





A New Beginning — The COVID Chrysalis

In 2019, Neuhaus Education Center celebrated one of our most productive years to date. With your support, our team developed innovative curriculum, our enrollment grew 15%, and we leveraged new technologies to promote literacy success for all. And, 2020 marked Neuhaus' 40th year of good work. Who could have imagined that during a global pandemic, our greatest transformational opportunity would develop, then stretch out its wings and soar? I knew our team needed to frame this season of change in a way that empowered us to seize the moment. I called it our "COVID Chrysalis." The Neuhaus team refused to let the pandemic make us bitter; it made us better. Today, Neuhaus has evolved to establish itself as a virtual provider for structured literacy knowledge.

In the past, we worried about students experiencing a summer learning loss known as the "Summer Slide." Now, students are facing the "COVID-19 Cliff." This learning gap is a yawning chasm for children who have barriers to learning such as dyslexia, or who are navigating the treacherous war zone of poverty. Our greatest heroes are educators who show up for our precious children, even in the worst of times. This year, more than ever, we could not let them down. The Neuhaus team quickly retooled our professional learning and coaching services to a virtual platform with rave reviews.

Thank you for fighting illiteracy along with us. Literacy is the ticket that children, regardless of zip code, so desperately need on a journey to a bright future. Your support gives us the courage to fight for the future of all children.

With overwhelming gratitude and hope for the future,

Dr. Tracy Weeden
President & CEO
Neuhaus Education Center





The Literacy Crisis

Literacy is the currency of the 21st century—and literacy success is a non-negotiable civil right we must focus on collectively, regardless of zip code. No student should leave any educational system without a strong literacy foundation.

We're on a mission to change that.

Teachers must know the science behind the structure of the English language in order to push that currency into the hands of the children we are shaping today for tomorrow's future. When teachers are well-equipped and coached to achieve success, we believe that dynamic and measurable student growth follows and can end the literacy crisis.

Our Programmatic Strategy



Teacher Professional Learning

Teachers deserve to be apprenticed to advance literacy for all students. We coach and train educators of all grade levels so they can help students reach their full potential through literacy.



Family and Adult Programs

Together we can transform the family tree through literacy. We provide information and referrals to families of struggling readers so they may advocate for themselves within the school system. Our adult literacy program includes instructors who are licensed dyslexia therapists that use curricula targeting the needs of the dyslexic population. Our adult learners know literacy is the key to a better life for themselves and their families.



Influencing Systems Change

Only **25%** of pre-service teachers report that their preparation programs included a strong overall focus on reading instruction¹. Neuhaus influences scalable positive change and literacy transformation by partnering with higher education institutions to teach structured literacy to pre-service teachers. Additionally, Neuhaus believes that every school leader should understand the value of structured literacy instruction in the classroom.

