



# Central Coast Literacy Council



**ANNUAL REPORT 2010 - 2011**

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## **Annual Report**

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**JULY 1, 2010 THROUGH JUNE 30, 2011**

### **Our Mission**

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**To teach adults in Northern Santa Barbara County to read, write, speak, communicate and understand English so they can develop their full potential and benefit themselves, their families and the community.**

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## Officers & Directors as of June 30, 2011

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### Officers

**Wendy Stockton, Vice President**  
**Lynda Snodgrass, Secretary**  
**Marjorie Lambe, Treasurer**  
**Dr. Isa Ponce-Jimenez, Executive Director**



### Directors

Jack Buchanan  
Rev. Herbert Burch  
Margaret Cooper  
Kathryn Felix  
Irene Harter  
Marjorie Lambe  
Harry Landis  
Robert Reeser  
Bonnie Royster  
Dolores Segui  
Sasha Silva  
Lynda Snodgrass

### Volunteers &

#### Tutor Trainers

Rev. Hubert Burch  
Margaret Cooper  
Bill Eifert  
Kathryn Felix  
Tatianna Kufferath  
Marje Lambe  
Carol Maulhardt  
Jenni Newell  
Bonnie Royster  
Dolores Segui  
Janice Shaun  
Lynda Snodgrass  
Wendy Stockton  
Katherine Telleria  
Ralph Tilton  
Heather Weare  
Cleo Wender

## Vice President's Message

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Central Coast Literacy Council helps to bring literacy to adults who have little or no literacy. During 2010-2011 we continued group and individual tutoring in our many central coast centers, thanks to the efforts of tutor volunteers.

We continued our family literacy nights, in which youngsters and adults learn together under the watchful direction of high school mentors. We staged our 18<sup>th</sup> Annual Spelling Bee fundraiser, at which we received a generous check in the amount of \$15,000 from Holly Cole of the Verizon Foundation. In fact, due to funding constraints, we relied heavily for funding on the generosity of the community, including a much-valued grant from the Santa Barbara Foundation.

Looking ahead, we plan to outreach into the community with speakers from the Board, aided by a movie made by our executive director, Dr. Isa Ponce-Jimenez, and two members of the Board. We look forward to continuing community support in our crucial mission. Thank you for all you do for literacy.

Wendy Stockton

## Executive Director's Message

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The Financial Aspect of CCLC's Work on Literacy in 2010-2011



To teach adults in Northern Santa Barbara County to read, write, speak, communicate and understand English so they can develop their full potential and benefit themselves, their families and the community: that is CCLC's mission. And we must offer those services for free while securing the necessary funding every year.

Our funding is really diversified and mostly unrestricted. Applying for grant money from the State, the County, the City, private foundations, the business community and individual donations definitely allows CCLC a great opportunity to have a positive financial outlook at the end of the year. CCLC limits itself to follow a budget very carefully planned by the Executive Director and her Assistant. That first draft is submitted to a finance committee

who in turn presents it to the

Board of Directors for final approval.

The purpose of this report is not only to show the income sources and the operational expenses incurred during the year. It is also an opportunity to publicize the work CCLC does with such relatively small budget. We believe the work we do is not only impressive, but impacting given the fact that thousands of hours are volunteered by so many

individuals. The total amount in dollars contributed by volunteer tutoring in 2010-2011 was \$126,018. That total is significantly higher than the amount of actual money spent on the program's annual operation.

## A Special Thanks to All Our Tutors

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Kristi Adams  
Bennie Anaya  
Joy Anderson  
Debbi Barclay  
Reynold Belding  
Edna Billings  
Peggy Blackler  
Sonya Brookshire  
Rev. Herbert Burch  
Janet Campagne  
Leslie Cooper  
Margaret Cooper  
Jackson Durand  
Carol Dykstra  
Donna Eschen  
Kathryn Felix  
Diane Freeman  
Lois Gadsby  
Diana Garcia  
Marcella Griep  
Colleen Guerrero  
John Haring  
David Hernandez  
María Jauregui-Garcia  
Benjamin Jordan  
Linda Karr  
Kimberly Kearns  
Bonell Kopke  
Marjorie Lambe  
David Lawrence  
Donna Leach  
Miriam Liethen  
Illa Mae Lohr  
Connie MacClelland  
Valerie Malangko  
Carol Maulhardt  
Elaine McCormack

