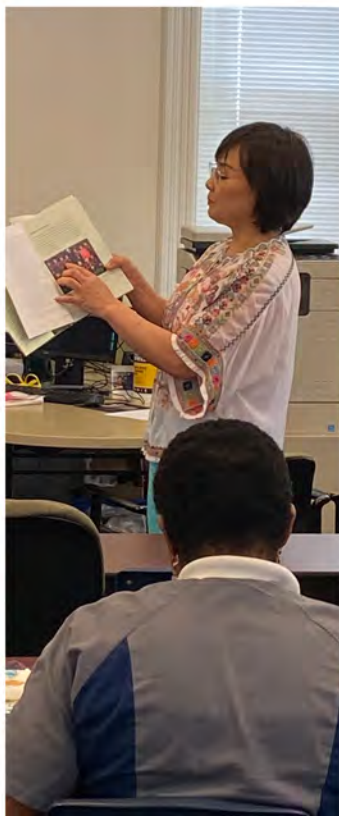


ANNUAL REPORT 2023





OUR MISSION

Project Read changes lives through literacy and empowers individuals, strengthens families, builds communities, and creates new cycles of intergenerational literacy. We believe every person has the right to the options and opportunities that literacy provides. When literacy is achieved, doors are opened, opportunities gained, and lives are changed.





MESSAGE FROM THE EXECUTIVE DIRECTOR



**SHAUNA
BROWN**

Executive Director

Dear Friends,

287,000 adults in Utah—43 million nationwide—struggle with basic reading, writing, math, and computer skills. Literacy unlocks the potential of adults to reach goals for themselves, advance their career, more fully engage with their community, and create a brighter future for the next generation.

Adults who are able to read, write, do basic math, and use a computer are more likely to achieve goals such as meaningful work and access to health care.

You're here because you believe that education changes lives and communities. So do we. Join our team of passionate educators, literacy advocates, and innovative thinkers united in our commitment to support this life-changing work.

Project Read served 176 students this past year to combat the cycle of illiteracy in Utah. This report details its successes.

With gratitude,

Shauna K. Brown

PROGRAM HIGHLIGHTS



Marketing/ Awareness

- Continued to build awareness through media coverage (newspaper, magazine, television) and digital marketing campaigns.
- Implemented a campaign using the Google Ads grant and the services of an AmeriCorps VISTA.

Fundraising/ Partnerships

- Identified key partnerships in Salt Lake County.
- Increased individual and corporate giving, as well as grant funding to support expanded programming.
- Wrote a Grant Seeking Plan to track current applications and prospects.

Program Infrastructure

- Established a Salesforce Administrator position.
- Transitioned to using the ProLiteracy online tutor training modules.
- Segmented hours reporting for a more accurate picture of instruction students are receiving.

Salt Lake Expansion

- Secured office and classroom space and hired staff to provide services in Salt Lake County.
- Doubled the number of students served last year.
- Created infrastructure, including written policies and procedures, to accommodate growth.



PROGRAM OVERVIEW

Project Read provides individual tutoring and small group instruction to help individuals improve their ability to read, write, compute, and use technology sufficiently to meet personal goals, function well in society, and become more productive citizens.

One-on-one Tutoring

Students meet with a tutor one-on-one.

Literacy Labs

Students practice applying strategies in everyday situations.

Book Club

Students read and discuss literature together.

Conversation Club

Students engage in speaking and listening activities.

Incentive Program

Students earn prizes for reading and writing.



Everyday Math Lab

Students collaborate to better understand mathematical concepts.

Digital Literacy

Students gain confidence using technology and improve their online experience.

Mini Series

Students learn skills from community professionals.

Scholarships

Students can apply for scholarships to help cover fees.

STUDENT REPORT

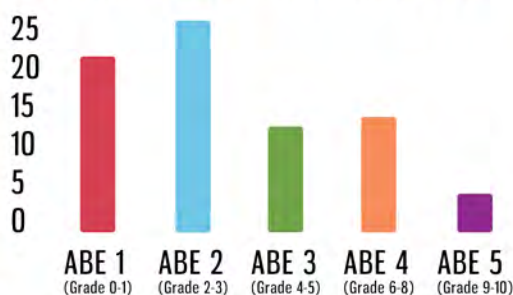


Project Read focuses on the strengths and skills the adults already possess and then uses those strengths to encourage the development of literacy skills. Students realize that they are not completely without literacy skills, and they may just need to strengthen the skills they already possess.



