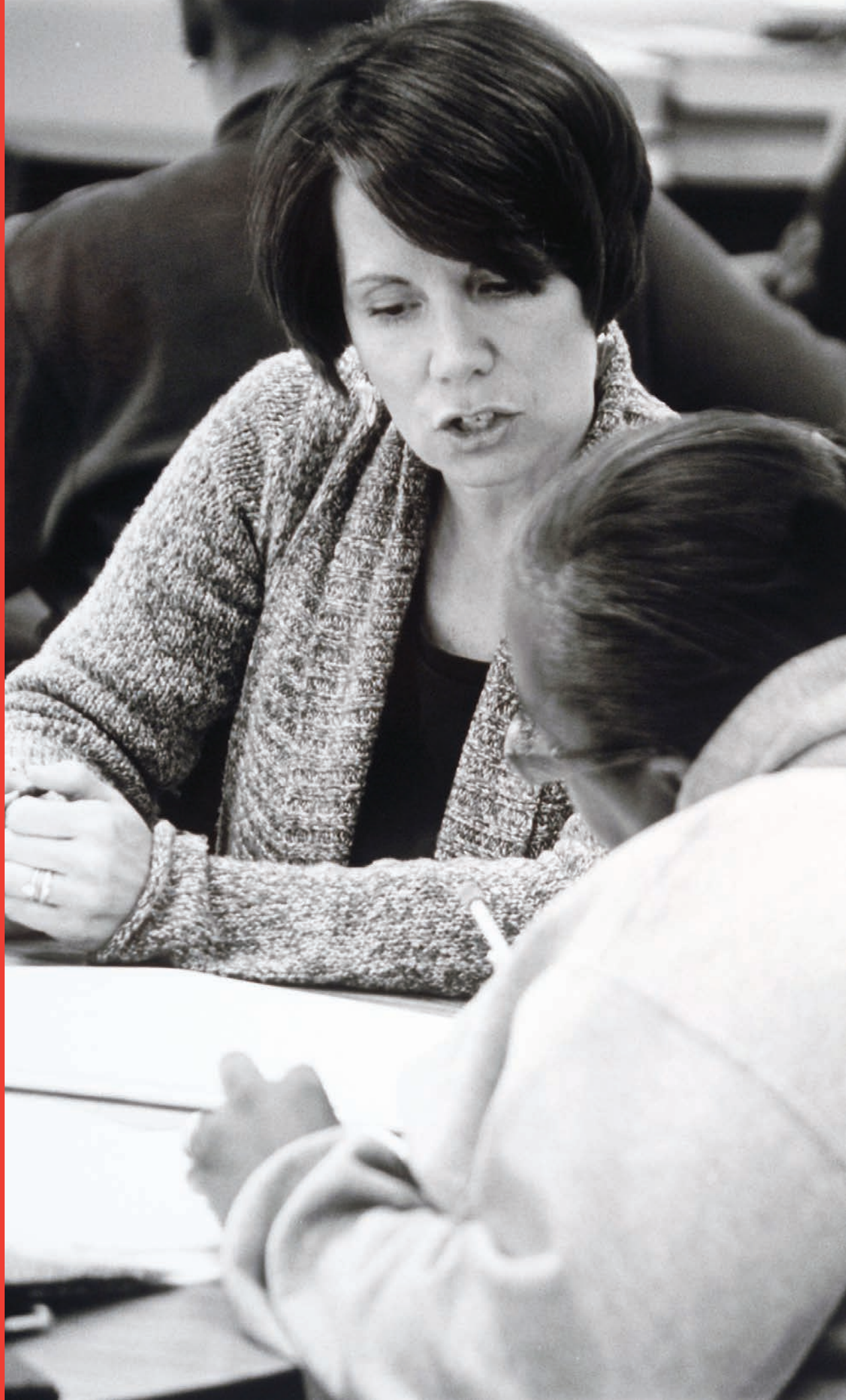




**SEEDS of LITERACY**  
educating communities: Annual Report - Fiscal Year **2013**





**Mission Statement:** Providing personalized education that empowers adults to succeed in their communities.

“Seeds is phenomenal. It’s a place with a positive atmosphere, where everyone is helping each other through the struggle.”

