



# Central Coast Literacy Council

## *Annual Report* **2009 - 2010**



## Annual Report

JULY 1, 2009 THROUGH JUNE 30, 2010

### Our Mission

**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, 2010

### Officers

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



### Directors

Edna Billings  
Teresa Binney  
Jack Buchanan  
Rev. Herbert Burch  
Margaret Cooper  
Irene Harter  
Sharon Henning  
Marjorie Lambe  
Harry Landis  
Bonnie Royster  
Dolores Segui  
Sasha Silva  
Lynda Snodgrass  
Wendy Stockton  
Heather Weare

### Volunteers & Tutor Trainers

Teresa Binney  
Edna Billings  
Jack Buchanan  
Rev. Herbert  
Margaret Cooper  
Nicole Dominguez  
Bill Eifert  
Colleen Guerrero  
Devon Guerrero  
Sharon Henning  
Sharon Huska  
Tatiana Kufferath  
Marj Lambe  
Carol Maulhardt  
Jenni Newell  
Bonnie Royster  
Delores Segui  
Janice Shoun  
Sasha Silva  
Lynda Snodgrass  
Kathleen Telleria  
Heather Weare





## President's Message

*It is difficult to believe that it has been a whole year since our last Report. Again, this year we have counted on the generous support of our community to achieve our mission of giving the gift of literacy to so many CCLC students and their families.*

*On behalf of the board, I would like to thank those of you that have assisted us through your donations of time and money. I can guarantee that the members of CCLC have worked to utilize all of your gifts in a manner to make each and every dime (or amount of donated time) stretch.*

*Isa has been so busy this past year working to secure funding for the organization and also developing new programs.*

*Our "Family Literacy" program is*

*ever so effective at incorporating the learning of English into an activity that not only provides necessary instruction, but also creates an opportunity for families to have fun learning together.*

*This was also a big year for our Spelling Bee, as we moved the location to the public library. Although this has seemed a natural match for years, until now the library did not have a facility large enough to accommodate us.*

*I am pleased to say that we were able to pack Shepard Hall and even had several visitors to the library just drop in to see what all the excitement was about. CCLC looks forward to many years of working with the Library on activities such as these.*

*It has been a busy and successful year for the CCLC and the Board looks forward to another such year in 2011. As always we appreciate your support in helping us, help others. Together we can make a difference in our community.*

*Heather Weare*

## Executive Director's Message



Our fiscal year 2009-2010 was a mixed one. On the one hand, we lost enough funding to impact much of our budget. Particularly affected were the health benefits, materials and expenses involved with our regular functions as a nonprofit organization: conferences, travel, training, tutor recognition, and so forth.

On the other hand, however, this past fiscal year brought us an abundance of volunteers, including teen mentors. Between October 2009 and February 2010, CCLC trained 32 new tutors. Also, between July 2009 and May 2010, 23 teen mentors were trained to work with parents and their children at our Family Literacy program.

Our student population grew last year by 18% and that increase reflects a higher number of students from Asia and other ethnic groups. In fact, our new center, Faith, is located at a Korean church. The three volunteers who tutor there took the tutoring training in October and helped us open that center in a few months later.

The new program, Family Literacy, gave CCLC the opportunity to reach out to families in the community who are looking for the opportunity to learn how to help their children at home so they can become better students. Teen mentors present strategies that parents can duplicate at home, thus building a necessary bridge between school and home. This program has been very successful and we hope that more families can benefit from it in the future.



Although CCLC had its share of financial difficulties, we would like to remember this year as one of challenges that turned into significant growth and achievements. We will continue to try to attract committed tutors and tenacious students.

*Dr. Isa Ponce- Jiménez*





## A Special Thanks to Our Tutors

Bennie Anaya  
 Joy Anderson  
 Debbi Barclay  
 Edna Billings  
 Peggy Blackler  
 Joan Bowman  
 Rev. Herbert Burch  
 Margaret Cooper  
 Joseph Dowdy  
 Rosy Encinas-Mendoza  
 Kathryn Felix  
 Diane Freeman  
 Lois Gadsby  
 Diana Garcia  
 Marcella Griep  
 Colleen Guerrero  
 Shirlee Hickey  
 Martha Hight  
 Sharon Hushka  
 O. Jean Jones  
 Ben Jordan  
 Linda Karr  
 Kimberly Kearns  
 Bonell Kopke  
 David Lawrence  
 Miriam Liethen  
 Joseph Macias  
 Connie MacClelland  
 Carol Maulhardt  
 Elaine McCormack

