

**LEARNING
GROWS
THE
FUTURE**



CELEBRATING SEEDS OF LITERACY **STUDENT SUCCESS**

PRESENTATION OF THE 2022 CULTIVATOR IMPACT AWARD TO

MARGO HUDSON

FRIDAY, NOVEMBER 4, 2022

NOON - 1:30 PM

CROWNE PLAZA,
PLAYHOUSE SQUARE



CARNEGIE
MANAGEMENT & DEVELOPMENT CORPORATION

PROUD SPONSORS OF THRIVE! 2022

Congratulations Margo

& Happy 25th Anniversary to

Seeds of Literacy



DataRedi Technology

YOUR PARTNER FOR SUCCESSFUL BUSINESS OFFICE AUTOMATION

DataRedi Technology is proud to help Margo's positive example be shared today.

~ PAUL M HELMICK ~

President, CEO DataRedi Technology,

& more importantly, someone grateful to count Margo as a personal friend

WELCOME!

This year is special. It's our 5th ***Thrive!*** honoring a stakeholder whose impact has made a profound difference to Seeds, our students, and to the field of adult education.

But it's also the 25th Anniversary of Seeds of Literacy! For a quarter of a century, Seeds has empowered adults to thrive in the Greater Cleveland area by offering free, one-to-one tutoring for the GED/HiSET. When we were founded by Sister Kathleen Kilbane, we were a literacy project for the Congregation of St. Joseph, commemorating their 125th year. Now we're our own 501(c)3 organization, with two Cleveland locations and a virtual presence.

But what I'm most proud of is that we provide *so much more* than an education coming strictly from books and packets.

For 25 years, our work has fostered confidence, pride, and a sense of accomplishment for our students. We've given a valuable gift to grandparents reading to grandchildren; to parents helping kids with homework; to adults completing job applications; and to those navigating public transportation to get to work and provide for their families. Seeds provides community, stability, and routine to those who need it most.

We also provide support to students who don't know where else to turn. When they are in crisis, we guide them to legal, housing, and health services. The pandemic underscored the damage that illiteracy can do, including putting friends and family at medical risk. Our guest speaker today will explore the connection between health and literacy in further detail.

But the real reason we are here today is to recognize someone who likely needs no introduction. Margo Hudson personified perseverance when she was a student at Seeds, and now as a tutor, speaker, and advocate, she inspires other adult learners. She's testified about literacy on Capitol Hill, given countless media interviews, and brought sunshine to our classrooms. After more than a decade, I'm proud to call her my friend.

Thank you for joining us today as we celebrate a truly remarkable woman.

Bonnie



BONNIE ENTLER
PRESIDENT & CEO

PROGRAM

WELCOME

Johnathan Khouri, Chairman of the Board

LUNCH

INTRODUCTION TO SEEDS

Bonnie Entler

VOICES OF LITERACY

Delilah Brown, Seeds' student

Joseph K. Daprano, MD

MetroHealth Medical Center & CWRU's School of Medicine

CULTIVATOR IMPACT AWARD: MARGO HUDSON

Award presentation by

Bonnie Entler

GRATITUDE & FAREWELL

Jonathan Khouri, Chairman of the Board

VIP Ticket Holders: please join us for a brief toast to Margo in the Roxy Room.

SPONSORS

\$10,000 GIANT SEQUOIA

Carnegie Management and Development Corporation
DataRedi Technology
George & Pat Miller

\$5,000 MIGHTY OAK

Mike and Kate Owen
Nordson Corporation

\$2,500 NOBLE FIR

Deloitte
HKM Direct Marketing
KeyBank

\$1,500 SUGAR MAPLE

Applied Industrial Technologies, Inc.	Saint Ignatius High School
Ciuni & Panichi, Inc.	Third Federal Community Development
Cuyahoga Community College	Thompson Hine & Alan Lufkin
Huntington National Bank	Tucker Ellis LLP
Sarah & Jonathan Khouri	Mark Yanochko
Marcus Thomas	Zashin & Rich
The NRP Group	

BENEFACTORS

Applied Laser Technologies	Cerity Partners	Bala Ramachandran
Benesch Law	Colette Gibbons	Waldheger, Coyne Co., LPA
Mike Benz	Christopher McLaughlin	Jennifer Weixel
Kevin Butler	Medical Mutual	Michael & Andrea Zadd

SPECIAL THANKS TO

Victoria Stanbridge Photography | victoria.redsky@gmail.com | 440.212.1225

ABOUT THE SPEAKERS

JOSEPH K. DAPRANO, MD

Dr. Joseph K. Daprano is an Assistant Professor of Internal Medicine and Pediatrics at MetroHealth Medical Center and Case Western Reserve University's School of Medicine. He is a clinician with 25 years' experience working with underserved populations in the US and abroad. He has maintained a focus on communication with low literacy populations and with the help of Seeds of Literacy he has presented lectures to medical students, interns, and residents on the topic of health literacy.

