



Literacy Council of Benton County 2011 State of the Council



**Bob Schroeder, PRESIDENT
BOARD OF DIRECTORS**

JUNE 23, 2011

Literacy Changes Lives!

What is the Mission & Vision of LCBC?



- **Mission**

- To increase Adult English literacy by developing volunteer tutors to teach students because Literacy Changes Lives!

- **Vision**

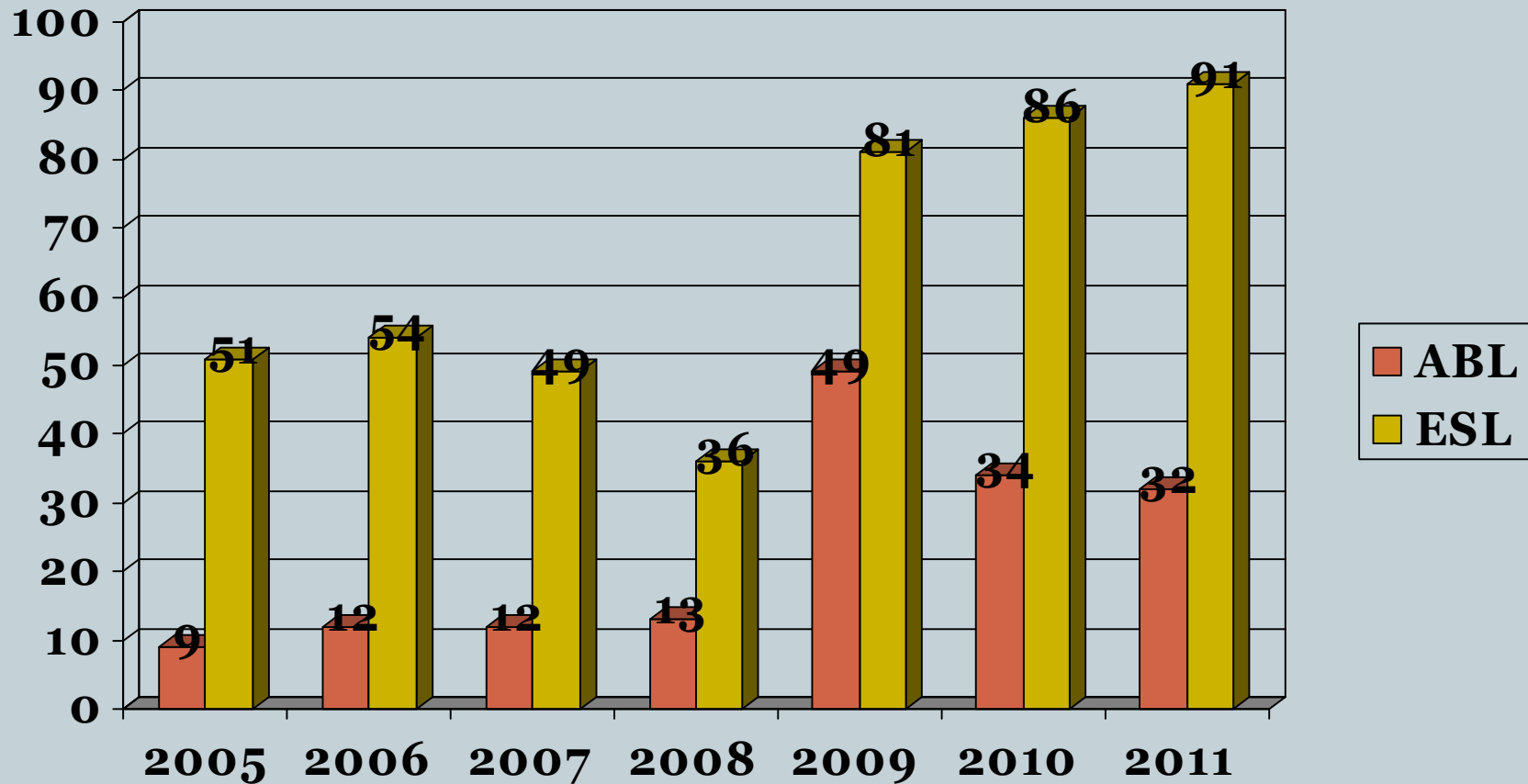
- To dramatically increase adult English literacy in Benton County.

