

The Lamplighter

May/June 2003

Raising funds

Although the Council's recent award grants from the United Way of Lee County and the City of Bonita Springs are most welcome, our agency needs far surpass the financial support provided by these generous donors. Our current letter fund-raising drive is vital to the future growth of all our literacy programs and your personal support will help insure that these programs will continue to serve the literacy needs of the residents of our community.

New English class to start June 30

A language class for non-English-speaking adults will begin Monday, June 30, from 7-9 p.m. at the Bonita Springs Church of The Nazarene. Located on Old 41 Road near Nicola's Keg and the US Post Office, the church features multi-colored plastic palms at the entrance.

Classes will be taught by Amilcar Santos on Mondays and Thursdays for up to 25 students under a grant funded by the City of Bonita Springs Partnering for Results program. To enroll, interested adults should contact Jeanne Sachs at the Council office, 495-0999, or visit the office at 27308 Old 41 Road Monday-Thursday from 4-8 p.m.

City of Bonita Springs awards \$28,000 grant to enhance literacy services

The City of Bonita Springs has awarded the Literacy Council \$28,000 under its Partnering for Results program. The funds will be used to support large-group English classes and the Council's Family Literacy program.

Council receives \$44,000 United Way grant, 29% more than last year

After a visit to the Literacy Council of Bonita Springs office, the United Way of Lee County has allocated \$44,000 for 2004, a 29% increase over the previous year! Many thanks to Board members Shelley Musto, George Shaffer, Henry Michel and Crista Short who attended the meeting to help describe Council activities to the visiting review team.

Five students—Eric Montes de Oca, Anh Trieu, Cecilia Casas, Piedad Adams, and German Rodrigues—also told the group why they valued their English language classes.

In their report to the United Way office, the review team cited the need for greater literacy skills among the fast-growing Spanish-speaking workforce, commended the Council office as being "remarkably well run", and lauded our outreach program with local schools, businesses and communities.

"The Agency has formulated a very good three-year plan with very ambitious, but attainable goals", added the report. "Board members seemed involved, knowledgeable and passionate about the Agency. Relying heavily on volunteers, its efficiency and effectiveness was impressive as well as the enthusiasm and 'can do' attitude of the executive director."

New Web site for the Council!

In late July be sure to visit our new Web site: www.bonitaliteracy.org.

New features include original design by graphics designer Tara Verna and a sign-up for the electronic version of future issues of the Council newsletter, especially good for our "snowbird" volunteers who summer in northern areas. (This will help to reduce printing and postage costs.) Also, tutors and volunteers will be able to log in their teaching and volunteer hours online.

Volunteer needed for unique fundraising program

Do you want to help to raise money, but do it easily and effectively?

The Council is seeking an interested person, yearround or parttime resident, to join a team which will attend a two-day fundraising seminar August 13-14 in Columbus, Ohio. Entitled “Raising More Money”, the seminar is taught by instructors who have completed a rigorous 18-month training program and will present a customized plan for systematically building lifelong donors for the Literacy Council.

Curriculum elements include determining a fundraising breakthrough, customizing an emotional appeal, identifying and reaching a real audience, designing a system for generating multi-year operating funds, asking “naturally”, retooling special events to leverage the plan, and cultivating lifelong donors. The two-day classroom seminar is augmented by three hours of telephone coaching/consultation to be used in the months after the workshop.

Benefits of the “Raising More Money” program include a system for tapping into the 84% of all contributions that come from individuals, focuses on fundraising as a science rather than an art, continuously builds a base of lifelong donors, establishes a permission-based fundraising system, and, most important, allows time for donors to become educated, inspired, and involved—BEFORE being asked for money. (<http://www.raisingmoremoney.com>)

How effective is the “Raising More Money” program? Here’s what satisfied clients say:

“In the first year of our newly formed nonprofit, we generated \$45,000 in revenues. In the fourth year, that number skyrocketed to \$1.7 million”—Denise D. Resnik, president, Southwest Autism Research Center.

