



Start The Adventure In Reading



**Mission**  
To improve  
the reading  
skills and  
self-esteem

**Statement**  
of lower  
elementary  
school  
students

## SERVING CHILDREN SINCE 1985

### Annual Report 2007

# Message from the President and Executive Director:

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**Start the Adventure in Reading** is a fiscally strong and effective organization that is one of the leaders of the local educational recovery effort. During the 2006-2007 school year, STAIR served nearly 200 children from twenty elementary schools in Orleans, Jefferson and Plaquemines parishes. In the process STAIR has maintained relationships with existing public elementary schools and forged new partnerships with many of the new charter schools. We plan to serve more than 250 children from 27 schools during the 2007-2008 school year and gradually grow to our pre-Katrina enrollment. As it has been for 22 years, STAIR is led by a strong all-volunteer Board of Directors and Advisory Council, staffed by qualified literacy administrators, and endowed with a volunteer force of more than 300 trained community individuals who return year after year to mentor, tutor, and test second grade children in the program.

#### 2006-2007 Highlights

• **STAIR Family Reading Workshops:** The STAIR program benefits both the child and the family. Recognizing that the desire to learn to read is first cultivated at home, STAIR offered its students and their families a series of Family Reading Workshops at four STAIR sites during the 2006-2007 school year. The purpose of these meetings is to open a dialogue with family members about what all of us can do to help our children become stronger readers. STAIR is eager to provide support to the family members of its students by giving instruction and tools to assist them in helping their children achieve academic success through enhanced reading and literacy skills.

For the 2007-08 school year, STAIR's Family Reading Workshop theme is "**Bringing Out the Best: Encouraging Your Child's Positive Behavior.**" STAIR is partnering with The Parenting Center from Children's Hospital to provide an informative presentation on this topic at workshops planned for 8 STAIR sites. The discussion with parents and guardians will cover such topics as promoting your child's inner strength and self-esteem, encouraging positive behavior, and building relationships as the cornerstone to strong and responsible parenting. STAIR as well as The Parenting Center will provide family members with take home materials, including new books and literacy bags.

• **STAIR Site Celebrations:** Marking its belated 20th anniversary, STAIR offered celebrations at each of its tutoring sites. At each after school event, a local role model read a book to the STAIR children, tutors and invited family members, and then shared the importance of reading in his or her life. The role models included a TV anchorman, a newspaper columnist, an attorney, a musician,

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**STAIR thanks the following educational institutions, businesses, churches, organizations and individuals for their in-kind support:**

A.C. Alexander Elementary School  
 Algiers Charter School Association  
 Airline Park Elementary School  
 Algiers United Methodist Church  
 Audubon Nature Institute  
 Banneker Elementary School  
 Behrman Elementary School  
 Belle Chasse Primary School  
 Belle Chasse United Methodist Church  
 Ben Franklin Elementary School  
 Berean Presbyterian Church  
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 Communities in Schools  
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 Dillard University  
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 Harahan Elementary School  
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 New Orleans Musicians' Clinic  
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 Terry Patterson  
 Tina Freeman  
 Toshiba  
 Trinity Episcopal Church  
 Tulane University  
 Tyronne Smith  
 Unified Nonprofits of Greater New Orleans  
 University of New Orleans  
 Walt Disney Company  
 Wayne Wilcox  
 Westwego Elementary School  
 Whole Foods  
 Woodland Presbyterian Church  
 Xavier University

**STUDENT ACHIEVEMENT**

Every year, STAIR pre- and post-tests students using the Brigance Diagnostic Inventory of Basic Skills. The results of the testing for the 2006-2007 school year are evidence of the success of the program. Percentages indicate number of students post-tested scoring on the second grade level or higher:

- Word Recognition at 78%
- Oral Reading at 74%
- Listening Comprehension – Vocabulary at 95%
- Listening Comprehension – Story at 92%
- Reading Comprehension at 75%

STAIR tutoring site located at Dillard University in the fall of 2007.

• **STAIR Volunteer Appreciation:** Vital to the STAIR program are the volunteers who donate their time and talents to tutor, test and prepare STAIR materials every year. The aggregate volunteer tutor hours for the 2006-2007 year was nearly 10,000 hours with a value of \$223,325. As in years past, during National Volunteer Week, Board members visited STAIR sites to express appreciation to tutors for the work they do. A Volunteer Appreciation Party was held in April at the Garden District Book Shop.

• **STAIR Affiliate Sites:** STAIR's affiliate sites in Birmingham, AL, Wilmington, DE, Port Charlotte FL, Annapolis, MD, Lewisburg, WVA, as well as Ruston LA, continue to flourish. Visit STAIR's web site at [www.stairnola.org](http://www.stairnola.org) for information and photos of all of the STAIR programs in action.

As **Start the Adventure in Reading** enters its 23rd year, we will undertake a formal review of our mission and curriculum in tandem with an educational consultant to ensure that the STAIR program is continuing to provide the quality children's literacy programming its founders envisioned in 1985. We feel fortunate that STAIR has been able this past year to continue to advance its mission of improving the reading skills and self-esteem of the second grade students we serve. In addition, we are excited to expand the family literacy efforts that are so important and critical to the continued success of our students after they leave STAIR.

**Lee R. Adler**  
 President

**Sara W. Woodard**  
 Executive Director

*continued from page 1*

a professional photographer, a U.S. Navy police officer, corporate executives, those engaged in public service and last but not least, teachers. The book that was read was *Abiyoyo*, a South African folk story of a little boy and his magician father coming to the salvation of their village after having been ostracized. The children truly were delighted to participate in these celebrations and to engage with the readers.

