It is hard to believe that it has been 30 years since I had the honor of founding the National Center for Families Learning (NCFL). It is even more amazing to realize that since then, we have worked to empower more than 4.5 million parents and children across the country through education solutions.

This past year has been filled with opportunities to remember the road we’ve traveled while at the same time explore new ideas for the road ahead. We celebrated the many families who have changed their lives and the lives of generations to come through family literacy, sharing these stories through special videos throughout the year. Chloe Goodman, Amanda Perez-Ramirez, Peyton Rhone, Guadalupe and Diego Maldonado, and Regina Lynn—some of our very first family literacy students—described their experiences at our 2019 Families Learning Conference, inspiring hundreds more to follow in their footsteps. Finally, we published Grit, Grace, and Gratitude: A 30-Year Journey, which tells the story of NCFL, of the many partners who have made this organization possible, and of the families who have worked so hard to change their lives.

As much as we looked to the past, it is this idea of change—the future of family literacy—that occupied our primary focus during 2019. More than ever before, we are pursuing our mission across broader, more diverse demographics. As our Statewide Family Engagement Centers (SFEC) continue to evolve, we are infusing family engagement across entire states. A closer look magnifies our rapidly-growing community and city-wide work, as we begin to build community coalitions and foster parent and community leadership in cities like Dallas and Muskegon, Mich. All the while, we remain deeply entrenched in individual neighborhoods, as a new grant has allowed us to scale up efforts in Louisville, Ky.

Our community coalition work began in Dallas and expanded to include Muskegon and Baytown, Texas over the past year. Bringing together key community organizations, the coalitions collectively work on laws, policies, and practices that can perpetuate inequities. Ultimately, they have the power to propel vital community transformation. Our parent leadership efforts, meanwhile, are activating the leadership skills of parents by encouraging them to become engaged advocates for their community in order to bring about impactful change on education issues.

This work comes as the number of our place-based sites continues to multiply. In March, Toyota once again proved why it is one of the world’s biggest proponents of family literacy by donating $1 million—bringing total company contributions to an astounding $50 million—to begin new programming in Washington, DC and northern Alabama.

Key grants have enabled us to dig in at the hyperlocal level as well. In the fall, we were awarded a grant from Bloomberg Philanthropies that will allow us to move strategically implement an already impactful initiative. In September, we were selected to expand our Say & Play with Words program in Louisville—one of five American cities chosen to implement an innovative early childhood education program designed to empower parents and caregivers to support language development as part of Bloomberg’s What Works Cities initiatives. We are excited to lead this work in partnership with the City of Louisville along with support from community partners over the next three years.

Our digital platforms continue to have a nationwide and worldwide footprint as well. Over the summer, our digital property Wonderopolis partnered with Microsoft to incorporate its new Immersive Reader technology. The move made NCFL the first nonprofit entity to feature the technology, which works to expand content accessibility through a variety of reading assistance features. Content from Wonderopolis is now accessible in more than 60 different languages.

It was 50 years ago that I began volunteering to teach adults in a small Kentucky church basement, where my journey of family literacy began. The road that followed has been more remarkable than I could have ever imagined. There are so many intelligent, motivated, and selfless people who have contributed to the growth of family literacy along the way. As we continue to celebrate the results of generational change, I remain thankful for our many partners, inspired by the stories of our families, and encouraged by all that is to come.

Sharon Darling, President and Founder
Community Coalitions

Community coalitions begin by recognizing that those who are most impacted by certain issues should be seen as experts in determining solutions. Committed to addressing issues of social, economic, and racial injustice, coalition initiatives are often determined by an extensive root-cause analysis that recognizes how inequities are grounded in policies and practices. Ultimately, coalitions have the power of propelling community transformation by collectively working on laws, policies, and practices that can perpetuate inequities. Over the past year, NCFL has developed or supported community coalitions in Dallas, Muskegon, Mich., and Baytown, Texas.

Parent and Community Leadership

Parent leadership programs are designed to collectively activate the leadership skills of parenting adults by encouraging them to become engaged advocates for their community in order to make a powerful, impactful change on education issues. NCFL Parent Leadership efforts create a pathway for authentic family and community engagement to influence decision makers while providing culturally sustaining, accessible, and inclusive programming for families to be fully engaged in their educational journey. Parent and community leadership initiatives are currently underway in Dallas, Tarrant County, Texas, Louisville, Ky., and are soon to begin in Sheridan, Colo.

