



Annual Report

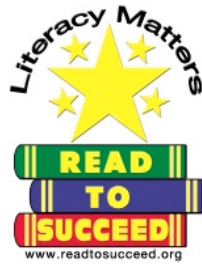
July 1, 2009 – June 30, 2010

for

Read To Succeed

A 501(c)3 Non-Profit Corporation

Submitted by: Read To Succeed, Inc.  
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## Read To Succeed

In 2003, *Read To Succeed* was started by the Jennings and Rebecca Jones Foundation. Organizations in Rutherford County with an interest in literacy formed a partnership with the following mission statement: *Read To Succeed*, the community literacy collaborative in Rutherford County, will promote reading, with an emphasis on family literacy. This non-profit initiative supports literacy programs and fosters awareness of the importance of reading.

Since that time *Read To Succeed* has flourished and heightened awareness about the importance of literacy throughout Rutherford County with the following premier program initiatives:

**Reading in the Schools Day:** Volunteers read in K-6 classrooms at every county, city, private school in Rutherford County on Thursday, September 24, 2009. Approximately 23,750 students were read to by 1,000 volunteers during this 7<sup>th</sup> annual event.

**Reading Rally:** a free family event celebrating the written word that is held from 10:00 a.m. to 1:00 p.m. on the Saturday, September 26<sup>th</sup> at three locations: Linebaugh Library/Civic Plaza in Murfreesboro, Smyrna Library/Old Stone School Park, and LaVergne Library/Centennial Park. Over 1,750 parents, grandparents, adults and children participated in the 7<sup>th</sup> annual, 2009 event.

**Express Yourself Conference:** a day-long workshop to stimulate teen artistic creativity and visual arts. Guest speakers are invited to speak on specific topics related to writing. A highly successful one-day conference was held March 11, 2010 in collaboration with the Rutherford County School System. 100 students participated and 16 volunteers assisted. Sigmund Brouwer was the keynote speaker for this 3<sup>rd</sup> annual event.

**Family Literacy Programming:** programs for preschool and elementary children and their parents to teach the importance of reading together and provide literacy support and resources. Parents and children participate together in reading and activity stations based on books by popular children's authors.

- **Imagination Stations** were held at Spring Valley/Rolling Acres. Total parent/child participants were 92.
- **Families That Read Succeed** programs were held:
  - Four week/one night per week sessions:
    - Bellwood with an average 30 parent/child participants per night

- Bradley with an average of 30 parent/child participants per night
- LaVergne Lake Elementary with an average of 22 parent/child participants per night
- Two week/one night per week sessions:
  - Mitchell Neilson Primary with an average of 60 participants per night
  - Hobgood Elementary with 284 parent/child participants for grades K-2 and 237 parent/child participants for grades 3-6
- **Family Reading Nights** were held:
  - LaVergne Lake Elementary with 485 parent/child participants
  - Mercury Court Preschool with 30 parent/child participants

**Read To Bee Spelling Championship:** the 5<sup>th</sup> annual championship spelling bee for 6<sup>th</sup> grade students in Rutherford County was held at Patterson Park Community Center on April 17, 2010. 24 spellers competed and Eli Ragland from McFadden School of Excellence was the winner. MidSouth provided winner and runner-up savings bonds and Read To Succeed provided prize money. The Learning Circle provided gifts for teachers of the winner and runner-up.

**One Book Community Read:** an event to challenge citizens Rutherford County to come together and read a book. This year's selection was **The Soloist** by Steve Lopez. Various events were held to highlight and promote the book, such as: book donation drive from Murfreesboro Orchestra, instrument donation (to be refurbished and distributed to needy children), meal at Old Fort Park for homeless and distribution of daily basic supplies. This was the event's 3<sup>rd</sup> year.

