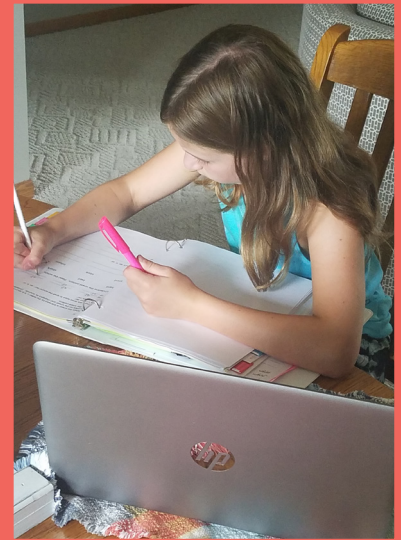
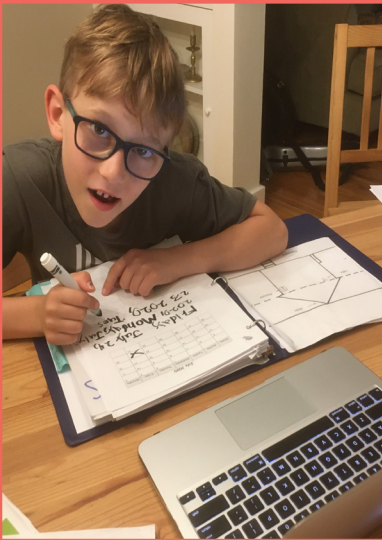




**The Reading Center**  
DYSLEXIA INSTITUTE OF MN

# 2020 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 students with dyslexia 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**

Greetings! We hope this Annual Report finds you healthy in these turbulent times. The Reading Center has weathered the COVID-19 storm well as we continue to navigate the changing conditions brought about by the Delta variant and lagging vaccination rates. Our community and donor support continues to be high, and we remain grateful to our loyal donors who help us to keep our doors open (or computers powered on) for the students who need our help learning to read.

**Pivot to Online Service.** When COVID halted our in-person services in the spring of 2020, The Reading Center’s program leadership quickly pivoted to training all staff in providing our services online. Starting in March 2020 nearly all program staff were trained in online tutoring, and we are pleased to report that we increased **our tutoring sessions by 14% over 2019 levels** - with the same high quality our students and families expect.

**Scholarship Need Increases.** Because many Reading Center families had their incomes negatively affected by the economic fall out in the early days of COVID, loyal donors like you helped by tripling our scholarship capacity, so that no family with demonstrated need would have to quit tutoring due to layoffs or furloughs. With that robust support, **our scholarships increased by 43%** and we awarded almost \$84,000 in scholarships last year. We’ve continued to provide our highest scholarship levels yet in 2021 for families with a demonstrated need because of this support, and to increase the number of students we serve from communities of color, which is a strategic priority.

**Equity & Inclusion Efforts:** The Reading Center’s Equity and Inclusion Task Force began meeting in 2020 to take a deep dive into understanding who is and who is not coming to us for services, and the barriers that exist for groups underrepresented in our tutoring and staff ranks. **Dyslexia is equal opportunity, so we must reach more students from all backgrounds.** Kids of color are overrepresented among those who are not reading at grade level, and the stakes are more dire when they fail in school.

**Teacher Professional Development.** Thanks in part to foundation support, including that of Mayo Clinic, we were able to offer our five-hour online Dyslexia 101 course for free to any Minnesota educator. **Over 3,400 teachers took this course last year**, and we are pleased that the same funders are allowing us to offer the course again this year. We continue to work on new teacher professional development opportunities so that more dyslexic students are served by knowledgeable teachers, right in the classrooms where they are.

**Finally, in 2020 we marked the passing of a remarkable woman, a founder of The Reading Center: Jean S. Osman.** Jean touched so many lives due to her work here. She remained an effective tutor, actively tutoring until a few years ago. She embraced the online platform at an advanced age because she knew that this provided a way to reach students who otherwise would have no access to an O-G trained tutor. She was the consummate Master Teacher and helped train scores of adults in the O-G approach, so that more students would receive this critical instruction. She was thrilled when our Basic and Advanced O-G Institutes became available online for trainees. Jean provided a strong foundation for this organization, and we will miss her.