Susan Nielsen  
Iltra Palomo  
Mar Pines  
Isa Ponce-Jiménez  
Robert Reeser  
Bonnie Royster  
Tami Seeger  
Dolores Segui  
Laura Selken  
Janice Shoun  
Seth Steiner  
Myrtle Stowitts  
Kathleen Telleria  
Ralph Tilton  
Ruthanne Tompkins  
Cleo Wender  
Catherine Wangler  
Linda White  
Phyllis Wicks  
Beverly Wildish  
Barbara Witterick  
June Yamamoto



Family Literacy

## Literacy Statistics and Facts

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### Literacy Facts

The social implication of adult illiteracy in the United States is rather complex. Illiteracy is something like a social stigma in the developed world. To make matters worse, it is humiliating to adult U.S. citizens to acknowledge their learning deficiency that gives rise to some unusually difficult problems. Inability to read road signs limits travel. They are unable to read newspapers and food labels in supermarkets. Many of them even stay away from voting in elections as they fail to realize for whom to vote or what to vote for. Perhaps the greatest impact of illiteracy in USA is the impact it has on physical health. According to a recent study by the Archives of Internal Medicine, patients with difficulty in reading prescriptions were 50 per cent more likely to die from diseases than patients who were literate. Inability to properly follow instructions, not knowing common conditions or what symptoms to look for, adversely affect the physical health of these people.

The pertinent question that arises is, what possibly would be the reasons that have given rise to a large number of illiterates in a country that boasts of a school education system that all its citizens can access? Experts attribute undiagnosed learning disorders, poverty and an unstable home life as factors that create illiteracy. Who then in the country should bear the blame for the prevalence of illiteracy? Parents blame the school system for failing to diagnose learning disorders. The school system points its finger at the state and federal funding programs. Legislators fault the educational authorities and demand a new and improved curriculum. The educational authorities are putting the onus on parents to take more responsibility for literacy in

homes. Even as these mutual recriminations continue, the illiterate U.S. individuals continue to suffer. Let us take a look at the following facts on literacy (*National Institute for Literacy, 2009*).

#### **FACT - Literacy and adults:**

- More than 20% of adults read at or below a fifth grade level - far below the level needed to earn a living wage. The National Adult Literacy Survey found that over *40 million* Americans age 16 and older have significant literacy needs.

#### **FACT- Literacy and children:**

- As the education level of adults improves, so does their children's success in school. Helping low-literate adults improve their basic skills has a direct and measurable impact on both the education and quality of life of their children.

#### **FACT - Literacy and poverty:**

- 43% of people with the lowest literacy skills live in poverty.
- 17% of people with the lowest literacy skills receive food stamps
- 70% of people with the lowest literacy skills have no full or part time job.



# Central Coast Literacy Council

- Workers who lack a high school diploma earn a mean monthly income of \$452 compared to \$1,829 for those with a college degree.

## **FACT - Efforts to promote literacy:**

- The federal government provided \$361 million dollars for adult education programs in 1996. This funding enables millions of families to participate in basic education programs that help people help themselves.

## **FACT - Local Literacy:**

- More than 25% of Santa Barbara County adults are illiterate.

## **FACT - Central Coast Literacy Council can help:**

- Call us, or stop by our office today!

## About The Central Coast Literacy Council

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### What We Do

The Central Coast Literacy Council is a non-profit organization that offers free literacy training to adults with the dedication of volunteer tutors. We offer two main programs: one for English learners and one for English-speaking individuals who want to improve their reading and writing skills (Basic Literacy). English learners normally attend a center where they become part of a small group. Basic Literacy learners meet with an individual tutor either at the local library or at a given site.

### Our Students



English as a Second Language (ESL) come from the fields and menial jobs. Only a small minority (about 10%), have completed a basic formal education program in their own culture. An increasing number of our students come from Oaxaca, a Mexican region where there are several indigenous groups whose primary language is not Spanish, but one of the many indigenous dialects. This presents a big challenge as a large number of those students try to acquire the English language.

Many of these finish high school or percentage of the disabilities that they strategies. These one-to-one basis.



students who entered our Library Literacy Program did not were placed in a special education setting. A high students who dropped out of school have mild learning can overcome with lots of persistence, patience and special learners are always matched with a tutor and learn on a

Although the local college offers ESL classes, most of our students attend our program because our setting allows them to become familiar with the basics before they attempt to join a regular classroom program. Once students have acquired fundamental reading and writing skills, they are able to do simple tasks such as understanding and answering questions, taking a driving test, filling out a job application, and following written directions. At that point, many of them have more self-confidence and decide to enroll in non-credit or credit classes at the college. By then we are sure we have impacted their lives.

