

Literacy Council of Benton County 2013 State of the Council



**Bob Schroeder, PRESIDENT
BOARD OF DIRECTORS**

July 18, 2013

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**

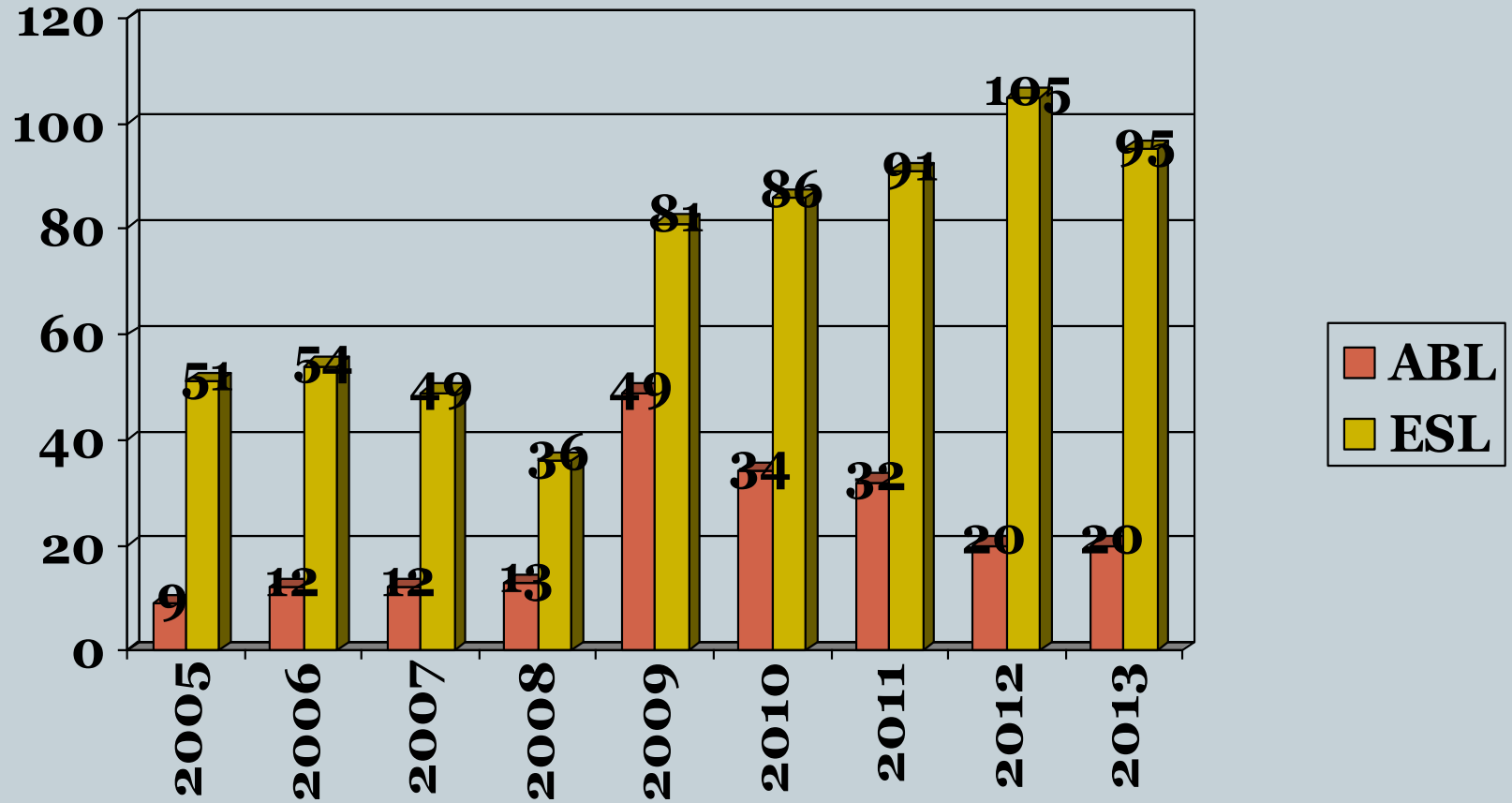
- To **dramatically** increase adult English literacy in Benton County.

What are the Core Values of LCBC?