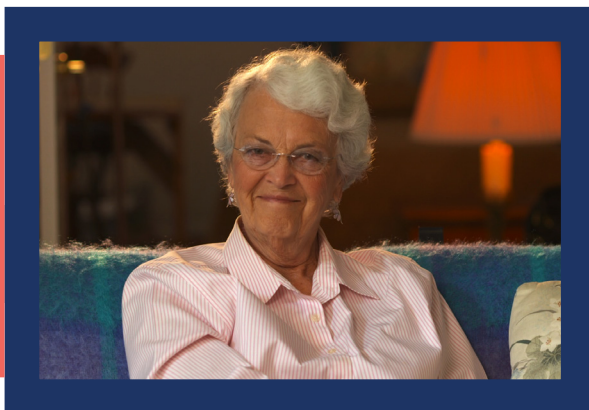
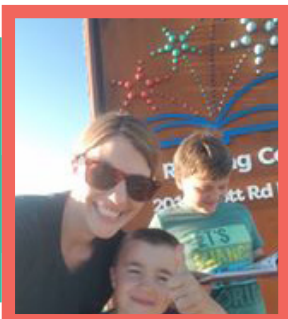
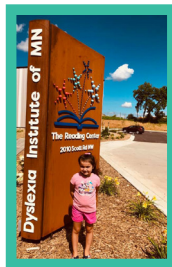
Thank you for your support of our mission, to ensure Literacy for All! We look forward to 2021 and beyond as we celebrate our 70 years of service, meeting the needs of the dyslexia community.



Chuck Brust  
2020 Board Chair



Cindy Russell  
Executive Director



*Our new sign was installed last summer and Reading Center families and supporters had fun taking photos and posting them to social media.*

*Jean Osman, Co-Founder  
July 3, 1929- May 17 2020*

# 2020 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 2020.

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

Thank you!

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

Drs. Terri and Brooks Edwards  
Harper Family Foundation  
Mayo Clinic  
Anna Mary and Terry Peterson  
Rochester Home Infusion,  
    Joselyn Raymundo and  
    Sean McCauley  
Rochester Plumbing & Heating  
    Co, Inc., Greg and  
    Denise Nesler  
Scottish Rite Children's  
    Foundation

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

Jeff and Barbara Brown  
Carl and Verna Schmidt  
    Foundation  
Ann and George Fisher  
Mike and Joy Fogarty  
Ginger and David Holmes  
Jean S. Osman Trust  
Olmsted Medical Center  
Premier Banks Rochester  
Rochester Area Foundation  
Steve and Shelley Sperling

## **Benefactors \$2,500 - 4,999**

Emily DeGrazia and Atta Behfar  
Benike Construction  
Sue Christenson  
Crutchfield Dermatology  
    Foundation  
Jan and Steve Hagedorn  
Eugene Keller  
Lora and Ted Keller  
Peg and Ross Mattke  
Jane Pompeian  
Sharon O'C. Rome and Jeff  
    Rome  
Judy and Jim Sloan  
Ron and Karen Stark  
Erik and Eileen Thorpe  
United Way of Dodge County

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

Anonymous  
Carl Anderson and Sherri  
    Whalen  
Lucy and Mark Bahn  
Elaine and Ken Bauman  
Carlson Capital Management  
Elaine Case and Bill Wiktor  
Amy and Christopher Davis  
Great River Energy  
Megan and Jeremy Fogelson  
Paul and Kay Grinnell  
Rick and Jane Haefflinger  
Mike and Mary Harper  
Nicole Haugh  
Barbara Henoeh  
Marcia and Burke Henry  
Char and Norm Hepper  
Kirk Kottschade  
Bobbi LaRusso  
Mark Leonard  
Linda Mansfield and Ron  
    Menaker  
Dr. Lawrence and Claudette  
    McDonald  
Hunter McGovern  
Joseph Messick  
Fletcher and Debbie Miller  
Danielle Omgig  
People's Energy Cooperative  
Dorothy and Larry Peterson  
Jeff and Melissa Price  
Mary and Gerald Price  
The Prow Company  
Rochester Commercial Banks  
    Association  
Cindy Russell and Rick Pribnow  
Paul and Maggie Scanlon  
Betty Sheffield  
Dee and Alice Smith  
Nan and Gerry Snyder  
Peggy Stoll  
Derrick and Brittany Thompson  
Al and Sharon Tuntland  
Fay Van Vliet  
Beth Wiegand

