



# ANNUAL REPORT 2018

*When a child reads, a community succeeds!*



*“LINC’s phenomenal growth rests on the strengths of its community-focused approach to developing early literacy. LINC will continue to build on that strong foundation. Based on an increased understanding of the way children learn, we will reach children earlier, involving their parents and caregivers at every step. Advocating for equitable public policies and the resources to support children on the path to becoming proficient and successful readers, LINC will increase its leadership role and visibility. Our future is bright.”*

**Mimi Levin Lieber, LINC Founder**

## NEW YORK CITY CHILDREN NEED LITERACY INC. (LINC)

Literacy begins at birth. LINC’s programs infuse joy and curiosity about books and learning. LINC’s systemic approach serves the very youngest and moves incrementally to independent reading, providing children with the necessary pre-literacy foundation to help them be successful readers by age eight. Concurrently, we offer parents knowledge and support, equipping them with tools to become their child’s main advocate and first teacher. Through our comprehensive programs, parents gain a better understanding about the role they play in their children’s education, and learn how to help their children reach reading proficiency. They realize that early literacy lays the foundation for future learning, wellbeing, and success in life. Parents feel empowered.

Systemic change must encompass more than the child and the parent. Our programs surround children with literacy-rich environments, inside and outside school and home, creating a network of support that engages parents, caregivers, teachers, and older schoolmates. We engage community-based organizations, libraries, and other

community assets to harness the power of community to make literacy a value and a right for all children.

LINC meets families where they are, respecting cultural diversity and cultural equity in our communication, outreach, and program design. Our programs are delivered by staff who are representative of our diverse communities. LINC’s staff has deep ties to the communities where they organize; they are emotionally invested in the well-being of our communities. Their peer-to-peer messaging is immediately impactful and conveys LINC’s long-term commitment to children.

Many early literacy programs focus on individual children as their goal; others focus on the school, teachers, pedagogy, or curriculum. LINC’s vision is to mobilize the entire community behind the common goal of supporting children in learning how to read, creating a sustainable culture of reading at the neighborhood level. **We hope reading about LINC inspires you to join us in inspiring children to read.**

# CHANGING THE NARRATIVE OF OUR CITY

What a remarkable year! From expanding our Early Childhood programming by 242% over last year, to being selected as the winner of The New York Community Trust Nonprofit Excellence Award for Financial Management, LINC changed the story for thousands of families in all boroughs of New York City. Our programs brought the joy of reading to 9,920 children, 5,631 parents, distributed 12,000 books, and held nearly 1,000 literacy workshops and events throughout our city.

It is our pleasure to share highlights of our progress this past year. If you are a supporter of LINC, please know that everything we accomplished was possible because of you!

LINC's programming helps children learn to read despite a multitude of challenges. LINC knows that lasting improvement comes when both child and parent are supported, and the community is involved. We demonstrate to parents of very young children how to engage in the crucial "read, talk, sing, play, draw" activities that lay the groundwork for reading. We modify this program for family daycare providers to help them create a word-rich environment for their young clients. We provide workshops that help families and staff understand the crucial transition from preschool to kindergarten. We support emerging readers with a structured one-on-one literacy buddy program that takes place throughout the school year, where working with an older schoolmate builds a positive relationship and creates a culture of reading in the school. LINC further supports parents with several levels of volunteer training, preparing them to assist in classrooms or deliver community reading events and serve as reading ambassadors in their neighborhoods. We supply everyone with age-appropriate books to stock home libraries; these books are increasingly selected for their cultural relevance and authentic content.

But LINC does not stop there. Our model is comprehensive.

LINC's approach is to involve the entire community in supporting children. That's why we work with community partners, and community influencers. That's why we conclude our school-based "Books and Breakfast" workshop with a trip to the nearest public library to register parents for a library card. That's why we create Literacy Zones which include visible manifestations of reading – boxes of gently used books at local businesses or building lobbies. That's why we organize reading celebrations in parks, and bring books to community events to raise the visibility of reading as a practice embraced by the entire community.

With LINC's holistic approach, with the whole community working together, with your help, our children have a literate and bright future.

With gratitude,



**Carl Folta**  
Chair, Board of Directors



**Shari Levine**  
Executive Director

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# OUR WORK

LINC works at the intersection of education and community development. Our mission is to engage families and community members to support young readers in high-need neighborhoods.