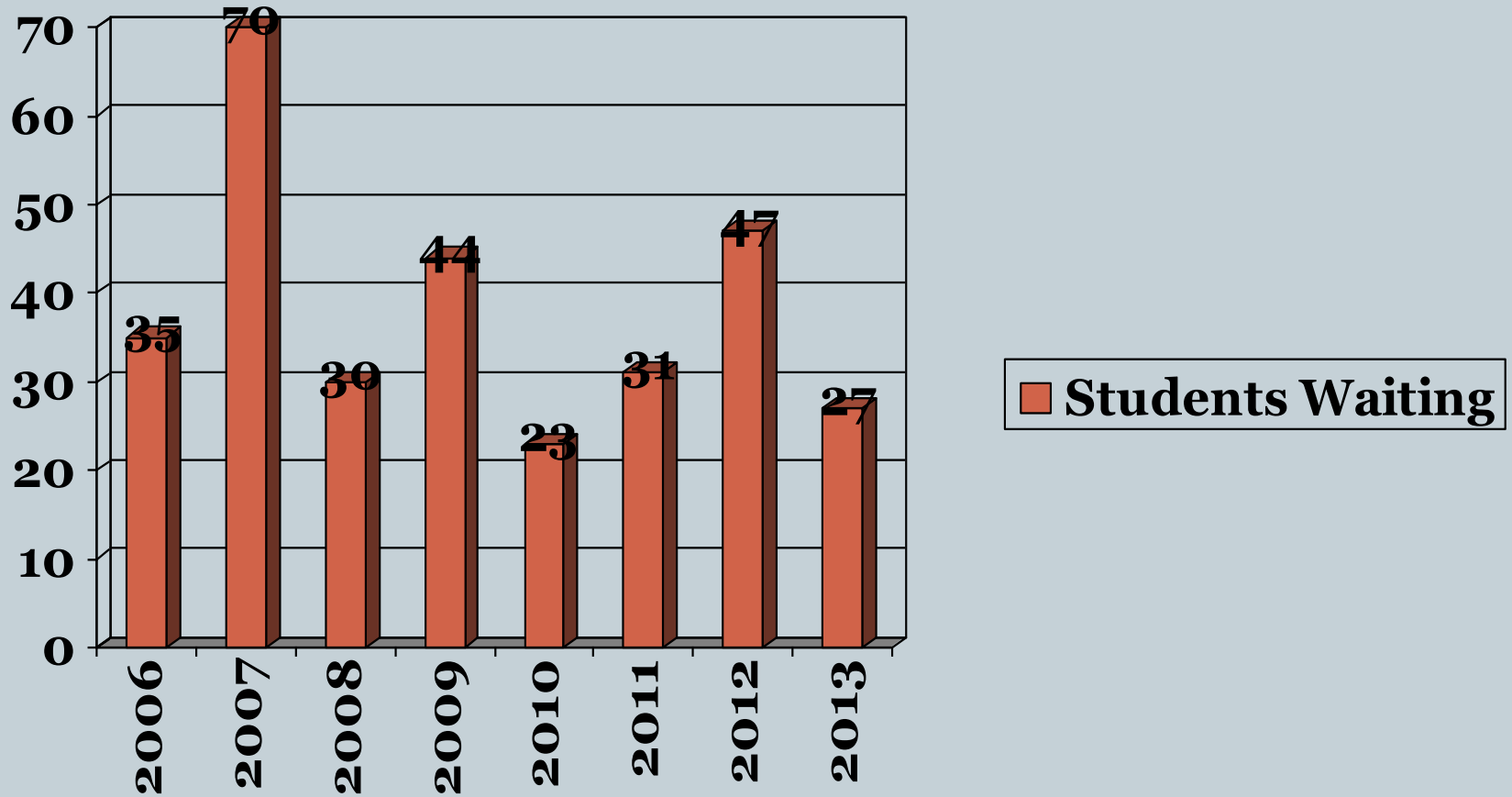


- Literacy
- Trust & Respect
- Commitment
- Confidentiality
- Human Potential

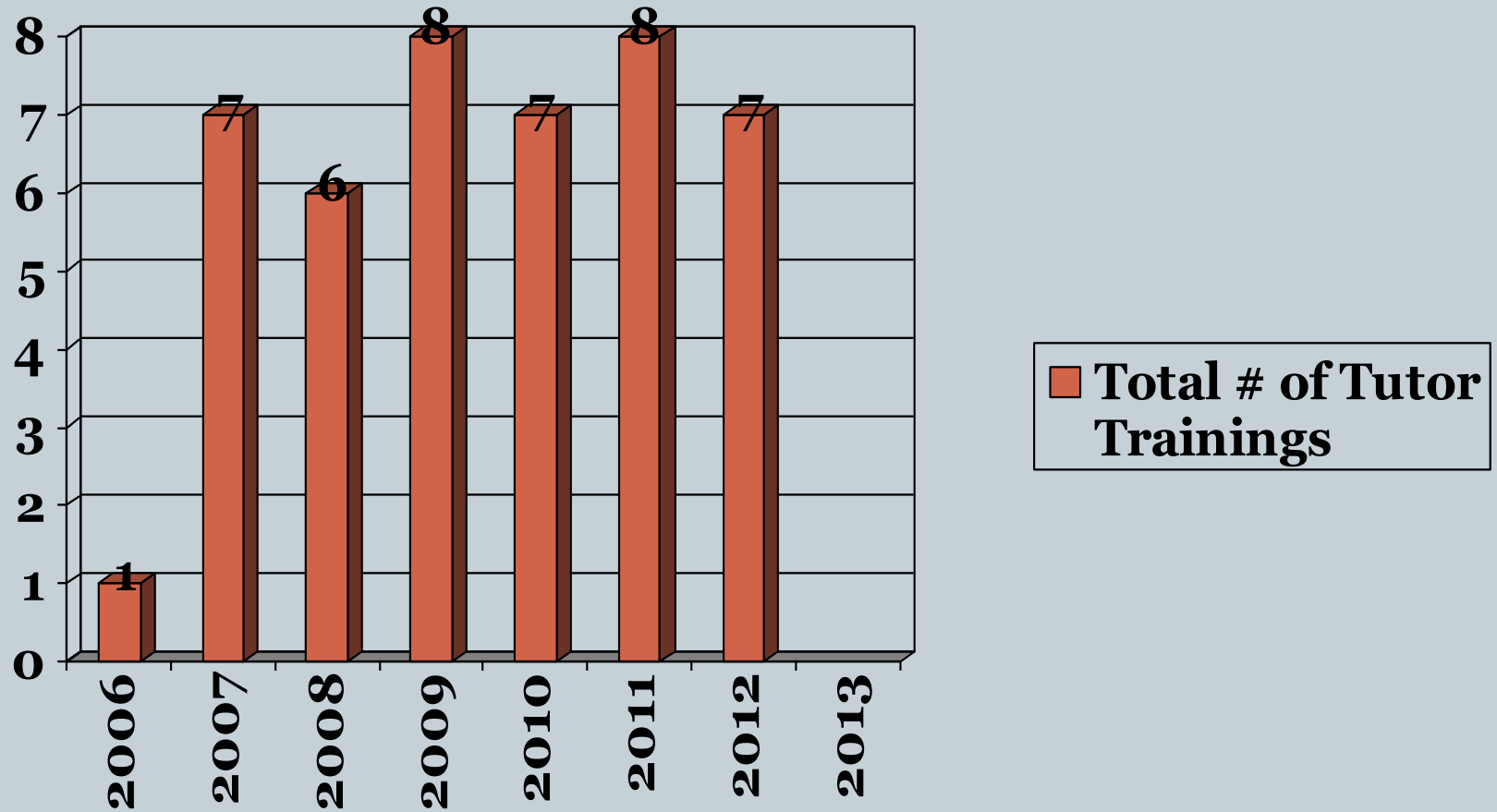
Number of Students