• **STAIR'S Partnerships:** STAIR was honored this year to be chosen by Keating Magee Momentum Marketing to receive the pro bono marketing consultation services the

agency awards each year to a local non-profit organization. The agency has "adopted" STAIR and is working with us to maximize our outreach to both volunteers and donors. STAIR continues to work with its partners New Orleans Outreach (Green and McDonogh #15 schools), Communities in Schools (Ben Franklin and Behrman Schools), the Junior League of New Orleans (Green School), Greater New Orleans Afterschool Partnership, Literacy Alliance of Greater New Orleans and the Unified Nonprofits of Greater New Orleans. STAIR also collaborates with the work-study departments that provide tutors from Tulane University and the University of New Orleans, and will open a

# Statement of Financial Position

## June 30, 2007

FINANCIALS		ASSETS	
<b>Revenue and Support — June 30, 2007</b>		<b>Current Assets:</b>	
Corporations/Foundations	\$ 205,343	Cash and cash equivalents	\$ 182,059
Churches/Presbytery	49,386	Restricted cash	69,362
Individuals/Friends	64,618	Accounts Receivable	51,250
Organizations	23,301	Inventory - supplies	250
State	5,250	Prepaid expenses	4,674
Misc. Revenue	3,389	Deposits	<u>307,595</u>
Interest	<u>8,765</u>	<b>Property and Equipment:</b>	
<b>Subtotal</b>	<b>\$ 360,052</b>	Furniture, fixtures and equipment	
In-Kind Contributions	<u>\$201,749</u>	less: accumulated depreciation	
<b>TOTAL</b>	<b>\$ 561,749</b>	Property and Equipment, net	<u>11,107</u>
		<b>Other Assets:</b>	
		Library - books and videos	<u>10,715</u>
		<b>Total Assets</b>	<b>\$ <u>329,417</u></b>
<b>Expenses — June 30, 2007</b>			
Salaries/Taxes	\$ 185,678	<b>LIABILITIES AND NET ASSETS</b>	
Transportation	17,340	<b>Current Liabilities:</b>	—
Curriculum/Supplies	15,698	<b>Net Assets:</b>	
Snacks	3,917	Unrestricted	260,055
PR/Postage/Printing	9,335	Temporarily restricted	<u>69,362</u>
Audit/Technical Support	5,080	Total Net Assets	<u>329,417</u>
Insurance	4,571		
Staff Development/Travel	1,274		
Depreciation	3,911		
Other	<u>7,335</u>		
<b>Subtotal</b>	<b>\$ 254,319</b>	<b>Total Liabilities and Net Assets</b>	<b>\$ <u>329,417</u></b>
In-Kind Expenses (occupancy, transportation, misc.)	<u>\$ 201,749</u>		
<b>TOTAL</b>	<b>\$ 456,068</b>		

**STAIR wishes to thank its individual, foundation, organization and corporate donors for their support. The following lists reflect donations made between July 1, 2006 and June 30, 2007. Gifts received after July 1, 2007, will be acknowledged in a future issue. Every effort has been made to accurately report the names in these lists. Please contact STAIR with any questions or corrections. Thank you for giving the gift of reading!**

**Legend:**

STAIR Leaders: \$5,000+  
STAIR Champions: \$1,000 - \$4,999  
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Ben Franklin Elementary School  
Berean Presbyterian Church  
Capdau UNO Charter School  
Drew Elementary School  
S. J. Green Charter School  
Lafayette Academy  
McDonogh #15 School for the Creative Arts  
Nelson UNO Charter School  
St. Charles Ave. Presbyterian Church  
Tulane University - Reilly Center  
Woodland Presbyterian Church

### JEFFERSON PARISH

Faith Cumberland Presbyterian Church  
Jefferson Presbyterian Church  
Airlane Park Elementary School/  
Parkway Presbyterian Church  
St. Paul's United Methodist Church  
Westwego Elementary School

### PLAQUEMINES PARISH

Belle Chasse United Methodist Church

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Independent Presbyterian Church  
Birmingham

First Presbyterian Church  
Birmingham

#### Delaware

First and Central Presbyterian Church  
Wilmington

#### Florida

Edgewater United Methodist Church  
Port Charlotte

Pilgrim United Church of Christ  
Port Charlotte

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First Presbyterian Church

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*Thank you to the many individuals who designated donations to STAIR through the United Way and Combined Federal Campaign. The following is a partial list provided by the above organizations:*

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Ms. Patricia D. Norton  
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Ms. Joan Smith

*Thank you to the following foundations, businesses, and organizations for their support.*

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Greater New Orleans Foundation  
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Lighthouse Program -  
City Of Bridgeport  
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Schlenker Foundation

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# STAIR

START THE ADVENTURE IN READING

1545 State St.  
New Orleans, LA 70118

phone: (504) 899-0820  
fax: (504) 895-2668  
web site: [www.stairnola.org](http://www.stairnola.org)  
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My company will match gift (match form enclosed).

I am interested in volunteering. Contact me.

\$1,000 STAIR Major Supporter

\$500 to Sponsor a Student for a year

\$250 to Sponsor a Student for a semester

\$150 to recruit and train a tutor

\$100 for curriculum materials for 10 students

\$50 for reading games for 10 students

\$25 for pencil and paper for 10 students

\$ \_\_\_\_\_ Any size gift is greatly appreciated.

*Please make checks payable to Start The Adventure In Reading (STAIR)*  
**STAIR, 1545 STATE STREET, NEW ORLEANS, LOUISIANA 70118**

**THANK YOU FOR GIVING THE GIFT OF READING!**