

SEEDS OF LITERACY

ANNUAL REPORT



Education as *Unique* as Each Student

What Makes SEEDS OF LITERACY *Different* from other programs?

OTHER PROGRAMS



Expensive



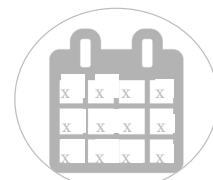
Semester Enrollment



Traditional Class



Their Speed



Strict, Set Schedule



Time's Up!

Seeds



100% FREE FOR STUDENTS

We provide the materials, official practice tests, and tutors at **NO COST**.



WEEKLY IN-PERSON ENROLLMENT

No waiting until next month/quarter/semester. Students can come to Seeds for orientation, ANY WEEK, *without* an appointment.

2-DAY ORIENTATION Must attend both days. CHOOSE **12:00** OR **4:00**

MONDAYS/TUESDAYS (Seeds West) or
WEDNESDAYS/THURSDAYS (Seeds East)



"CLASS" TIME IS REALLY TUTORING TIME

There's no teacher at the front of the room teaching everyone the same thing at the same time. Students work one-to-one with a tutor.

TUTORING TIMES MONDAY - THURSDAY

9AM - 11AM • 1PM - 3PM • 6PM - 8PM



LEARN AT INDIVIDUAL SPEED

Students won't fall behind. At Seeds, each works at his or her own **SKILL LEVEL**, at his or her own **PACE**.



SEEDS DOES NOT HAVE A STRICT ATTENDANCE SCHEDULE

because life gets in the way of even the most dedicated students. Students can come as **OFTEN** as they like, at **WHATEVER TIME** works best for them — even if it's not the same time each day.



THERE IS NO SET TIME FRAME TO GRADUATE.

The Seeds program is **ONGOING**. Most students need at least a few months of tutoring but it's not uncommon for students to be with us a year or more.



DEAR FRIENDS

Lots of Annual Reports simply recognize donors with lists and photographs. And while I certainly want to recognize all of the people that made this past year possible, I also want to put their contributions into context. I want our donors to see WHAT they made possible.

Because of their generosity and unwavering support, we've been able to do some pretty incredible things — doubling our staff, creating supplemental learning opportunities for our students, enhancing brand awareness with the creation of new communications vehicles, adding a variety of fundraising events, and *so much more*.

I hope you enjoy reading more about just a few of this year's highlights on the following pages.

Last year, our students made some impressive strides, as well:

- 57 Graduates - our largest since the test changed in 2014
- 166 students passed 244 GED sections.
- 600+ Grade level increases in at **LEAST** one subject

Unfortunately, despite our incredible successes, the year ended on a devastating note.

The State of Ohio announced they would no longer provide funding to Seeds — a 14% blow to our annual income. The decision was based on our award-winning program model. The State requires traditional enrollment (specific start and stop dates), while ours is rolling, with no program end-date. They mandate a classroom style, while one-to-one tutoring of individualized curriculum is our hallmark. Simply put, they cut our funding *because we are different*. But *different* is what our students need.

And *different* is what we will continue to provide, thanks to your continued support.