**UNPLUG! & Read:** 4<sup>th</sup> annual event to engage adults, parents and children in the joys of reading and to educate the community on the importance of reading was held during February 14 – 20, 2010. Everyone in the community is urged to unplug from televisions, computers, video games and read. Families, individuals, businesses and organizations rallied behind this special initiative with special programs and fully supported the educational and recreational benefits of reading. Special events and programs for the event were held at: Barnes & Noble, Boys & Girls Club, Northfield Elementary School, and The Discovery Center. Billboard spaces were donated by Lamar Advertising and located at: 517 E. Broad Street and 2602 E. Main St.

**6 Minutes for Literacy Survey:** Read To Succeed conducted a survey requesting feedback vital to our mission of promoting literacy in Rutherford County. RTS utilized the online survey company Survey Monkey. Thirty-five questions were on the survey with sections ranging from: Familiarity with Read To Succeed, Contacting Read To Succeed, Read To Succeed Community Impact, Personal Library Use, Knowledge and Opinions about Literacy in Rutherford County, Literacy Services, and Demographics. Over 450 people took the online survey. Results of the survey were compiled and reported to the Executive Board, and maybe accessed at [www.readtosucceed.org](http://www.readtosucceed.org).

**Reader Training** is an informative one day training covering topics such as: reading success, the art of reading aloud, how to get volunteers to read to your children (classroom), how to conduct your own training for volunteers and staff. A training was

held May 10, 2010 at Patterson Park Community Center with 27 participants from organizations serving children County-wide and 7 volunteers.

**Celebrity Spelling Bee:** The 3<sup>rd</sup> annual Celebrity Spelling Bee to benefit Read To Succeed was held November 24, 2009 at Patterson Park Community Center. The night included dinner by Romano's Macaroni Grill, smoothies by Mimi's Café, and cake by Publix. The dinner space and theatre were donated by Murfreesboro Parks and Recreation. The Bee included 15 spellers with MTSU's Vincent Windrow winning the honor of first place and Dr. George Lien as the runner up. The Bee raised \$32,000 for Read To Succeed.

**Other Fundraisers:** A *Fiesta Fundrasier* was held by members of the Bradley ESL class as a thank you to Read To Succeed and to help supplement cost of ESL materials. The Discovery Center of Murfree Springs donated space, Bradley ESL class members brought food to serve, and food donations from area Mexican restaurants were secured. 127 people attended with 8 volunteers. The fundraiser raised \$300 for ESL materials.

**Spirit of Literacy Week** was held April 23-30, 2010. Area businesses offered incentives to patrons to support Read To Succeed through their purchase, participation or book donation. Read To Succeed benefited from the publicity generated by this event.

**Supported local community events by collaborating and/or supplying volunteers and readers to:** Library card signups during city school pre-kindergarten registration, National Night Out, Dad and Me Fair, Dyslexia Forum, CADCOR Take Back Event, Bradley Teen Forum: Drug and Alcohol, Back to School Event, Barfield Halloween Bash and Not So Haunted Trail (partnered with Murfreesboro Parks & Recreation), Fall Kids Fest, Early Head Start Agency Fair, , MTSU Volunteer Fair, Rutherford County's Teacher Conference, TenderCare Baby Fair, Jr. League Women's Fair, and Greenhouse Ministries Community Event.

**Participation on local collaborations with:** Adventures in Learning (Ronni taught a class), Patterson Park Coalition, Community Initiatives, Stewartsboro and Smyrna High School Collaboration, Franklin Heights Revitalization Coalition , CADCOR, Tennessee Literacy Coalition, via monthly meetings and regular programming.

**Forums held by Read To Succeed in collaboration with local partners:** Creating Cultural Competency #1: Poverty; Creating Cultural Competency #2: Abused Children; Creating Cultural Competency #3: Health of Children in Poverty; Creating Cultural Competency #4: The Meaning of Mattering; Youth Development, Leadership and Voice: Rational Strategies; Teen Forum – Drug and Alcohol (held at Bradley Academy).