Place-Based Growth

At the same time as the development of these community-based initiatives, NCFL’s traditional place-based work continues to grow at a rapid rate. Its number of active programs nearly doubled over the past year, increasing from 18 in 2018-19 to 32 in 2019-20. This tremendous growth was due largely to multiple Statewide Family Engagement Center (SFEC) grants awarded by the U.S. Department of Education. Through these grants, six traditional school-based family literacy programs have been implemented in both Arizona and Nebraska; four programs have begun in Kentucky, and one in Maryland. Thanks to support from longtime partner Toyota, an additional six programs were implemented in Dallas as well as two more programs put in place in Huntsville, Ala.
Expanding Influence

In 2019, the National Center for Families Learning (NCFL) took new steps to empower families across greater areas and at deeper levels than ever before.

Through our Statewide Family Engagement Centers (SFEC), we are infusing family engagement across entire states. Already, 17 new school-based family literacy programs have been developed in Arizona, Nebraska, Kentucky, and Maryland. At the same time, we are taking a refined, deeper approach in Kentucky, using new technologies to measure parent-child interactive behavior in new ways.

### Say & Play with Words®

Two girls have fun doing an alphabet activity.

The National Center for Families Learning (NCFL), in partnership with Ready for K Alliance partners, was chosen to expand its Say & Play with Words initiative in 2019 as part of a three-year grant from Bloomberg Philanthropies. Through its What Works Cities initiatives, Bloomberg selected Louisville, Ky. as one of five American cities to implement an innovative early childhood education program designed to empower parents and caregivers with tools to support language development at a critical age—and help children enter kindergarten classroom ready.

Say & Play with Words provides resources for family members and caregivers to engage with infants and young children through everyday interactions. By age 3, research shows that children from low-income families may be hearing up to 30 million fewer words than those from higher-income families. This “word gap” contributes to disparities in academic performance, such as kindergarten readiness and achieving grade-level reading.

The expanded Say & Play program will be centered on creating playgroups and parent groups in targeted Louisville zip code areas that demonstrate high percentages of children not ready for kindergarten. NCFL will serve as the lead implementer of the expansion, building on existing city infrastructure with new and current NCFL partner sites. The local effort will incorporate innovative LENA (Language Environment Analysis) technology to track and measure words used in the home to gauge parent-child interactive behavior change as a result of participation. It will also incorporate the curriculum of Providence Talks, a Bloomberg-funded program in Providence, R.I.

“The National Center for Families Learning is excited to lead our community partners in the expansion of Say & Play with Words,” said NCFL President and Founder Sharon Darling. “In our 30 years of working with millions of families across the country, we have found that the two key ingredients to support the success of the family are: empowering parents through education and bringing the family together to learn.”

Combined with local investments, the support provided across the five cities totals nearly $12 million over three years. Through the expansion, more than 1,200 families will participate in Say & Play with Words during that time.

### Statewide Family Engagement Centers

- NCFL is a lead or partner in five of the 13 Statewide Family Engagement Centers across the country.
- 17 new school-based family literacy programs have been implemented in these states to date.
- 807 parents/families are currently engaged in SFEC activities in Arizona and Nebraska.
Celebrating Long-Term Partnerships

The National Center for Families Learning (NCFL) is deeply grateful to have worked alongside several remarkable partners throughout the years. Our work has been facilitated by these organizations and would not have been possible without their support.

For 30 years, the National Center for Families Learning (NCFL) has partnered with the Bureau of Indian Education (BIE) program. Implemented in all 48 American Indian communities, these programs help strengthen families’ confidence, increase their educational ability, and broaden their outlook for success—all while infusing their language and culture in their local community. The projects enriched their own lives and the lives of their children as well. Following are brief summaries of three of the projects.

Family Service Learning Projects

For 30 years, the National Center for Families Learning (NCFL) has partnered with the Bureau of Indian Education (BIE) program. Developed in 2013, NCFL’s six-step Family Service Learning model incorporates content learning, technology skill-building, and leadership skills. Together parents and children plan and execute a service project within their local community, fostering a sense of civic engagement at the same time.

Recently, FACE programs took these efforts one step further by incorporating Family Service Learning. Developed in 2013, NCFL’s six-step Family Service Learning model incorporates content learning, technology skill-building, and leadership skills. Together parents and children plan and execute a service project within their local community, fostering a sense of civic engagement at the same time.