176
TOTAL ADULT STUDENTS

ENTERING FUNCTIONING LEVEL



Meet Asla, a student in our new Salt Lake office. She is originally from Eritrea. Asla and her tutor have been preparing diligently for Asla's citizenship test since January. She studied and prepared, and worried. Asla said, "I want to vote in the next election and I want to travel in and out of the US easily.

Taking the oath was very emotional. It's such a new adventure. There are so many good things about the US and it makes me happy to be part of it." We are so proud of Asla and her hard work. She has much to celebrate!



GOALS ACHIEVED

Project Read focuses on retention until a student completes the program or accomplishes his or her goals. Outcomes are measured through literacy assessments, Individual Education Plans, regular tutoring reports, and quarterly outcomes reports.

EDUCATION



125

Goals Met

EMPLOYMENT



52

Goals Met

LIFESTYLE



18

Goals Met

DIGITAL



89

Goals Met



of students increased skills in reading or math.



of students achieved one literacy goal.



of students retained or improved employment.

2023
GRADUATES:



Carolina



Perry



Ariane



Hansook



Elizabeth

VOLUNTEER SERVICE



Volunteers are the lifeblood of Project Read. We could not fulfill our mission without the help of the 222 dedicated volunteers who help teach students, assist with fundraising, public relations, web site and technical support, and general office tasks. Project Read board members also serve as volunteers.

TOTAL VOLUNTEER HOURS: 4,381

TUTORING (2,183)

LITERACY & DIGITAL LAB (1,320)

SERVICE LEARNING

INTERNS (510)

OFFICE (133)

BOARD (149)

WEB/TECH (86)



I started volunteering with Project Read because I saw them listed on justserve.org. I also worked in the elementary schools on a volunteer basis helping children who struggle with reading. My favorite part of volunteering is seeing the student make progress with reading. Sometimes a light dawns when they finally "get it" and they take off on their own. Others take longer, but in every case, it becomes a blessing in their lives. Getting an education is a huge part of improving life in so many ways. Reading is the first step, and it is immensely satisfying to be part of that growth for someone else. I highly recommend volunteering for Project Read! --Ruth Wilcox

54

Tutors

175

Lab Volunteers

15

Board Members



MEET THE TEAM

Shauna K. Brown, Executive Director |
Aleah Spencer, Program Coordinator (Utah County) |
Rob Fuller, Program Coordinator (Salt Lake County)



PROGRAM STAFF

Kevin Bellenfant, Office Manager | Cole McClure, Office Manager |
Jack Wills, AmeriCorps VISTA | Kacy Faulconer, Instruction Coordinator



INSTRUCTIONAL STAFF

Amy Jackson, Math Instructor | Natasha Rogers, Conversation Club Instructor |
Sam Faulconer, Digital Literacy Instructor | Kari Ellingson, Literacy Instructor |
Sean Hytry (SoFi Bank), Digital Literacy Instructor



BOARD OF TRUSTEES

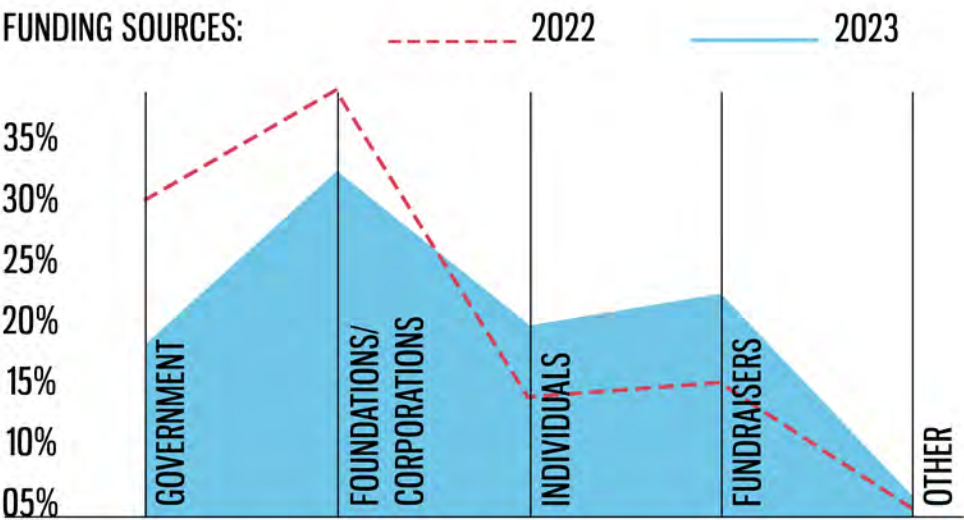
Members of the Executive Committee: Sherri Hafen (Chair), MicroFocus |
Dave Franz (Vice Chair), Intuitive IT Solutions | Carla Gordon (Treasurer), Provo City Library |
Mike Christensen (Past Chair), Green Dot Bank |
Wendy Chase, Rocky Mountain University of Health Professions