## COMPREHENSIVE LITERACY MODEL

Through a combination of direct services and two-generation programming, LINC provides a scaffolding of support that increases both children's and parents' access to literacy-building opportunities, raises expectations, generates an understanding of grade-level literacy skills, and provides simple reading strategies to support parents in helping their children, regardless of their own ability to read or speak English.



### Early Childhood Program (ECP)

LINC's ECP uses the Five Practices of early literacy to support parents of children under five. Parents and Caregivers understand the importance of early literacy and learn how to incorporate these practices in their daily routines. ECP is extended to family child care providers and day care centers.

**"Read to Me, Little Bee"** This eight-week positive parenting group supports language development and parent/child bonding through facilitated literacy interactions in a developmentally appropriate space.

**Read Alouds** Implemented throughout the city, our programs build important foundational skills, introducing vocabulary and providing a model of expressive reading that help children develop excitement around books. We offer tips on how to incorporate reading into the daily routine.



### Family Engagement

**Parent Workshops** take place at libraries, schools, and community centers. Parents learn to recognize age-appropriate reading material, receive free books to build their home libraries, and get connected to community resources and public libraries. Our workshops cover a variety of topics related to literacy and education: for example, building blocks of early literacy, developmental benchmarks, school expectations, transition to kindergarten.

**Family Academies** help create literacy-rich home environments. Parents learn how to establish reading routines, and connect with community resources, and are provided with opportunities to model literacy-building behaviors.



### Engaging Parents as Literacy Ambassadors

**Parent LINC** prepares parents to be classroom volunteers, serving as a "stepping stone" program to our more intensive parent program, Very Involved Parent (VIP) Academy. Schools appreciate the value of having parents as an effective classroom presence. Principals find LINC's parent leadership development workshops effective as a strategy to engage parents in the Parent Teacher Association.

**Very Involved Parent Academy** trains parents to deliver community reading events. This dynamic parent engagement strategy extends LINC's reach and amplifies the message: "Children need family support to become strong readers." Children participating in VIP-led literacy events see an adult role model from their own neighborhood.



Our innovative, cross-generational, comprehensive model connects resources that already exist in the community, leveraging them to surround families with literacy-rich environments inside and outside of home and school. This is how LINC creates a culture of literacy at the neighborhood level and generates lasting change. LINC engages and trains parents, older children, seniors, and community members in early literacy, and just as importantly, networks them together into a mutually-reinforcing local system that reaches the same child multiple times with effective literacy support over the first eight years of a child's life.



### Reading Everywhere

LINC brings reading to all boroughs of NYC to generate a love for books and to sustain reading levels. From the Bronx to Staten Island, our events build community around literacy, making reading contagious.

**Reading on the Rails** kicks-off our summer programming with a prominent event that brings families from their respective boroughs to a common destination. Together, we celebrate literacy. Families read together while traveling.

**Author Celebrations** feature local authors whose stories reflect a diversity of experiences and traditions. Meeting real authors, whose stories resemble those of our families, creates an unforgettable experience. Children add autographed books to their home libraries.



**Reading Buddies Programs** pair emerging readers in a lower grade with older students for weekly sessions of one-on-one reading throughout the school year. Students build a positive relationship around reading together, and practice skills aligned with their classroom curriculum and English Language Arts Standards.

**Capacity Building** provides strategies for school and day care staff that create stronger home-school connections. In districts eligible for My Brother's Keeper funding, LINC provides workshops for parent coordinators, and early childhood staff. LINC also offers Family Resource Center programming.

## COLLABORATIVE IMPACT

### Reads Initiative

The Pinkerton Foundation designated LINC as the lead partner for its innovative "Reads" Initiatives. Focused on two high-needs communities, South Jamaica Reads and East New York Reads build a spectrum of services designed to provide continuous literacy support for children from birth through fifth grade. The "Reads" Initiatives began in 2013 and already are showing improved 3rd grade English Language Arts test scores, increased out-of-classroom literacy opportunities, and a surging awareness of the importance of reading.

### City's First Readers (CFR)

A NYC Council Initiative, CFR is a collaboration of nonprofits and public libraries with the goal of implementing community programs to families with children five and younger. Facilitated by LINC, CFR offers families a wide range of literacy experiences at their homes, schools, daycare centers, libraries, hospitals, and other key locations throughout NYC. Since 2014, CFR has worked to address the needs of children under five years old, ensuring they have a fair chance to start school ready to thrive. CFR is endorsed by the American Academy of Pediatrics.