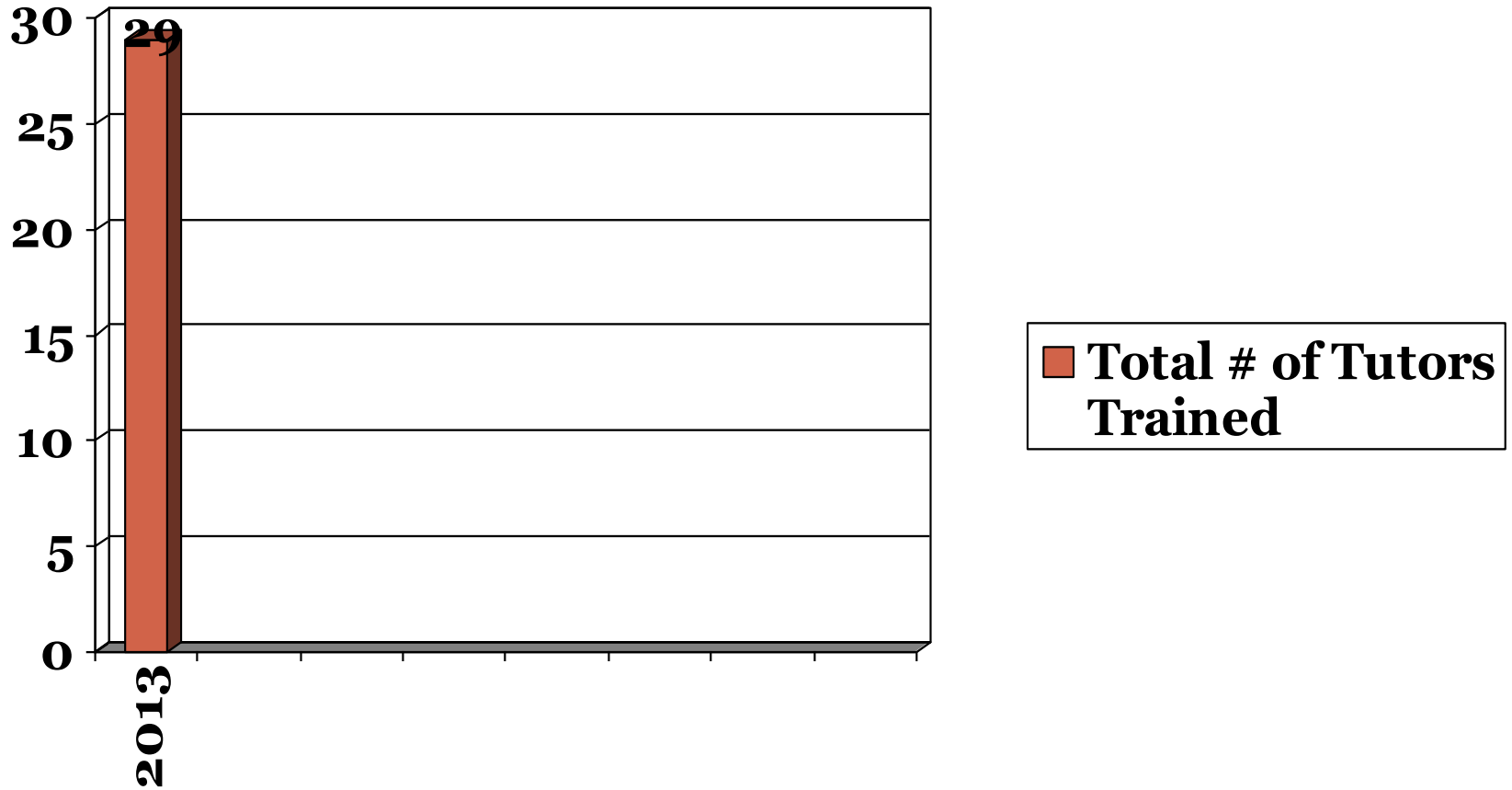
Students Waiting



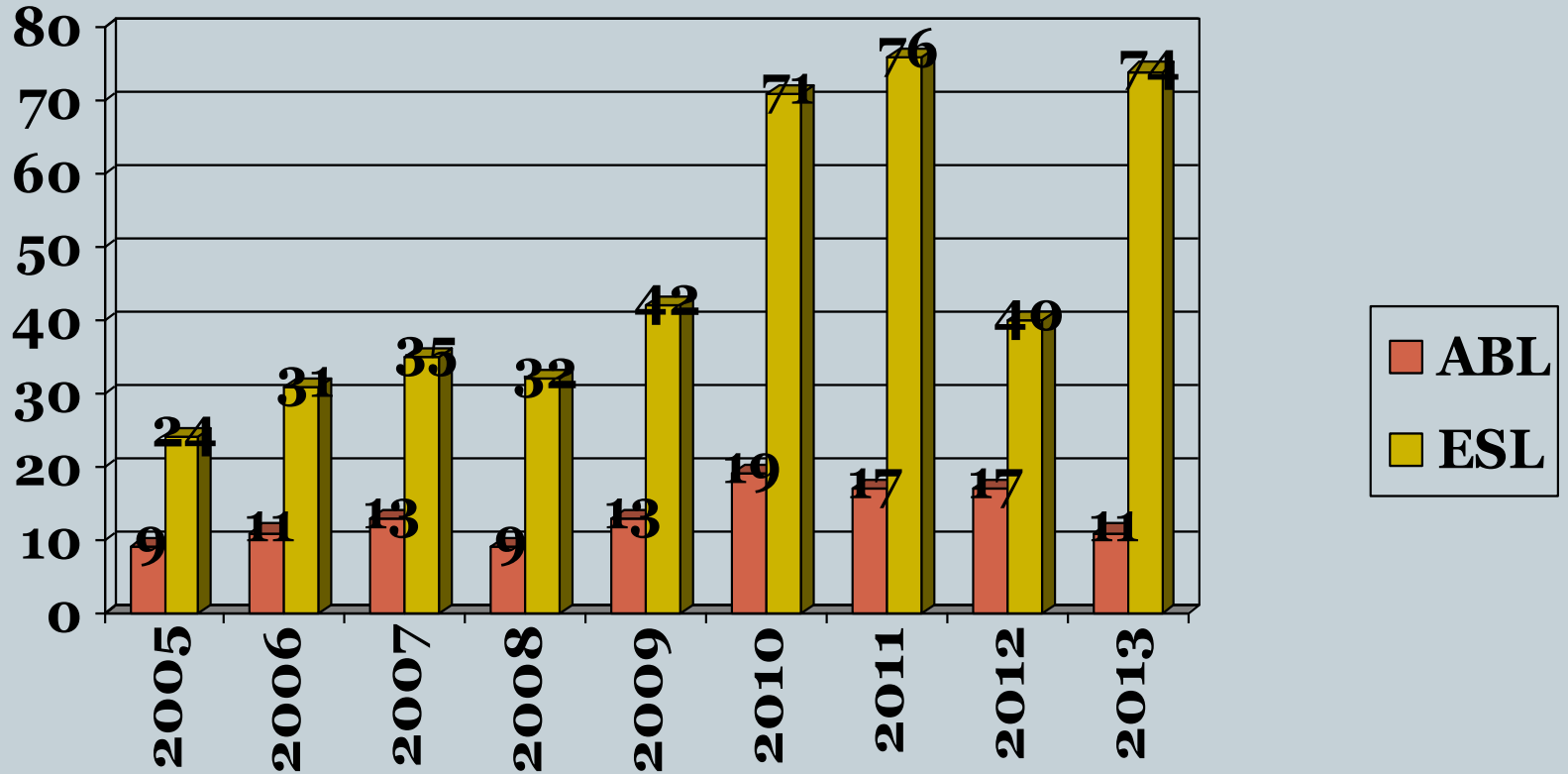
Tutor Training Sessions



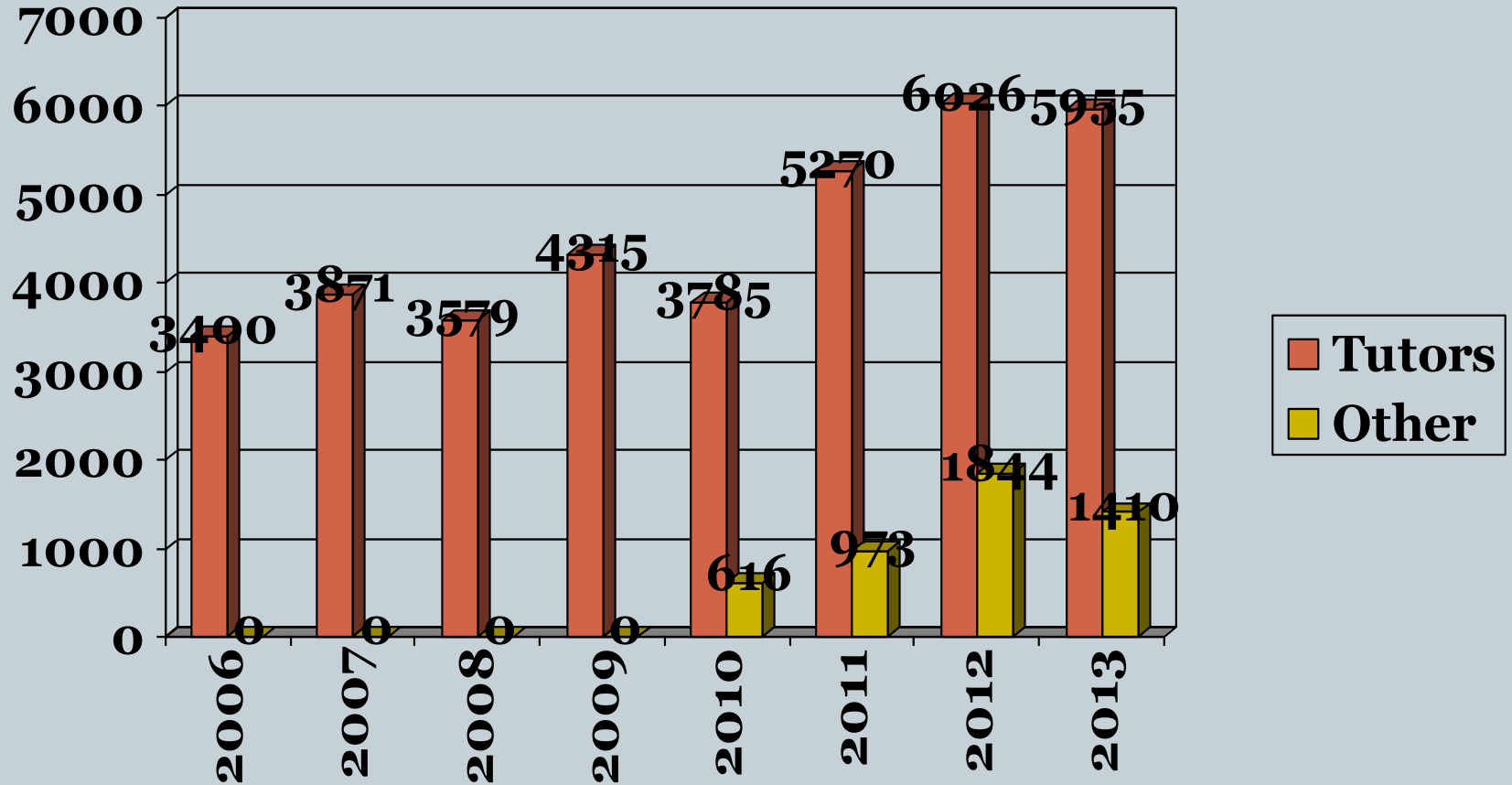
Tutors Trained



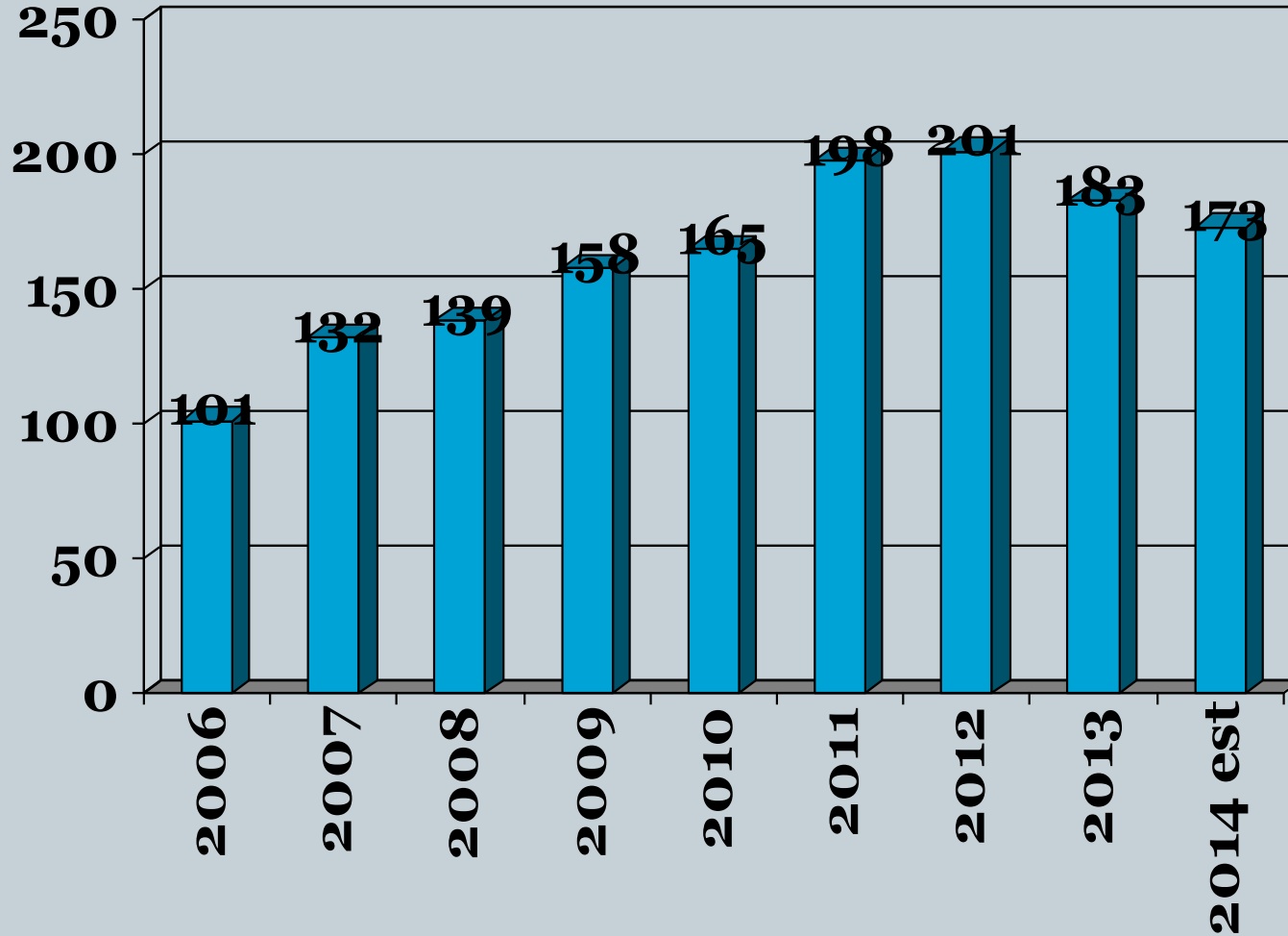