DELILAH BROWN

Delilah Brown has been a student at Seeds of Literacy for the last three years. She plans to earn her GED before the year is out, and she aspires to attend college once she does. Delilah wants to help others in her community. In her words, she wants to give back to her Seeds family.

MARGO HUDSON

2022 Cultivator Impact Award Honoree

Celebrating 25 Years of Seeds

Proud Sponsors of Thrive! 2022
GEORGE & PAT MILLER



CULTIVATOR IMPACT AWARD

2022 RECIPIENT: MARGO HUDSON



Margo signs her emails “With Delight.” This phrase perfectly sums up her personality: sunny, hopeful, positive, and energetic. Margo attended Seeds for 11 years, working toward her GED®.

Margo has incredible determination. She was not deterred by her age (45 when she began) or her job at the United Club at Cleveland Airport. She made education a commitment, coming two to three times a week to Seeds as a student. Margo knew that a GED opened doors, and she persevered at Seeds of Literacy. With the support of her husband, Seeds tutors and staff, numerous co-workers and customers, and with incredible commitment, Margo graduated with her GED in 2012 – which was the sixth time she took the exam.

But what is truly incredible is what she has done following her “formal” education at Seeds. She hasn’t stopped learning.

When Margo ended her time at Seeds as a student, she started a new role as a tutor. For nearly six years, she has tutored twice a week, year-round, at Seeds, working with students with whom she has a lot in common, and acting as a role model of success. Since graduation, she continues to learn new skills by taking classes in jewelry making, knitting, line dancing, candy making, and music. She is an avid reader, bringing in articles on stress and health to share with students, staff, and tutors.

And she became an ambassador for the hope that adult education and literacy brings. Margo

Hudson is a very vocal champion for the power of adult literacy. She has strong relationships with her customers, many of whom are high-powered business people from around the country and the world. (Currently, Margo is learning piano, and sends MP3 files of her weekly lessons to an email list that includes internationally acclaimed guitarist Jason Vieaux!)

In 2016, she was named National Adult Learner of the Year and received Governor Kasich’s Courage Ward. That same year, she led the Pledge of Allegiance at a session of the Republican National Convention. In 2019, Margo testified at the Ohio Statehouse, urging the government to see the importance of adult literacy.

Since then, Margo has gone out into the community to share her story of hope through education, and the message that literacy changes lives. She speaks at homeless shelters, food pantries, health fairs, library events, and more.

All pretty amazing for a woman who grew up on Chicago’s south side, and who left school and home in the 10th grade, hoping to leave behind abuse and heartache for a better life.

Adult literacy helped her do just that, and now she proudly tells the world.



THE WHITE HOUSE
WASHINGTON

October 18, 2021

Ms. Margo J. Hudson
Cleveland, Ohio

Dear Ms. Hudson,

Few issues are as critical to our Nation's long-term success as education, and I thank you for reaching out to me. I have always believed that children are the kite strings that lift our national ambitions—the more that we do today to invest in students and the dedicated educators and school staff who support their growth, the stronger our country will be in the future.

As the proud husband of an educator who continues to teach at a community college, I have seen firsthand the dedication and selflessness of our Nation's educators, but I have also seen the challenges of our education system. Those challenges have only been exacerbated by the COVID-19 pandemic, which has placed an enormous strain on students and educators alike.

One of my most important goals after taking office was reopening our schools quickly and safely so that students could get back to the classroom to avoid further learning loss and isolation. My American Rescue Plan was critical to accomplishing this goal because it provided billions of dollars to help safely reopen our schools, stabilize state and local budgets, and support the social, emotional, and mental health needs of our students and educators. I also prioritized vaccines for educators, supported COVID-19 testing in schools, and made sure that school leaders had the clear guidance they needed to reopen with confidence and safety.

