralph Sunday  
Mike and Susan Swanson  
Joel and Katie Traver  
Kelly and Norman Turner





# 2022 Program Accomplishments

**Our mission is to serve the educational needs of those with dyslexia through testing, tutoring, teacher training and promotion of the science of reading.**

## Student Services

- **300** students served 1:1 in our Orton-Gillingham (OG) tutoring program in **13,288** sessions
- **298** students were tested or screened for learning disabilities
- **50** 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
- **68%** of all tutoring sessions were delivered online

## Outreach

- **551** families received guidance and dyslexia information from our Program Navigators
- **79,000** people visited our website looking for information on dyslexia and structured literacy
- **139** people participated in Dyslexia Awareness Month events

## Community

- **4** new community partnerships were formed to help us reach more low-income and diverse students—Gage Elementary and Jeremiah Program of Rochester, and College Prep Elementary and The Journey School of St. Paul
- **2** partnerships continued with Rochester Reading Champions and Urban Ventures of Minneapolis
- **180** underserved students participated in over **1,300** free OG tutoring sessions through our partnerships
- **94%** of participants in partnership programs are children of color
- **3** Urban Ventures and **1** Rochester Reading Champion tutors were provided full OG training



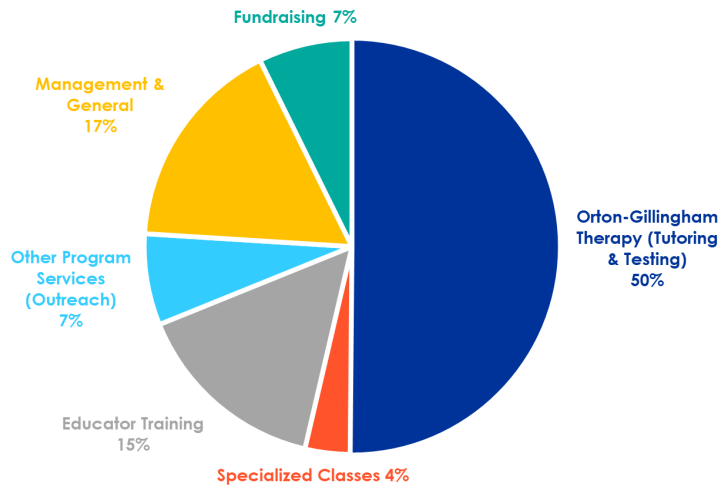
## Educator Training

- **36** adults were trained in our Orton-Gillingham Institute in one of our **6** online trainings
- **1,290** Minnesota educators participated in our Dyslexia 101 or other online professional development courses
- **80%** of Dyslexia 101 participants agreed that the course increased their knowledge of dyslexia
- **38,700** students are estimated to have been reached through educators who took our online courses
- **1,101** students reached through our Orton-Gillingham Online Lesson Planning Hub subscribers

## Scholarships

- **\$105,748** in scholarship dollars were awarded to students and trainees
- **18%** of our students receive need-based scholarships for tutoring and testing; this is in addition to free tutoring through partnership programs

# 2022 Expenses



**Orton-Gillingham Therapy (Tutoring & Testing)** \$800,527

**Specialized Classes** \$56,013

**Educator Training** \$243,258

**Other Program Services (Outreach)** \$113,517

**Management & General** \$266,809

**Fundraising** \$116,570

## 2022 Audited Financial Position

Current Assets	\$1,645,346
Property and Equipment	\$3,587,863
Endowment (held by Rochester Area Foundation)	\$49,885
<b>TOTAL ASSETS</b>	<b>\$5,283,094</b>
<b>TOTAL LIABILITIES</b>	<b>\$100,510</b>
<b>NET ASSETS</b>	
Unrestricted	\$4,836,335
Temporarily Restricted	\$346,249
<b>TOTAL NET ASSETS</b>	<b>\$5,182,584</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$5,283,094</b>
<b>SUPPORT AND REVENUE</b>	
Fee for Services	\$903,177
Donations	\$1,081,188
In-Kind	\$27,329
Investment Income	(\$59,343)
Other/Misc.	\$8,458
<b>TOTAL SUPPORT/REVENUE</b>	<b>\$1,960,809</b>
<b>EXPENSES AND LOSSES</b>	
Program Services	\$1,213,315
Management	\$266,809
Fundraising	\$116,570
<b>TOTAL EXPENSES/LOSSES</b>	<b>\$1,596,694</b>