### Our Tutors

Many people do not think about tutoring until they retire from work, their children are grown and gone from home, or they feel lonely because they lost a beloved partner. So, our

tutors come from different walks of life.

Although many of them join us thinking that they will take the minimum commitment – six months, quite a few stay for years and years.

We had a total of nine centers this past fiscal year, including one that offered computer literacy classes. They all have a center director who is the direct liaison with the office. He or she makes sure that the students are instructed by the corresponding tutors and have the materials needed so that the center functions accordingly.

## Major Funding

We have been fortunate with wonderful, continuous financial support from our community. Because of that we have been able to implement our literacy programs. This year, we received financial help from foundations such as Altrusa International, Chevron, Santa Barbara, Santa Ynez Band of Mission Indians, Verizon, Weingart, and Wood-Claeysens,.

We also received financial support from government agencies such as California Department of Education, California Library Literacy, Santa Barbara County Human Services, and the City Development Block Grant.

As in the past, the 18<sup>th</sup> Spelling Bee was very successful. Our long-standing partnership with the Santa Maria Times continues to be very strong. This event allows us to bring in additional funds while giving us the opportunity to spend time with our loyal supporters in the community.

In addition to the funding granted to CCLC, it is important to recognize the huge amount of in-kind gifts we receive yearly from several sources. First of all, the City of Santa Maria allows our offices to operate at no cost from the Public Library. In addition to free rent, CCLC also benefits from free access to two study rooms where our students receive tutoring, and to free tech support. Also, we enjoy the use of the Shepard Hall for all the activities that our organization requires, such as tutor trainings, in-services, programs like the Family Literacy evening sessions, and several other events. One of our literacy centers is in a community building owned and managed by Recreations & Parks. The contributions from the City in this regard amount to more than approximately \$20,000 per year.



Other sources of in-kind gifts come from the use of free space at places like the Housing Authority of Santa Barbara County (HASBC). In 2010-2011 we used two facilities for our tutoring classes both for ESL and computer literacy. In Guadalupe, our Riverview Center continued to successfully provide literacy classes at the Riverview Townhomes – residential complex sponsored by People’s Self-Help Housing. Two churches in town have been very supportive of our program, St. John Neumann and Bethel Lutheran.

## We need tutors!

We need tutors constantly! Although it looks like we have many tutors, many of them leave in the middle of the year for unforeseen reasons. We also have a great need for one-to-one in situations where students need to improve their reading and writing skills. Please keep us in your mind when deciding to volunteer your time!!





# Central Coast Literacy Council

## Our Demographics 2010-2011

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**Gender**

194 Female

94 Male

**Employment Status**

67 Full-Time

77 Part-Time

95 Unemployed

11 Retired

38 Homemakers

**Ethnic Origin**

12 Asian

4 African Black

17 Non-Hispanic Caucasian

242 Hispanic

13 Other

**Center**

Bethel Noon Center 534

Bethel Evening Center 409

Central Plaza Center 440

Faith Center 941

Evans Park Center 73

People of God 157

Riverview Center 497

Solvang Center 246

St. John Center 2,345

**Satellite Locations**

CCLC Office 1,416

**Total Hours Tutored: 7,001****Total number of students: 288**

### Central Coast Literacy Council Statement of Revenues & Expenditures July 2010 – June 2011

### Statement of Assets, Liabilities & Fund Balance June 30, 2011

### Return of Organization Exempt From Income Tax 2010-2011





## A Generous Community

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### **\$15,000 and Over**

California Library Literacy  
California Department of Education  
Santa Barbara Foundation  
Verizon

### **\$5,000 and over**

Santa Barbara Human Services  
Weingart Foundation  
Woods Claeysens Foundation

### **\$1,000 and over**

Altrusa International  
City Development Block Grant  
Santa Ynez Band of Mission Indians

### **\$500 and over**

Image Factory  
Marian Medical Center (CHW)  
Mercado y Carnicería Su Mesa  
Rotary Club of Santa Maria-Breakfast  
Rotary Club of Santa Maria-Noontime  
Santa Maria Times

