

Annual Statistical Report

2014 - 2015

This statistical report is based on data from the ProLiteracy 2014-2015 Annual Member Report.



244,106
STUDENTS



93,800
INSTRUCTORS/VOLUNTEERS

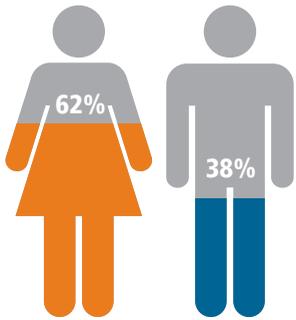


\$188.8 Million
TOTAL INCOME

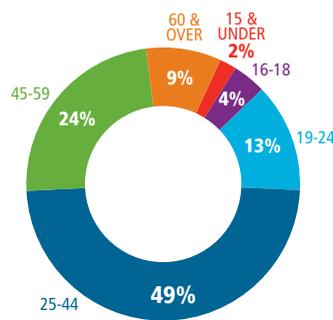


Students

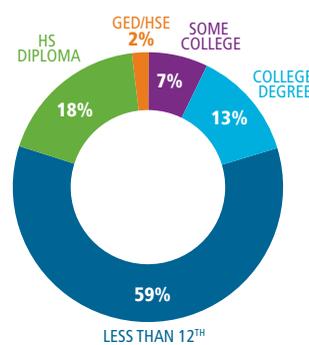
GENDER



AGE



LEVEL OF EDUCATION



FACTS

The largest number of students on waiting lists are seeking basic literacy instruction.

The average student in member programs is **33 years old**

MOST FREQUENT STUDENT ACHIEVEMENTS (NUMBER OF STUDENTS)

ADVANCED LEVEL(S) IN CURRICULUM SERIES
70,024

IMPROVED EMPLOYABILITY SKILLS
39,422

IMPROVED SCORE ON STANDARDIZED TEST
30,539

INCREASED INVOLVEMENT IN CHILDREN'S EDUCATIONAL ACTIVITIES
25,215

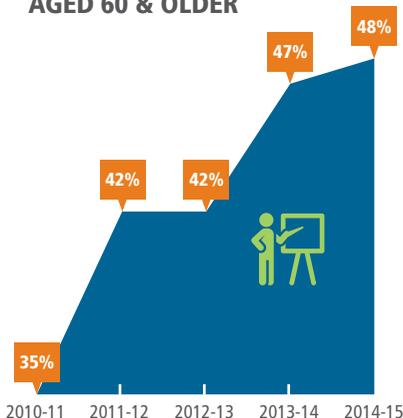
ATTAINED CONSUMER SKILLS
21,520

INCREASED INVOLVEMENT IN COMMUNITY ACTIVITIES
19,188

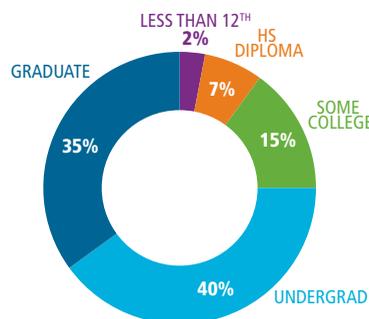


Instructors

INSTRUCTORS AGED 60 & OLDER



LEVEL OF EDUCATION



PERCENTAGE OF PROGRAMS THAT HAVE PAID INSTRUCTORS:

2005-2006	58%
2006-2007	57%
2007-2008	46%
2008-2009	44%
2009-2010	44%
2010-2011	42%
2011-2012	41%
2012-2013	41%
2013-2014	40%
2014-2015	41%

FACTS

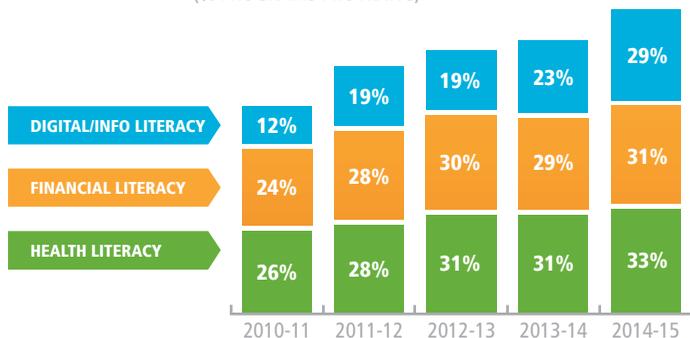
The top sources of instructor referral are: **Family/Friend, Library, Website, & Newspaper.**