# CREATING CHANGE AT MULTIPLE LEVELS

## CHILDREN SUCCEED

- 37 literacy programs in 27 schools.
- 1,647 children, in 15 schools, were paired in the Reading Buddies Program (RBP).
- 242% increase in Early Childhood Programming (ECP).
- 288% increase in the number of children reached (under five years) through ECP.



## FAMILIES SUPPORT CHILDREN

- 85% of primary school parents reported LINC helped them become more aware of their child's reading goals.
- 81% of parents with children younger than five learned that reading to their child in their native language is important.
- 30% increase in parent participation and engagement compared to last year.
- 221% increase in the number of early childhood parents engaged compared to last year.



## COMMUNITIES BECOME LITERACY RICH

- Very Involved Parent (VIP) reported greater gains: 68% share good reading habits with other families; 63% promote literacy at their child's school regularly.
- 66 parents graduated from VIP Academy, increasing community reading events and reaching 655 parents, and 1,078 children.
- Established partnerships with 27 schools, 24 libraries, and 151 community organizations.



## CITY-WIDE INSTITUTIONS SUSTAINED LITERACY-RICH COMMUNITIES

- Facilitating partner for City's First Readers, a New York City Council Initiative reaching an estimated 1.3 million families.
- Working in deep collaboration with all library systems in New York City, and 12 literacy/education partner organizations.
- Facilitating partner for South Jamaica Reads and East New York Reads



# OUR IMPACT

## CHILDREN

**88%**

TEACHERS REPORTED RBP\*  
IMPROVED THEIR STUDENTS'  
READING COMPREHENSION

\*Reading Buddies Program

**87%**

TEACHERS REPORTED RBP\*  
IMPROVED THEIR STUDENTS'  
VOCABULARY DEVELOPMENT

**9,920**

CHILDREN ENGAGED

**5,631**

PARENTS ENGAGED

**12,160**

BOOKS DISTRIBUTED

**161**

EARLY CHILDHOOD  
EVENTS

## FAMILIES

**95%**

UNDERSTAND THE  
IMPORTANCE OF  
READING WITH  
THEIR CHILD

**85%**

READ MORE OFTEN  
WITH THEIR CHILD

**89%**

HAVE MORE BOOKS  
AT HOME

**90%**

OF PARENTS WITH CHILDREN  
FIVE YEARS AND YOUNGER  
REPORTED THAT LINC TAUGHT  
THEM THE IMPORTANCE OF  
OF READING TO THEIR CHILD  
FROM BIRTH

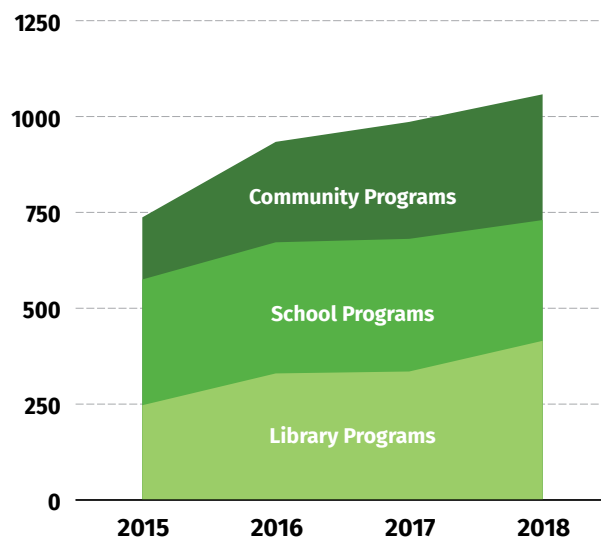
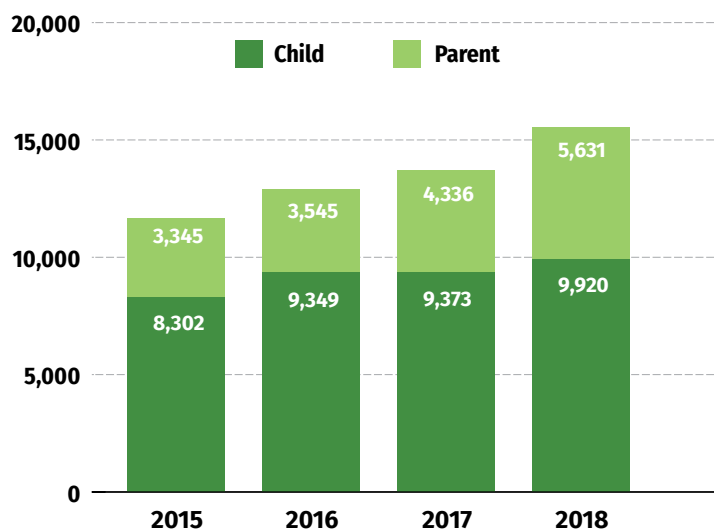
## COMMUNITY