There are a number of challenges in our education system that were with us long before the pandemic hit, including the crushing burden of debt that so many Americans carry while trying to earn a degree. On my first day in office, I extended the pause on federal student loan payments and collections while keeping the interest rate at zero percent. My Administration has already canceled billions of dollars in Americans' student debt, and we will continue to explore ways to ease that burden.

I know that there is much more we have to do. We must continue to address disparities in our education system that have persisted for far too long. We must ensure that every child can benefit from a world-class education that prepares them to succeed in the 21st century economy. And we must give our dedicated educators the resources they need and the raises they deserve, address teacher shortages, and diversify the teacher pipeline. My Build Better agenda will do this and more. It will provide four additional years of free public education, including two years of universal preschool for every 3- and 4-year-old in the country, and two years of free community college. My proposals will also make substantial investment in upgrading our school infrastructure and technology and high-quality career and technical education.

Together, we are going to build our education system back better, and I appreciate your ideas and your interest in helping us get it done.

Sincerely,



SEPT. 10, 2022
CEDARVILLE, OHIO

MIKE DeWINE
GOVERNOR

DEAR MARGO
CONGRATULATIONS! —
we are grateful for your
dedication to OTHERS
we are so SURE we will not
be able to miss it for the
celebration on THE 4TH of
SEP.

Our Best
Wishes & Warm

Honoring Margo Hudson as a volunteer difference-maker for her adult learning work

Published: Apr. 15, 2022, 11:56 a.m.

CLEVELAND.COM/PLAIN DEALER



"...We support education and with that our friend Margo! What Margo has done since graduating is simply remarkable and definitely deserves this recognition and award.

We communicate pretty regularly so I'm up on all of her volunteering and accomplishments, she never ceases to amaze me. I am so proud of her and know she has so much more to offer!

Unfortunately, Mike and I will be unable to make the lunch. However, it was "with delight" we made a contribution of \$5,000 to seeds to honor Margo and celebrate seeds 25th Anniversary.

Best regards,

Kate & Mike Owen

Congratulations Margo!
We are so proud of you.

Your friends,
Bill & Marlene Hansen

To Margo,
A gift in
your honor.
Congratulations!
Bob Cleary

WHY Adult Literacy MATTERS



of Cleveland adults are **functionally illiterate**.

They may have trouble understanding



x2 IN POVERTY

The percentage of adults without a high school diploma who live in poverty is twice that of those who have a high school diploma.

An increase in education leads to an increase in  employment and a decrease in  poverty.

 **DIPLOMAS =**
3x EARNINGS

Adults without a high school diploma or equivalent earn 42% **less** than those with a diploma



#1
FACTOR



A mother's reading skill is the **SINGLE STRONGEST DETERMINANT** of her child's future academic success



110,000+

Adults in Cuyahoga County **LACK** a diploma or high school equivalency

SEEDS OF LITERACY

provides **FREE** education to adults who wish to succeed in our communities.
300 volunteers tutor 1,000 students annually.



One-to-One
Tutoring



FREE
Education



Individualized
Learning



Flexible
Schedule



Award-Winning &
Nationally Accredited

EMPOWER
CLE

The SEEDS OF LITERACY Solution

For 25 years, Seeds of Literacy has provided FREE high school equivalency (GED, HiSET) preparation to adults in the Cleveland area and beyond.

THE SEEDS DIFFERENCE

Unlike other programs, Seeds offers flexibility for busy adults, who can attend in person or virtually up to 3 times a day, 4 days a week, whenever their schedule allows. “Class time” is really TUTORING time, as each student works individually with a tutor, at his own speed, at his own proficiency level. Because of this flexibility, there is no set time frame to graduate — the Seeds program is ongoing.

Seeds is different because different is what works for our students. Our numbers speak for themselves.

The biggest impact of our program can be seen in the individual stories of our students:

- a grandparent who reads to their grandchild for the very first time;
- a man moved to tears after gaining the ability to read his bible independently; and
- a mom accessing resources for her children, as she now effectively communicates with their teachers.

For these students, Seeds of Literacy is the **only** path forward. Seeds welcomes everyone into our program and provides tailored, one-to-one support that lets students define success on their own terms and their own timeline.



PROGRAM IMPACT

2021-2022 FY



21,355 instructional hours were provided by tutors for a total value of **\$609,000** in donated time.



