

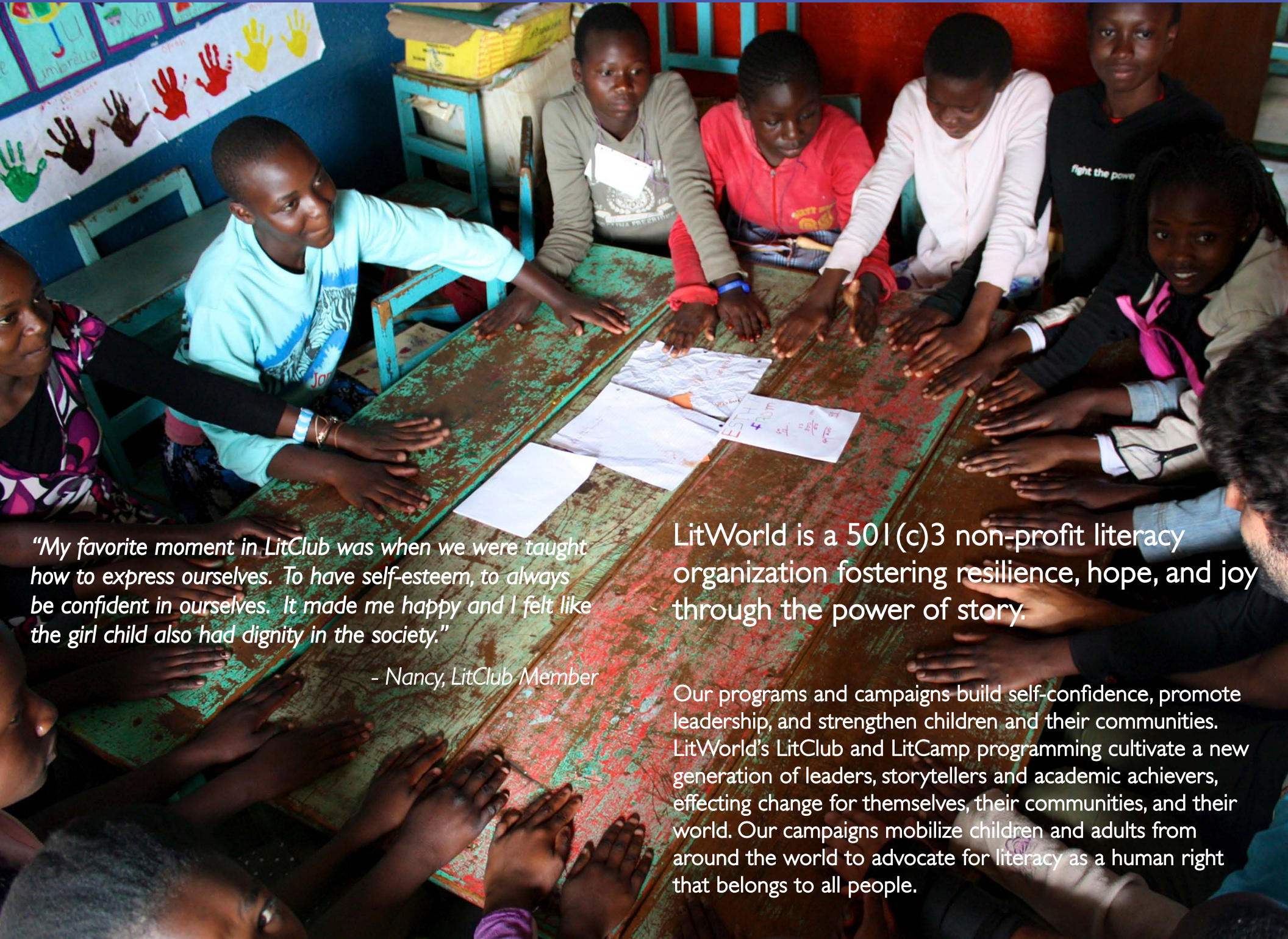
LitWorld Annual Report 2012:

A Year in Review



Be the Story.

LitWorld



“My favorite moment in LitClub was when we were taught how to express ourselves. To have self-esteem, to always be confident in ourselves. It made me happy and I felt like the girl child also had dignity in the society.”

- Nancy, LitClub Member

LitWorld is a 501(c)3 non-profit literacy organization fostering resilience, hope, and joy through the power of story.