**694**

COMMUNITY  
READ ALOUDS

**121**

PARENT ENGAGEMENT  
WORKSHOPS





# STORIES BEHIND OUR DATA

## IN SCHOOL

*"With LINC, our parents feel empowered to mobilize their own communities, and become literacy advocates for their children. LINC's staff are part of the community; they know unique challenges parents face everyday."*

**Principal Anest, P.S. 5, Inwood**

Principal Christopher Anest of P.S. 5 is just as inspired by what's happening outside of his school as he is by what's happening in the classroom. LINC uses the power of literacy to build a literate community for the students in school, ensuring this practice is also sustained at home. Through LINC, parents are engaged as active volunteers, and as leaders of the school community. At his school, P.S. 5, LINC fostered a shared commitment to literacy, creating a mutual bond between parents and school staff, and building a vibrant culture of active and engaged parents.



## AT THE LIBRARY

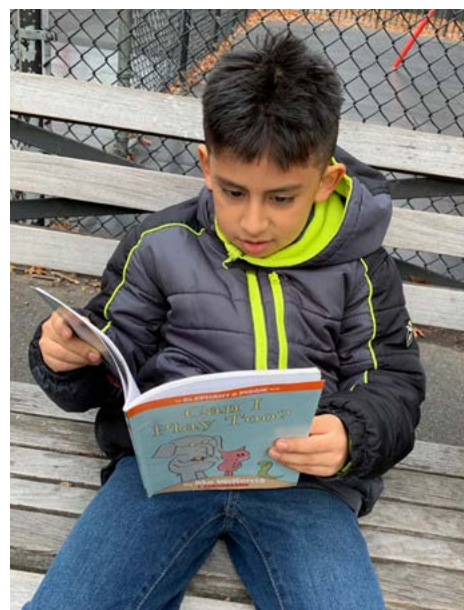
Staten Island has a diverse community with distinct literacy challenges. Many families have never entered a public library. This is the context for Robert. His story with LINC started in 2013, when Rosalind Diaz, LINC's Staten Island Associate Director, stepped into the library where he was serving as a librarian. She had a proposal: a year-round program to get every child in the adjacent neighborhood to enjoy and value reading, starting with a summer literacy intensive. Robert knew about the loss of academic skills that can occur over the summer months for children. With LINC's support, Robert works every summer to prevent summer slide through our Reading Everywhere events that engage the community in hands-on literacy activities, and encourage frequent visits to the library. LINC and Robert transformed how families engage with the library throughout the year.

## AT HOME AND IN THE COMMUNITY

Elizabeth, a Bronx mother of two, created a new family tradition from scratch. She started reading to her son, Steven, every night after graduating from LINC's Very Involved Parent Academy. She wanted to build a home library for her children, using the books she collected over time through LINC.

Every book seemed to change the course for Elizabeth's family; every book was welcomed with joy, encouraging new conversations, and family-bonding. She understood that reading was laying a foundation for her children's success, but she didn't expect witnessing her own growth by reading picture books. She read to her son faithfully, starting in March. By December of that year, her commitment and the power of LINC's model was validated: her son, **Steven, had made the honor roll.** Elizabeth was able to transform her son's school life, her own life, and that of her family's by using LINC's reading strategies, and committing to read to her children every day.

Now, Elizabeth works as a Parent Engagement Coordinator at a community center. She plans to return to school. She wants to deepen her commitment to community service. With LINC, Elizabeth transformed into her son's first teacher and realized her potential as a changemaker and community leader.



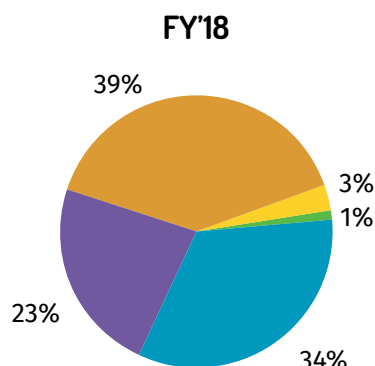


# FINANCIALS LINC FISCAL YEARS: 2018, 2017

All information is from our audited financial statements for fiscal years ending June 30, 2017 - June 30, 2018. A copy of our full audited financial statements can be obtained by emailing [info@lincnyc.org](mailto:info@lincnyc.org) or at [www.lincnyc.org](http://www.lincnyc.org)