**Book Donation and/or gift basket locations:** Franklin Heights, Mercury Court, Oakland Court, Regal Inn (for homeless children), Department of Human Services, Early Head Start, Maney Street Head Start, Mid Cumberland Head Start, Habitat for Humanity (2 families), Rutherford County Schools Pre-K classes, Murfreesboro City Schools, BEP Auction, Middle Half Marathon.

**Promotional and Media:** Read To Succeed was featured or mentioned in numerous newspaper articles throughout the year. In addition, RTS was featured on WGNS talk radio and the WGNS website. Other promotional print items where RTS was featured include: Inside Sports: Rutherford County Prep Football Schedules where 9,000 were distributed county wide; Rural Health Digest: Literacy in Rural Tennessee; Born Learning Booklets distributed by Success By 6, and Graffiti Indoor Advertising with 50 ads placed in 28 locations (in-kind donation).

**Speaking Engagements:**

- Promoting One Book: Murfreesboro City Council, Rutherford County Commission, LaVergne City Council, Town Council of Smyrna, Rutherford County School Board, Murfreesboro City School Board, Smyrna Rotary, LaVergne Rotary, Murfreesboro Rotaries
- Leadership Rutherford
- Kiwanis Club
- Numerous appearances on WGNS talk radio

## **Executive Board**

**Bill Shacklett, President**

*Shacklett's Photography*

**Jimmy Hart, Vice President**

*The Daily News Journal*

**Dr. Linda Gilbert, Secretary**

*MTSU/ Murfreesboro City Schools*

**Rebecca Upton, Treasurer**

*Dempsey Vantrease & Follis*

**Wayne Blair**

*Raborn Insurance*

**Jeff Jordan**

*Rutherford County Commissioner*

**Mary Wade**

*State Farm/Murfreesboro City School Board*

**John Hood**

*MTSU*

**Joanne Coggin**

*Community Volunteer*

**Scott Walker**

*WGNS*

**Beverley Hamblin**

*MidSouth Bank*

**Ronni Shaw**

*Read To Succeed, Executive Director/Founder*

## **Read To Succeed Partners, Collaborators, and Donors**

Adams Family Foundation • AT & T • Barnes & Noble • Best Buy of Murfreesboro • Boys & Girls Club • Bushido School of Karate • Business Education Partnership • CADCOR • Chamber of Commerce • Chick Fil-A City Cable Channel 3 • City Tile • City of LaVergne • City of Murfreesboro • Colonial Pipeline • Community Servants • Copy Express Daily News Journal • Department of Human Services • Discovery Center • Dr. Elizabeth LaRoche & Mr. John Murray • Dr. Rick Sain Emerson Heating Products • First Books • FedEx Office • Gannett • Gil's Ace Hardware • Greenhouse Ministries • Hastings Books • Jim 'N' Nick's Bar-B-Q • Kroger • Lamar Advertising • Law Office of Amber St. John • La Vergne Library • Linebaugh Library • Mark Pirtle Real Estate • Middle Tennessee Medical Center • Middle Tennessee State University • MidSouth Bank • MidState Neurosurgery • MidState Surgery • Mimi's Cafe • MTMEC • Murfreesboro City Schools • Murfreesboro Parks and Recreation • Murfreesboro Fire Department • Murfreesboro Housing Authority • Murfreesboro Medical Clinic • Murfreesboro Police Department • Murfreesboro Parks & Recreation • Murfreesboro Post • Murfreesboro Radiology • Newk's Café • Olive Garden • Operation InAsMuch • Outback Steakhouse • Publix Charities • Raborn Insurance • Reeves-Sain Family Medical Services • Romano's Macaroni Grill • Rogers Group • Rutherford County Adult Education • Rutherford County Commission • Rutherford County Schools • Shacklett Photography • Sign Pro • Smyrna Public Library • Southeastern Tire • State Farm Insurance • Success By 6 • Target • The Destiny Center • United Way • Walmart • WGNS Radio • YMCA