Our programs and campaigns build self-confidence, promote leadership, and strengthen children and their communities. LitWorld's LitClub and LitCamp programming cultivate a new generation of leaders, storytellers and academic achievers, effecting change for themselves, their communities, and their world. Our campaigns mobilize children and adults from around the world to advocate for literacy as a human right that belongs to all people.



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Letter from the Executive Director & the Chair of the Board

Dear Friends,

Illiteracy directly affects at least 793 million people and their families. The power of a literate life cannot be underestimated, and its power is different for each person. With literacy, a person can communicate with others, understand medical instructions, apply for a loan, receive basic job training, and seek out needed information, all capacities that correlate directly with elimination of poverty and raise life expectancy. In essence, literacy is a singular cornerstone human right that gives every person on this earth the potential to create the world he or she most wants. Yet, too many children still remain outside the gates of hope that literacy offers.

Dr. Martin Luther King Jr. talked about “the fierce urgency of now.” Nicolette, a seven-year-old child in a tent city in Port au Prince, Haiti, Grace in Kibera, Kenya, and Malia in Harlem, New York all remind us of the need to do the kind of work that meets the needs of their “fierce urgency of now.” There is no time to waste. It is our sacred obligation to ensure that all these children can use the power of their own stories to create the stories they want their lives to be.

LitWorld is founded upon the idea that every child can learn to read and write by using the power of one’s story. LitWorld helps children and young adults frame their own narratives into stories of strength, hope and resilience. Our LitClubs reach children and their families all around the world, including the United States, Haiti, Kenya, Ghana, the Philippines and Nepal, with a special focus on girls, the most marginalized literacy learners by a catastrophic percentage worldwide.

We have created LitWorld Innovation Hubs, physical spaces to anchor and support the systemic growth of our programs. Our Innovation Hubs are built upon strong relationships with our local partners, provide space to nurture a robust reading culture, and create an intergenerational environment of quality learning.

We stand poised now to reach many more children. Our programs are powerful and are showing remarkable results. We have launched a data project that is tracking our LitClubs to create meaningful information that will serve other organizations around the world with innovative models for literacy success. Our LitClub members are excelling in school and becoming leaders in their communities.

We have created a LitPower Platform, our own online portal to connect our network of LitClubs and train leaders. We are increasing the numbers of children and young adults we serve at our Hubs by being responsive to the hopes and dreams of our partners and offering more programs, including our LitCamps.

It is our honor and joy to do this work with your support. Let us make “the fierce urgency of now” become the story we have all always wanted to tell.

Pam + Sue

Leadership

New York City Based Team

Pam Allyn, Executive Director & Chief Storyteller
 Madison Graboyes, Global Community Builder
 Leah Joseph, Community & Gratitude Cultivator
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 Dorothy Lee, Creative Director
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 Yaya Yuan, Innovation Developer

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 Emefa Ansah, Accra & Volta Regional Coordinator
 Phoebe Bosse, Kisumu Regional Coordinator
 Nicole Clark, FLY Leader at the Children's Village Dobbs Ferry
 Sheila Effah-Kyei, Kumasi Regional Coordinator
 Ben Hirschfeld, Lit! Founder & Leader
 Carol Intner, FLY Leader at Children's Village Dobbs Ferry
 Nancy Klot, FLY Leader at Children's Village Dobbs Ferry
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 Joanne Levine, FLY Director at the Children's Village Dobbs Ferry
 Lindsey Manwell, Illuminator
 Atdhe Matoshi, Kosovo LitClub Ambassador
 Rose Mureka, Bungoma Regional Coordinator
 Prisca Mutemi, Kibera Regional Coordinator
 Japeth "Jeff" Okoth, Kibera Regional Coordinator
 Pascale Solages, Port-au-Prince Regional Coordinator



LitWorld's Unique Approach

What Does LitWorld Do?



LitClubs target children aged 10-14, bringing them together once a week in a supportive literacy environment to use their own stories and experiences to increase civic engagement, future outlook, and sense of personal value.

LitCamps are one to five week intensive literacy and enrichment programs designed to combat the reading loss that happens when children are not engaged in reading during pivotal out of school time.

Innovation Hubs center our resources in high need areas to create sustainable, replicable, and innovative literacy communities.