The average instructor in member programs is **54 years old**

70% of member programs provide instruction through either small groups or classrooms

Program/Services

SERVICES PROVIDED
(% PROGRAMS PROVIDING)



PERCENTAGE OF PROGRAMS THAT USE FACEBOOK OR TWITTER

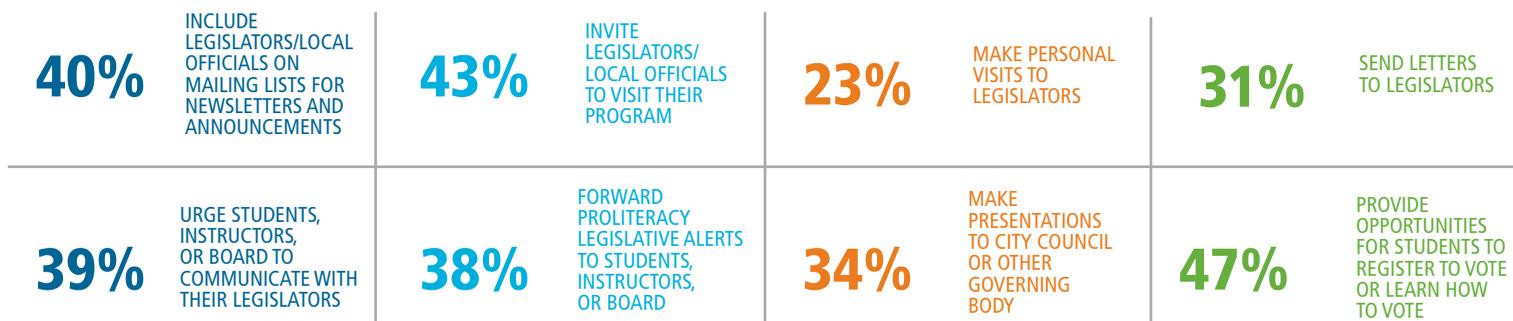


FACTS

Despite an increase in technology use, the top sources of student referral reported are still friend/family member, another student, or another agency/org.

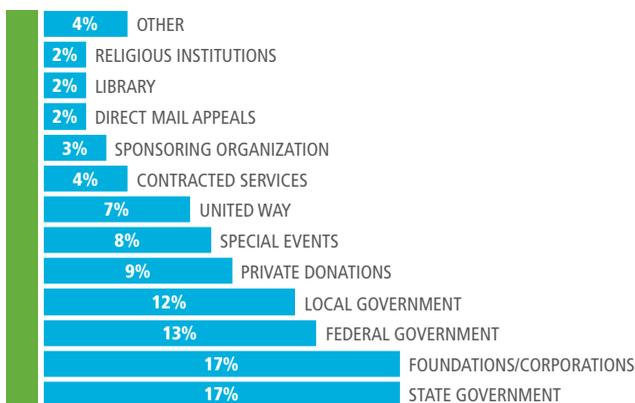
68% of member programs have student waiting lists.

PROGRAMS ENGAGED IN ADVOCACY/PUBLIC POLICY EFFORTS BY:

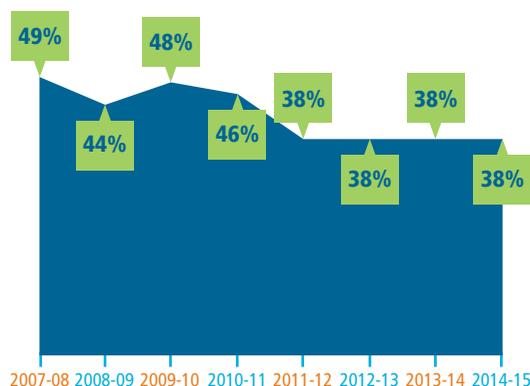


Member Organization Funding

SOURCES OF FUNDING



PERCENTAGE OF PROGRAMS RECEIVING FEDERAL AND/OR STATE FUNDING



FACTS

Over 6 years, while the % of United Way funding received has remained consistent, the % of programs receiving UW funding has decreased 8 percentage points.

32% of members held fundraising events; the average raised per year was **\$36,200**.

69% of member programs operate with a budget of **\$150,000 or less**.