506 employed students increased their skills and positioned themselves for advanced opportunities



153 students and graduates were connected to post-secondary education and career opportunities



583 parents improved their ability to support their children’s learning, impacting the lives of **1,311** children



SHARING **JUST 1% OF YOUR WEEK** CHANGES LIVES!

...including yours.

CHOOSING TO LEARN

Working with an adult learner is rewarding because Seeds' students make the CHOICE to learn. No one is forcing them to attend. In addition to juggling jobs, kids, and households, among a myriad of other challenges, they are dedicated to their education.

SHORT TIME COMMITMENT

Just 2 hours a week is all it takes to make a difference in a student's life. Our flexibility is part of what makes us unique. YOU choose the sessions that work best with your schedule — even if it's a different time each week.

YOU DON'T HAVE TO TUTOR MATH

Because we pair students with tutors based on the tutor's strengths and preferences, you never have to help a student with a subject with which you're not comfortable, nor do you have to develop lesson plans. *We provide all of the study materials and plan for each student's unique needs.*

We also help students at a range of skill levels. If, for example, you're wary of upper-level math, you may still be able to help other students with division or fractions if you're comfortable doing so.

TRAINING PROVIDED

- **You do NOT need to have prior teaching experience.** Seeds will train you and offer continuing professional development.
- **We have 3 locations that need tutors:** in-person at Seeds East & West, as well as online in our Virtual Classroom. Virtual tutors need to have access to an internet-enabled computer or telephone with a camera.
- **Requirements:** At least 18 years old, with a high school diploma or equivalent, and have the patience, kindness, passion, and skill to help change the community.

Virtual Tutor Training is divided into 2 evenings, with a self-study in between.

Training for physical classroom tutors is a 6-hour session with lunch provided.

Visit our website for upcoming training dates.

ASHLEY'S STORY OF SUCCESS: PART 2

A BACKYARD OF THEIR OWN

If you came to *Thrive 2021*, you might remember reading about graduate Ashley. Her story then was pretty incredible, and we are happy to report her life has improved even more!



“My children can learn the address and we won’t ever have to move again. No sharing backyards, or driveways. This is OUR home,” said Ashley Wilson. She moved into the newly-renovated, two-story, three-bedroom home —her very first single-family home— in August 2022.

A year and a half ago, things were very different for her. She left an abusive marriage, caught COVID, lost her job, then her car, and was evicted from her apartment. With no where else to turn, she found shelter for her and her three young children at Laura’s Home Women’s Crisis Center.

If this story sounds familiar, it should. We told you about Ashley when she graduated from Seeds with her GED in March 2021, [while still at the homeless shelter](#).

THE EDGE OF SOMETHING GREAT

While still in the shelter, GED fresh in her hands, Ashley enrolled in nursing school. Just a short year later, she graduated as an LPN with a 3.8 GPA. Although she was poised to provide a better life for her family, she still had to rely on Laura’s Home.

Everything changed when Laura’s Home selected Ashley and her family for the New Horizons program. New Horizons homes are purchased and then renovated by volunteers. A family is selected and must successfully complete preparations for home

ownership with specialized casework and financial planning classes. After 24 months of employment and proven home care, the deed transfers to the family.

“I don’t know why they selected me,” Ashley said modestly, although it is obvious to anyone who knows her story. She first

saw the home stripped to the studs, pre-renovation. “I couldn’t believe it when I saw the nice neighborhood and how big the house was,” Too excited to wait for renovations to be completed, Ashley confessed she snuck over several times and peeked into the windows to see the progress.

The completed, remodeled home has all of the charm of the original, with built-in bookshelves and drawers, arched doorways, and even a small balcony off the back. New drywall, hardwood floors, and updated appliances modernize it.

Ashley excitedly showed us a sunroom she will turn into a master bedroom – left unsaid is that by doing so, her children each have their own large bedrooms.