Advocacy Campaigns including **World Read Aloud Day** and **Stand Up for Girls** are celebrated in over 65 countries, reaching hundreds of thousands of participants and enrolling all communities in the lasting investment of reading and writing.

Why?

We are filling a devastating **gap in support** and services in education for children who live in the most **challenging circumstances** around the world.

We are responding to an **urgent need** to intervene and help children and young adults grow in ways that are fresh, new, and build resilience and capacities for **lifelong learning**.



How?

≡ With our portable, innovative programming, built around LitWorld's signature **7 Strengths**:

Belonging Friendship Confidence Hope
Curiosity Kindness Courage

≡ With trusted grassroots **Partner Organizations** who work on the ground and know their communities well



LitWorld's 3 Pillars & Select 2012 Accomplishments

LitWorld's work stands on **3 Pillars**:

Education

Advocacy

Innovation

Using our 3 Pillars, we create a complete literacy culture in communities around the world and find **creative solutions** to challenges that obstruct the path to learning.

In 2012 we focused on the creation of **LitWorld Innovation Hubs**, physical spaces which allow us to become attuned to the needs of the regions in which we work. We bring our 3 Pillars together to fuel the development of **robust literacy cultures**. Innovation Hubs facilitate new ways of training, communicating, and collecting data and information on how a culture of reading and writing is created, nourished and sustained.

We provide versatile learning spaces for children, young adults, and their families, and support our educational programming and human rights advocacy campaigns through the Hubs. Our Hubs offer **lending libraries and access to technology and connectivity**, giving community members comprehensive access to high quality texts that inspire everyone to read regularly.

We run our Hubs side-by-side with **local community-based leaders**. We have carefully selected our partner organizations and regional coordinators by matching core values and by building trust in both the big-picture vision and the step-by-step processes we need to take to achieve our mutual goals together.

We are designing our Innovation Hubs to be **replicable models** of best-practice community literacy development in the universal education movement.

In 2012 we launched **our first 4 LitWorld Hubs** in:

Harlem, NYC, USA

Kibera, Kenya

Manila, Philippines

Port-au-Prince, Haiti

Spotlight On:

Tiffany, LitClub Member
& LitWorld Intern

We chatted recently with Tiffany, a LitClub member from Harlem, NYC who has transitioned into the role of Intern and Youth Leader, about her experiences with LitWorld. Here are some excerpts from Tiffany's LitWorld story...

What excites you most about LitWorld?

A lot of things. I look forward to the stories of the girls' days at LitClub. I like arts and crafts and hands on things for LitFests.

What does LitWorld mean to you?

LitWorld means a big family. A family I can go to. LitWorld has been here for me this whole year. They helped me with English tutoring. They helped me stay involved and intern since I didn't have anything to do.

How does LitWorld fit into your life?

It just started matching me. I never used to read or anything. Reading is a big part of me now.

If you could change anything in the world, what would it be?

I would get rid of tests. For my niece and nephew, I wish for them that they grow up active as members of their community.

What words best describe your role at LitWorld as LitClub member and as intern?

|| Giggler, strong, driven, thoughtful.

Education Highlights

Children have a voice, and they know what quality learning feels like. We listen to these voices and co-create learning experiences focused on critical thinking, creative learning, skill-building, and joy.

In 2012, LitWorld ran **108 LitClubs** spanning **12 countries and 5 continents**, giving more than **1,600 children** a safe and praise-centric environment to develop literacy skills and build resilience. Our leaders ran these LitClubs in the **United States, Ghana, Iraq, Israel, Kenya, the Philippines, Haiti, Nepal, Peru, Liberia, Kosovo and Rwanda**. We piloted **Moms LitClubs** at our Harlem and Kibera Hubs, and in Rwinkwavu, Rwanda, creating family-centric reading, writing, and story-sharing experiences for women and children at all literacy levels.

We began work on the **Girls: Overcoming, Achieving, Leading (GOAL)** initiative in the fall and winter of 2012 to bring together our plans and ideas for **continuing LitWorld's engagement with girls who have graduated from the LitClub program**. We created a proposal and held initial think-tank sessions with LitWorld leaders and our teen community.

In the summer of 2012 we ran a five-week **LitCamp in Harlem, NYC, USA with 30 children and 5 local teen leaders**, and held our first **LitCamp in Kibera, Kenya with 175 children**. These two Innovation Hubs have helped us grow and expand the LitCamp program for 2013.