In 2019, a total of 13 different FACE sites carried out Family Service Learning projects. Though the goal was to provide for their communities, many adults acknowledged that the projects enriched their own lives and the lives of their children as well. Following are brief summaries of three of the projects.

Little Wound School

It was back in the 2017-18 school year when adult education students at Little Wound first began expressing an interest in creating a naming ceremony for themselves and their children. At the time, however, they did not feel as though they possessed the necessary tools to put on such an event. The following year, when the face of Family Service Learning, they realized that this was their chance.

The parents recruited Elders to teach the history of their culture and tradition, and to teach them the correct protocols. Meanwhile, members from surrounding communities were asked to visit and share their knowledge and skills in preparing a ceremony such as this.

Ultimately, Little Wound School held a large naming ceremony in the center of the community. A total of 105 parents and children participated in the cultural experience.

One very emotional and grateful to have participated in (the ceremony) from beginning to end,” one mother said. “It was able to give my daughter something to look forward to, and the whole culture (but I) herself made it a day.

Blackwater Community School

For the Family Service Learning project parents at Blackwater could not wait to bring their children into one special holiday activity.

During the month of October they worked within the school and across the community to host “Book and Boo” – a haunted house on school grounds that also allowed students to learn more about their local community.

Parents reached out to a variety of community members, contacting home base, local officials, tribe for literacy, and others to construct a haunted house on school grounds. On the night planned, all parents and children flocked to the school to get ready to dress in costumes. While waiting in line for the haunted house, parents and children had the opportunity to talk with another, laughing and learning. Once they had completed their trip through the haunted house, children were given two books to take home and read.

The experience provided parents a way to organize and create a strong school family. As a team, we are becoming a close community and we help others.”

One student from the project.

Chief Leschi School

Adult education students at Chief Leschi came together in 2019 to investigate problems about their culture and traditions, including medicine makers and foods.

Over the course of several months, students surveyed hundreds of students across the country to find out what they would add to the program to implement the project, and researched how Tribal Elders, Tribal Elders Panel, and traditional medicines makers to guide them through the process of identifying what to add to the program.

To celebrate this work with more students next year, students invited Tribal Elders to implement the project, and implemented a Tribal Elders Panel, and traditional medicines makers to guide them through the process of identifying what to add to the program.

Once all of the information had been gathered, a team of 50 students and participants shared their traditions and their medicines makers to guide them through the process of identifying what to add to the program.

It was powerful and spiritual for all of us,” said one student. “As a team, we are looking forward to carrying on this work with more students next year. We feel a great opportunity to help others.”

Tribal Elders had committed to this project, and the students were asked to identify and preserve their tradition through a Tribal Elders Panel, and traditional medicines makers to guide them through the process of identifying what to add to the program.

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One student from the project.
The National Center for Families Learning (NCFL) recognizes the increasingly critical role technology will play in shaping the educational landscape of the future. Our National Literacy Directory helped erase geographical barriers in 2019, bringing together practitioners from 17 states to online learning communities. Wonderopolis®, which received more than 50 million visitors over the past decade, integrated new technology from Microsoft to increase accessibility for all.

Adult Learning Communities brought together practitioners from 17 states

The National Literacy Directory (NLD), a digital property of NCFL, recently directed a new program aimed at creating a digital learning community for adult education programs throughout the country. NLD Adult Learning Communities, a one-year, two-cohort program that began in 2018, continued into 2019 through the support of Dollar General.

Through the program, educators created an online community, sharing best practices with their peers from around the country during the 8-week course facilitated by NCFL. While the 2018 cohort was centered around improving student recruitment, engagement, and persistence, the 2019 cohort discussed teaching strategies for English language learners.

Following the course, programs were provided a $2,000 stipend to design and field test an innovation to improve instructional practices. Members of each organization then presented their innovations to each other at the 2019 Families Learning Conference.

"It was wonderful to compare and share stories of frustration and success (at the Families Learning Conference)," said Potsdam, N.Y. Public Library Adult and ESL Program Coordinator Maria D. Morrison. "We are not alone! Together we can utilize our collective efforts to buoy one another up and return to our home zones with renewed energy."

Over the course of the two cohorts, the Adult Learning Communities program brought together adult educators from 24 programs in 17 states across the U.S.

Since its inception in 2010, the NLD has helped connect more than 50,000 potential students and volunteers to literacy services, community education programs, and high school equivalency testing centers. You can search for literacy listings in your community at NLD.org.