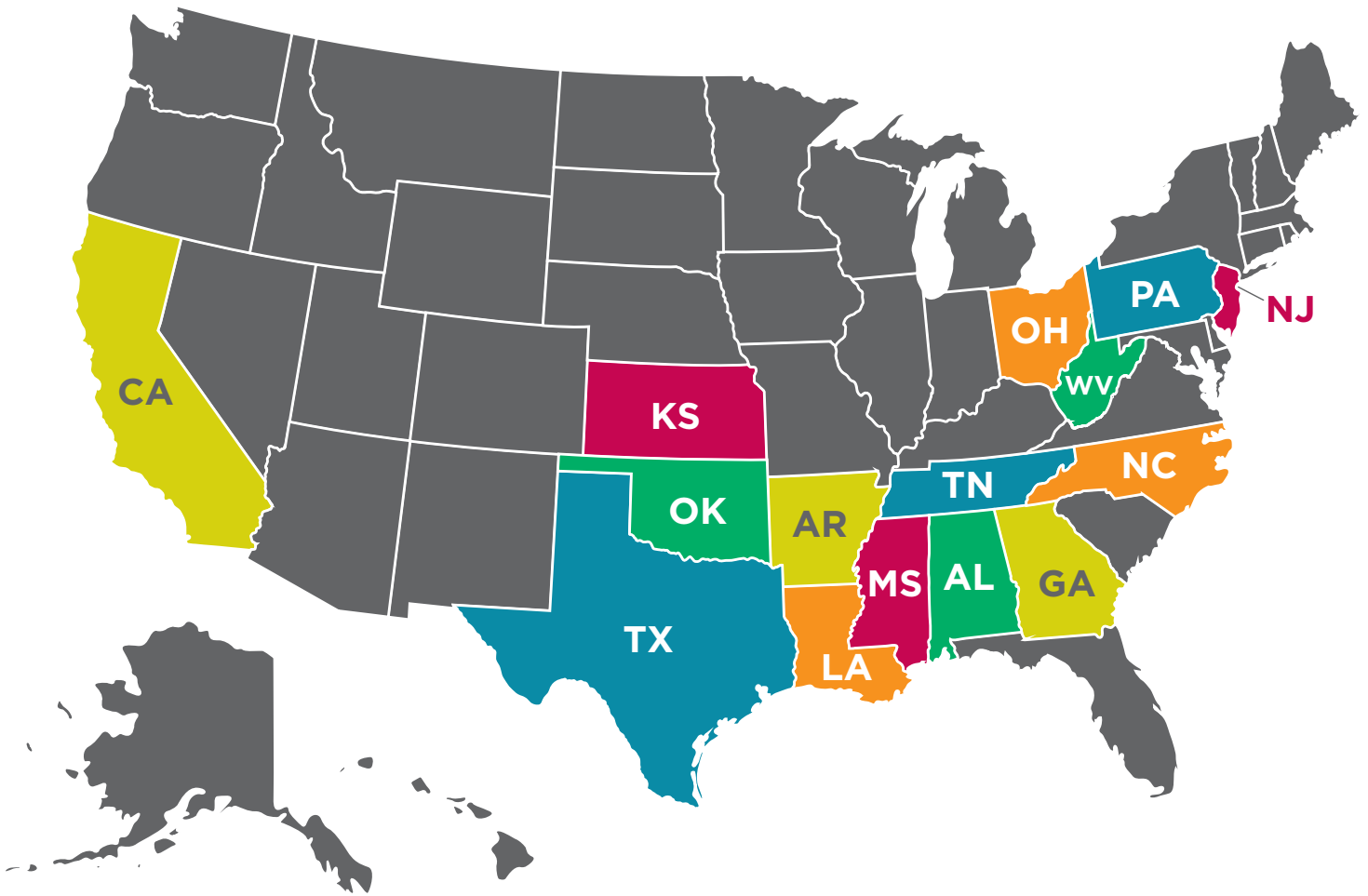


Infrastructure

We've learned that when our work is concentrated, we can reach more people with greater efficiency. And when we recruit and retain our workforce talent for growth and succession, and increase our financial capacity through earned revenue and philanthropy, we make better financial investments, promote greater coverage for literacy awareness, and provide more value to the community as a whole.

¹ *Institute of Educational Sciences, 2010*

Where We Work



Promoting Literacy Success For All

Since 1980, the primary location for networking and training teachers on the science of reading has been Houston, TX. Our mission to provide evidence-based professional learning to educators continues to spread across the state and country as schools and districts seek the expertise of Neuhaus.

To help schools and districts reach their literacy goals, Neuhaus:

- Equips teachers and district leaders with the latest research-based strategies and materials to teach reading, writing, and spelling to all students, including those with dyslexia.
- Provides professional learning classes for dyslexia professionals.
- Provides coaching to educators.
- Provides consultations for principals and superintendents.

Our Impact

Teacher Professional Learning



4,056

Teachers learned to teach reading using structured literacy instruction



501

Coaching visits with classroom teachers and school leaders



5

University Partnerships

- Houston Baptist University
- Midwestern State University
- Texas Wesleyan University
- Walsh University
- William Carey University



270

School districts and private schools served



56

Professionals graduated from our Dyslexia Professional Education programs

Family Support Program



3,000

Parents of struggling readers accessed free information and support



699

Parents attended informative seminars on reading



2,526

Calls and emails from parents were answered

Adult Literacy Program



55 total students per year



480 hours of instruction

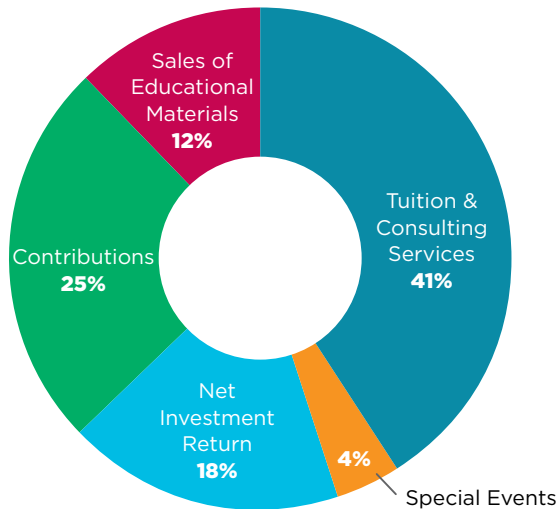


78% of the students came to us reading below a 4th-grade level

Financial Report

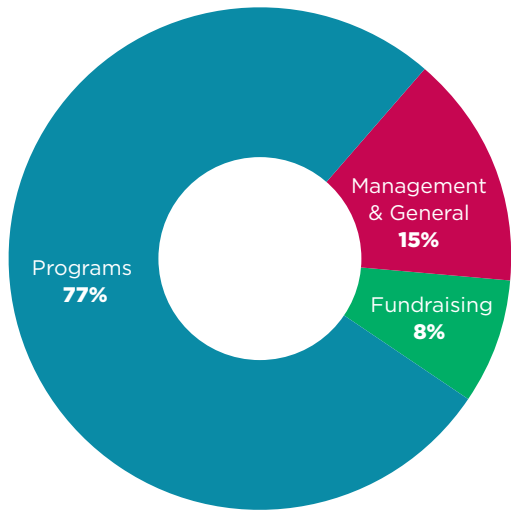
The W. Oscar Neuhaus Memorial Foundation
For the year ended December 31, 2019