What are the Core Values of LCBC?

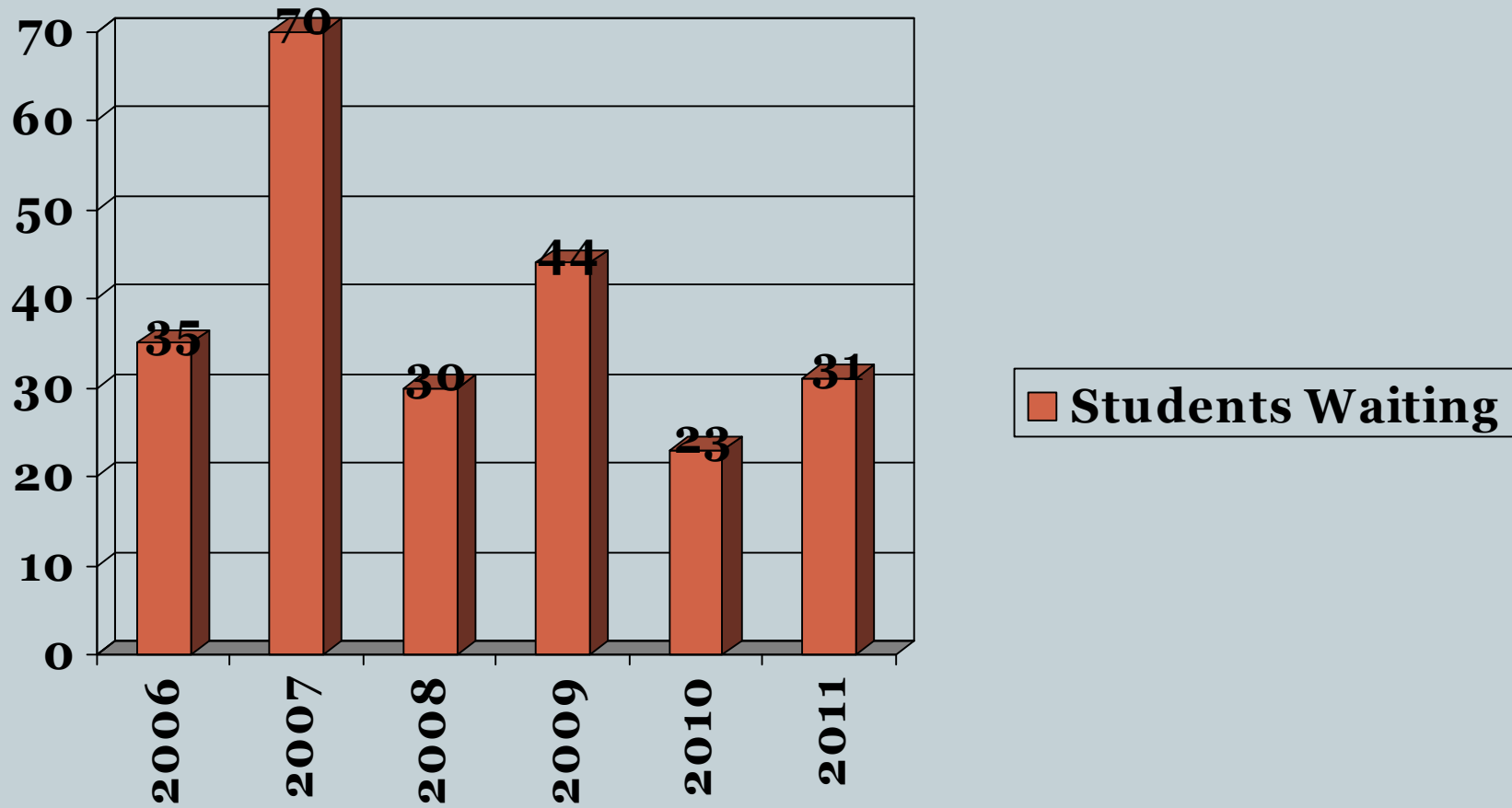


- Literacy
- Trust & Respect
- Commitment
- Confidentiality
- Human Potential

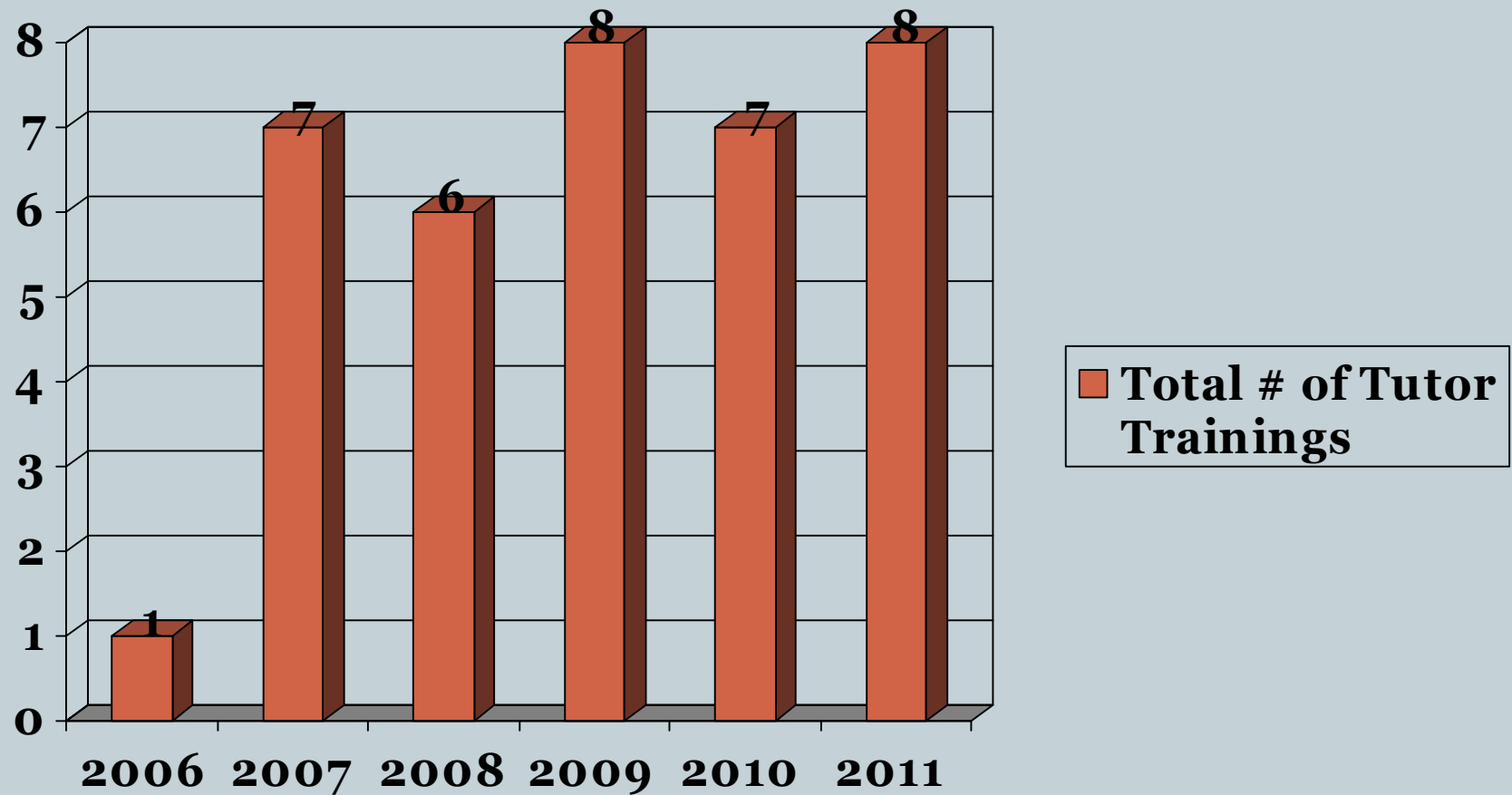
Number of Students



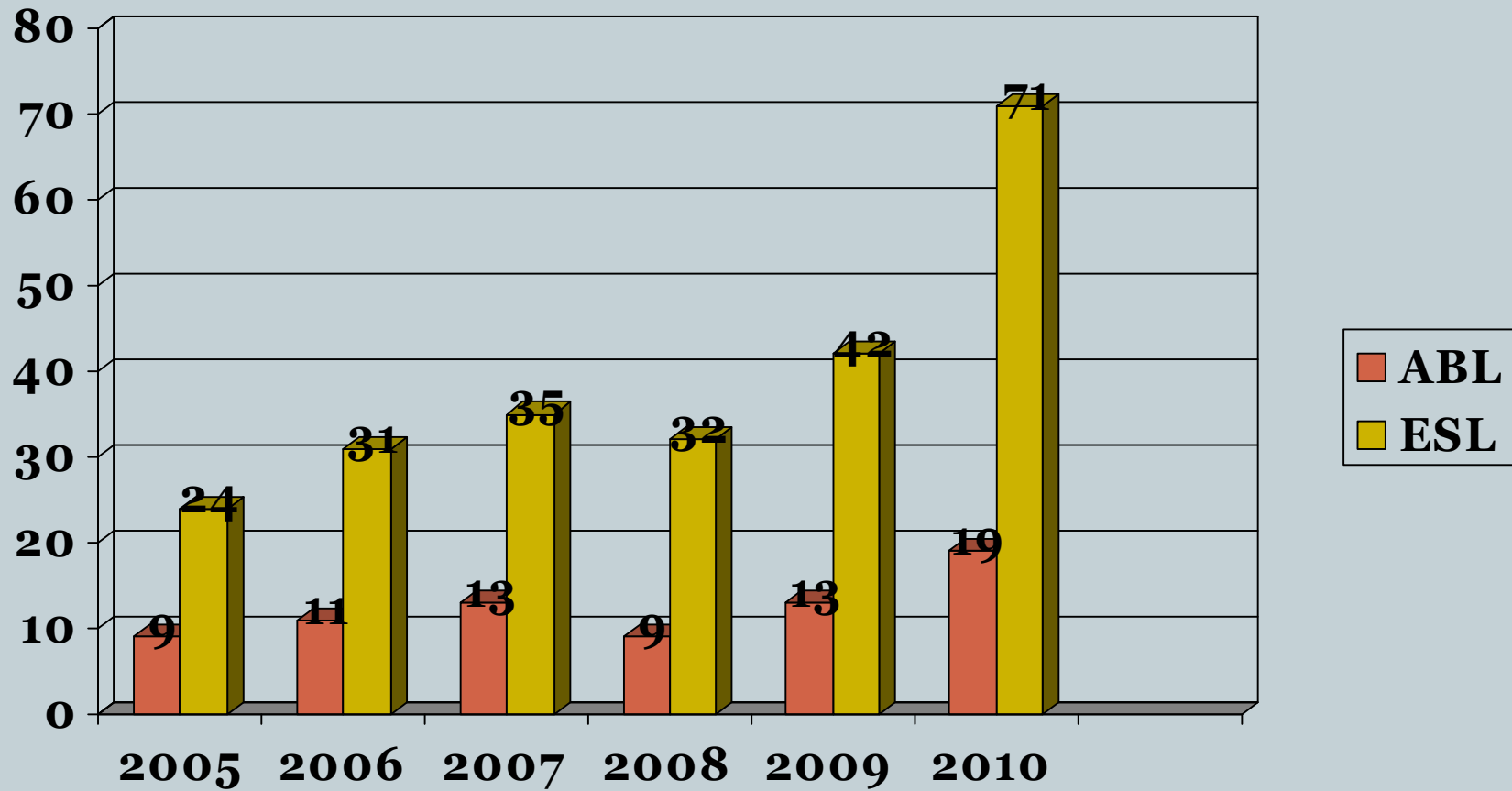
Students Waiting



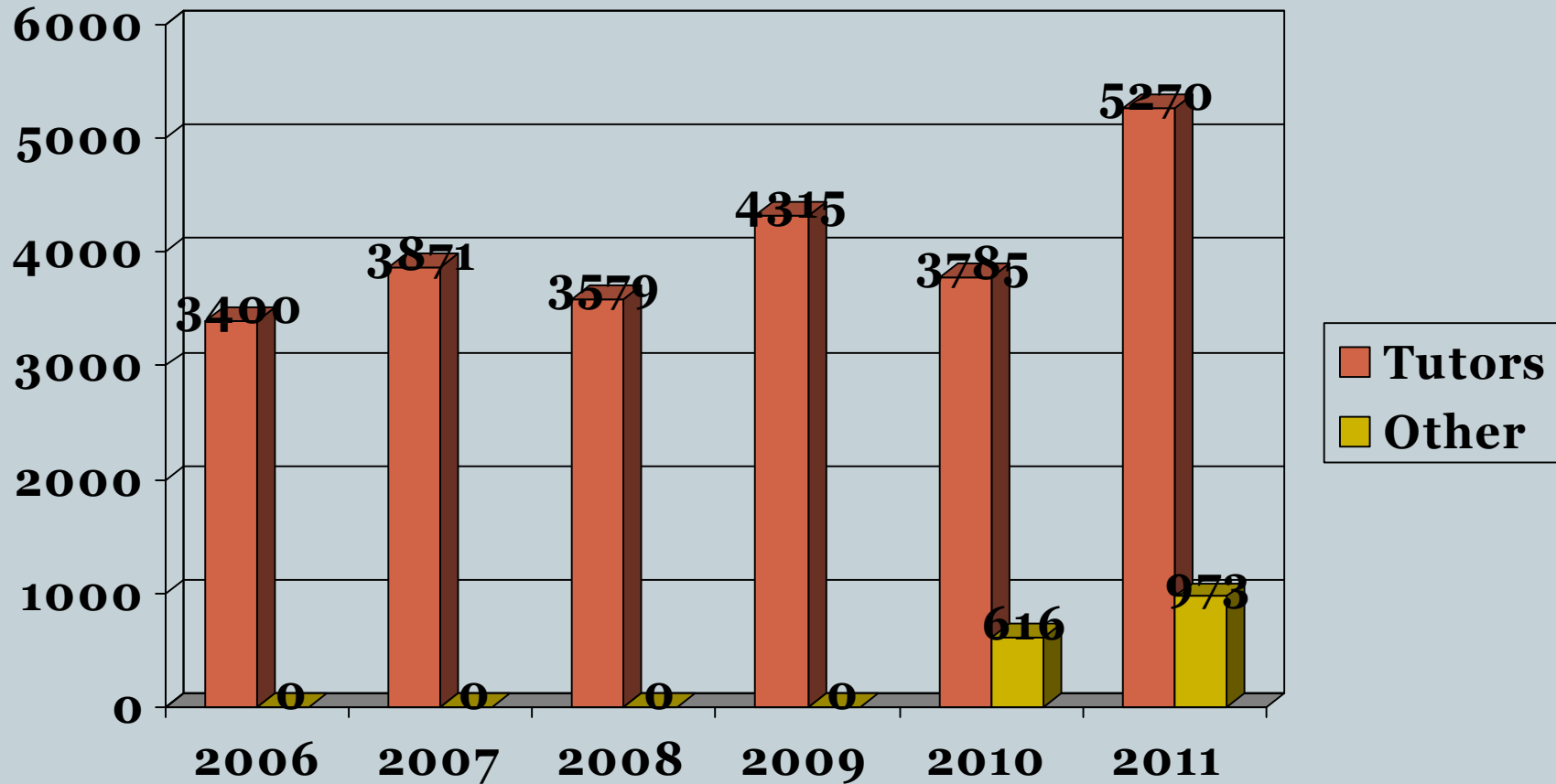
Tutor Training Sessions



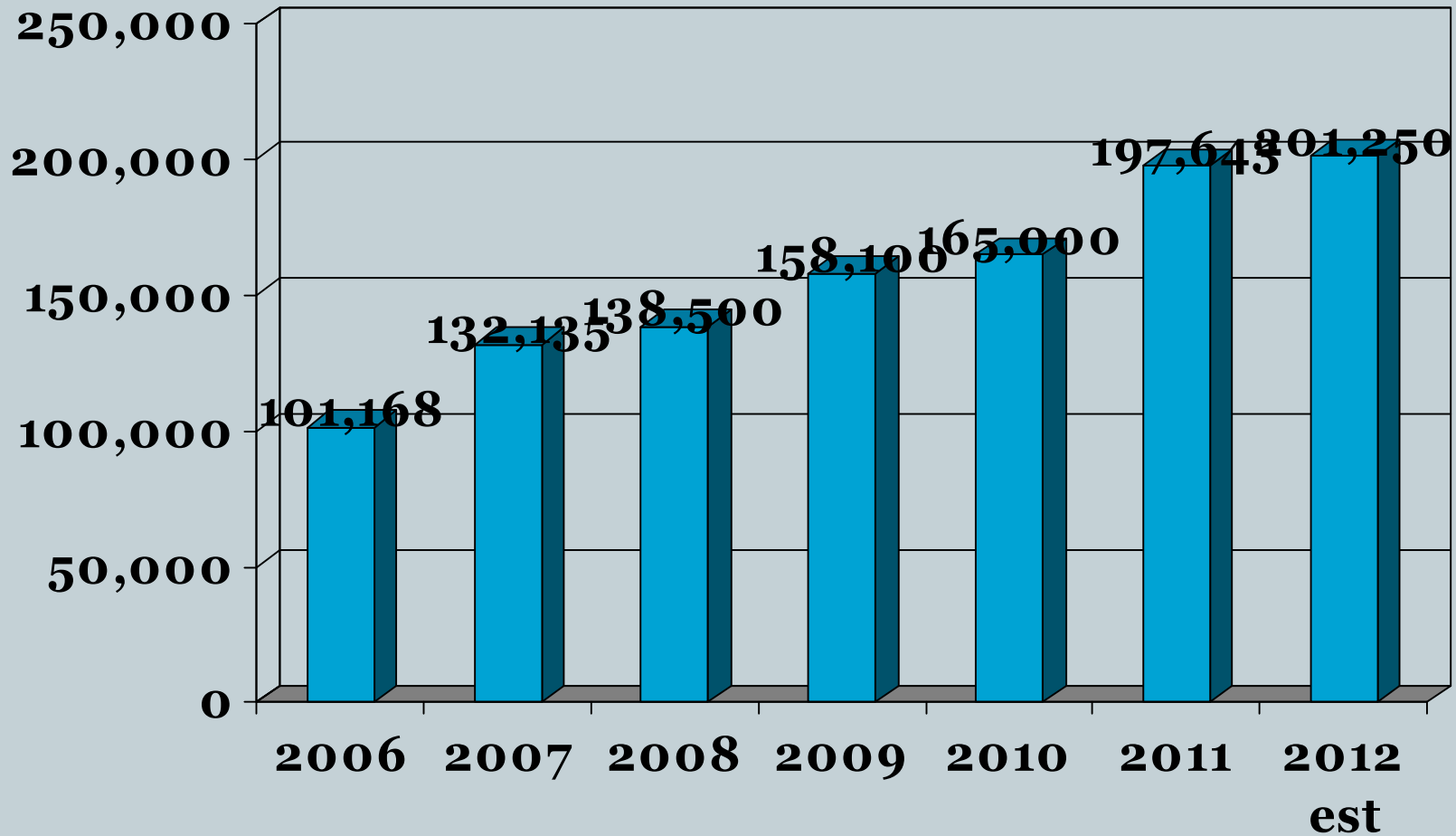
Active Tutors



Volunteer Hours