We ran a robust program for **27 interns** over the course of 2012, with cycles in the Spring, Summer and Fall, as well as a special translation internship in January. Our team worked with these young leaders, **from local teens to recent college graduates**, to grow their education and social entrepreneurship skills and to bring new young voices to LitWorld's programs and campaigns.

In 2012 we launched the development phase of a **strategic data collection and evaluation tool**, which will allow us to effectively measure participants' growth in **academic achievement and social emotional development, specifically their sense of self, civic engagement, and future outlook**. LitWorld's data collection and evaluation tool will give us a better understanding of our impact on individual LitClub members and their communities, and will serve as a model in the **global arena** in conversations around education policies and effective teaching and learning.

Advocacy Highlights

As a global leader in the universal education community, we campaign for every child's right to read and write. LitWorld's advocacy work calls attention to literacy as the fundamental building block for all other rights. Our human rights campaigns and fundraising initiatives uniquely illuminate the value of each individual's own stories.

Our **third annual World Read Aloud Day campaign**, which culminated on March 7, 2012, had **hundreds of thousands of participants in at least 65 countries**. Individuals across the globe raised their voices through social media networking and community outreach, hosting hundreds of video chat read alouds and in-person reading rallies on behalf of the 793 million people around the world who are denied their right to literacy. We held a **signature event in New York City reaching over 500 children and teens**.

Our **second annual Stand Up for Girls** campaign rallied **thousands of participants** in honor of the October 11, 2012 International Day of the Girl. In December 2011, as a result of the outpouring of support from organizations including LitWorld, **the United Nations officially sanctioned the annual International Day of the Girl**. With this increased exposure, Stand Up for Girls participants championed every girl's right to be Fierce, Fearless and Free by contributing to our photo contest and other social media rallies, and by hosting community events advocating for gender equity in education. We held a **signature event in New York City reaching over 400 children and teens**.

Our **social media** presence grew exponentially in 2012. LitWorld's content **reached over 3 million people** worldwide and drove **48,172 visits to litworld.org**. The total number of **Facebook subscribers rose by 108%** and our **Twitter following increased by 173%**.

2012 was a year of **bold, innovative fundraising initiatives** for LitWorld. The **LitWorld Gala 2012** achieved new milestones with our **first paddle raiser grossing \$59,200**, bringing our campaign total to **\$165,213**. LitWorld's **first Annual Appeal** during the 2012 holiday season raised **\$246,229.50**. We coordinated **in-kind donations of books, technology and supplies** between key partners and friends. Our continued fundraising success speaks to the strong relationships we have cultivated with our community, and to the **generosity of spirit and dedication within each of our treasured donors**. 14





Innovation Highlights

LitWorld is constantly refining ideas for how to help all people become literate as efficiently and as deeply as possible in the 21st century. We are finding new and innovative ways to solve the global learning crisis by disrupting unwieldy, expensive, and unproductive approaches.

In 2012 we built the **LitClub curriculum** from 15 lessons into **40 core lessons with supplements, translated into 3 languages**. We are continuing to refine the structure and expand the content as we collect and analyze data and responses to our programming. LitWorld leaders and LitClub members consistently share feedback and ideas to help us fine-tune and expand our curriculum.

We embarked on the first development phase of our **LitPower Platform** in the fall of 2012 to create an easy-to-use online version of our training program, LitClub curriculum, and supplementary resources, using written, visual, video, and social networking components. The LitPower Platform will **connect our international leaders** as they work with the LitClub curriculum and supplementary modules, **creating a support network of peers around the world**. The ultimate goal for the LitPower Platform is to create a virtual hub for all LitWorld leaders and LitClub members, equalizing opportunities to join the LitClub community, and ensuring that we are driven by the voices and perspectives of adults and youth all around the world.

