Message from the CEO

It’s December! What a year!

But we would not allow a few words, a sentence or two, a pandemic, an election, social unrest, or raging fires define our year, or take away from us a single day of our lives.

Too many people have done so much in the interest of those who strive for a better life. Too many people who were left behind, and who asked for help, were not deterred by the additional challenges that life placed before them this year. Local donors, teachers, tutors, program partners, and students have worked hard on their aims and towards accomplishments that should not be overshadowed by new obstacles.

Our team, the greater literacy network, you, and people you do not know, should be defined only by the number of times they fell and stood up again.

We dedicate 2020 to you, to everyone who continued to look ahead and move forward, with love, by determination, and out of compassion. We dedicate this year to progress and to dreams that came true. We are grateful for every bit of support that came to us and for the opportunity to enhance quality of life through literacy.

Jose L. Cruz

Message from the Board Chair

2020 has been quite a year. The Covid-19 pandemic alone has challenged people and businesses in ways we could not have seen when we all made plans for the year. Yet as we approach the end of the year, I look back in gratitude at what has gone well this year. The San Diego Council on Literacy had the largest book giveaway yet with $1M worth of books being given away in the summer. Our affiliated programs continued to provide services across the county while also adapting to the times. And with the support of the board and our community of friends and donors, the Council on Literacy and affiliated programs have been able to continue to work towards the vision of literacy for all. I am grateful for all who have been a part of the SDCOL mission and wish you all a safe and healthy holiday season.

With warmth and gratitude,
Idara Ogunsaju

The 2021 Calendar

March 2
Read Across America Day/Dr. Seuss's Birthday

April 30/May 1
SDCOL 35th Anniversary

June 12
SDPL, READ/San Diego Tutor Conference (tentative)

September 8
International Literacy Day

September 16
The Bee...an adult spelling competition (tentative)

November 1
National Family Literacy Day

December 7
SDCOL Open House & Holiday Chili

December 9
Literacy Champions Reception (tentative)

December 24 to January 2
Office Closed
2020 SDCOL Achievements & Highlights

- **Convening of the 30 Affiliated Programs.** These programs served 180,000+ residents this year. In 2020, the program representatives convened for planning purposes, helping to guide future SDCOL efforts. All 30 programs were represented.

- **Grants, equipment, supplies, books provided to local literacy programs**

- **120,000+ news books distributed to local children.** Thank you to The Molina Foundation, The Wise Family Foundation, and The David C. Copley Foundation for their generous book grants.

- **The launching of Imagination Library:** Books mailed to the homes of children, ages 0-5. Thank you to Dolly Parton and to those who donated to this fund.

- **Heightened literacy awareness** with special assistance from *The San Diego Union-Tribune* (Read Across America Day, Festival of Books, Making a Difference nonprofit guide), KGTV (Project Literacy 10News Special), and The SDCOL Marketing Committee (*The Great San Diego Book Giveaway*).

- **The San Diego Union-Tribune “Festival of Books”**. Despite social distancing, this event was successful and brought our community together around literature and literacy. The San Diego Council on Literacy was the nonprofit beneficiary of funds raised from this festival: $5,000.

- **Information and Referral services:** Guiding learners to literacy programs and guiding volunteers to where their help is needed

- **SDCOL broadcasts of The Literacy for All Radio Show**, on wsRadio: 96 show segments featured local and national literacy professionals and advocates. Thank you to Wade Taylor!

**Coming Soon!**

- The 35th Anniversary of the San Diego Council on Literacy
- New literacy data, accessible at [www.literacysandiego.org](http://www.literacysandiego.org)
- We’re moving to a new office location!
- **VALUE San Diego:** Providing support towards literacy-friendly health & human service agencies
- **Cities That Read:** Informational packaging to support literacy campaigns for 18 cities in San Diego County
- More books for children
THE GREAT SAN DIEGO BOOK GIVEAWAY!