LCBC Operating Budget Growth



LCBC Efficiency Rating



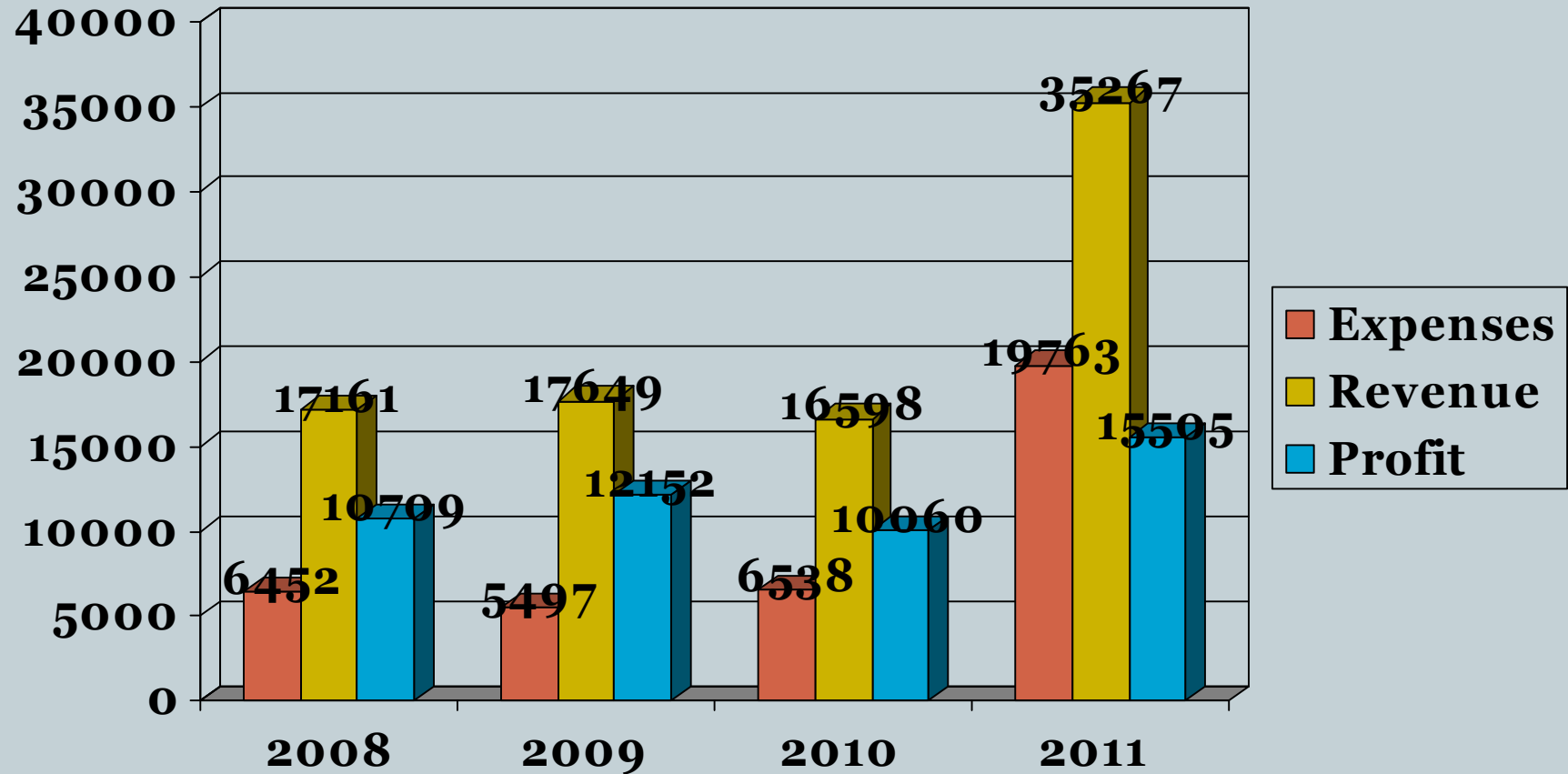
- Basic fundamental standard of the state is that **every student** is learning to read and write!
- State requires 80% efficiency rating or higher on core indicators to continue funding support.
- LCBC has 104.98% efficiency rating!
 - This means that all active students enrolled are accomplishing or exceeding the necessary goals and achievements set forth in the program!
