



The Literacy Alliance

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Visit Our Website

literacyalliance.org

Volunteer Spotlight: Brian

Brian came to The Literacy Alliance in July of 2020. He was quickly matched with a student who needed help with his reading. Recently, his student read his first book from cover to cover, something he hadn't managed until he was 67 years old. Of his student's accomplishment, Ben said, "His desire to learn is matched only by the brightness of his smile."

Brian loves tutoring and the joy his students feel when they meet a goal. "I love that spark of excitement that follows a moment of accomplishment. It is cool to witness."

Brian learned about the tutoring opportunities available when TLA was featured on WANE-TV's *Positively Fort Wayne* segment.

Do you have time to help adult learners in our community? **Let's talk!**

Call today (260) 426-7323 or visit literacyalliance.org to learn more.

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ADVANCING LITERACY

A PUBLICATION OF THE LITERACY ALLIANCE

EMPOWER. LEARN. SUCCEED.



Fall 2020

Student Spotlight: Cayla

"If you had told me a year ago today that I would be taking the final steps to begin college this year, I would have laughed. There is no way someone like me could have taken on something like that. I was a high school drop out with a full-time job and bills that I couldn't keep up with—every decision I had made up until this year had only been for the present. I had neglected my future severely."



Cayla
HSE Graduate

"When I was 16 years old, I began working at my first job. Growing up in a very low-income household, I knew the second I could drive I could find a way to make money. I quickly worked my way up and began managing a restaurant by the age of 19, and by age 21, I was successfully running a second, busier restaurant."

Read the rest of Cayla's story on our blog, www.literacyalliance.org/blog.

Want to earn your HSE or know someone who does? **Let's talk!** Call today (260) 426-7323 or visit literacyalliance.org to learn more.

Changing Lives Through Literacy

The problems of adult illiteracy reach everyone. Increased literacy leads to decreased crime rates and unemployment/underemployment, and improves self-sufficiency and dignity.

You Can Help

- Volunteer
- Refer a student
- Donate today

TLA Face Masks

While supplies last, online donations of \$25 or more will receive a reusable, two layer, cotton/poly blend TLA face mask.

Donate now at literacyalliance.org.

Mission

The Literacy Alliance strives to end illiteracy by teaching adults through learning centers, literacy programs and tutoring services that empower individuals to succeed at work, at home and in the community.



The Literacy Alliance

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Social Media

Did you know you can follow The Literacy Alliance on social media? We like to share stories about our students, volunteers and staff.

-  [The Literacy Alliance of Fort Wayne](#)
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In The Literacy Alliance's virtual fundraiser, local business and organization leaders stepped up to the mic to support adult literacy in Allen, Adams and Wells Counties. These brave "comedians" battled to earn the title Funniest in the Fort! in this year's Laughs for Literacy! Fundraiser.

We are grateful to our great jokesters:

- Tom Henry, Mayor of Fort Wayne
- Gary Shearer, PHP
- Mike Nutter, Fort Wayne TinCaps
- John Urbahns, Greater Fort Wayne Inc.
- John Sampson, Northeast Indiana Regional Partnership
- Demetrius Warren, STAR Financial Bank
- Thad Tegtmeier, Sweetwater
- Ben Reynolds, Broken Pencil Improv

With a goal of \$30,000 this virtual event beat expectations and raised a little more than \$31,000! Thank you!

And the Winner Is...

With 938 votes, PHP's president and CEO Gary Shearer is officially named **Funniest in the Fort!**

A Big Thank You to our joke tellers, donors and all who participated in Laughs for Literacy! 2020. And of course, we thank the sponsors who stuck with us in this new version of Laughs for Literacy! We hope to see you in person next year to share more laughs!



Gary Shearer, PHP

Brian Schlichtenmyer Named Chief Operating Officer

Since 2003, Brian Schlichtenmyer has served The Literacy Alliance as its Read to Me Program director, public relations and marketing manager, adult programs manager and director of adult programs. Effective September 1, 2020, Brian will fill the role of chief operating officer at the agency, which serves adults seeking to improve their academic and English literacy skills.



Brian Schlichtenmyer
COO

"For 17 years, Brian has served The Literacy Alliance with unmatched dedication to our mission," said Melinda Haines, chief executive officer. "Brian's ability to manage the day-to-day administrative and operational functions of TLA is second to none and student success here is directly related to Brian's ability to dig into the data behind the scenes and convert it to actionable steps that help improve the delivery of service to our students. We are grateful for his unwavering service."

Brian is a native of Fort Wayne, attended Brentwood, Lane and Snider schools and earned bachelor of arts and master of arts degrees from Indiana University Purdue University Fort Wayne. Brian is married with four grown children and in his spare time enjoys reading and spending time at Steinbarger Lake.

Message from Melinda

It's been an eventful few months at The Literacy Alliance! Even as the pandemic causes us to continually reflect, regroup and recharge, we find ourselves still living our mission to reach adult learners. Of course, we have made some changes, but we've been encouraged by your outpouring of generosity and concern for our students.



Melinda Haines
CEO

Laughs for Literacy! is a prime example. In years past, TLA has held in-person events featuring funny games and a comic for 200 to 300 people, raising between \$30,000 and \$40,000. This year we were challenged in several ways, not the last of which was to bring some humor to a very trying time for most people. Literacy is no laughing matter, but by increasing awareness of the need in our community through humor, we hoped to raise not only funds but also the human spirit. And we did succeed, not just in terms of dollars raised, but also by friend-raising! On YouTube, our online event had more than 1,000 views, totaling 12.1 hours of watch time. That's pretty good when you consider that each joke teller averaged less than 30 seconds. Our website also greeted more than 1,000 unique visitors, generating 1,400 pageviews. We also welcomed many new folks as followers to our social media pages. If you helped spread the word about Laughs for Literacy!, pat yourself on the back for making a difference!

Thank you for your continued involvement with The Literacy Alliance!

Write-a-Will Event

Leave a Legacy is a national public awareness campaign sponsored by the Planned Giving Council to encourage donors to think beyond their lifespan when doing good works. In our community, the event includes Write-a-Will opportunities for individuals to work with a lawyer who will prepare a simple will. There is no charge for the will if a charitable gift is made to a nonprofit organization. The gift would be paid to the organization upon the individual's death. A simple will allows for the naming of a personal representative for the estate, distribution of assets and guardian appointments, if there are children under age 18. Our next Write-a-Will event will be held October 19 and 20. Appointments are required; contact Melinda Haines (melinda.haines@fwliteracyalliance.org) to schedule.

NAP Credits Available

The Literacy Alliance has received its allocation of Neighborhood Assistance Program credits for the year and they are available on a first-come, first-served basis for those who wish to make a gift to TLA.

Any donation above \$100 is qualified to receive a 50% Indiana tax credit as long as TLA still has credits to distribute. Please contact CEO Melinda Haines at (260) 423-0001 or melinda.haines@fwliteracyalliance.org to learn the status of TLA's remaining credits in order to maximize your gift.

Perfect Attendance

Earn Perfect Attendance by starting a monthly gift. Some donors find they can make a larger gift by spreading the gift over 12 months. Perfect Attendance allows a donor to make a big impact with a smaller upfront gift. The impact of a sustaining monthly gift will be felt every day as adult learners gain new skills and learn to apply them toward furthering their education.

Donate now at literacyalliance.org.