Bonnie Entler

Bonnie Entler
Executive Director

Paul Etzler

Paul Etzler
President, Board of Director

Board President
Paul Etzler



Executive Director
Bonnie Entler



Board of Directors

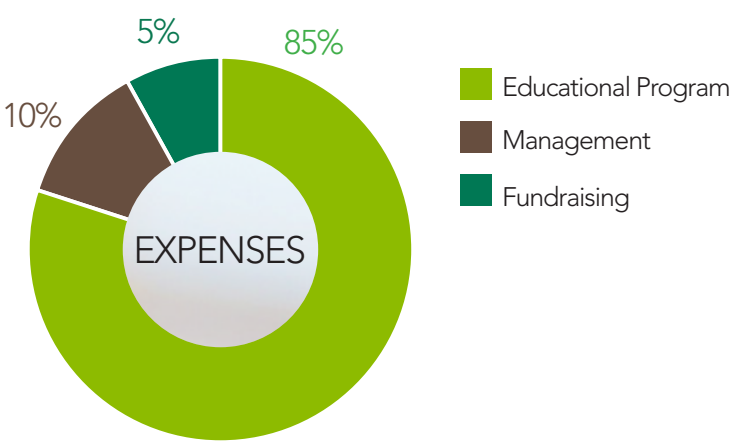
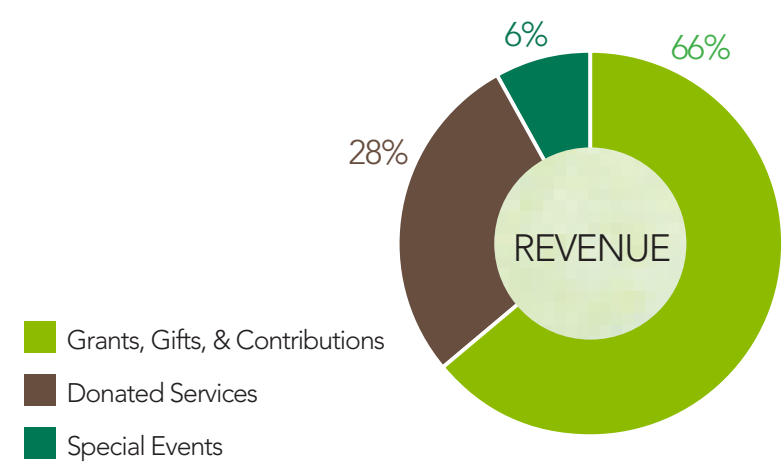
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HOW WE DID IT



For a detailed financial report, contact Bonnie Entler, Executive Director, at 216.661.7950 or bonnieentler@seedsofliteracy.org

SEEDS OF LITERACY'S GUARANTEED ANNUAL FUNDING **\$0** Every year we raise the money to keep our doors open.



Challenge Inspires Club Formation
Last winter, students, tutors, staff, and friends were challenged to spend 30-minutes a day reading for an entire month. The challenge was so successful that an official book club was formed.

Award-winning playwright Eric Coble spoke with Book Club after members had spent several weeks reading his collection of short plays, *Ten Minutes from Cleveland*.

This led to the development of math, computer, and writing clubs: all of which supplement the individualized learning for which Seeds is known, while fostering a sense of community.



Angelou, Kipling, and more for World Read Aloud Day
Each year, on World Read Aloud Day, people around the globe read together and share stories to advocate for literacy as human right that belongs to all people. On February 1, Seeds East celebrated WRAD by reading a selection of poems and a short speech. After morning class, students, tutors, and staff gathered to listen to poetry read aloud.



FISCAL YEAR
7/1/2017 - 6/30/2018
* = 3 years of consecutive giving
^ = Volunteer

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OUR MISSION To provide personalized education that empowers adults to succeed in their communities.