Please enjoy these photos from what was the achievement of the year: 106,000 new books for children, donated to the San Diego Council on Literacy from The Molina Foundation. These books went to all areas of the San Diego region, as far away as Borrego Springs, through Camp Pendleton for military families, through SDCOL affiliated programs and through the networks of the San Diego Unified School District and Chula Vista Elementary School District. The value of these books: $1 million.

To read more about the Great San Diego Book Giveaway, please visit our website.
The Basic Literacy Facts
Why we do what we do...

**FAMILY LITERACY:** Children of parents with low literacy skills have a 72 percent chance of being at the lowest reading levels themselves. These children are more likely to get poor grades, display behavioral problems, have high absentee rates, repeat school years, or drop out. Adult education and literacy programs help parents succeed at being their child’s first and most important teacher.

**POVERTY:** Of adults with the lowest literacy levels, 43 percent live in poverty, and 70 percent of adult welfare recipients have low literacy levels. People with higher level reading skills are more likely to earn higher wages and be self-sufficient.

**HEALTH LITERACY:** An excess of $230 billion a year in healthcare costs is linked to low-level adult literacy skills. Nearly half of American adults have difficulty understanding and using healthcare information. Lack of understanding impedes adults’ abilities to make appropriate health decisions and increases the likelihood that they’ll incur higher health costs. Adult education and literacy programs help adults to be more health literate.

**UNEMPLOYMENT/WORKFORCE:** Individuals reading at the lowest level of literacy have a higher rate of unemployment and earn lower wages than the national average. Low literacy costs the U.S. at least $225 billion each year in non-productivity in the workforce, crime, and loss of tax revenue due to unemployment. In this additional regard, funding for literacy is a wise investment.

**EDUCATION:** Every year, one in six young U.S. adults—more than 1.2 million—drop out of high school. Nearly 30 percent of adults with household incomes at or below the federal poverty line do not have a high school credential. The key to financial success is a viable career path and adequate education to seek meaningful, family-supporting wages. The value to our economy in additional wages and the reduction in costs for various support programs is estimated at more than $200 billion a year.

**ELL (ENGLISH LANGUAGE LEARNERS):** About 50 percent of the 2 million immigrants that come to the U.S. each year lack high school education and proficient English language skills. This severely limits their access to jobs, college, and citizenship. It increases their vulnerability to living in poverty. Literacy programs help language learners become proficient in English, opening doors to employment and self-sufficiency.

**CORRECTIONS:** Seventy-five percent of state prison inmates did not complete high school. Many can be classified as low literate or marginally literate. Ninety-five percent of individuals who are incarcerated return to their community. Literacy programming in correctional settings reduces recidivism rates by up to 40%.

**SOURCES:** ProLiteracy and other sources, available on request
San Diego Literacy Hall of Fame

In 2019, the San Diego Council on Literacy established the San Diego Literacy Hall of Fame. In 2021, new champions for our cause will join the list of those who are honored below:

FOUNDERS
Brian Bilbray
Helen K. Copley
Murray Galinson
Audrey Geisel

HONORARY BOARD
Greg Cox
Judith Harris/Dr. Robert Singer
Ron Roberts
William D. Lynch

2019 INSPIRATIONS
Bob Alden
Paula Cordeiro
Stan Levy
Helga Moore
David O’Brien
Nancy Rohland-Heinrich
Drew Schlosberg
Laura Walcher

PRACTITIONERS
Gloria DeMent
Nancy Hampson
Chris McFadden

PAST INSPIRATIONS
Gordon Baker
Robert Condon
David C. Copley
Stoney DeMent
Jeffery Demos
Jane Johnson
Lynda Jones
Shula Monroe

35th Anniversary: 1986 - 2021

On May 1, 2021, the San Diego Council on Literacy turns 35. As you read this, award-winning graphic designer, Peter Whitley, is producing a San Diego Council on Literacy 35th anniversary logo! Watch for updates as we celebrate our 35th year of uniting the community to support literacy.