“Raising More Money” gives Habitat for Humanity affiliates the tools and confidence to engage in a genuine dialog with donors. . .in sync with Habitat’s critical mission of eliminating poverty housing”—Bruce Petersen, director, Mountain States Region.

“Finally, raising funds from individuals has become easily understandable, practical and very do-able.”—Harry Hartman, board member, American Red Cross Bay Area Chapter.

“We now have a system to transform our history of direct-mail fundraising by connecting donors to our mission.”—Jacqueline D. McLeod, EVP, American Lung Association.

The volunteer will be responsible only for their travel and lodging expenses. If you are interested, contact Executive Director Katie Verna, 495-0999.

Congratulations, Successful Students!

Maria Elena Arias, Level 2, Marina Bandariz, tutor
Laura Bermudez, Level 1, Betty Hoye, tutor
Juliana Bermudez, Level 1, Betty Hoye, tutor
Guillermo Chaperro, Level 1, Carol DeJoy, tutor
Sebastian Diaz, Level 1, Richard Ricketts, tutor
Luz Dary Fajardo, Level 1, Robert Ball, tutor
Said Flores, Level 4, Dee DeCarli, tutor
Tomas Flores, Level 4, Dee DeCarli, tutor
F. J. Francois, Level 1, Gerald Gerber, tutor
Rosbel Hinojosa, Level 2, Dolly Cucinell, tutor
Laura Madrigal, Level 1, Barbara Broadwell & Shirley Starr, tutors
Guillermo Moreno, Level 1, Katherine Ferrain, tutor
Ruth Parra, Level 1, Mary McLoone, tutor
Ruby Portillo, Level 1, Barbara Broadwell & Shirley Starr, tutors
Narda Prado, Level 2, Laura Woodhams, tutor
Antonio Saldana, Level 1, Herb Damman, tutor
Alex Valex, Level 1, Carroll Scribner, tutor

Welcome Aboard

The April/May Tutor-training workshop was held at the Colonial Bank Community Room. Trainers were Marilyn Ball and Bert Bonner. The following new tutors were certified and most are working with their students.

Gloria A—3 years of college; hometown, Brownsville, Texas. Occupation, Office Manager. Languages, Spanish and English. Interests and Hobbies, walking and reading. I work full time.

Dorothy Bowles

Bill Brecker—Born and raised in Philadelphia, PA. Worked in the telecom industry for 30 years as a computer systems specialist. Retired in 1996 and live in Bonita Springs year around.

Delores Brecker—I am originally from Philadelphia, PA. I have lived in Bonita Springs year around for five years. Retired from the business world, I have an undergraduate degree in Finance and an MBA.

Lora Lee Diehl

Pat Geiser—I have an MA in English Language and Literature from the University of Chicago. I presently teach, at Edison Community College, a writing-intensive freshman class.

William Hood—graduate of University of Michigan Law School. I was in private law practice for a few months before the war and for 15 years after the war; then 19 years as a circuit judge in northern Michigan. I grew up in Flint, Michigan, then moved to upper peninsula of Michigan in 1949. Lived in Manistique, Michigan for 40 years before retiring and moving to Naples in 1988. I now live in Bentley Village.

Henry Michel—member of the Board of Directors of the Literacy Council of Bonita Springs

Phyllis Michel

James Poulsen—Indiana University graduate, Chicago, IL, worked in corrugated industry 40 years; reading, travel, enjoying the company of my wife.

Tutors, please return Resource materials!

When current English classes are completed, tutors should return all teaching materials to the Resource Center.

Tutors, please distribute *Lamplighter Too* to your students. Invite them to write a story for it.