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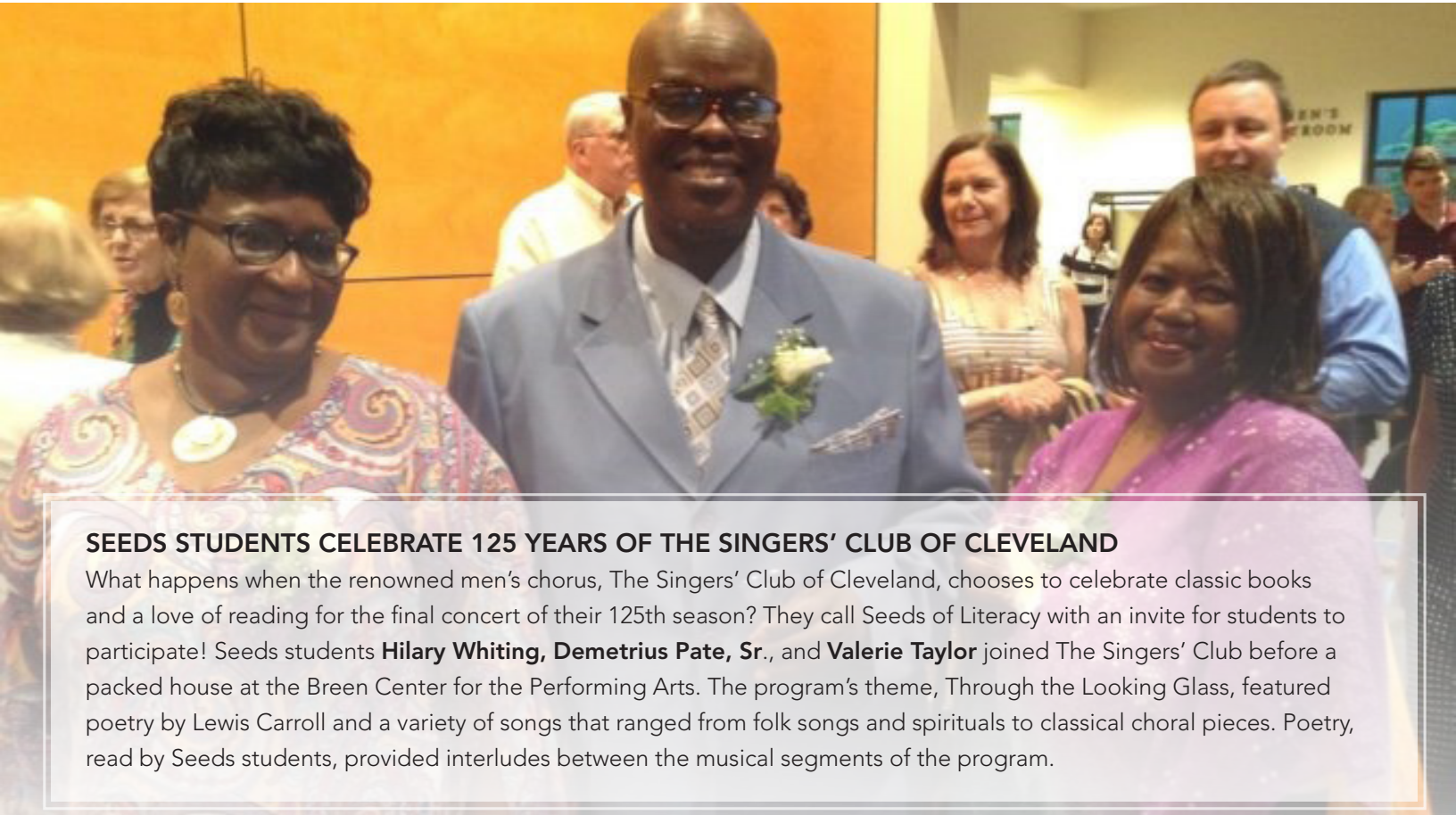
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SEEDS STUDENTS CELEBRATE 125 YEARS OF THE SINGERS’ CLUB OF CLEVELAND
What happens when the renowned men’s chorus, The Singers’ Club of Cleveland, chooses to celebrate classic books and a love of reading for the final concert of their 125th season? They call Seeds of Literacy with an invite for students to participate! Seeds students **Hilary Whiting**, **Demetrius Pate, Sr.**, and **Valerie Taylor** joined The Singers’ Club before a packed house at the Breen Center for the Performing Arts. The program’s theme, Through the Looking Glass, featured poetry by Lewis Carroll and a variety of songs that ranged from folk songs and spirituals to classical choral pieces. Poetry, read by Seeds students, provided interludes between the musical segments of the program.



GED NO LONGER THE ONLY GAME IN TOWN

When the State of Ohio adopted the TASC and HiSET as alternatives to the GED for high-school equivalency, Seeds was faced with a huge task:

Raise awareness among all of our stakeholders.