Tutors



Volunteer Hours



LCBC Operating Budget (in ,000s)



Funding Support



- **Foundations**

- **Budgeted \$85,000; Acquired \$79,720 – under: (\$5,280)**

- **Other:**

WM Vat Budgeted \$250; Acquired \$1500

Annual Fund Budgeted \$5,000 Acquired \$7,467

**All Special Events Budgeted \$26,700 Acquired \$34,266 Over
\$7,566**

**Total Funding Budgeted \$182,950 Acquired \$191,993 Over
\$9043**

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 97% 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 continues to rank among the highest councils in Arkansas

A testament to the hard work of our staff, volunteers and Board!

LCBC Campus



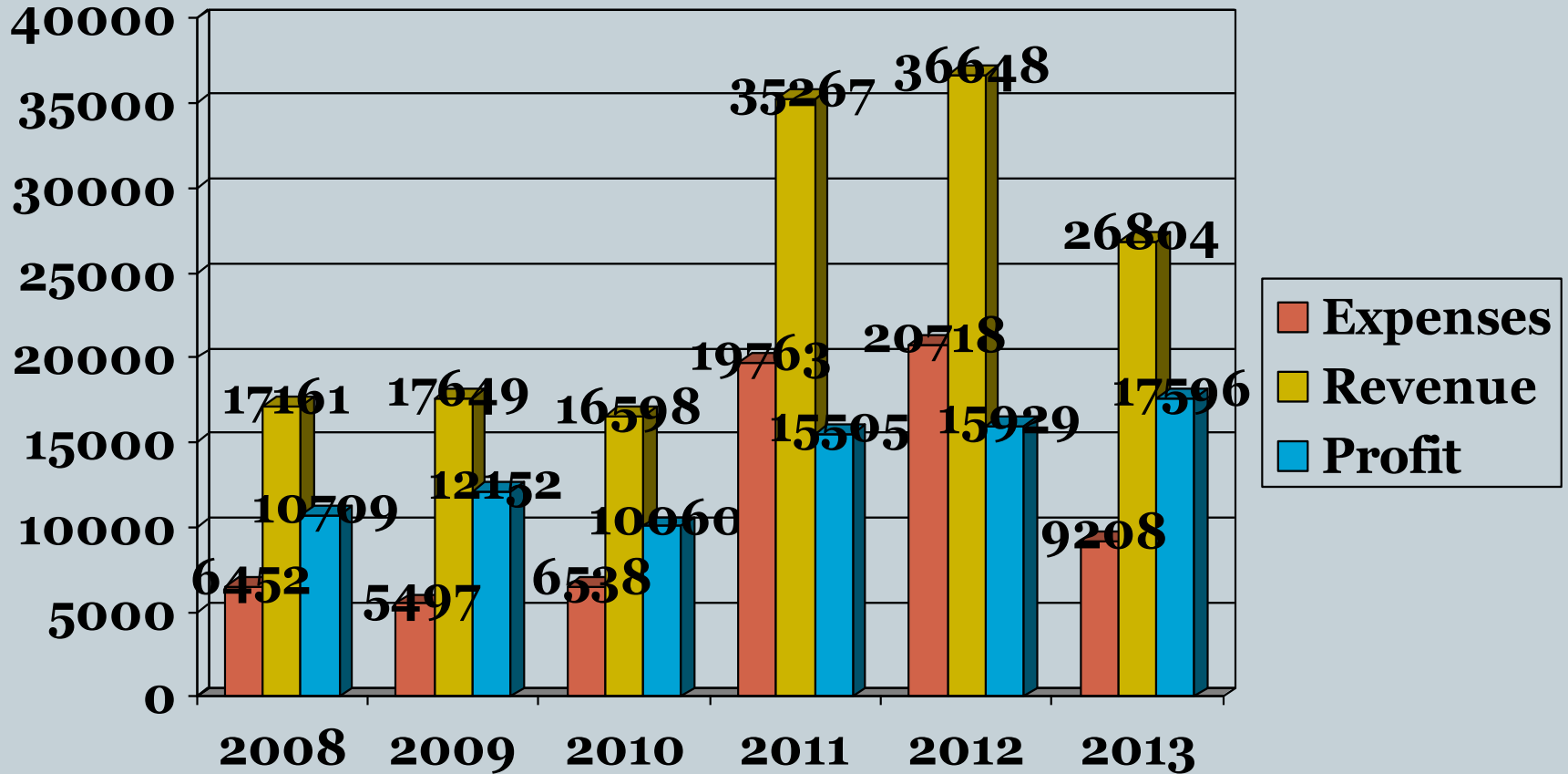
Our location continues to exceed expectations with its location central to Downtown Bentonville.