### **\$100 and over**

Altrusa of the Central Coast  
Sharon Henning  
Guadalupe Hardware Company  
Home Motors  
Marjorie E. Lambe  
Carmen Moreschini  
Sharon Pratt  
San Ysidro Farms, Inc.  
The Library Shop

### **\$250 and Over**

AKTION Club  
Allan Hancock College  
Foundation  
Bendele Books  
BMW of Santa Maria  
Shirley M. Boydston and  
Ginni Easter  
Diani Companies  
Edward Jones/Eric Bravo  
International Service Agency  
Kiwanis Club of Santa Maria,  
Noontime  
Ron and Mary Nanning  
Rabobank  
Rotary Club of Santa Maria,  
South  
Dona Marie Sloan  
Sunrise Lions  
Law Offices of Bruce P. White  
United Way of Santa Barbara  
County  
Phyllis Wicks

### **\$50 and over**

A Little Something  
Anna Marie's Bookkeeping  
Bridal Dreams  
Cynthia Bayless, CPA  
Coast Hills Bank  
Columbia Children's Center  
Country Oaks Care Center, Inc.  
Mike Davison/DLM Plumbing  
Harvest Blend  
Richard J. Healy, D.D.S.  
Jay Cee Trophy Co.  
Carol Maulhardt & Joe Piscotty  
Robert Meldau  
Mikado Japanese Restaurant  
Karl & Susan Nielsen  
Nishimori Landscape & Design  
Regina Ojeda  
Portable Johns  
Robert D. Reeser  
Rose Mary Income Tax Services  
Bonnie Roysters/Stylzes  
Marylin Schobel  
Dolores Segui  
Sasha Silva  
José Silva  
Dr. Gail Tissier  
Michael Tolbert  
Dr. Michael J. Young  
Sergio Zepeda

### **\$ 20 and over**

Ann Laemmlen



# Central Coast Literacy Council





## Central Coast Literacy Council Centers

### **Bethel Center # 140**

Bethel Lutheran Church  
624 E. Camino Colegio, Santa Maria

Tuesday &  
Thursday  
12:00 p.m. - 2:00 p.m.

### **Bethel-Santa Cruz # 570**

Bethel Lutheran Church  
  
624 E. Camino Colegio, Santa Maria

Tuesday & Thursday  
6:30 p.m. - 8:30  
p.m.

### **Central Coast Literacy Council # 110**

Santa Maria Public Library  
421 S. McClelland St., Santa Maria

One-on-One  
Flexible Hours

### **Central Plaza Center # 590**

Central Plaza Community Center  
201 N. McClelland St., Santa Maria

Monday & Wednesday  
7:00 p.m. - 9:00  
p.m.

### **Faith Center # 600**

Faith Korean  
Church  
2548 S. Broadway, Santa  
Maria

Monday & Wednesday  
8:30 a.m.- 10:30  
a.m.

### **People of God Church # 610**

People of God Church  
1603 N. McClelland St., Santa Maria

Tuesday & Thursday  
6:00 p.m. - 8:00 p.m.

### **Riverview Townhomes # 560**

Riverview Center  
230 Calle Cesar E. Chavez,  
Guadalupe

Monday & Wednesday  
9:00 a.m. - 10:30 a.m.

### **St. John Center # 120**

St. John Neumann Church  
966 W. Orchard, Santa Maria

Monday & Wednesday  
9:30 a.m. - 11:30 a.m.

### **Solvang Center # 210**

Atterdag Elementary School  
563 Atterdag Rd., Solvang

Monday & Wednesday  
7:00 p.m. - 8:30 p.m.



## How You Can Help

Central Coast Literacy Council offers tutoring services at different locations. You can help us in any of the following ways:

1. **Become a tutor. You will be trained and certified as a tutor by attending any of the workshops we offer throughout the year.**
2. **Become a childcare provider at any of our literacy centers. You will receive instruction on how to teach children activities that will enhance their skills for school readiness.**
3. **Become an office assistant.**
4. **Become a member of a committee such as the Family Literacy Program.**
5. **Become a member of our organization.**
6. **Become a board member of our organization.**
7. **Become a lifetime grantor.**

If you would like to help us help others, please do not hesitate to contact us.

**Write:**                   **CENTRAL COAST LITERACY COUNCIL**  
**421 S. McClelland Street**  
**Santa Maria, CA 93454**

**Call:**                     **(805) 925-0951 ext 836 or 837**

**E-mail:**                 **cclcread@mypowerpipe.com**

**Website:**              **www.centralcoastliteracy.org**