“The tutors gave me lots of assistance and were so generous with their time. They helped bring everything back to me that I learned a long time ago – and then I learned more!”



## Letter from Board President and Executive Director



**Board Members:**

Barbara J. Arison  
Paul Etzler  
Lindsay Fello  
Richard Frank  
Lindy Grasser  
John Hagerty  
Justin Jelinek  
Howard Johnson  
Megan L. Mehalko  
Matt Mihalik  
George Miller  
Robert L. Morris  
Andrew Rashid  
Dustin Rawlin  
Kristine Reidy  
Thomas D. Reuter  
Frank Unger  
Mark Yanochko

Dear Friends:

One of the best things about **Seeds of Literacy** is the way in which many people work willingly for a common goal: to help our students build a strong educational foundation. Our daily program relies on the patient knowledge of over **225 tutors**, generous funding from individuals, foundations and the community, and the loaned talents of a whole host of volunteers.

But this year was extraordinary. **Seeds** faced the daunting challenge of preparing for the new **GED® test**, which began on **January 2, 2014**. We needed to change our curriculum, add a computer lab and digital literacy curriculum, and let over **7,000 current and lapsed students** and the public know about the changes. This major project added **48%** to our operating budget, and we had to keep our program running simultaneously.

We are tremendously proud to say that **Seeds** met this challenge—with diligent work from staff, our Board, tutors, volunteers, and a whole host of community funders, including Councilman Brian Cummins and Cleveland City Council. Despite a lack of information from the test publisher, an increased budget, and a small staff of eight (half of whom are part-time), we succeeded. We now have a new curriculum, computer lab, and an innovative digital literacy curriculum. Our staff and tutors have been trained in the new method. Lapsed students returned to **Seeds** and new students enrolled. Because of these preparations, **Seeds** is now the statewide leader among adult literacy agencies, ready to meet the new test.

On behalf of our students, I want to thank all those who made this tremendous effort possible: The Abington Foundation, The Eva L. and Joseph M. Bruening Foundation, Cleveland City Council, The Cleveland Foundation, Cleveland Public Library, Hoffacker Construction, HSB Architects + Engineers, Key Bank, Kroll’s Home Repair Services, The William J. and Dorothy K. O’Neill Foundation, Seeds of Literacy staff, and numerous individual donors and supporters. We couldn’t have done it without you.

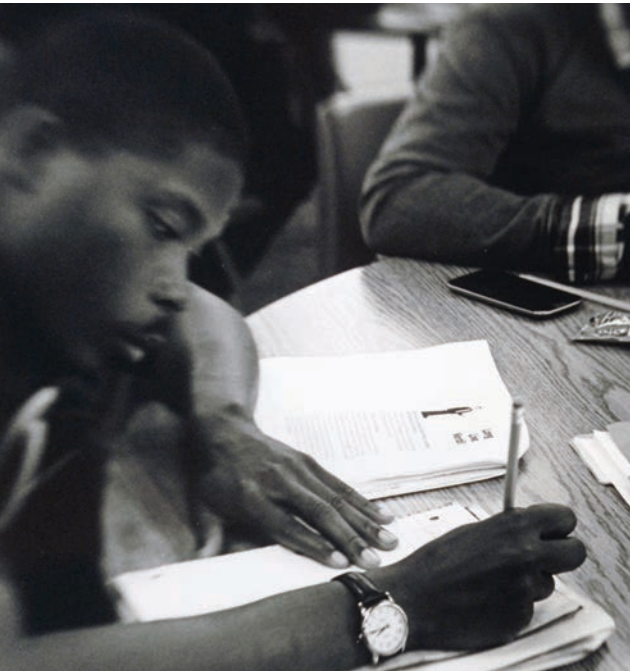
With gratitude,

*Bonnie Entler*

Bonnie Entler  
Executive Director

*John Hagerty*

John Hagerty  
President, Board of Directors



From July 1, 2012 – June 30, 2013, **1,015 students enrolled** at Seeds of Literacy. **598 students attended over 12 hours of class sessions.** At least one GED practice test was passed by 174 students, and 41 students earned their GED. Our student retention and graduation rates were nearly twice the national average.

