



## **MEDIA PACKET**

### **Groundbreaking Ceremony, September 16, 2018**

**This project would not be possible without the help of our Capital Campaign Co-Chairs and Volunteers, local builder Benike Construction, our architect Jill Kaehler and CRW, Brian Moser from Titan Development, Premier Bank, the State of Minnesota and Olmsted County.**

#### List of Speakers:

- **Brittany Thompson**, Chair, Reading Center Board of Directors
- **Joe Powers**, Reading Center Alumnus and Capital Campaign Co-Chair
- **Dr. Brooks Edwards**, Reading Center Alumnus and Parent Alumnus, Capital Campaign Co-Chair
- **Dr. Terri Edwards**, Parent Alumnus, Board Member, Capital Campaign Co-Chair

#### List of confirmed guests:

- **Senator Dave Senjem**, chairman of the Senate Capital Investment Committee
- **Senator Carla Nelson**, chief author of our bonding request in the state Senate
- **Representative Nels Pierson**, chief author of our bonding request in the state House of Representatives
- **Representative Duane Sauke**, co-author of our bonding request in the state House of Representatives
- **Representative Tina Liebling**
- **Olmsted County Commissioner Sheila Kiscaden**
- Members of the Board of Directors
- Reading Center staff and tutors
- Alumni of The Reading Center
- Current students and families of The Reading Center



In 2017, **The Reading Center served more than 512 students** across our programs and community collaborations. We are growing and poised to serve the most students in our history when we move into our new building in 2019.

The Reading Center expansion will do much good for struggling readers in Minnesota.

- **Dyslexia affects many. 1:5 people.** That is 135,000 school aged children in Minnesota alone.
- **The Reading Center has been successfully teaching students** who struggle to learn to read **for 67 years** using evidence based strategies, like Orton-Gillingham.
- We know what we do works, as our annual client rechecks consistently show that **95% of our students make reading gains.**
- The **expanded facility and technology investments** will enable The Reading Center to expand its reach due to the technology. At present, more than 1/3 of its students are being served online.
- Over the past 5 years, **The Reading Center students and trainees have come from 46 MN Counties.** This expansion will enable them to reach more students outside Rochester and Olmsted County.
- **Online tutoring is the fastest growing type of specialized tutoring we offer.** And we offer our nationally recognized and accredited Orton-Gillingham Training program to teach adults the Orton-Gillingham approach online.



You can download these photos on our website at  
[www.TheReadingCenter.org/support-us](http://www.TheReadingCenter.org/support-us)

## **Building Exterior**



**We will officially begin construction on the new building on October 1, 2018 and move in late summer/early fall 2019!**

The building will be **10,000 square feet** (more than 3x the size of our current building). The new building will have **9-12 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.



# The Reading Center

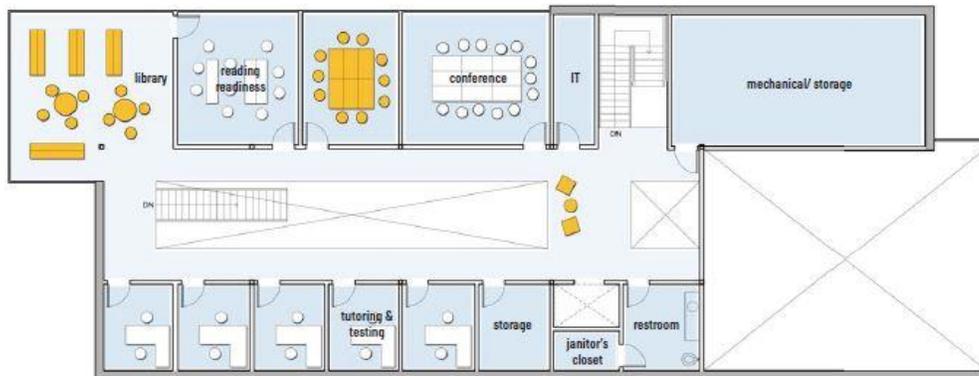
DYSLEXIA INSTITUTE OF MN

## Building Layout

CONCEPTUAL FLOOR PLAN  
LEVEL ONE

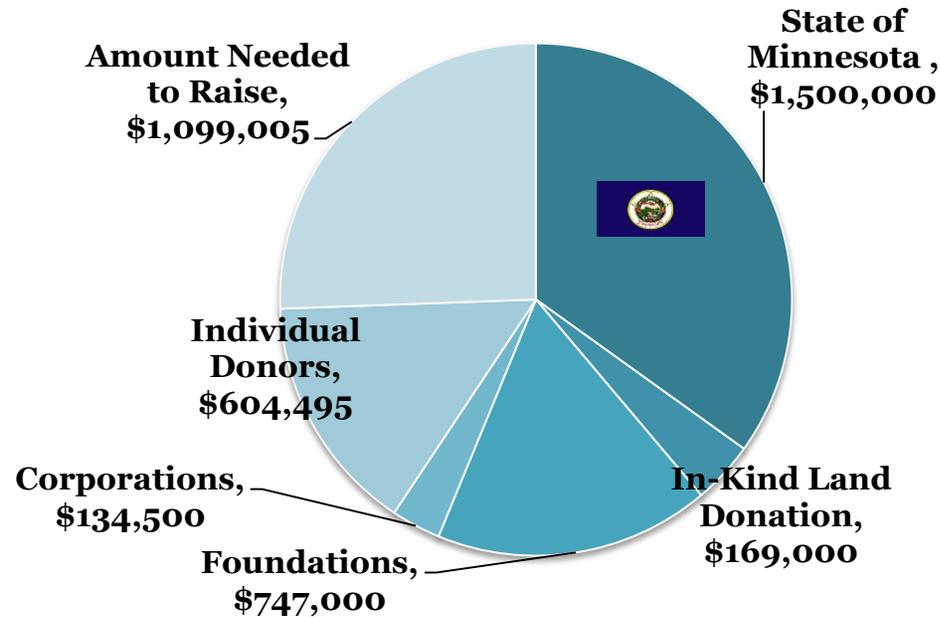


CONCEPTUAL FLOOR PLAN  
LEVEL TWO





## **\$4.3 million *Unleashed to Succeed* Campaign**



The Reading Center embarked on its *Unleashed to Succeed* Capital Campaign in 2015 and is **more than 75% of the way to fully fund the campaign** which includes **\$3.8 million for the new building** and **\$500,000 to invest in growing our programs and services** for students and adult trainees.

In 2017, The Reading Center was awarded \$1.5 million in state bonding funds and has received foundational support from Mayo Clinic, Otto Bremer Foundation and other strong support from foundations, corporations and individuals.