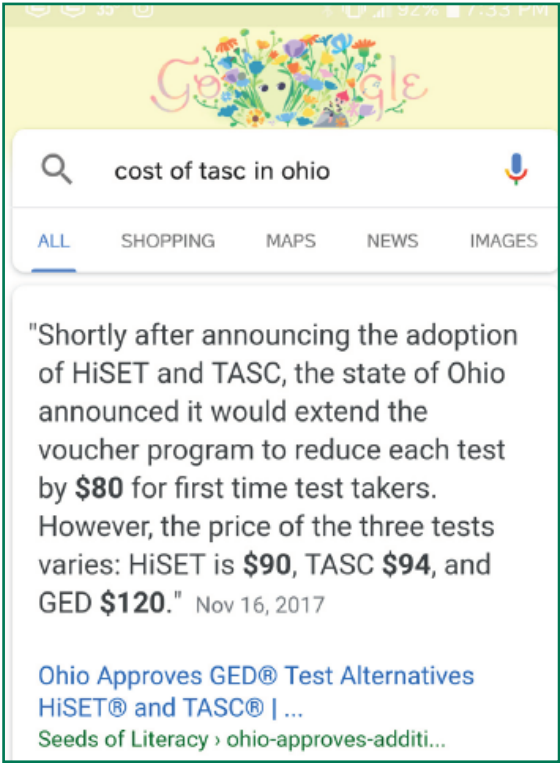
The new tests are not only more affordable, but they offer paper and pencil versions, an appealing contrast to the GED’s computer-only test.

Through a series of blogs and press releases, Seeds actually released announcements and comparison charts BEFORE the State.

Posters were hung, the website was updated, several series of social media posts were launched, and messaging about the GED transitioned to messages about the HSE. Notably, Seeds was considered the primary source about the three tests by Google until other adult educators in the State began publishing materials about the HSE options.

A program manager was hired to help identify gaps in the existing curriculum, weave in materials for the new tests, and provide a series of workshops to train staff and tutors.

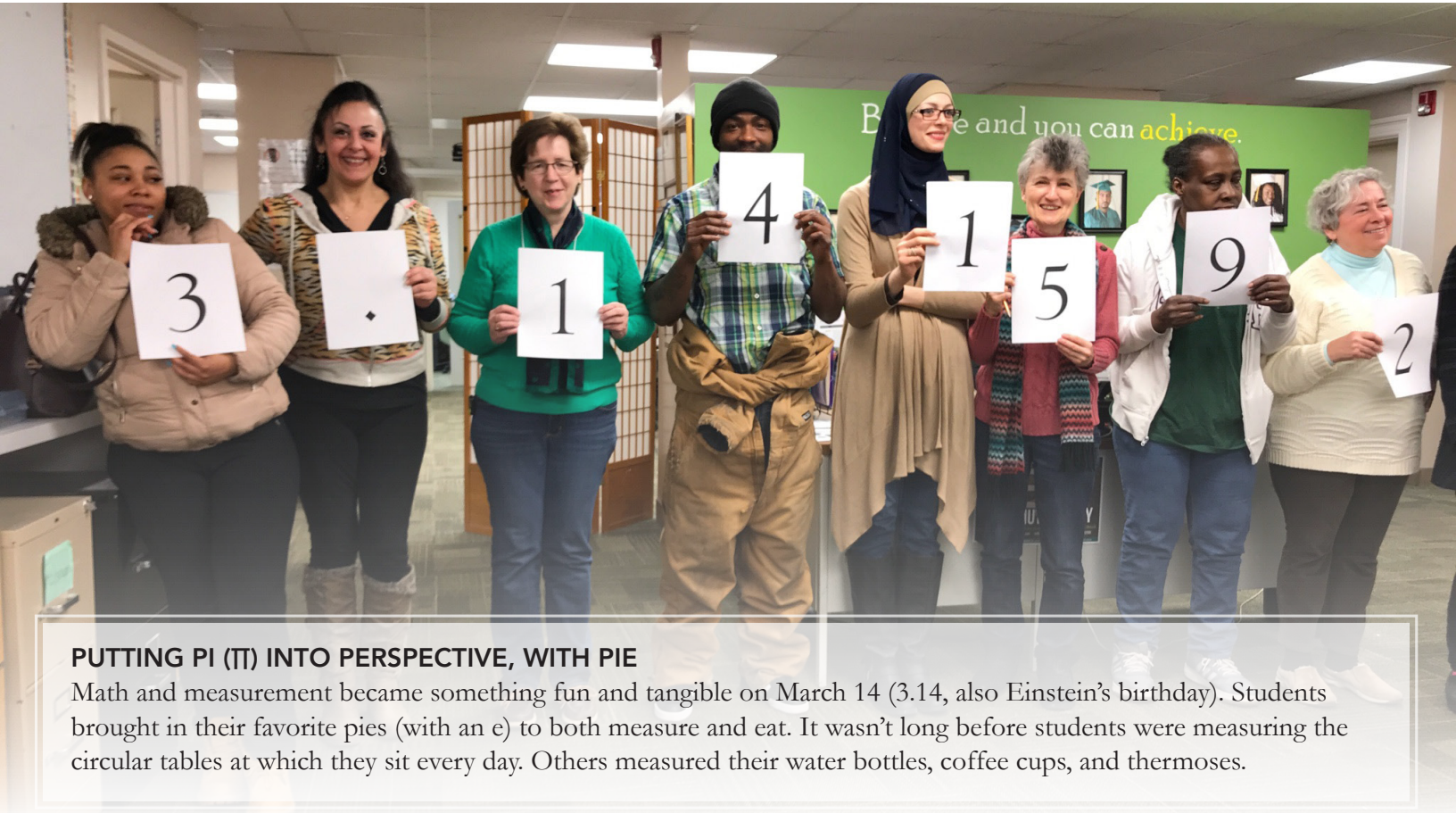
Finally, all materials for Tutor Training and New Student Orientation were updated to include information on the new test options.