Revenue, Gains, and Support



Contributions	\$1,869,918
Sales of Educational Materials	\$927,915
Tuition & Consulting Services	\$3,081,514
Special Events	\$307,406
Net Investment Return	\$1,342,805
Total	\$7,529,558

Expenses



Programs	\$4,733,520
Management & General	\$907,612
Fundraising	\$526,241
Total	\$6,167,373

“Our family’s learning journey has been forever altered. Neuhaus has given us the tools to succeed in reading. What looked impossible three years ago, today looks like an enthusiastic 11-year-old raising his hand to read in public. Neuhaus gives hope to the seven-year-old who knows he, too, can learn to read. Our days are filled with reading lessons that do not end in tears, but accomplishment. I would not be a Certified Academic Language Therapist without the support, knowledge, and resources Neuhaus provided me.”

— Manda Rosser, CALT





The Reset: Transforming Literacy in the Midst of a Pandemic

COVID-19 has wreaked havoc on many organizations, big and small. As our way of life turned upside down, many assumed everything would change, and the key for business survival would be transformative change or else closed doors.

Our New Normal

Neuhaus has taken a holistic approach and embraced the opportunities that this crisis has revealed without compromising on quality. We've had a "reset" — pivoting from a traditional, face-to-face service delivery model to virtual. Prior to 2020, 85% of our services were delivered face-to-face and the remaining 15% were delivered virtually. This approach for transitioning to virtual has created short-term survival with long-term resilience and change. With positive feedback from staff and the teachers we serve, our potential for growth is no longer limited by the walls of our physical location. Here are a few ways Neuhaus plans to continue offering our products and services virtually beyond this pandemic and continue promoting reading success for all:

PROFESSIONAL LEARNING

Virtual classes at Neuhaus are engaging with built-in practices that help develop teachers' knowledge as they interact with peers and Neuhaus experts. Neuhaus also offers classes on-demand which are self-paced and recommended for the literacy experts who want to reinforce their knowledge and practice.

COACHING FOR EDUCATORS

Coaching allows Neuhaus to reinforce the best practices on teaching reading to students. Doing this virtually requires innovation and focus. To help, Neuhaus published general guidelines for virtual instruction. In addition, Neuhaus experts are coaching teachers 1-1 in their virtual classrooms to help them learn, implement, and support the tenets of the science of reading.

FAMILY SUPPORT

Neuhaus continues to create a space for families where conversations address the needs of children struggling to read due to dyslexia or other learning disabilities. Now offered virtually, our enrollment capacity for seminars and information sessions has grown by 700%, providing the potential to reach a broader audience.

MATERIALS & RESOURCES

Reconfiguring and digitizing our traditional materials and resources was accomplished by our expert staff curriculum writers and designers. Neuhaus created resources for at-home learners and offered a free subscription for six months to teachers and parents at Neuhaus Academy, a program featuring web-based vocabulary lessons for adolescent to adult learners.

TESTIMONIALS

“We know that early learning is the key to long-term success not just for Houston’s children but for our entire community. Thanks to a grant from PNC, Neuhaus Education Center has supported Collaborative for Children in helping early childhood centers implement pre-literacy best practices. We value the research-based professional training our staff received through Neuhaus’ Language and Literacy for Young Learners class that enabled us to share the science of reading with teachers and directors in 32 early childhood centers, and look forward to growing our partnership with Neuhaus Education Center.”

— Dr. Melanie Johnson, CEO of Collaborative for Children



“Neuhaus staff members have truly proven themselves to be a part of Alabama’s literacy team, not just a product vendor. For instance, when agreed upon professional development dates were unexpectedly interrupted by constantly changing circumstances due to schools dealing with the COVID crisis, the Neuhaus team came to us with a revised plan to best meet the needs of our teachers. It was so refreshing to have them come ready to offer ideas before we had to broach the subject.

Also, 283 teachers received initial training and support from Neuhaus July and August 2020. These teachers increased their content knowledge in the science of reading an average of 21%. Because of the positive feedback from the summer training sessions, the State added additional opportunities for the fall and winter which reached capacity within 48 hours. This is what Alabama needs: to equip teachers to produce successful readers.”

— Eric G. Mackey, State Superintendent
Alabama State Department of Education



“My literacy journey with Neuhaus has been life changing. As a non-English speaker struggling with reading and writing due to dyslexia, I have been able to achieve my life-long goals due to their expertise in the science of reading. I am confident and believe that the foundational skills of literacy are essential for intermediate and advanced learning that allows for a better quality of life. Without Neuhaus, I would not be the successful person I am today.”

— Chau Hua



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July 1, 2019 to June 30, 2020.

“As the son of Oscar Neuhaus, the organization’s namesake, I am stunned to see the progress we have made in 40 years and to think about the new path forward that lies ahead. This new path forward calls us to innovate and lead as we embrace our past and move into the future. Your continued support is key to helping students access literacy.”

— Edward K. Neuhaus





neuhaus

EDUCATION CENTER

Teaching. Reading. Reaching.



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neuhaus.org

*Neuhaus Education Center is a 501(c)(3)
nonprofit foundation dedicated to
promoting reading success for all.*



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