To prepare for the 2014 GED, Seeds did the following during Fiscal Year 2012-2013:

- Raised **\$180,000 from foundations and individuals to fund the necessary changes.**
- Met with Cleveland City Council and received funding commitments and help distributing this news.
- Redesigned Seeds' unique curriculum. This was challenging, given that the GED's publisher did not release information until August 2013. **Seeds based its new curriculum on Common Core and GED benchmarks;** this educated strategy paid off when sample questions were released and they matched Seeds' work.
- Reconfigured space for a computer lab with pro-bono help from architects, contractors, and the sweat-equity of Seeds' staff, families, and friends.
- Added digital literacy to the curriculum.
- Trained staff and volunteer tutors in the new method.
- Reached past and current students with the news, resulting in an **85% increase in students registering for the GED.**

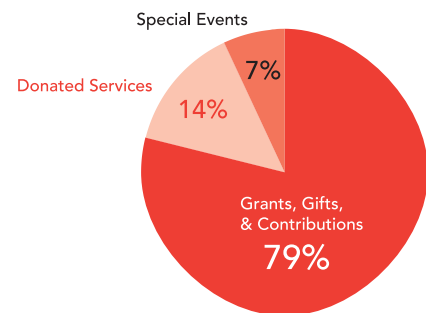
- Reached the public by distributing nearly 20,000 information cards to area nonprofits, recreation centers, library branches, food pantries, housing organizations, and reentry programs.
- Reached the media. Seeds and the new GED were featured on **19 Action News, 43 Forum, WEWS; in The Plain Dealer and Lorain County Morning Journal; and as the subject of an article by Connie Schultz in Cleveland Magazine.**
- Worked with state and local government to explore reimbursement options for students who pass the test.

Our 2014 GED preparation was recognized by the **Anisfield-Wolf Memorial Award and its prize of \$20,000**, given to a nonprofit exemplifying outstanding service.

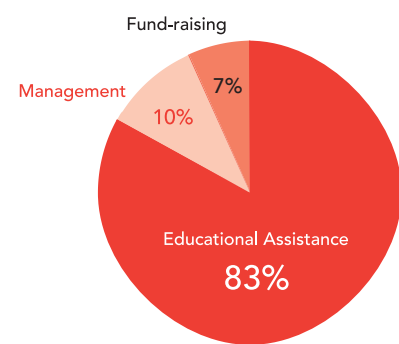
Over **300 volunteers** gave a total of **13,219 hours** to Seeds and our students last fiscal year. Volunteers tutored, balanced our accounts, input student progress data, filed, cleaned, answered our phones, helped us fundraise, recruited students, and more. Their donated work had a monetary value of **\$247,554.**

For a detailed financial report, contact Bonnie Entler, Executive Director, at 216.661.7950 or [bonnieentler@seedsofliteracy.org](mailto:bonnieentler@seedsofliteracy.org).

## Agency Budget



## Revenue



## Expenses

## ▶ Donor Lists:

### Honor Society – Contributions of \$1,000 or more

Anonymous  
Applied Industrial Technologies  
Ms. Barbara Arison\*  
Arthur B. McBride Sr. Family Foundation<sup>3</sup>  
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Nordson Corporation  
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Scripps Howard Foundation  
Shur Tech Brands<sup>3</sup>  
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The City Bank Investment Company  
The Cleveland Foundation<sup>3</sup>  
The Cyrus Eaton Foundation  
The Dollar General Literacy Foundation<sup>3</sup>  
The O'Neill Brothers Foundation  
The Reuter Foundation  
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Walmart-Brookpark  
William J. & Dorothy K. O'Neill Foundation

### Graduates Club – Contributions of \$500 to \$999

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Ms. Connie Weixel<sup>3</sup>  
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Ms. Mary Kay Chambers  
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Mr. David Legeay

Mr. and Mrs. Gary Ljubi<sup>3</sup>  
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Ms. Cathy Wright<sup>3</sup>

### Dean's List – Contributions of \$250 to \$316

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Ohio Association for Adult and Continuing Education  
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### Scholars Club – Contributions of \$100 to \$249

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Ms. Evone Jeffries  
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### Hope for the Future – Contributions of \$50 to \$99