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**SOWING SEEDS OF HOPE :
THE FINAL BRUNCH**

Pure Imagination, whimsically inspired by Willy Wonka, was the theme of the 17th and final Sowing Seeds of Hope Brunch in September. The event was enjoyed by 185 guests and raised \$46,000 for student instruction.

*Pictured below, Seeds Leadership, past and present.
Sister Kathleen Kilbane & Bonnie Entler*



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New Community Bible Fellowship



PAJAMA PARTY

To promote BYOP @ Appletree (Bring Your Own Pillow), Seeds staffers appeared on WKYC Channel 3's *We the People* in their pajamas. A new event, BYOP, was the answer to every bibliophile's dream: spending the night in a bookstore, surrounded by thousands of books. Seeds made 14 new friends and everyone enjoyed a round of literacy-themed games at 2am.



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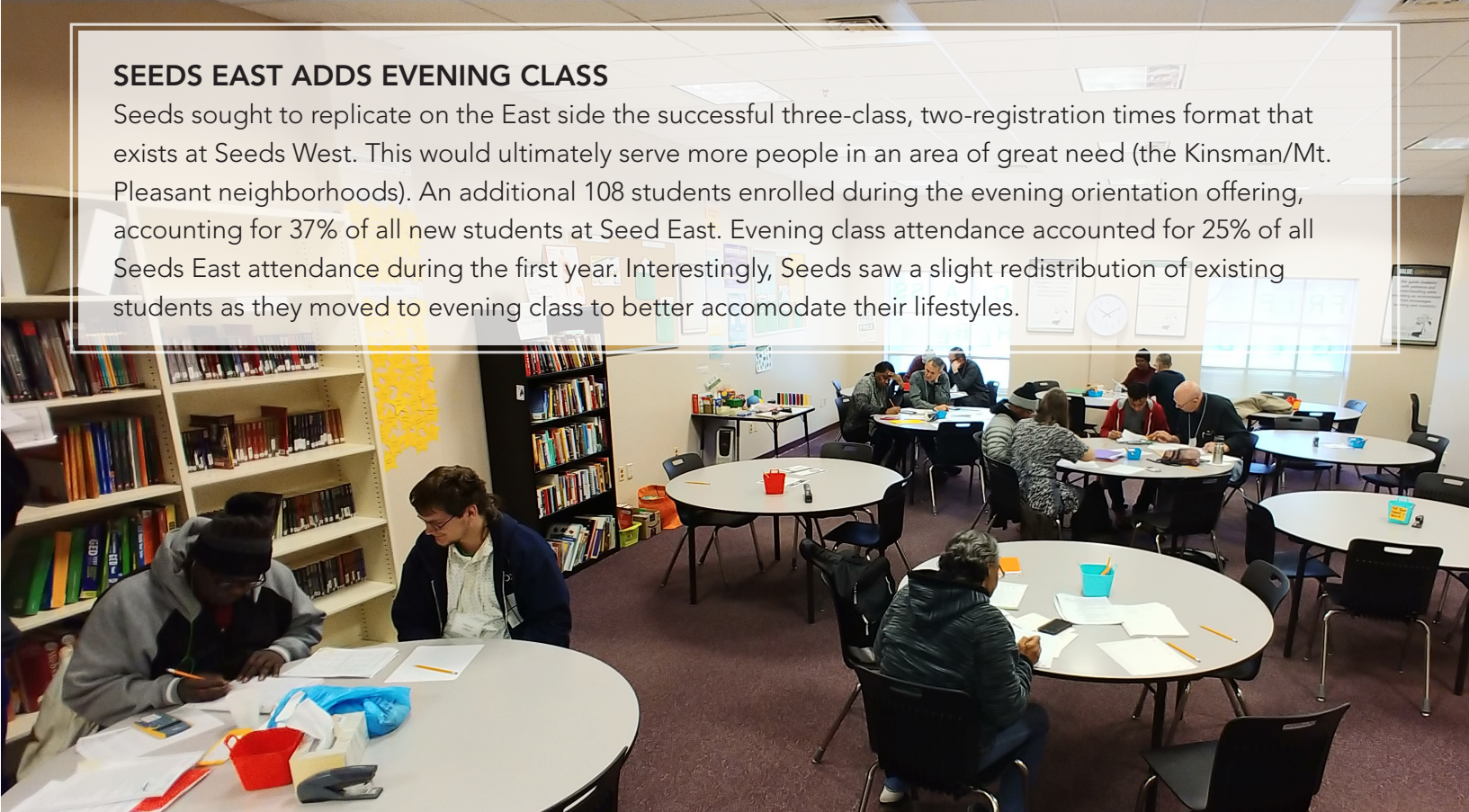
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Galilee Gift & Bookstore
Gene's Place
George's Kitchen
Georgetown Restaurant
Giant Eagle
Gibbs Butcher Block
Ms. Paula Zimmer Golinski
Good Nature Organic Lawn Care
Great Lakes Theater
Mr. and Mrs. Charles Grossman
Heidelberg Distributing Company
Heinen's
Holiday Inn Express
Home Depot
House of Blues Cleveland, LLC
Humble Wine Bar
Hyatt Regency Cleveland at The Arcade
Ice Cream Joy
Inn the Doghouse
Innuendo
Intercontinental Hotel: Cleveland
J Bella Italian Restaurant
Jaworski Meats