Daniel McGraw  
 Cherly Mehm  
 Robert F. Meldau  
 William Myshrall  
 Susan Nielsen  
 Roxanne Norman  
 Iltra Palomo  
 Mar Pines  
 Robert Reeser  
 Josefina Rivera  
 Bonnie Royster  
 Dolores Segui  
 Laura Selken  
 Janice Shoun  
 Barbara Spencer  
 Myrtle Stowitts  
 Wilma Sukrad  
 Kathleen Telleria  
 Ralph Tilton  
 Ruthanne Tompkins  
 Valentino Ubaldo  
 Gary Vazquez  
 Rahul Vinchhi  
 Cleo Wender  
 Linda White  
 Phyllis Wicks  
 Beverly Wildish  
 Barbara Witterick  
 Amber Zaragoza  
 Ana Zepeda  
 Maria Dayana Zepeda



421 So. McClelland  
 Santa Maria, CA 93454  
 805.925.0951  
 Ext. 836 & 837

## Literacy Statistics and Facts

- According to the literacy fast facts from the National Assessment of Adult Literacy (NAAL), literacy is defined as "using printed and written information to function in society, to achieve one's goals, and to develop one's knowledge and potential."
- One measure of literacy is the percentage of adults who perform at four achievement levels: Below Basic, Basic, Intermediate, and Proficient. In each type of literacy, 13 percent of adults were at or above Proficient (indicating they possess the skills necessary to perform complex and challenging literacy activities) in 2003.
- Twenty-two percent of adults were Below Basic (indicating they possess no more than the most simple and concrete literacy skills) in quantitative literacy, compared with 14 percent in prose literacy and 12 percent in document literacy.
- Two-thirds of the students who cannot read proficiently by the end of the 4th grade will end up in jail or on welfare. The fourth grade is the watershed year.
- Literacy and Penal System
  - 85 percent of all juveniles who interface with the juvenile court system are functionally illiterate.
  - More than 60 percent of all prison inmates are functionally illiterate.
  - Penal institution records show that inmates have a 16% chance of returning to prison if they receive literacy help, as opposed to 70% who receive no help.
  - This equates to taxpayers costs of \$25,000 per year per inmate and nearly double that amount for juvenile offenders.
- Illiteracy and crime are closely related. The Department of Justice states, "The link between academic failure and delinquency, violence, and crime is welded to reading failure." Over 70% of inmates in America's prisons cannot read above a fourth grade level.
- Many of the USA ills are directly related to illiteracy. Just a few statistics:
  - Literacy is learned. Illiteracy is passed along by parents who cannot read or write.
  - One child in four grows up not knowing how to read.
  - 43% of adults at Level 1 literacy skills live in poverty compared to only 4% of those at Level 5
  - 3 out of 4 food stamp recipients perform in the lowest 2 literacy levels
  - 90% of welfare recipients are high school dropouts
  - 16 to 19 year old girls at the poverty level and below, with below average skills, are 6 times more likely to have out-of-wedlock children than their reading counterparts.
  - Low literacy costs \$73 million per year in terms of direct health care costs. A recent study by Pfizer put the cost much higher.



## What We Do

The Central Coast Literacy Council, founded in 1983, is a non-profit organization that offers free literacy training to adults strictly through 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**

This fiscal year, 288 adult students received instruction from 71 tutors for a total of 8,321 hours. Most of our students of English as a Second Language (ESL) come from the fields and menial jobs. 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 basic reading and writing skills, they are able to do simple tasks such as taking a driving test, filling out a job application, and understanding written directions. Our tutors come from different places, too, and although the minimum commitment is six months, many stay for years.

This fiscal year we saw an increase in the number of adult students whose primary language is English but whose skills in reading and writing need improvement.



Many of these students who entered our Basic Literacy Program did not finish high school or were placed in a special education setting. These learners are always matched with a tutor and learn on a one-to-one basis.

- **Our Centers**

We had nine centers this past fiscal year. 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.

- **Spelling Bee**

Our 17th annual Spelling Bee was very successful. We had 29 teams who competed very enthusiastically until they ran out of words. "After 20 rounds and three-vocabulary filled hours it came up to Cusack and Minor versus last year second-place and veteran competitors, Edda Bevilacqua and Daniel Slutske" as reported by the Santa Maria Times on September 13, 2009.