This feature of LCBC must be leveraged to a greater extent. This should be one of our strengths.

Martha has been instrumental in fostering a partnership/friendship with the Wal-Mart Visitors Center.

Farmer's Markets and First Fridays are excellent opportunities to showcase LCBC.

Scrabble Wars!



Board Participation

Board of Director Participation FYE 2012

Description	Present	Absent	% Attending
July	5	6	36%
August	3	8	27%
September	8	3	73%
October	6	5	55%
November (No Meeting)	0	0	0
December	10	1	91%
January	0	0	0%
February	7	5	58%
March	0	0	0%
April	11	1	92%
May	0	4	75%
June (est.)	5	5	50%
Average Total Attendance			60%

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
 - Research
 - Security

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 – No!
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



2013 Goals

Increase active tutors by 50% of those active as of July 1, 2012

No

Recruit 10 new tutors from Rogers - Yes

Recruit 10 new tutors from Gravette/Decatur (in conjunction w/
Dogwood Literacy Council) -

Cultivate and receive another major gift of \$25,000 or more - Yes

Hold 6 small promo/funding/fairs events - Yes

Place 12 press releases in local print media - No

Continue updating of LCBC web site - Yes

Finish Master Strategic Plan (Ongoing)

Volunteers



- Advisory Council continues to grow and retain its enthusiasm and high degree of participation!
 - Recently added some new members

The Board



**This year we welcomed new Board
member Martha!**



Activities & Events



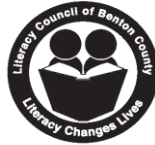
- Scrabble Wars!
- On The Border nights, NPO fairs, rummage sale
- Constant updating of Social Media - Facebook, Twitter, LinkedIn- went from approx 85 to 200 “likes” on Facebook
- GoodSearch/GoodShop donations will top \$500

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8. Maintain operational status for standing committees
9. Finish Executive Director's eval by yearly meeting



Literacy Council of Benton County 2013 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!

Moving Forward!

Taking LCBC to the next level



Major Challenges



- Fund Raising
- Demonstrating mission effectiveness
- Tutor Recruitment
- Raising LCBC's visibility in the community
- Growing the Board, both in size and diversity

Major Challenges



FUND RAISING!

This is the bottom line, with the additional challenge that competition for the philanthropic dollar has never been more intense. Funders and donors are being forced to choose where and how to cut - they will demand more evidence of effectiveness.

Questions

Questions we can ask to make LCBC better

What can we do to help our “graduates?”

What are the long-term results of our “graduates” or
“drop-outs?”

How can we, or can we, address the issue of
“transient” students?

Are we serving our students as best we can?

David Rockefeller - quoting his grandfather John D. Rockefeller



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

Six Keys 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

Things you can do in lieu of “asking”



- Advocate for government money.
- Provide intelligence on prospects.
- Set up a meeting with a prospective customer.
- E-mail, call or visit a donor just to say thanks.
- Explain to a prospect why you serve.
- Host a small gathering at your home.
- Recruit an in-kind service.
- Negotiate a lower price from a vendor.

Student Goals & Achievement Highlights

This is why we do what we do!

- **Goals and Achievements**
 - Four student obtained U.S. citizenship (plus two children.)
 - Two obtained driver's licenses
 - Two students became employed!
 - Four students increased their income.
 - One student registered to vote.
 - Two students received their GED and two graduated to Adult Education!
- **LITERACY CHANGES LIVES!**