Wonderopolis® becomes first nonprofit entity to feature Microsoft’s Immersive Reader technology

Wonderopolis®, an award-winning website created by NCFL that cultivates student curiosity, added a powerful new tool in 2019—Microsoft’s Immersive Reader. NCFL became the first nonprofit to feature the new technology, which works to expand content accessibility through a variety of reading assistance features.

With the help of Immersive Reader, Wonderopolis’ content can now be translateable into more than 60 languages via text and text-to-speech. Additional features of Immersive Reader include language-specific accents, line focusing, text resizing, syllable breakdown, parts of speech identification, and a picture dictionary. Moving forward, these technologies will increase accessibility for Wonderopolis users with visual impairments, reading disabilities, and for English language learners.

"For two years, I’ve dreamed of making Wonderopolis more accessible for all readers and English language learners," said NCFL Senior Manager of Digital Communities John MacLeod. "But there wasn’t a great solution for a nonprofit—until now. Microsoft’s Immersive Reader puts Wonderopolis into the hands of truly everybody and provides the tools to include all learners in wondering and learning together."

Created by NCFL in 2010, Wonderopolis has grown to become one of the most popular education sites in the world, boasting more than 2,000 unique Wonders of the Day® and over 50 million visitors since its debut. With multi-disciplinary content that aligns to Common Core State Standards (CCSS), the STEM Educational Quality Framework, and Bloom’s Digital Taxonomy, teachers everywhere use Wonderopolis’s daily Wonders to jumpstart their students’ critical thinking. With the addition of Immersive Reader, the number of users is expected to continue to grow.

The integration of Immersive Reader technology is the latest result in a growing relationship between Wonderopolis and Microsoft. Earlier in the year, Wonderopolis announced a new partnership with Microsoft Flipgrid—a website that allows teachers to create “grids” in order to facilitate video discussions. Flipgrid is used by millions of students, educators, and families in over 180 countries around the world.
For 30 years, NCFL has called Louisville, Kentucky home. For three days, family literacy and learning practitioners from across the country did the same, gathering together in the Derby City for the 2019 Families Learning Conference, held Nov. 4-6.

Over 365 educators, family service providers, librarians, and community leaders, and funders attended, taking all 40 minutes at the same time. NCFL, CV and Canada with.

With over 100 learning sessions on tap in seven content strands, plus 4G education and multiple award-winning speakers, there were plenty of opportunities for attendees to expand their knowledge, share ideas, and learn from each other. The Conference kicked off with an informative and inspiring keynote by Dr. Leslie C. McCall, a collection of engaging presenters and a live webcast, which was produced in partnership with the Public Library of Louisville andJefferson County.

For nearly 30 years, NCFL has supported and worked with American Indian communities, as part of their mission to support two-generation learning for children from birth to age five. NCFL's expertise and experience have been recognized by the Bureau of Indian Education and BIE Education to do Family and Childcare (EBC) program. It was in the spring of 2019 that the program received recognition, as the 2019 Toyota Family Teacher of the Year awards were presented.

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2005:
(2000 – Present)

2017: Toyota Family Literacy Day and inaugurates the annual series, "Biography," which highlights uncommon Americans who achieve great impact in their fields. Sharon Darling is featured on the A&E network series, "Biography," which highlights uncommon Americans who achieve great impact in their fields.


2015: NCFL and Toyota offer its first facilitated online course to experts seeking to improve educational outcomes for Hispanic-Latino families through the wise deployment of digital technologies.

2013: NCFL hosts the Hispanic-Latino Families Conference and convenes a group of leading experts to explore innovative ways across sectors to address the needs and engage with culturally relevant practitioners, media producers, and policy makers.

2012: Toyota Family Literacy in Chapel Hill, North Carolina. Sharon Darling receives NCFL's first-ever Family Literacy Teacher of the Year. NCFL offers its first facilitated online course to experts seeking to improve educational outcomes for Hispanic-Latino families through the wise deployment of digital technologies.


2009: NCFL leads the work for Learning (TFFL) initiative is created, focused on preschool children and their parents. Toyota joins NCFL as sponsor of National Family Literacy Day and inaugurates the annual series, "Biography," which highlights uncommon Americans who achieve great impact in their fields. Sharon Darling is featured on the A&E network series, "Biography," which highlights uncommon Americans who achieve great impact in their fields.

2008: NCFL and Toyota launch their first research project documenting Toyota family literacy research project documenting.