Board members not pictured: Christian Brinton, Utah Valley University | Delmy Roquel (Student Representative), Project Read | Jason Nelson, Bennett Communications | Mike Baum, Altabank |
Matt McLain, Salt Lake County Library | Natalie Grecu, Utah Valley University

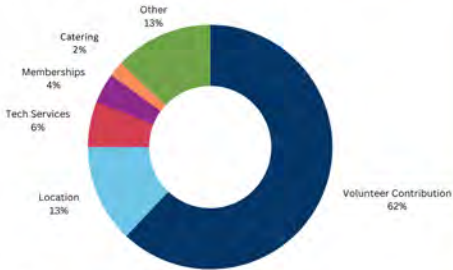
FINANCIAL HIGHLIGHTS



Project Read has improved its financial outlook dramatically since 2001. Sound financial management has allowed Project Read to accumulate a reserve of unrestricted net assets that we can draw upon in lean economic years or to help fund program expansion.



IN-KIND CONTRIBUTIONS



"I choose to donate monthly to Project Read because I believe in their mission and love that they enable parents and other adults to enhance their quality of employment, family, and personal lives by increasing their individual level of literacy. This mission is critical to the success of society as a whole." - Christian Brinton, UVU

CORPORATE DONORS

Project Read is so grateful for the support of generous foundations, corporations, and organizations. Thank you for changing lives through literacy!

\$10,000 +

Community Action Services & Food Bank
Intuitive IT Solutions
Noorda Foundation
Provo City
SoFi Bank

\$5,000 - \$9,999

The Church of Jesus Christ of Latter-day Saints
Green Dot Bank
Sallie Mae Bank
TribeHouse

\$1,000 - \$4,999

Adult Education Association of Utah
Altabank
Catholic Women's League
Culinary Crafts
Granite Peaks Adult Education
New York Life
Premier Auto LLC
The Promise South Salt Lake Co-Op
Provo City Library
Reading Horizons
Square Financial Services
The 49ers Club of St. Ambrose Parish
Utah Valley University

\$100 - \$999

Adobe
Amazon
America First Credit Union
Bennett Communications
Bread Financial
Burton Law Firm
FinWise Bank
The Hatcher Agency
Intel Foundation
Little Caesar's Pizza
Metafrazee
OES of Utah, Mt. Olympus Chapter 23
ProLiteracy
Provo Ladies of the Elks
Sebo Marketing
United Way of Utah County
US Synthetic
Utah Valley Magazine
Zions Bank

AUTHORS OF CHANGE

Project Read's Authors of Change is a community of generous individual donors who contribute to support Project Read's mission to eradicate illiteracy in Utah.

Aleah Spencer*
Alice Stryker*
Alicia Head
Allison Otterstrom
Ann-Marie Marchant*
Autumn Jones*
Becky Caldwell
Brenda Hiatt
Brian Langford*
Cameron Baird*
Camille Dockery*
Carla Gordon*
Carmen Zapata
Carolyn Heaton
Charles Howarth
Christian Brinton
Christina Dobecki*
Clark Merikley*
Dana Barney*
Darin Sleight*
Douglas Christensen
Edna Pikore*
ElBea Stonier*

Elicia Edwards*
Emily Woolsey
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Kari Ellingson
Karissa Echols
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Todd & Nikki Carpenter*
Trudy Bach-Whitehead
Wendy Chase*
Zachary Gordon*

*Recurring Donors



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SCAN ME

