



The LINC Letter

Spring 2017

When a Child Reads, a Community Succeeds!

Save the Date: May 10 - LINC Spring Gala, "Growing Strong Readers"



Carmen Rodriguez

LINC is thrilled to recognize this year's gala nominees: Phyllis E. Grann, groundbreaking publisher, editor, and author of a very special children's book, as well as Carmen Rodriguez, former Board Member and passionate advocate for LINC. Carmen, also a Brown University Emeriti Trustee and Columbia Law School graduate, has dedicated herself to working for causes she strongly believes in. No cause is greater to Carmen than LINC. Growing up as a child of immigrant parents who came to America with only "broken English" and the desire to make ends meet, Carmen keenly appreciates the importance of education. She knows that children need the support of their families, and their communities, as well as access to resources. These three factors are too often absent in the high poverty neighborhoods where LINC works, but they are what drive Carmen's tireless and creative efforts to ensure better education for the NYC children who need it most.

Phyllis E. Grann rose to become the President, Chairman and CEO of Penguin Putnam. The list of authors with whom Phyllis worked as publisher or editor includes: Tom Clancy, Patricia Cornwell, Sue Grafton, A. Scott Berg, Kurt Vonnegut, Judy Blume, Jeffrey Toobin, Tina Brown, Robin Cook and Bob Herbert. It is Phyllis's own book, I Will Talk to You, Little One that brought Phyllis together with Literacy Inc. Illustrated by Tomie dePaola, the book beautifully conveys how talking to your baby from infancy will expand your child's learning skills for life. Phyllis has donated over 200,000 copies of her book, which will be provided at no cost to families leaving hospitals with a new-born across New York City. As the back cover explains "This book is my gift to you." We think that is a gift worth celebrating and a wonderful legacy.



Phyllis E. Grann

Join us at the Metropolitan Club on Wednesday, May 10 as we build on the momentum of our 20th Anniversary Year and raise support for the year ahead. Cocktails begin at 6:30 p.m. followed by Dinner and Tributes. To purchase tickets or make a contribution, please visit LINC's website: www.lincnyc.org or call [\(212\) 620-5462](tel:2126205462).

You Can Be a Part of LINC's Planned Giving



Deborah (L) poses with LINC Founder, Mimi Levin Lieber at the 2015 LINC Gala.

Every not-for-profit needs financial stability. Planned Giving can be a key to empowering new initiatives, supporting long range growth, or simply providing a safety net. At the conclusion of LINC's 20th Anniversary year, we are pleased to announce "The Mimi Levin Lieber Literacy Society" – to recognize those individuals who have provided for LINC in their estate plans.

LINC board member Deborah E. Lans is including LINC in her plans. Deb named LINC as a beneficiary of her retirement plan on her death. As an attorney, Deb understands the tax benefits to a donor of such a designation as well as the benefits to the designated organization. "I have supported Literacy Inc. for over 12 years with my time, energy and financial contributions," Deb said. "LINC's ability to engage New York City communities around crucial early literacy development is like no other organization, and I am so pleased to take this step to ensure LINC's capacity to continue its effective and cost-effective approach."

You, too, can make a special gift to LINC to help fulfill its mission. There are several ways a donor can provide support and enjoy tax benefits that can offer flexibility in planning for ones own future while helping LINC to secure its future. We welcome your inquiry to Executive Director Shari Levine at [\(212\) 620-5462](tel:2126205462) or slevine@lincnyc.org.

Staff Spotlight: Silvia Alemañy

South Bronx Community Manager Silvia Alemañy is expanding LINC programming in the South Bronx community by hosting new and exciting reading programs in community centers across Hunts Point and Morrisania. We sat down with Silvia and spoke with her about the impact LINC is having on families, parents and children in the South Bronx.

Q: Why are LINC programs so important?

A: Since joining LINC, I have met many caring and committed people at LINC and throughout the community. It's no surprise that I witness situations that show the power of what LINC has been doing for 20 plus years. As schools are overburdened, families are overcommitted, and the world has become technology focused, the work LINC does to increase a child's love of reading has a lasting impact. Early literacy can influence a child academically and socially. It can also increase a person's sense of confidence, curiosity, and creativity. LINC taps into all of these essential qualities. The experiences we offer contribute to helping families and communities thrive.

Q: What are you looking forward to achieving in the South Bronx?

A: I believe that families, student mentors, and community members can have a tremendous impact on the lives of children by encouraging them to read and sharing their love of reading. I want to continue seeing the twinkle in children's eyes, enthusiastic hands raised, and bright smiles after a child reads aloud. I want to hear parents say how proud they are of their children for getting better grades or how surprised they are because their child can have a conversation about something they read. I want the community to be inspired and offer our children opportunities that will enrich their lives. I'm thrilled to collaborate with different people throughout the South Bronx who work tirelessly and are committed to our common mission of supporting literacy success in families.



Silvia reads to a group of children during a LINC literacy event.

Thank You to Our Corporate Donors



LINC acknowledges with deep gratitude the generous support of the above companies through direct donations, matching gifts and the priceless gift of time from their volunteers. We appreciate everything they do to help our young readers.

For more information about becoming a corporate sponsor or creating a volunteer opportunity, contact Chabely Ramos at 212-620-5462 ext. 124 or cramos@lincnyc.org.

LINC Breakfast Draws a Crowd



Bret at LINC's 2016 20th Anniversary Gala.

On a chilly February 13, Deloitte hosted an early morning breakfast to share LINC's comprehensive approach to addressing the early literacy crisis in New York City's high needs neighborhoods. The guests included a diverse range of policy makers, funders and stakeholders.