SEEDS EAST ADDS EVENING CLASS

Seeds sought to replicate on the East side the successful three-class, two-registration times format that exists at Seeds West. This would ultimately serve more people in an area of great need (the Kinsman/Mt. Pleasant neighborhoods). An additional 108 students enrolled during the evening orientation offering, accounting for 37% of all new students at Seed East. Evening class attendance accounted for 25% of all Seeds East attendance during the first year. Interestingly, Seeds saw a slight redistribution of existing students as they moved to evening class to better accomodate their lifestyles.



John Robert's Spa
K & D Real Estate Services
Kent State University Museum
Dr. and Mrs. Rustom Khouri
King Nut/Peterson Nut
Kleinhenz Jewelers
Knuth's Shoes
La Danse Cleveland
Lake County Captains
Lake Erie Crushers
Lake Erie Limo
Lake Metroparks
Laurel School
Dr. Eric Lawrence
Le Petit Triangle
Legacy Hair Studio
Levin Furniture
Lisa Moran Ltd
Longhorn Steakhouse
Love, Anji - Paper Florist
Luca's Restaurant
Mac's Backs Books
Maltz Museum of Jewish Heritage
Market Avenue Wine Bar

Market Garden Brewery
Ms. Stacey McKinley
Memphis Kiddie Park
Merchant Street
Mr. and Mrs. James Miller
Ms. Liane Miller Brown
Mitchell's Homemade
Momocho & El Carnicero
Monastery Greetings
Mountaineer Race Track &
Gaming Resort
Mozie-In Beverage
Muldoon's Saloon & Eatery
Music Box Supper Club
Near West Theatre
Neon Beach Tanning
Mr. Frank O'Linn
Old Carolina Barbeque
Old Firehouse Winery
Old Time Candy Company
Only In Cleveland Apparel & Giftshop
Pacific East Coventry
Paul Duda Gallery
Petitti Garden Center