- If there is a bottom line in a NPO it is effectiveness in public service performance

LCBC Campuses



- Our location continues to exceed expectations
- Our new location at the Rogers Center for Non-Profits has expanded our coverage area and given us greater visibility in the Rogers area, an area of great need for our services and potential tutors. This year we doubled our space at CFN.

Scrabble Wars!



Funding Support



- **Foundations**
 - Budgeted \$100,750; Acquired \$71,298 – shortfall: (\$29,452)

Board Participation

Board of Director Participation FYE 2011

Description	Present	Absent	% Attending
July	7	3	70%
August	8	2	80%
September (added 2 members)	9	3	75%
October	7	5	58%
November (No Meeting)	0	0	0
December	10	2	83%
January	7	5	58%
February	6	6	50%
March	10	2	83%
April (also Annual Retreat)	12	0	100%
May (No Meeting)	0	0	0
June (est.)	9	3	N/A
Average Total Attendance			73%

Board Diversity



- The greatest strength of a Board is the diversity of its members!
 - Financial Management
 - HR
 - Risk Management
 - Legal Expertise
 - Information Systems
 - Organizational Development
 - Educational Development

Board Goals



- **Standing Goals**

1. Maintain friendly attitude in meetings – Yes!
2. Annual Budget proposal ready for May meeting – Yes!
3. One Major fundraiser annually to meet/exceed funding goal – Yes!
4. Maintain liaisons w/Bentonville, Rogers, BV & Gravette libraries – Yes!
5. A quorum of members at 90% of meetings – Yes!
6. Planning retreat each Spring – Yes!
7. 100% participation in financial support of LCBC – Yes!
8. Maintain operational status for standing committees – Yes!