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Ms. Diane Dicken<sup>3</sup>  
Ms. Eileen Dignan  
Mr. Michael Fiala and Ms. Mary Ellen Eickman-Fiala  
Filer's Florist  
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Ms. Doris Frawley  
Ms. Margaret Ann Freer  
Mr. and Mrs. E. James Frey  
Mr. Ivan Ganyard  
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Reverend Paul Hritz  
Mr. Jonathan Ivec

## ▶ Donor Lists: (cont.)

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 Ms. Patricia Lacoste<sup>3</sup>  
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 Ms. Marixa Lasso  
 Ms. Elsie Lewis<sup>3</sup>  
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 Mr. and Mrs. Everett Jones  
 Ms. Roseann Kaminsky<sup>3</sup>  
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 Mr. Dan Karchmer  
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 Mr. Michael Kefe  
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 Mr. and Mrs. Tony Kusnerik  
 Ms. Leslie Lahr  
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 Lexis Nexis<sup>3</sup>  
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 Mr. Wally Mahnke\*  
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 Ms. Regina Matthews  
 Ms. Dorothy Mayer<sup>3</sup>  
 Ms. Symone McClain  
 Mr. Mike McCue  
 Mr. and Mrs. Charles McDonald  
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 Reverend Edward Mehok<sup>3</sup>  
 Ms. Kelsey Minniefield  
 Mr. and Mrs. Thomas Moore  
 Mr. Richard Morgan  
 Mr. Tariq Naeem  
 Mr. Chris Norses  
 Mr. Drew Odum

Mr. Brian Olmsted  
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 Mr. Joseph Severinski  
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 Ms. Barbette A. Smith  
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 Mr. and Mrs. Thomas Spinney  
 Ms. Kim Stenger  
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 Mr. Jeff Villanueva  
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 Mr. Dan Karchmer  
 Ms. Kayce Kasten  
 Mr. Michael Kefe  
 Mr. Chris Kehn  
 Ms. Tammi Kennedy  
 Mr. and Mrs. Tony Kusnerik  
 Ms. Leslie Lahr  
 Ms. Audrey Leonhardt  
 Lexis Nexis<sup>3</sup>  
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 Reverend Edward Mehok<sup>3</sup>  
 Ms. Kelsey Minniefield  
 Mr. and Mrs. Thomas Moore  
 Mr. Richard Morgan  
 Mr. Tariq Naeem  
 Mr. Chris Norses  
 Mr. Drew Odum

\*Active volunteer  
<sup>3</sup>Three years or more of consecutive giving

This list reflects cash contributions, student scholarships and sponsorships made between July 1, 2012 and June 30, 2013.

### Tribute Contributions

During the 2012-2013 fiscal year, the following individuals were remembered with an honor or memorial gift, made in their name to benefit our students.

#### In Memory of Johannes Christian Jelinek

Ms. Elsie Lewis

#### In Memory of Sophie Miller

Mr. and Mrs. Kenneth Brady  
 Ms. Christine Jelenic  
 Mr. Richard Kankiewicz  
 Mr. Tony Kusnerik  
 Mr. and Mrs. William Litzler  
 Mr. Manual Valera

#### In Memory of Shirley Rogers

Ms. Nancy Linn  
 Xerox Corporation

#### In Honor of Jack Sterling

The Mandel Foundation

#### In-Kind Donations Sowing Seeds of Hope Benefit Brunch & Silent Auction

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 Advance Auto Parts  
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 Al Wilhelmy Flowers  
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 Casey's Irish Imports  
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 Verizon  
 Vitamax  
 Way Back Farm  
 Ms. Connie Weixel  
 WS Yoe Nursery  
 Mr. Mark Yanochko  
 Zen Salon

#### Strike Out Illiteracy Bowl-a-Thon

Build-A-Bear Workshop  
 Cheesecake Factory  
 Clague Playhouse  
 Cookies By Design  
 Great Lakes Science Center  
 Knuth's Shoes  
 Lowe's Home Improvement  
 Maria Gardens  
 Memphis Kiddie Park  
 Mitchell's Ice Cream  
 Parker Hannifin Corp.  
 Residence Inn Marriott Downtown  
 Residence Inn Marriott Independence  
 Whirlyball  
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 American Cap & Gown  
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