Family Literacy program continues at the Bonita Springs Library

On Thursdays from 6 to 7:30pm during June and July parents and children enrolled in the family literacy program are meeting at the Bonita Springs Library. During these meetings, stories are read to children by Barb Coons, library literacy coordinator. Parents also participate in special activities, such as how to prepare for a job interview. The children signed up for the library's Summer Reading program. Other weekly topics include making a book about family holiday experiences; reading, writing, and crafting based on Eric Carle's book, *The Very Lonely Elf* and activities about the Fourth of July.

Good news from the Lee County Library

Remote access of the program Rosetta Stone is available to library patrons of the Lee County Library system. This program teaches many languages: Spanish, French and, so helpful for our students, English. Patrons can log in on their home computer (library card number will be needed) and study in the comfort of home.

Upcoming Tutor-Training Workshops

Saturdays, June 21 and 28, from 9:30 to 3pm at the East Naples Branch Library, 8787 Tamiami Trail East on East 41 between Rattlesnake Hammock Road and St. Andrew's Blvd. Robert Reiss, trainer.

Saturdays, August 2, 9, 16, from 9 to 2pm at the Riverview Colonial Bank Community Room. Lorraine O'Connell and Don Miller are the trainers.

Besides ability to speak English, the only requirements are the desire to help and the ability to commit an hour twice a week. Training materials, used in teaching, are \$35 (scholarships available) Call 495-0999 to register.

Consider leaving your legacy to the Council

Did you know The Literacy Council of Bonita Springs is one of 100 nonprofit organizations with an endowment fund at the Southwest Florida Community Foundation? Our fund was established to help ensure the Council's future. To sustain an endowment fund at the Community Foundation, we are required to maintain a minimum balance and to make ongoing contributions. Our present endowment fund is worth approximately \$25,000. We have so many more needs than we can provide for with our present fund, your personal support is essential to the continued operation of our wide-ranging literacy programs.

As a valued donor, we would like you to consider making a contribution to our endowment fund. Whether you prefer to contribute to our endowment now, or remember us in your estate plan, there are several ways you can leave a legacy to The Literacy Council of Bonita Springs.

Consider these options:

Cash - You receive an inheritance or larger-than-expected proceeds from the sale of a valuable asset.

Securities - You have publicly traded stock that has appreciated significantly in value but is low in dividend return. Why not contribute the stock as a gift to the Council's endowment fund? We can sell your stock without incurring a capital gains tax, so it may be the perfect funding method for you.

Tangible Property - Almost anything of value—cars, boats, gems, etc.—can be given to The Council. We will sell the item(s) and place the proceeds in our endowment. Take a good look in your attic; you may find the makings of a charitable gift!

Remainder of a Trust - Sometimes donors establish a trust to provide ongoing income. When they are gone, whatever remains in the trust is disbursed in accordance with the trust document—which can include a gift to the Council's endowment fund!

Insurance Proceeds - Do you have a life insurance policy you no longer need? You could sign part—or all—of the policy over to The Literacy Council of Bonita Springs.

A Bequest From Your Will - The easiest way to contribute to our endowment fund is to earmark a portion of your estate. If you decide to contribute to our endowment through a bequest, be sure your attorney uses our proper legal name and address.

If you would like to learn more about The Literacy Council of Bonita Springs endowment, please contact: Director Katie Verna at 495-0999.

Stars and Stripes Forever!!

If you're watching the Bonita Springs Fourth of July Parade, be sure to look for the Literacy Council float! Under the creative artistry of Yolanda Heredia, the colorful firecracker-themed float will carry members of the Family Literacy Program who will distribute flyers about the pleasures of reading to children.

OFFICE SCHEDULE

Katie Verna, Program Director
Dora Sandoval, Office Assistant
Monday through Friday
9:00 to 12:00 noon

Jeanne Sachs
Monday to Thurs., 4:00 to 9:00 pm

STUDENT LAB OPEN

Mon. to Fri., 9 to noon
Sat. & Sun, 9:30 to noon
Monday to Thurs., 6:30 to 8:30 pm

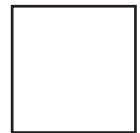
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United Way of Lee County
Partner Agency