**Read To Succeed**  
**2009-10 Budget**  
**July 1, 2009 – June 30, 2010**

<b>INCOME</b>	<b><u>Proposed</u></b>	<b><u>Actual</u></b>
Corporation	\$ 38,300	\$ 16,491
Foundation	19,750	34,750
Government	19,000	17,544
Interest Earned	0	92
Miscellaneous	0	113
Public	<u>18,170</u>	<u>51,234</u>
<b>Total Income</b>	<b>\$ 95,220</b>	<b>\$120,224</b>
<b>EXPENSES</b>		
Administrative Expenses		
Copies/Printing	150	12
Dues/Publications	0	539
Food	0	167
Insurance	500	452
Laces Database	800	685
Legal and Accounting	700	697
Office Equipment	0	427
Office Supplies	1,500	1,077
Postage	500	358
Telephone	600	602
Travel	<u>0</u>	<u>595</u>
Total Adm Expenses	4,750	5,611
Fundraising		
Celebrity Bee	5,000	3,535
No-Show	<u>1,000</u>	<u>0</u>
Total Fundraising	6,000	3,535
Programs & Events		
Adult Literacy	5,000	5,608
Community Read	0	306
Express Yourself Café	3,500	2,350
Families That Read, Succeed	10,000	5,122
Imagination Station	3,500	199
Oasis Center	0	400
One Book	0	23
Read to Bee	1,000	275
Reading in Schools Day	10,000	3,354
UNPLUG and Read	<u>1,000</u>	<u>986</u>
Total Events	34,000	18,623
Promotional		
Advertising	0	429
Promotional Materials	1,000	1,374

	Website Management	<u>250</u>	<u>266</u>
	Total Promotional	1,250	2,069
Staff Salaries			
	Executive Director	30,000	24,434
	Tech & Administrative Support	13,520	11,824
	Payroll Taxes	<u>3,000</u>	<u>10,810</u>
	Total Salaries	\$46,520	47,068
Volunteers			
	Appreciation Luncheon	0	959
	Board/Council Relations	0	152
	Recognition/Promotions	200	1,021
	Vista Employee	<u>2,500</u>	<u>2,500</u>
	Total Volunteers	2,700	4,632
	<b>Total Expenses</b>	<b>\$ 95,220</b>	<b>\$ 81,538</b>

## **Employee Fact Sheet**

### **Ronni Shaw**

*Executive Director*

Bachelor of Arts

Washington University

Master of Social Work

Boston University

### **Shelly Stanley**

*Adult Literacy Program Manager & Volunteer Coordinator*  
(AmeriCorp Vista)

Bachelor of Social Work

Middle Tennessee State University

### **Tammy Walker**

*Administrative/Technical Assistant*

Bachelor of Business Administration

Middle Tennessee State University

### **Conferences, Trainings and Workshops Attended:**

ProLiteracy Conference

AmeriCorp Training

Tennessee Literacy Coalition Training

Website Forum

CNM Workshop

30 staff development hours

## Yearly Data

### **Meetings:**

The *Read To Succeed* full council met 11 times with an average attendance of 16 per meeting. The Adult Literacy Program council held 11 meetings with an average attendance of 9 per meeting. The Executive Board met 12 times with 71% of attendance.

### **Adult Literacy Program Report:**

The Adult Literacy Program will address the basic literacy needs of adults in Rutherford County who want to develop their skills for personal and/or career development. It provides one-on-one tutoring for adults (18 and over) to meet individual goals and needs. Volunteers undergo 12 hour training with additional in-service training. Materials are provided to the tutoring pair through *Read To Succeed*.

6 Tutor Trainings held with a total of 58 volunteers trained  
2 Tutor / Learner Celebrations held  
1 Tutor In-service held  
41 learner intakes  
49 average tutor pairs  
3 ESL classes held  
1 ESL training held  
1,506 Instructional hours

### **Volunteers** (does NOT include over 1000 for Reading in the schools Day):

330 volunteers  
1,700 volunteer hours

### **Contacts Made:**

60,620 total contacts  
33,287 promotional event participation  
26,905 literacy program participation  
43 community outreach  
2,391 books distributed