A BRIGHT FUTURE

She worked briefly as a detox nurse, but is now looking for nursing roles more compatible with her children’s school schedule. If there’s one thing Ashley’s shown the world, it’s that she doesn’t give up. We’re confident a great opportunity is right around the corner. With her GED, LPN, and new home, there’s nothing holding her back. ●

Read more student success stories at www.seedsofliteracy.org/blog

BOARD^{OF}DIRECTORS

OFFICERS

JONATHAN KHOURI

Board Chair

General Counsel,
Carnegie Management &
Development Corporation

BROOKE EMMEL

Vice Chair – Administration

Communications Senior
Consultant, KeyBank

BALA RAMACHANDRAN

Vice Chair – Programming

Client Technical Leader, IBM

ANDREA VULLO

***Vice Chair – Resource
Development***

Director, Expansion
Implementation, Greater
Cleveland Career Consortium

BOBBY GREBENC

Treasurer

Manager, Corporate
Development, Arrow
International, Inc

STEPHEN LIGUS

Secretary

Vice President & Employee
Benefits Department Leader,
Hylant

MEMBERS

JENNA BERTIN

Senior Finance Manager,
Avient Corporation

KEVIN BUTLER

Director of Law, City of
Brooklyn &
Of Counsel, McDonald
Hopkins LLC

DANIELLE CHICKERELLA

Chief Operating Officer,
University Hospitals Clinical
Network

CARMEN EDGEHOUSE

Executive Vice President,
Acrisure

DIANE GATTO

Chief Operating Officer,
Positive Education Program
(PEP)

JOHN GRACE

Senior Partner, HR & Culture,
Jumpstart

SANAA JULIEN

CEO, Group Plan
Commission

ALAN LUFKIN

Associate Director of
Business Intake, Thompson
Hine, LLP

CHRISTOPHER

MCLAUGHLIN
Partner, Jones Day

BETH MORGAN

Senior Brand Strategist,
Marcus Thomas LLC

JESSICA MORGAN

Chief Programs Officer,
Greater Cleveland Food Bank

MICHAEL MONTAQUE

Vice President – Internal
Audit, FirstEnergy

JEFF ORLOFF

President, SPIRE Academy
President, ReCreation Sports
& Entertainment

MARY HELEN PETRUS

Senior Program Officer, Stark
Community Foundation

ADAM ROTH

Founder & President,
Ampli Fund

MALORY SANCHEZ

Early Talent & Diversity Prog.
Manager, The NRP Group

DAWN SOUTHARD

Vice President of Investor
Relations, Team NEO

TONYA SUBER

Learning Leader, Westfield
Insurance

LIZ VOSKUHL

Audit Senior Manager,
Deloitte

MARK YANOCHKO

President, Mark S. Yanochko
Technical Services, Inc

MICHAEL ZADD

Senior Counsel,
Cleveland Clinic

What Makes **SEEDS OF LITERACY** *Different* from other programs?

OTHER PROGRAMS



Expensive



Semester Enrollment



Traditional Class



Their Speed



Strict, Set Schedule



Time's Up!

Seeds



100% FREE FOR STUDENTS

We provide the materials, official practice tests, and tutors at **NO COST**.



WEEKLY IN-PERSON ENROLLMENT

No waiting until next month/quarter/semester. Students can come to Seeds for orientation, **ANY WEEK**, *without* an appointment.



"CLASS" TIME IS REALLY TUTORING TIME

There's no teacher at the front of the room teaching everyone the same thing at the same time. Students work one-to-one with a tutor.

TUTORING TIMES MONDAY - THURSDAY

9AM - 11AM • 1PM - 3PM • 6PM - 8PM



LEARN AT INDIVIDUAL SPEED

Students won't fall behind. At Seeds, each works at **HIS** or **HER** own skill level, at **HIS** or **HER** own pace.



SEEDS DOES NOT HAVE A STRICT ATTENDANCE SCHEDULE

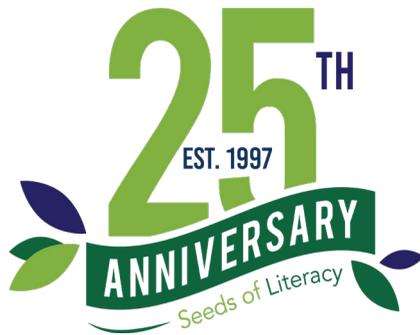
because life gets in the way of even the most dedicated students. Students can come as **OFTEN** as they like, at **WHATEVER TIME** works best for them — even if it's not the same time each day.



THERE IS NO SET TIME FRAME TO GRADUATE

The Seeds program is **ONGOING**. Most students need at least a few months of tutoring but it's not uncommon for students to be with us a year or more.





p. 216.661.7950

West: 3104 W. 25th St. 3rd Floor, Cleveland, OH 44109

East: 13815 Kinsman Road, 1st Floor, Cleveland 44120

Virtual Classroom: Everywhere in the world

WWW.**SEEDSOFLITERACY**.org/**25YEARS**