Dana Woeste  
Elann and Alan Wright

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

Anonymous  
Alan and Nadine Anderson  
Charles Applegath  
Buddy and Christine Atkinson  
Nicole and Patrick Blegen  
Susan Carlsen  
Cybergrants  
Drs. Gail Gamble and Mark  
    Pittelkow  
Goodhue County Cooperative  
Gade and Mike Grinnell  
Laura and Ian Heritage  
Ilaya Rome Hopkins and Bob  
    Hopkins  
Dr. Roy and Betty House  
Ken and Jeanette Kinsey  
Susan Persons  
Abigail Redalen  
Janey Russell  
Ken and Mary Ann Sahs  
Clarence and Lois Shub  
Lillian and Kent Stewart  
Mike and Susan Swanson  
Becky Vossberg  
Kim Wanek  
Julie and David Watson  
Meg and Tim Weir  
Jill and James Weirick  
Constance Williams and Michael  
    Bostwick  
Nancy and Scott Wolf  
Bruce and Mary Wolfson  
Anne Worthington  
Deb Zeldenrust  
Barbara Zelinske

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

Anonymous  
Barbara and David Arlander  
Walter and Vivian Arps  
Amy and Bobby Basnyat

John Boespflug and Donna  
    Drews-Boespflug  
Paul Bucher and Christel Richter  
Jane and Mary Campion  
Sarah Carlson-Wallrath  
Dick and Nola Christiana  
Kristi and Kevin Elker  
Gregg Foxworthy  
Jennifer Gowin  
Sam Hagedorn  
Cher Hager  
Dennis and Kay Hawley  
Kay and John Howell  
Susan and Robert Jenkins  
Kate and Patrick Jirik  
Glenn and Claire Laedtke  
Robert and Ronda McCully  
Ruth Ann Miles  
Pat and Tom Miller  
Cliff Nelson  
Kelly O'Rourke Johns  
Anne and Tony Proite  
Betty Qualey  
Dr. Daniel Rohe  
Arlene and Ralph Sunday  
Leo and Christine Stern  
Gordy and Terri Stockinger  
Joe Stortz  
Kelly and Norman Turner  
Ellen and John Villa  
Paula Zollman

# 2020 Program Accomplishments

Despite a chaotic school year for our students and their families, we continued to offer our full spectrum of programs: testing, tutoring, classes, and adult training, throughout 2020.

## Student Services

**Educational Testing:** The Reading Center conducted affordable testing for 100 students ages 7 to adult. Testing uncovers the nature of the student's reading struggle, which gives critical information to their families and schools.

**Orton-Gillingham Tutoring:** Our talented staff of 55 tutors provided 11,375 sessions of Orton-Gillingham tutoring to 221 students through 1:1 tutoring.

**Best of Basics Summer Program:** Informed by the Orton-Gillingham approach, our month long, intensive, small group **summer program for children ages pre-K to grade 12 was moved entirely online.** Last year 29 students avoided the summer slide and improved their skills after a chaotic school year with disruptions and remote learning. **12 of these students moved into our 1:1 tutoring program.**

**Reading Readiness Screenings/Reading Clubs:** 22 preschoolers, age 4-6, were screened for free using nationally normed tests that are predictive of reading failure for pre-readers. We were not able to hold our in-person parent/child classes in 2020 due to the pandemic, but many families were served in short 1:1 sessions online with our Direct of Reading Readiness, where they learned pivotal pre-reading skills.

## Community Collaborations

**Rochester Reading Champions**, now in its seventh year, provides intensive, ongoing OG tutoring for free to at-risk children and young adults. This is one of our most fruitful partnerships with the Rochester Public Library, Boys & Girls Club, and Olmsted County Adult Detention Center. Last year, 28 students were provided 568 lessons.

In 2020 we joined with a new nonprofit focused on serving students and families of color. **Urban Ventures** works to break the cycle of poverty in South Minneapolis by supporting the whole child and whole family with a cradle to career pipeline of support, and for their students to attend college or post-secondary training. TRC will train more UV literacy staff thereby extending our reach to include more struggling students within communities of color in south Minneapolis.

## Adult Education

**Orton-Gillingham Training:** The Reading Center trained 55 educators and parents in the Orton-Gillingham approach. We offered 6 online training opportunities. Accredited by the Orton Gillingham Academy, we offer a Basic and an Advanced Training to equip adults to teach struggling students from grade 1 to adult.