# The Reading Center / Dyslexia Institute of MN Board of Directors, 2022-2023

**Ilaya Rome Hopkins, Chair, 2024 \***

Communications Department, Mayo Clinic

**Anna Mary Peterson, Vice-Chair, 2026 \***

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

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Associate Professor, College of Education, Winona State University

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Attorney, Anderson Di Fiore Law Firm

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Professor Emerita, San Jose State University

Past President, IDA (1992-1996); Fellow, OGA

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Reading Center Tutor and Practicum Instructor, Retired

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Enterprise Infrastructure Architect, Mayo Clinic

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*\*Rochester based*

*\*\*Twin Cities based*

## 2022 Key Staff

**Cindy Russell**, Executive Director

**Gade Grinnell**, Business Manager

**Ashley Lund**, Director of Testing and Reading Readiness

**Jamie Schwaba**, Director of Development

**Fay Van Vliet**, Director of Programming

**Barbara Zelinske**, Director of Teacher Training



# 71 Years Serving the Dyslexic 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.

## Major Programs:

**During our 71 years of service, our tutors have worked with over 15,000 students and we have trained more than 9,000 educators.**

**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. Specialized Classes are 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.

**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 at the state capitol as a member of the Dyslexia/Literacy Coalition.

During our 71 years of service, our tutors have worked with over 15,000 students and we have trained more than 9,000 educators. In 2022 alone, the educators we trained worked with over 6,500 dyslexic students across the state and nation.

We serve dyslexic students and trainees throughout Minnesota as well as 19% of students and 14% of trainees who reside in other states. All TRC tutors have completed our intense (120 hour) and comprehensive OG training. The Orton-Gillingham Academy accredits TRC training program, one of only two such organizations west of the Mississippi. Additionally, TRC is the only dyslexia serving organization in Minnesota that provides need-based scholarships and we always have.

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



# 2022 Hall of Fame



**Richard Devlin**  
Retired Olmsted  
County Administrator



**Claire Langton-Yanowitz**  
Owner &  
Managing Lawyer  
of Yanowitz Law  
Firm & Reading  
Center Alumna



**Pasquale Presa**  
Chef & Owner of  
Pasquale's  
Neighborhood  
Pizzeria & Reading  
Center parent



**Eric Funk**  
Financial Consultant  
with Thrivent's  
Emerald Financial  
Group in Rochester  
& Reading Center  
parent



**Pat Lund**  
(deceased)  
KTTC Sports  
Reporter & Reading  
Center alumnus



**Donald Prow**  
President of The  
Prow Company &  
Reading Center  
alumnus



**Joshua Aaron  
Holmes** (deceased)  
Physical Therapist &  
Reading Center  
alumnus



**Nick Powers**  
President of Powers  
Ventures as well as  
Reading Center  
alumnus & parent



**Senator David H.  
Senjem**  
State Senator who  
has supported  
dyslexia-friendly  
legislation

## Don't Forget These Upcoming Events!

**Dyslexia Simulation, Oct. 3, 2023:** Immersive, in-person experience that allows participants the opportunity to experience the struggles that students with dyslexia face each day in a school setting. This event is free and open to the public. Registration required.

**Twin Cities Satellite Grand Opening, Oct. 17, 2023:** The Reading Center is opening a satellite office in Woodbury, MN to serve Twin Cities students better. The public is invited to celebrate our new facility.

**Screening The Right to Read, Oct. 26, 2023:** In-person screening of the movie The Right to Read, followed by a discussion. This event is in partnership with Mayo Clinic's African Descendants MERG and the NAACP chapter of Rochester and will be free and open to the public at 125 Live in Rochester.

**Dr. Dyslexia Dude Superhero Appearance, Nov. 4, 2023:** Meet Dr. Dyslexia Dude, Shawn Robinson, and get a signed copy of one of his books about a dyslexic superhero. This event is open to the public at the SPARK Children's Museum of Rochester.

**Annual Shining Stars Event, Nov. 4, 2023:** Come witness the inspirational induction of 12 new dyslexia champions and successful dyslexic individuals into our Reading Center Hall of Fame, screen parts of a film Right to Read, and celebrate 72 years of service. This is a ticketed event for Hall of Fame nominees and Reading Center stakeholders.

### The Reading Center / Dyslexia Institute of Minnesota

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Satellite Office: 7650 Currell Boulevard, Suite 320 | Woodbury, MN 55125

Office: (507) 288-5271 | Fax: (507) 288-6424 | Website: [www.TheReadingCenter.org](http://www.TheReadingCenter.org)