In addition to showcasing our community based strategies, the occasion served to honor former LINC Board Member, Bret Halverson. Bret was presented with the **Lieber Literacy Award** named for our founder, Mimi Levin Lieber. As an active board member for 19 years, Bret's leadership helped transform LINC into the innovative organization it has become.

"Serving on LINC's board has been one of life's most rewarding experiences," stated Bret after accepting the award. "Learning to read by third grade is a key issue, and I think LINC's solution to this issue is bold and innovative. The combination of best practices and good community organizing provides the glue that is essential for children learning to read in the underserved communities of New York City."

We also heard from Patricia Mitchell, Principal at PS 48 in South Jamaica who noted in her comments that within her school, "reading has become a social activity; kids have begun talking about their favorite authors, and books." This is what we mean when we say LINC creates a culture of reading within a school. Rocio Apollonio, one of our most dedicated Very Involved Parent volunteers also spoke, describing her commitment to delivering a weekly bi-lingual story hour at her neighborhood branch library—as she has every Tuesday for close to five years.

LINC's newly printed Annual Report was distributed at the breakfast; contact John Andrews, jandrews@lincnyc.org for a copy or visit our website, www.lincnyc.org to view online.

LINC's Very Involved Parents Help Shape Their Communities

LINC's VIP (Very Involved Parent) Program continues to be one of our most effective ways of reaching out in a community to model literacy. We would like to recognize two very special VIP's who are now running their own LINC literacy programs and demonstrating the importance of reading in their own communities.



Jenny leads a read-a-loud during her "Rain of Wisdom" VIP Program.

Jenny Hernandez is the mother of three children enrolled at PS 5 in Inwood, Manhattan. Jenny attended LINC parent trainings at her children's school, where LINC trained her to support reading one-on-one with children in the early grade classrooms. Jenny then enrolled in LINC's VIP Program. Once her VIP training was complete, Jenny began leading her very own LINC Reading Everywhere Program titled "Rain of Wisdom."

"My three children have been greatly impacted by my "Rain of Wisdom" program," Jenny said. "Every week they ask me what we will be reading during the program. It's wonderful to not only see my children, but all of the children who attend my program engaged and asking questions throughout. I love bringing 10 families together on a weekly basis to read, learn and spend time together."

Cemal Williams is the father of a second grader who attends PS 48Q in Jamaica, Queens. Cemal trained to become a LINC VIP in November of 2016, and was interested in providing mentorship through reading to a group of 12 young boys enrolled at the YMCA afterschool program. As a way to show the boys the joy of reading, Cemal turned his program into a superhero story time, where each session covers a different Marvel Comic Book character.

"This has been one of the greatest experiences I've ever been a part of," Cemal said. "I love watching the boys have fun while reading together. Each boy reads a page of the book out loud, and if any of them are having trouble the rest jump in and help out. I would like to thank LINC for giving me the opportunity to impact these young boys lives in a positive way."



Cemal (top R) with the boys at his story time strike their best superhero pose.

Thank you Jenny and Cemal for going above and beyond to ensure that the children in your communities grow into strong, competent readers!

Support LINC Today

If *you* would like to make a donation to LINC, please visit www.lincnyc.org, or call LINC at (212) 620-5462 ext. 102. You can also mail a contribution directly to:

Literacy Inc.
5030 Broadway Suite 641
New York, NY 10034

LINC is proud to be a Four Star and Platinum Charity



LINC Board of Directors

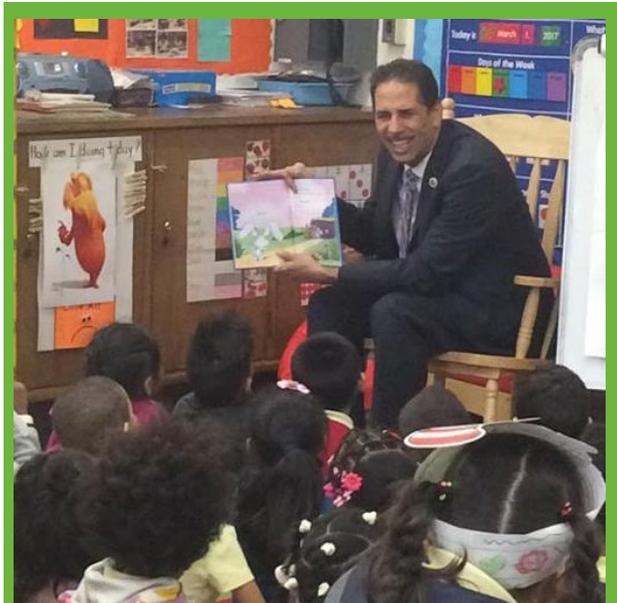
Mimi Levin Lieber <i>Founder</i>	John Galiski Cosette Gutierrez
Carl D. Folta <i>Board Chair</i>	John Halley Helene D. Jaffe
Sonia Ortiz-Gulardo <i>Vice Chair</i>	Deborah Lans Susan Elkind Orchant
Jacqueline A. Kaiko <i>Treasurer</i>	Ron Rentel Carlos Rodriguez
Robert E. Spierer <i>Secretary</i>	Michael Ross Mary Fratto Rowe
Donovan Campbell	Ann Short
Steven Crabbe	Andrew Spring
William Estilo	Kosha Udani

Contact LINC

Executive Director: Shari Levine	info@lincnyc.org www.lincnyc.org
Deputy Executive Director: Jennifer John	facebook.com/literacyinc twitter.com/lincnyc



Literacy Inc.
5030 Broadway, Suite 641
New York, New York 10034



New York City Council Member Fernando Cabrera was a special guest reader during a LINC Reading Celebration at PS 33 in the Bronx.