Board Goals



- **2010 Goals**

1. Increase active tutors by 50% – No!
2. Recruit 3 volunteers in Pea Ridge – No!
3. Cultivate and receive major gift of \$25,000 or more – Yes!
4. Create exit interview of students w/annual follow up – No!
5. Hold 6 small promo/funding events – No!
6. Place 12 press releases in local print media – No!
7. Continue updating of LCBC web site – Yes! BIG THANKS to Harris!

April 2011 Annual Board Retreat



Student Goals & Achievement Highlights



- **Goals**

- One student obtained U.S. citizenship.
- One student completed his GED!
- Three students spoke to tutors at tutor training!

- **Achievements**

- One student got a promotion at Walmart
- One student is currently going through EMT training
- Two students bought their first houses ever!
- Five students left LCBC and went on to higher education!

- **LITERACY CHANGES LIVES!**

Volunteers



- **Advisory Council continues to grow and retain its enthusiasm and high degree of participation!**
 - Scrabble Wars/5K Run for Literacy(Justin)

Activities & Events



- Scrabble Wars!
- 5K Run for Literacy
- Joint effort w/Dogwood for Community Literacy Program in Gravette
- Initial LCBC/Bentonville Public Library community lecture series
- Began utilizing Social Media - Facebook, Twitter, LinkedIn

Moving Forward!

Taking LCBC to the next level



Board Goals



- **Standing Goals**

1. Maintain friendly attitude in meetings
2. Annual Budget proposal ready for May meeting
3. One Major fundraiser annually to meet/exceed funding goal
4. Maintain liaisons w/Bentonville, Rogers, BV & Gravette libraries
5. A quorum of members at 90% of meetings
6. Planning retreat each Spring
7. 100% participation in financial support of LCBC
8. Maintain operational status for standing committees

Board Goals



- **2012 Goals**

1. Increase active tutors by 50% of those active as of July 1, 2011
2. Recruit 10 new tutors from Rogers
3. Recruit 10 new tutors from Gravette/Gentry (in conjunction w/ Dogwood Literacy Council)
4. Cultivate and receive another major gift of \$25,000 or more
5. Hold 6 small promo/funding events
6. Place 12 press releases in local print media
7. Continue updating of LCBC web site
8. Finish Master Strategic Plan (Maxie, Vicki, Bob)

Major Challenges



- Fund Raising
- Tutor Recruitment
- Raising LCBC's visibility in the community

Major Challenges



FUND RAISING!

This is the bottom line, with the additional challenge that competition for the philanthropic dollar has never been more intense

David Rockefeller - quoting his grandfather John D. Rockefeller



“Never think you need to apologize for asking someone to give to a worthy cause.”

Six Principles of Philanthropic Giving



- People give money because they want to
- People don't give unless they're asked
 - Corollary: People do not make large donations unless they are asked to consider large donations
- People give money to PEOPLE
- People give money to opportunities, not to needs
- People give to success, not to distress
- People give money to make a change for the good

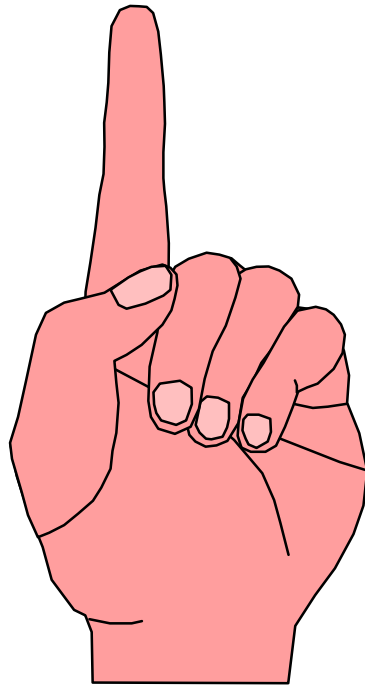


Literacy Council of Benton County 2011 State of the Council

“In large measure the NPO’s have been asked to take on some of the toughest challenges we face in sustaining both our global society and our individual communities. To be effective in their tasks they must rely on strong, dedicated, and courageous boards of directors. These boards must be informed and fearless in seeking financial help to carry out their work.”

Literacy Changes Lives!

LCBC is poised to become one of the
premier non-profit organizations in
Benton County



This is what it's all about!