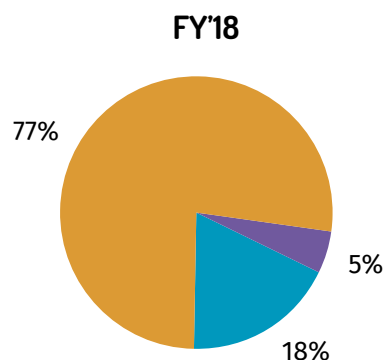
## STATEMENT OF ACTIVITIES

Revenue	2018	2017
Foundations/Corporations	\$1,247,997	\$994,535
Individuals/Gala	\$847,701	\$665,269
Government	\$1,471,087	\$637,233
In-Kind Goods & Services	\$117,947	\$123,465
Other	\$44,028	\$60,968
<b>Total:</b>	<b>\$3,728,760</b>	<b>\$2,481,470</b>



## Expenses

Program Services	\$2,426,806	\$2,085,456
Management & General	\$166,510	\$133,986
Fundraising	\$556,570	\$440,175
<b>Total:</b>	<b>\$3,149,886</b>	<b>\$2,659,617</b>



<b>Change in Net Assets</b>	<b>\$578,874</b>	<b>(\$178,147)</b>
<b>Net Assets at beginning of Year</b>	<b>\$1,834,525</b>	<b>\$2,012,672</b>
<b>Net Assets at end of Year</b>	<b>\$2,413,399</b>	<b>\$1,834,525</b>

## STATEMENT OF FINANCIAL POSITION

### Assets

Cash & Cash Equivalents	\$1,653,875	\$1,703,583
Contributions, Grants & Accounts Receivable, Net	\$911,791	\$337,283
Other Assets	\$53,721	\$55,376
<b>Total Assets:</b>	<b>\$2,619,387</b>	<b>\$2,096,242</b>

### Liabilities

Accounts Payable & Accrued expenses	\$95,411	\$80,467
Agency Funds	\$110,577	\$181,250
<b>Total Liabilities:</b>	<b>\$205,988</b>	<b>\$261,717</b>

### Net Assets

Unrestricted	\$1,336,391	\$858,929
Temporarily Restricted	\$1,043,008	\$975,596
Permanently Restricted	\$34,000	-
<b>Total Net Assets</b>	<b>\$2,413,399</b>	<b>\$1,834,525</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$2,619,387</b>	<b>\$2,096,242</b>



**LINC is the proud winner of The New York Community Trust Nonprofit Excellence Award for Financial Management**

# INVESTING IN LITERACY IS INVESTING IN OUR FUTURE



Children who cannot transition from “learning to read” to “reading to learn” by third grade are 13 times more likely not to graduate on time from high school. They are less likely to access better opportunities in health, education, and the economy, which affects not just them, but our society as a whole.

In the United States, 90% of students who drop out of high school are on public assistance, and 43% of adults with the lowest levels of literacy currently live in poverty. Low literacy rates cost the American economy \$225 billion a year in loss of productivity. Our children’s educational success is their path out of poverty and the key to achievement in life. Investing in literacy is both the smart and right thing to do!

LINC’s programs are transformative. By training and supporting parents, we disrupt intergenerational illiteracy. By empowering parents to become literacy ambassadors in their communities, we help to create a culture of reading at the neighborhood level. These transformations are mobile and sustainable: when parents move, they bring their gained knowledge and skills with them to their new communities. By supporting communities, we ensure resources are activated in support of families. Children benefit. Generations change. At LINC, people are a community’s greatest asset.

**YOU CAN HELP TO CHANGE THE STORY OF FAMILIES IN NEW YORK CITY.**


**DARE TO CHANGE YOUR CITY.**

**DONATE**  
CREATE SYSTEMIC CHANGE

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**CONTACT**  
**Shari Levine**  
Executive Director  
[slevine@lincnyc.org](mailto:slevine@lincnyc.org)  
212-620-5462, ext. 102  
[info@lincnyc.org](mailto:info@lincnyc.org)

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5030 BROADWAY, SUITE 641  
NEW YORK, NY 10034

INFO@LINCNYC.ORG | WWW.LINCNYC.ORG

## AWARDS & ACCREDITATION



DESIGN BY  
FRANCIS LAGUNA-DRISCOLL  
FRANKLD.COM