# Central Coast Literacy Council

## Income and Expenses 2009-2010

### Source

Altrusa Club of The Central Coast	\$500.00
Altrusa International Foundation, Santa Maria	\$1,500.00
Calif. Dept of Education	\$22,966.50
California Library Literacy Program	\$31,050.00
Chevron Products Company	\$1,000.00
Edward & Jeanne Woods Family Foundation	\$3,000.00
Marian Foundation (CHW)	\$2,500.00
Santa Barbara Human Resources	\$8,280.00
Santa Ynez Band of Mission Indians	\$5,500.00
Target Foundation	\$2,000.00
Towbes Foundation	\$3,000.00
Wood-Claeyssens Foundation	\$5,000.00
<b>Total</b>	<b>\$86,296.50</b>

### Other Funding Sources

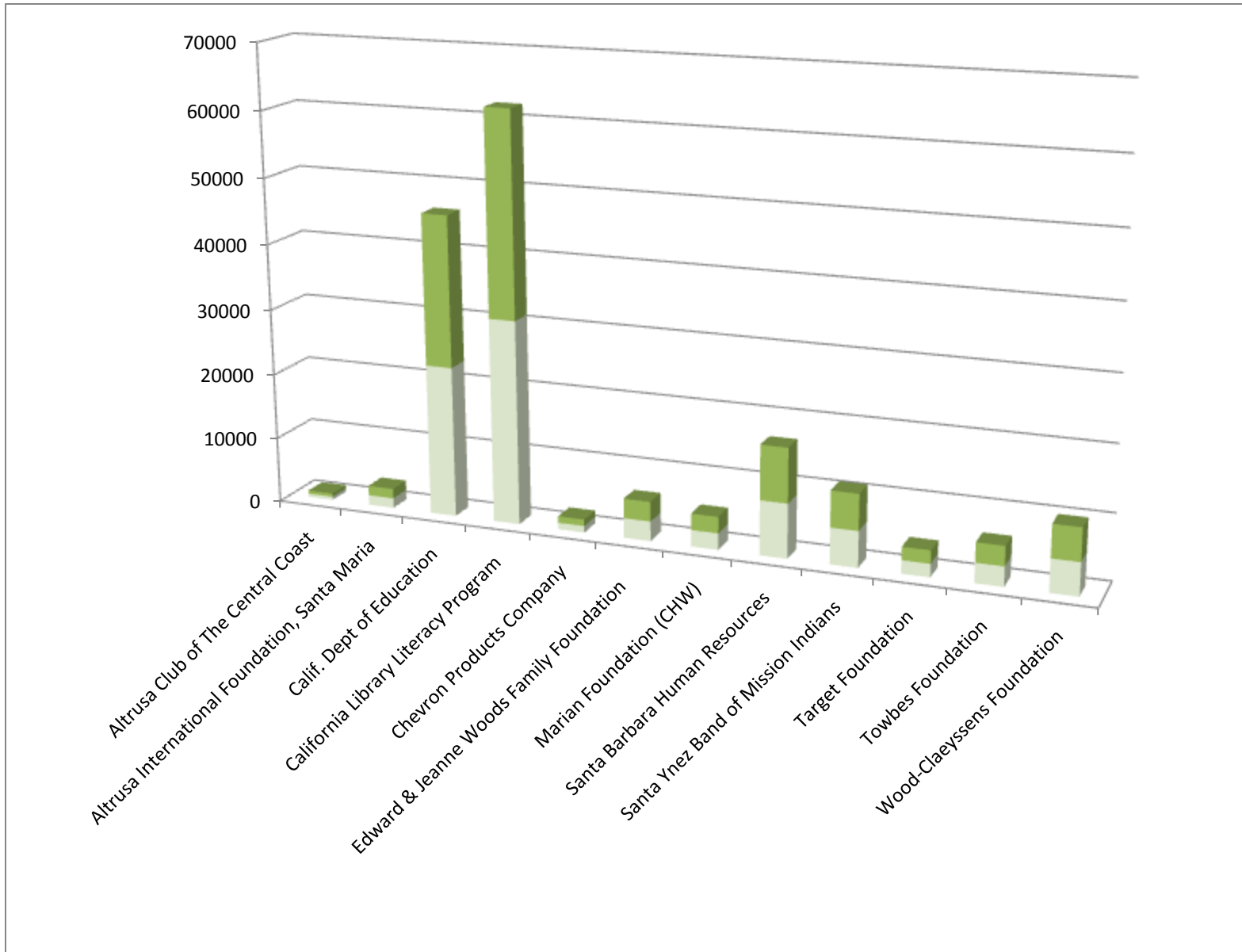
Fundraiser	\$10,712.00
Interest Income	\$852.21
Membership Dues	\$1,215.00
Individual Donations	\$7,099.22
Other Income	\$4,875.86
<b>Total</b>	<b>\$24,754.29</b>
<b>TOTAL INCOME</b>	<b>\$111,050.79</b>