Our Innovation Hub model allowed us to pilot a variety of LitWorld programs in 2012, cultivating rich literacy cultures in our Hub communities. LitWorld leaders ran **Foundations for Literate Youth (FLY)**, a one-on-one literacy program reaching the most struggling readers, in its fifth year at the Children's Village Dobbs Ferry campus and second year at the Polo Grounds Community Center, **impacting 35 young learners** and improving their standardized test scores. Our **penpal program connected 25 students at East Side Middle School in New York City with 35 students at Red Rose School in Kibera, Kenya**, expanding the students' worldviews and nurturing a new generation of social justice activists. Our **intergenerational Circle of Peace LitClub** brought together **13 youth from the Children's Village with 7 elders of the Hebrew Home at Riverdale** to share experiences and reflect on life lessons learned. We distributed **over 100 solar lanterns** to families in the Philippines and Kenya through **the Lit! Project** to enable children to read and write after the sun goes down.

LitWorld's Community Partners

LitWorld works intensively with trusted partner organizations. Our community partners are grassroots friends and local leaders who tirelessly make long-term commitments to the work of raising lifelong learners. LitWorld is proud of these partnerships.

We partner with these organizations to run our Innovation Hubs and networks of LitClubs, host LitCamps, conduct advanced leadership training for community members and youth, and rally for World Read Aloud Day and Stand Up for Girls.

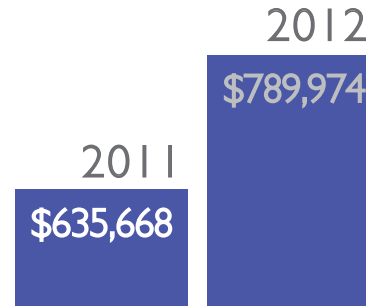


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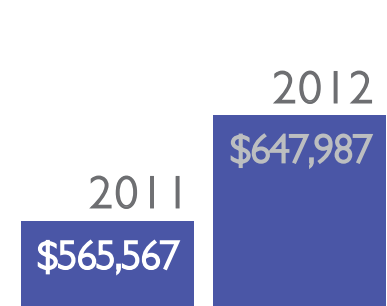


2012 Financial Highlights

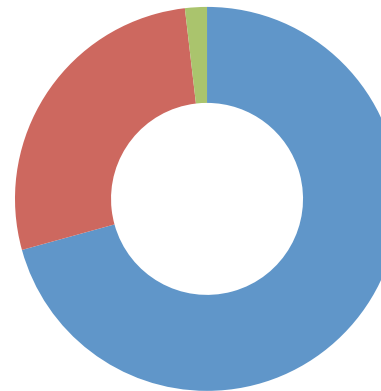
Revenue Growth



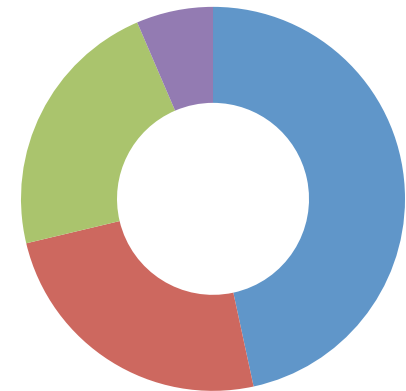
Expenditure Growth



2012 Revenue Sources



2012 Expenditure Allocations



- \$558,644 Individual Donations
- \$216,773 Grants & Corporate Funding
- \$14,557 Programming Revenue

- \$302,021 Education
- \$159,861 Advocacy
- \$144,248 Operations
- \$41,857 Innovation

Spotlight On: Lauren, LitWorld Advisor & LitCircle Member



Lauren, a longtime member of the LitWorld family, spoke with us recently about how her involvement with LitWorld as a donor, advisor, and volunteer has developed and deepened over the years. Here are some excerpts from Lauren's LitWorld story...

What excites you most about LitWorld?

LitWorld creates hope and optimism among its participants in places where there often isn't any. LitWorld programs foster resilience and empower young people. A girl in the slum of Kibera or the Philippines or in Harlem develops a supportive social network through her membership in a LitClub and the confidence to share her stories and opinions. She gets exposed to technology and learns how to use it. Now she can connect, network, and seek support and resources for a myriad of situations.

How does supporting LitWorld fit into your life?

No other organization I've donated to gives you more opportunities to get involved and keep informed about the work than LitWorld. Pam and LitWorld are so inclusive; almost every supporter I know is actively involved in some way. I remember Pam saying early on, "Everyone is telling me what I should do, it's what WE should do." I've been saying WE ever since!

What do you wish other people knew about the importance of literacy and the power of story?