2007: NCFL introduces a new logo for Family Literacy by the Library of Congress. NCFL incorporates as a 501c3 organization. The model for comprehensive family literacy emerges under Sharon Darling, then Kentucky's Director of Adult and Community Education, and earns the Innovations in American Government Award from the Harvard Kennedy School and earns the Innovations in American Government Award from the Harvard Kennedy School and earns the Innovations in American Government Award from the Harvard Kennedy School.

2006: NCFL's Board of Directors meets to decide whether to become an independent organization or continue to operate as part of the National Institute for Literacy. NCFL and program staff initiate 25 meetings with Congressional and agency staff on Capitol Hill about NCFL's current and future directions.

2005: NCFL is awarded the American Prize for Branding, including a name change, to better reflect its large body of innovations in mobile learning.

2004: NCFL and Dr. Jeri Levesque conclude a Toyota family literacy research project documenting.

2003: NCFL and the Bureau of Indian Education (BIE) celebrate a 25-year partnership.

2002: NCFL works with National Institute for Literacy to produce the National Early Literacy Report. This publication is a product of the Partnership for Reading Project funded by the National Institute for Literacy. NCFL offers its first facilitated online course to experts seeking to improve educational outcomes for Hispanic-Latino families through the wise deployment of digital technologies.

2001: NCFL develops a new graphic identity. With NCFL as the lead influencer, the Adult Literacy Core personnel identifies several human rights issues and develops the NCFL worked with National Institute for Literacy to produce the National Early Literacy Report. This publication is a product of the Partnership for Reading Project funded by the National Institute for Literacy. NCFL offers its first facilitated online course to experts seeking to improve educational outcomes for Hispanic-Latino families through the wise deployment of digital technologies.

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1996: Dr. Toyoda and his wife travel from Japan to visit a family literacy program at Hazelwood Elementary School in Louisville, Kentucky.

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1991: After attending NCFL's family literacy program at Hazelwood Elementary School in Louisville, Kentucky, Toyota donates $1 million to NCFL to establish a model family literacy in multiple states.


1988: NCFL hosts its first conference focused on family literacy in the United States.

1985: NCFL is established to create family literacy in multiple states. NCFL leads the establishment of Statewide Family Engagement Centers (SFEC). NCFL leads the work for Learning (TFFL) initiative is created, focused on preschool children and their parents. Toyota joins NCFL as sponsor of National Family Literacy Day and inaugurates the annual series, "Biography," which highlights uncommon Americans who achieve great impact in their fields. Sharon Darling is featured on the A&E network series, "Biography," which highlights uncommon Americans who achieve great impact in their fields.

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1975: NCFL hosts its first conference focused on family literacy in the United States.

1970: NCFL hosts its first conference focused on family literacy in the United States.

1965: NCFL hosts its first conference focused on family literacy in the United States.
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  Retired Superintendent, Lincoln Public Schools
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- Mary Ann and Charles Cronan
- Daekyo American
- Susan E. and Barry Gourley
- Guthrie/Mayes and Associates, Inc.
- Neill and Rosa Snyder
- Half Price Books
- Christopher Lehman
- Barbara McDaniel
- Meredith M. Parente
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### Financial Information

#### Fiscal Year 2019 (July 1, 2018 – June 30, 2019)

**July 1, 2018 – June 30, 2019**

<table>
<thead>
<tr>
<th>INCOME</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Services and Registration Fee Income</td>
<td>$3,262,586</td>
</tr>
<tr>
<td>Grant and Gift Income</td>
<td>$3,005,076</td>
</tr>
<tr>
<td>Federal Grant and Contract Income</td>
<td>$1,064,038</td>
</tr>
<tr>
<td>Investment Income, Net</td>
<td></td>
</tr>
<tr>
<td>Available for Operations</td>
<td>$255,334</td>
</tr>
<tr>
<td>Other Investment Earnings</td>
<td>$410,758</td>
</tr>
<tr>
<td>Other Income</td>
<td>$75,776</td>
</tr>
<tr>
<td><strong>Total Revenues and Support</strong></td>
<td><strong>$8,173,568</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Literacy Programs</td>
<td>$6,900,352</td>
</tr>
<tr>
<td>Development and fundraising</td>
<td>$973,442</td>
</tr>
<tr>
<td>Management and administrative</td>
<td>$1,222,706</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$9,096,500</strong></td>
</tr>
</tbody>
</table>

**Change in Net Assets**                      **$(922,932)**

**Net Assets End of Year**                    **$13,404,536**