### Expenses

Advertising	\$3,088.31
Administrative Asst.	\$13,524.00
Bulk Mail-Postage	\$227.30
Child Care	\$1,952.00
Community Outreach	\$3,626.14
Conference & Seminar	\$262.05
Depreciation Expense	\$1,198.00
Employee Benefits - Insurance	\$1,636.40
Employer Payroll Tax Expense	\$4,166.56
Executive Director	\$36,000.04
Fees and Dues	\$449.00
Insurance	\$1,928.00
Legal & Acct.	\$3,250.00
Library Literacy Program	\$31,050.00
Local Meeting Expense	\$150.80
Main. & Repair	\$388.00
Materials Purchased	\$1,966.21
Office Expense	\$620.08
Other Expenses	\$450.00
Printing	\$238.00
Recognition Trophies	\$98.20
Rent & Utilities	\$500.00
Spelling Bee Expense	\$993.91
Taxes - Federal & State Corp.	\$60.00
Travel Expense	\$568.22
Tutor Recognition	\$1,044.78
Tutor Training Workshops	\$554.16
Workmens Compensation	\$974.12
<b>TOTAL EXPENSE</b>	<b>\$110,964.28</b>



# Central Coast Literacy Council



## **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 our funding continued to decrease significantly. However, we received financial help from foundations such as Altrusa, Chevron, Edwin and Jeanne Woods Family, Santa Ynez Band of Mission Indians, Sisters of St. Francis, Towbes, Target, Verizon, Weingart, and Wood Claeysens. We also received financial support from government agencies such as California Department of Education and the Santa Barbara County Human Services.



# Central Coast Literacy Council

## A Generous Community

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

California Library Literacy Program  
State of California Department of  
Education

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

Santa Barbara Human Services  
Santa Ynez Band of Mission Indians  
Woods Claeysens

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

Altrusa International Foundation, S.M.  
Chevron Products Company  
Edwin & Jeanne Woods Family  
Foundation  
Marian Foundation ( CHW)  
Rotary Club of Santa Maria/ Breakfast  
Target  
Towbes Foundation

### **\$500 and Over**

Mercado y Carniceria Su Mesa, Inc.  
Rotary Club of Santa Maria/Noontime  
Santa Maria Times

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

Bays Shores Peninsula Hotel, Fred Pratt  
Bendele Books  
BMW of Santa Maria  
Coast Hills Federal Credit Union  
The Diani Companies

### **\$250 and Over (Cont'd)**

ISA International  
The Morris Family  
Rabobank  
Santa Maria Kiwanis Noontime for  
Kids  
Dona Maria Sloan  
SMOOTH  
Sunrisers Lions Club  
Verizon - A Partner in Literacy  
Phyllis Wicks  
Workers' Compensation Admi.,  
L.L.C.

### **\$100 and Over**

Country Oaks Care Center, Inc.  
Jack Forrest  
Chris and Kirsten Frederiksen  
Guadalupe Hardway Company  
Lynn M. Helenius  
Home Motors  
Honda of Santa Maria  
Marjorie E. Lambe  
Carmen Moreschini  
Ron & Mary Nanning  
Karl & Susan H. Nielsen  
San Ysidro Farms, Inc.  
Sasha Silva  
Dr. Gail Tissier  
Michael Tolbert  
Toyota of Santa Maria  
Robert & Paula Weiss