Pickwick & Frolic Restaurant and Club,
Home to Hilarities
Pizzazz on the Circle
Playground World
Playhouse Square Foundation
Playmatters Creative Toys
Psyche
Radisson Hotel Cleveland Airport
Red Tail Golf Club
Mr. and Mrs. Bradford Richmond
River's Edge
Rock and Roll Hall of Fame and Museum
Romano's Macaroni Grill
Ross Beverage
Rozi's Wine House
Rustic Restaurant
Sean Lewis
Sephora
Sky Salon
St. Edward High School
St. Ignatius High School
St. Joseph Academy
Stan Hywet Hall & Gardens
Starbucks

Starbucks Brooklyn
Steve's Family Restaurant
Stress Gallery
Studio How-To
Studio South Photography
Summit Racing Equipment
Sweet Designs Chocolatier
Sweet Mango
Sweet Moses
Tacos Tantos
The Art Box
The Banyan Tree
The Beck Center for the Arts
The Black Pig
The Brew Kettle
The Cassidy Theatre
The Cheesecake Factory
The Cleveland Orchestra
The Club at Hillbrook
The Foundry Woodprints
The Melting Pot of Lyndhurst
The Olde Wine Cellar
The Sherwin-Williams Company
Trader Joes
Triv's Restaurant and Lounge
Trolley Tours of Cleveland, Inc.
Upper Crust
Vitamix
Walden
West Shore Family YMCA
Westin Cleveland Downtown
Whirly Ball/Laser Sport
Winking Lizard

EVERYDAY IN-KIND

Anonymous
Appletree Books
Ms. Patricia Bakos
Ms. Patti Basar
Ms. Maia Beatty
Ms. Valerie Behrens
Ms. Deenah Byramjee
Mr. Dane Carney
Mr. James Coleman
Ms. Eileen D'Amato
Ms. Leigh-Anne Dennison
Ms. Deirdre Drennen
Mr. and Mrs. Richard Entler
Mr. Paul Etzler
Family Promise
Farmers Insurance - Independence
Mr. and Mrs. David Farrer
Dr. and Mrs. David Fleming
Mr. and Mrs. Gus Golinski
Half Price Books
Home Depot #6857
Ms. Betty Killeen
Mr. and Mrs. John Kirn
Ms. Kathryn Koza
Ms. Kara Krawiec
Mr. Kristi Krueger
Ms. Katie Kucera
Ms. Laura Kuhl
Ms. Kris Lemon
Dr. Steven Lewis
Loganberry Books

Ms. Allison Lukacsy - Love
Mr. Bob McFeeley
Middleburgh Heights Branch of the
Cuyahoga County Public Library
Ms. Jessica Mohan
Mt. Pleasant Now Development Corp.
Mr. Shabreese Murphy
Dr. Tom Pretlow
Dr. and Mrs. Richard Robins
Ms. Sandy Rockwell
Mr. Edmund Round
Mr. and Mrs. Bob Salim
Mr. Ralph Sammon
Ms. Hattie Schenk
Mr. and Mrs. Craig Seabrook
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Towards Employment
Mr. and Mrs. Robert Vejdovec
Mr. Clemon Walker
Ms. Sharon Winbush
Ms. Kathy Zachary-Taylor

*We work hard to present
a correct list of our donors.
If there is an error,
please accept our sincere
apologies and contact us to
correct our records. Thank you.*



AN EMPHASIS ON DIGITAL LITERACY

Roughly 65% of all Seeds students enter the program *without even basic computer knowledge*. Two Digital Literacy Coordinators were hired and challenged with making computerized learning less intimidating.

It started slow, with laptops available in the classroom. As relationships with the DLCs formed, students became more comfortable and were less afraid to enter the underutilized computer labs. A weekly computer club began, covering the basics of using a mouse, opening and closing files, and an intro to email.

Digital components have been added to the curriculum and portals have been added to our website for use outside of Seeds. A monthly Student eNews was created to encourage internet use at home.

WWW.SEEDSOFLITERACY.ORG

p. 216.661.7950

SEEDS WEST
3104 W. 25th St., 3rd Floor
Cleveland, OH 44109

SEEDS EAST
13815 Kinsman Road
Cleveland, OH 44120