We achieve because of your support. Please make a gift to the San Diego Council on Literacy today: www.literacysandiego.org/sponsors/donate-today/

The San Diego Council on Literacy is a 501 c 3 nonprofit organization: 33-0390376
The Roster of SDCOL Affiliated Programs

American Academy of Pediatrics, Reach Out and Read San Diego
BASIC: Basic Assistance for Students in the Community
Carriro Logan College Institute
Chula Vista Public Library – Adult Literacy Services
Community HousingWorks – Study Stars After-School and Summer Program
Educational Excellence Partnership (DEEP)
Education Begins in the Home
Escondido Public Library – Lifelong Learning Program
Father Joe’s Villages, Therapeutic Childcare
Grossmont Adult School – El Cajon Adult School
International Rescue Committee
Juvenile Court Book Club, Inc.
Laubach Literacy Council of San Diego County, Inc.
MiraCosta College – Continuing Education
National City Public Library – Literacy Services
Oceanside Public Library – Oceanside READS Learning Center
Palomar College – Transitions Program
San Diego Continuing Education – San Diego Community College District
San Diego County Library, LEARN
San Diego County Office of Education – Everyone A Reader
San Diego Oasis
San Diego Public Library – READ/San Diego
Sweetwater Union High School District – Division of Adult Education
Traveling Stories
UPLIFT – Kids at Heart
Words Alive

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Helga Moore
Margie Newman
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Drew Schlosberg

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Former Supervisor, Ron Roberts

The Staff
Jose L. Cruz, CEO
Claire Couron, Program Representative
Michael Trebbien, Accountant
Thank You to Our Donors!
(October 2019 to September 2020)

EPIC
The Molina Foundation
The San Diego Union-Tribune
The Dr. Seuss Foundation

LEGENDARY
Brenda & Dave Rickey Foundation
Stephen & Mary Birch Foundation

MYTHIC
County of San Diego
Kaiser Permanente
wsRadio/Wade Taylor

CLASSIC
Allsaid & Dunn, LLC/Erika Bird
Arthur P. Pratt & Jeanette Gladys Pratt Memorial Fund
David C. Copley Foundation
Reita Ann Noble
Samuel I. and John Henry Fox Foundation
San Diego Gas & Electric
Stan & Vickie Levy
Union Bank Foundation
United Way of San Diego County
United Way (other regions)

ROMANTIC
Barbara Salice
California Library Association
Dyslexia Training Institute
George and Carol Lattimer
Gina Gianzero & Kevin Kelly
Helga S. Moore
Holly Ourso
Judith Harris & Dr. Robert Singer
Mission Federal Credit Union
ProLiteracy/New Readers Press
Qualcomm
Robert K. Alden Trust/Bob & Carol Alden
Sycuan Casino & Resort
William D. Lynch Foundation for Children/Bill & Lynelle Lynch
Wise Family Foundation

NOVEL
Chris N. McFadden
Gary B. Vavrek
Nancy Rohland-Heinrich
Nora Kenney-Whitley
Paula Cordeiro & David O’Brien
Rachel Orose
San Diego Community College District/SDCE
Vance Family Trust/In Memory of Bill & Corlyn Vance

POETIC
Amazon
Andrea de Rosa
Angela Webster
Beverly Jacobs
Bob & Jo Birdsell
Bob & Laura Walcher
Brook Smith
C.A. Lang
Carmen Nieves
Carrie Scott
Casey & Tiffany Lynch
Cindy Pittman
Cornelia “Lee” Collins
D.I Robideau
Dan & Margie Frazee
David A. Rolland
Debra Wilson
Diamond Educational Excellence Partnership (DEEP)
Diane Strum
Dr. Sue Hauwiller
Erika Bird
Frank Wofford
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San Diego Bayfair
San Diego Public Library, READ/San Diego
Sandra K. Piccillo
Scott Sieburth & Karin Soderberg
Sock Problems LLC
Stacey Roberts Entertain Kids
Susan Carter Kahl
Susan White
Sweetwater Union High School District
Terresa B. Schrader
Todd Kaprielian
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Wendy Sacks

EPIC: $50,000 + LEGENDARY: $10,000 + MYTHIC: $5,000 + NOVEL: $500 + POETIC: $.01+
Sponsors and Corporate Champions

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- Classroom of the Future

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