### **\$50 and Over**

Bridal Dreams  
Café Steinbecks, Library Café  
Canada Shoes of S.M.  
Credit Restoration UCES, Dolores Mosel  
Cark Engel, Harvest Blend  
Farmers Insurance, Sergio Zepeda  
James L. Hayes, CPA & Associates  
Richard Healy, D.D.S., Inc.  
John & Sharon Henning  
Jay Cee Trophy Co.  
Jazzy Haircutters, Marlene Smith  
Edward Jones, Eric J. Bravo  
Kiwanis Club of Santa Maria Valley  
La Cuesta Farming, Inc.  
Las Brasas Mexican Food  
Nate Lipscomb  
Robert F. Meldau  
Kenneth R. Nelson, D.D.S., M.S.  
Pilates Doctor Physical Therapy  
Santa Maria Kiwanis for Kids  
Spencer's "Fresh Markets"  
Star Physical Therapy  
Nancy Stewart  
Kathleen Telleria  
Heather Weare  
Velasquez Family Farms  
Your People Professionals

### **\$20 and Over**

Rev. Herbert Burch  
Ruthanne Tompkins

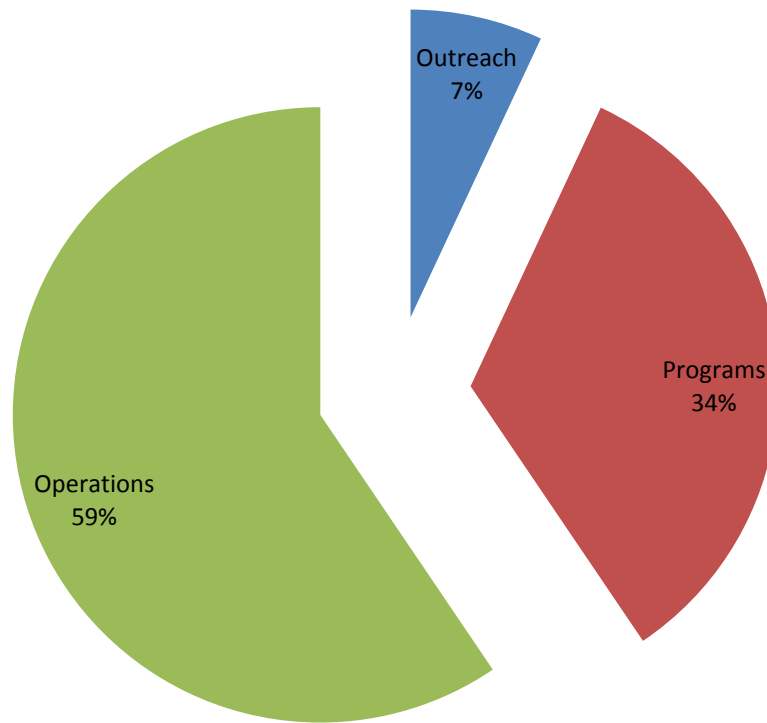


# Central Coast Literacy Council

**Outreach   Programs   Operations**

\$ 7,708   \$ 37,165   \$ 65,853

**Expenses 2009 - 2010**





# Central Coast Literacy Council





# Central Coast Literacy Council



## Central Coast Literacy Council Centers

### **Bethel Center # 140**

Bethel Lutheran Church  
624 E. Camino Colegio, Santa Maria

Tuesday & Thursday  
12:00p.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 Greatness # 610**

1603 N. McClelland St., Santa Maria

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

### **Riverview Townhomes # 560**

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 Atterday Rd., Solvang

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



**You can help too!**



# Central Coast Literacy Council

## We need tutors!

*We need tutors constantly! Although we have many tutors, 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!!*

## Our Demographics 2009 - 2010

### Total number of students of students: 288

#### Gender

212 female  
76 male

#### Employment Status

75 Full-Time  
75 Part-Time  
84 Unemployed  
9 Retired  
75 Homemakers

#### Ethnic Origin

13 Asian  
3 African Black  
17 Non-Hispanic Caucasian  
247 Hispanic  
8 Other

### Student Hours by Center

Center	Total Hrs.
Bethel Noon Center	571
Bethel Evening Center	1,260
Central Plaza Center	246
Faith Center	958
People of Greatness	104
Riverview Center	747
Solvang Center	540
St. John Center	2,006

#### Satellite Locations

CCLC Office	1,889
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**Total Hours Tutored 8,321**





## How You Can Help

### The Central Coast Literacy Council

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**