We added 12 trainees as Reading Center tutors following training and an extended practicum with an OGA Fellow or Master Teacher.

## Outreach

**Free Outreach Education:** The Reading Center focuses on providing free, educational outreach to the public, so more parents and educators will understand dyslexia, and therefore more students with dyslexia will be identified and receive the help that they need. In 2020, we reached 3,438 educators with our free Dyslexia 101 course; 619 parents had their questions answered by our Program Navigators; and more than 84,000 people visited our website to view resources on dyslexia, Orton-Gillingham, and remediation opportunities.

## Scholarships

**\$83,926 was awarded in scholarships to 19% of our students and trainees- a 43% increase over 2019.**

The generous response from our donors enabled us to meet the need created by COVID, enabling students to receive tutoring so that no child need go without effective, life-changing services due to lack of family resources. The COVID-19 pandemic has had real economic impacts on our families - pushing many into our scholarship program for the first time.

### Advocacy

The Reading Center continues to advocate for all of Minnesota's dyslexic students and their classroom teachers at the state capitol. A coalition of literacy partners including TRC, Decoding Dyslexia Minnesota, International Dyslexia Association - Upper Midwest Branch and Groves Academy joined again advocated for change through the legislative process in 2020. Our focus is on funding **access to solid literacy instruction in our public schools. This is the best way to reduce the achievement gap in communities of color and even the playing field for families that cannot afford to seek outside help for their child to learn to read.**

# 2020 Program Accomplishments

**221**

Students served 1:1 in our Orton-Gillingham tutoring program in 11,375 individual sessions

**41**

Students took one of our classes – Best of Basics, Reading Club, Writing Class & Study Skills

**55**

Adults were trained in our Orton-Gillingham Institute in one of 6 entirely online trainings

**84,000+**

People visited our website looking for information on dyslexia and structured literacy

**93%**

of all tutoring sessions were delivered online beginning March 2020!

**122**

Students were tested or screened for learning disabilities

**\$83,926**

In scholarship dollars were awarded to students and trainees – a 43% increase over 2019.

**619**

Families received guidance and dyslexia information from our program navigators

## The Reading Center's Reach

619 families received guidance from our Program Navigators

41 students took Reading Center classes

122 students were tested or screened

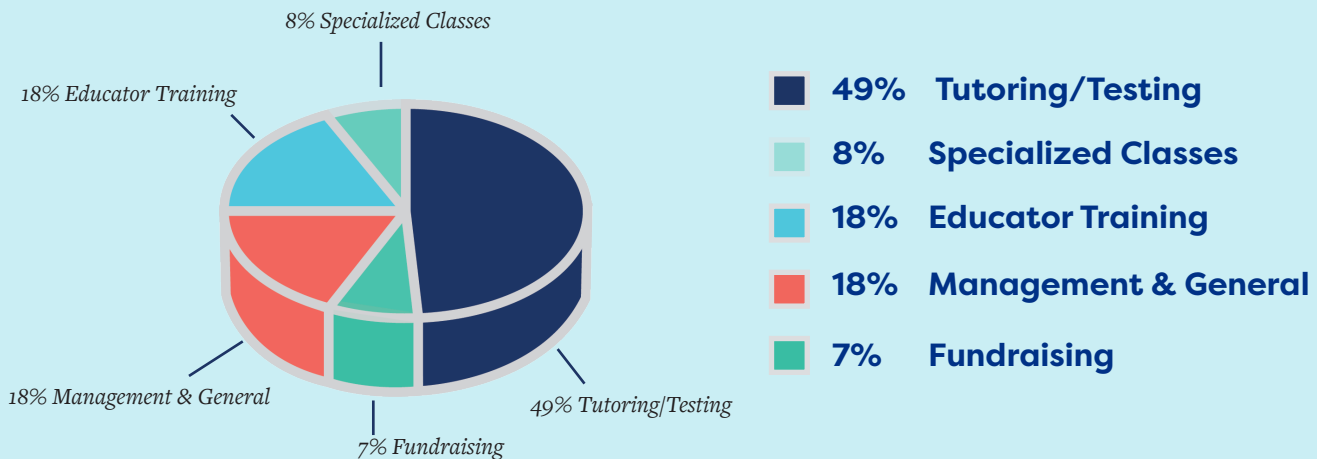
78 underserved students tutored in Partnerships: Urban Ventures and Reading Champions

221 students were tutored 1:1

Professional Members and HUB subscribers reached 1,265 students

Educators who took our Dyslexia 101 course reached 85,700 students!