When people hear we are a global literacy organization, a lot of people think of just reading and writing. But, as Pam has taught me, it's also listening and speaking, and using technology to communicate and connect as well. For many of the children we work with in underdeveloped countries, war-ravaged countries, and inner-city slums, the skills they learn in LitClubs are essential survival skills that help them develop a support network, access resources, advocate for themselves, and develop the leadership skills to help others do the same.

LitCircle

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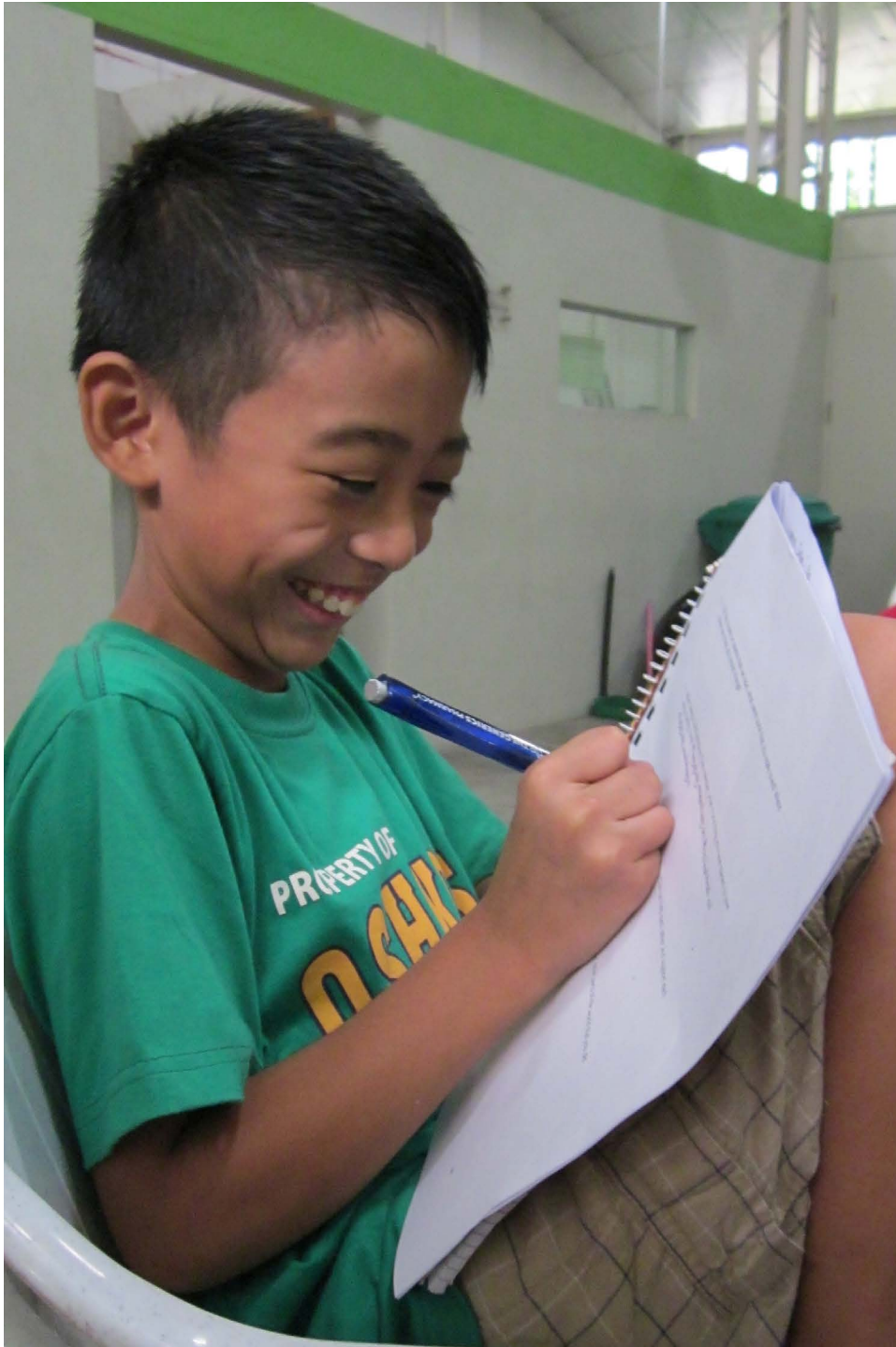
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