# 2020 Reading Center Expenses



## 2020 Audited Financial Position

Current Assets	\$ 1,098,837
Property and equipment	\$ 3,746,924
Endowment (held by Rochester Area Foundation)	\$ 55,050
<b>TOTAL ASSETS</b>	<b>\$ 4,900,811</b>
<b>TOTAL LIABILITIES</b>	<b>\$ 88,994</b>
<b>NET ASSETS</b>	
Unrestricted	\$ 4,790,031
Temporarily restricted	\$ 21,786
<b>TOTAL NET ASSETS</b>	<b>\$ 4,811,817</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 4,900,811</b>
<b>SUPPORT AND REVENUE</b>	
Fee for Service	\$ 757,782
Donations	\$ 956,569
Interest and Dividends	\$ 7,574
Gain on Assets	\$ 221,486
Other/Misc.	\$ 174,010
<b>TOTAL SUPPORT/REVENUE</b>	<b>\$ 2,124,773</b>
<b>EXPENSES AND LOSSES</b>	
Program Services	\$ 993,944
Management	\$ 232,154
Fundraising	\$ 100,090
<b>TOTAL EXPENSES/LOSSES</b>	<b>\$ 1,326,188</b>
Change in Net Assets	\$ 798,585



# The Reading Center Dyslexia Institute of MN Board of Directors, 2020-21

**Chuck Brust, D Sc, MBA, Chair, 2023**  
Enterprise Infrastructure Architect, Mayo Clinic

**Carl Anderson, JD, Vice-Chair, 2023**  
Attorney, Anderson Law Firm

**John Caldwell, Treasurer, 2022**  
Vice President of Business Banking, Bremer Bank

**Ilaya Rome Hopkins, Secretary, 2024**  
Community Engagement Manager, Mayo Clinic

**Amy Davis, Past Chair, 2022**  
Planning Services Administrator, Mayo Clinic

**Elaine Bauman, 2022**  
Reading Center Tutor and Master Teacher, Retired

**Paul Bucher, JD, 2021**  
Attorney, Dunlap and Seeger Law Firm

**Marla Burkhart, 2022**  
Investment Operations Manager, Treasury Services, Mayo Clinic

**Marcia K. Henry, PhD, 2024**  
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, 2023**  
Executive Director, Retired, Gift of Life Transplant House

**Greg Nesler, 2023**  
President, Rochester Plumbing & Heating Co. Inc.

**Anna Mary Peterson, 2023**  
Mayo Clinic Division of Audiology, Department of Ear Nose and Throat, Retired

**Joselyn Raymundo, PharmD, 2022**  
Founder/Owner, Rochester Home Infusion

**Joel Traver, EdD, 2023**  
Assistant Professor, Graduate Induction Program Director, Rochester Education Department  
Chair, Winona State University College of Education

# Key Staff 2020

**Cindy Russell**, Executive Director

**Gade Grinnell**, Office Manager

**Amy Basnyat**, Director of Testing

**Sarah Carlson-Wallrath**, Director of Development

**Jan Hagedorn**, Director of Reading Readiness

**Fay Van Vliet**, Director of Programming

**Barbara Zelinske**, Director of Teacher Training



# The Reading Center

DYSLEXIA INSTITUTE OF MN

## 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 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 10,000 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 2,500 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 Orton-Gillingham Academy for training and tutoring.

The major programs of The Reading Center include: Orton-Gillingham Therapy/Tutoring, Specialized Classes, Orton-Gillingham Training, and Outreach Education about dyslexia.



# 2020 Inaugural The Reading Center Hall of Fame

In 2020 we introduced our first group of adult dyslexics into our Hall of Fame. Many of these individuals are Reading Center alumni, but all contribute greatly to our community and the success of The Reading Center.



**Carl Anderson, Jr.**



**Dr. Charles Crutchfield**



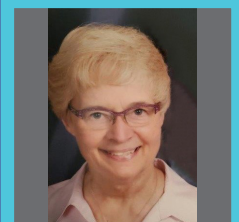
**Dr. Brooks Edwards**



**Ginger Holmes**



**Greg Nesler**



**Anna Mary Peterson**



**Joe Powers**



**Jeff Price**



**Donn Sorensen**



**Posthumously  
Jean Osman**