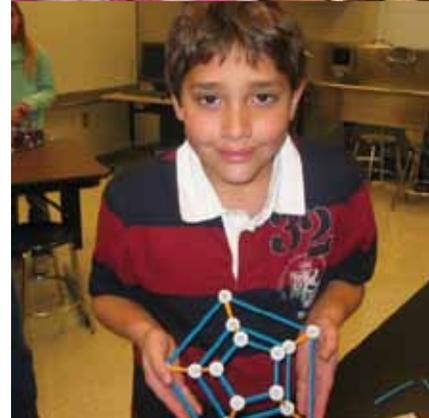


Annual Report 2010



The Learning Lamp • 108 College Park Plaza • Johnstown, PA 15904
814-262-0732 • 814-262-0837 • www.thelearninglamp.org

Our Mission

Engaging all children with the support they need to succeed.

Our Philosophy

Success in education translates into success in life. This core belief is why The Learning Lamp works in partnership with schools, parents, and community-based organizations to provide children with high quality and affordable preparatory, reinforcement and enrichment activities that enhance classroom learning.



Tutor Jenna Leverknight has helped scholarship recipient Tony Miller raise his grades to A's and B's.

Our Services

- One-to-one tutoring by PA certified teachers, based on current classroom instruction, with the goal of reinforcing lessons taught during the school day
- High quality, educationally-focused child care and preschool that prepares children for kindergarten
- After school and summer programs for school-age students
- Enrichment classes and portable classrooms aimed at building math, reading and science skills
- Individual and group SAT preparation
- School-based individual and group tutoring programs
- Alternative education programs for school districts
- Online learning and credit recovery
- Grant writing, temporary staffing and project consulting for schools
- Professional development workshops for teachers and aides

2010 Program Highlights

- Served 8,368 students from 55 school districts and 38 private/charter schools and community-based organizations in 22 Pennsylvania counties and five states
- Awarded \$20,000 grant from Grable Foundation for Discovery Dome programming (Our first ever contribution from a major Pittsburgh Foundation!)
- Hyndman Preschool approved by PA Department of Education as Private Academic Preschool
- Expanded child care services to Somerset County with the opening of The Learning Lamp Center for Children @ Boswell Pharmacy Services in Jennerstown
- Submitted PANO application for recertification of Standards for Excellence designation (The Learning Lamp is one of 56 nonprofit organizations statewide—and the only one in Cambria, Somerset, and Bedford Counties—to earn PANO seal of approval.)
- 2010 Academy of Arts and Sciences selected as Pennsylvania Department of Education Regional Summer School of Excellence for fourth consecutive year
- The Learning Lamp Center for Children @ GJCTC earned STAR 3 and is awaiting approval for STAR 4



2010 Academy of Arts and Sciences campers visit a professional photography studio.

We Shoot for the STARS

Keystone STARS is Pennsylvania's initiative to encourage, support, and recognize the continuous quality improvement efforts of early learning programs in the state. Performance Standards build upon research-based best practices and are broken up into four levels or STARS. Standards address staff qualifications and professional development, the early learning program, partnerships with family and community, and leadership and management. The Learning Lamp Center for Children @ Greater Johnstown Career & Technology Center is currently **STAR 3** and awaiting approval on STAR 4—the highest level attainable. Our child care center at Memorial Medical Center achieved **STAR 2** in spring 2011. Westmont and Hyndman preschools are **STAR 1**, and our preschool at Rockwood and child care center in Jennerstown have both completed **START with STARS**.



Interest in Flexible School-Age Programs Soars

The Learning Lamp launched four new school-age programs with public and private school partners in Cambria County in 2010. The Cambria Heights, Cambria Elementary, and Jackson Elementary School-Age Programs and St. Benedict School-Age Program started August 30, 2010. The schools approached The Learning Lamp about offering an after school program that enabled families to pay only for the hours they need, as opposed to a more costly flat fee, which is typical of many other providers. The Learning Lamp's School-Age programs provide homework help by certified teachers, physical activity sessions with staff trained in the nationally recognized SPARK curriculum, nutritious snacks, a weekly nutrition lesson, and plenty of arts and crafts and enrichment activities. Enrollment for the new programs reached 127 children by year's end! Combined enrollment for all sites including our flagship program at Richland Elementary currently stands at 267.

Participation in Free After School Outreach Program Triples with Addition of Prospect Site



Year two of The Learning Lamp and Boys & Girls Clubs of Western PA After School Outreach Program brought the addition of a second site in September 2010. **By year's end, the new Prospect site and original Moxham location enrolled 65 children—more than triple the number of children served during the program's inaugural year.** The free, community-based drop-in program provides at-risk children from impoverished neighborhoods homework help from Pennsylvania-certified teachers, character-building activities, mentoring from caring adults, a healthy snack and fun, physical activities in a structured, supervised setting. The program serves children in grades 1 to 8. Response to the Prospect site actually sparked the interest of a third neighborhood. The Learning Lamp will open an after school outreach site in the Johnstown Housing Authority's Oakhurst community in fall of 2011.

◀ *Participants at The Learning Lamp After School Outreach Site in Prospect enjoy a game of air hockey.*

Substantial Growth in Contracted Services to School Districts

As school districts explore new ways to maximize their resources, The Learning Lamp has become a "go to" source for affordable programs and staffing. Demand for these services experienced tremendous growth in 2010. **By the start of the 2010-11 school year, our school district contracted services increased more than 60 percent.** The cost savings is a benefit to school districts. At the same time, these programs help The Learning Lamp serve more students and sustain vital programs.

Temporary Staffing

The Learning Lamp works in partnership with schools to fill short-term or fluctuating staffing needs such as Title 1, ESL, tutoring, homebound instruction, online learning and special education teachers, as well as other grant-funded positions. For schools, contracting with us is an affordable and flexible way to get the extra help they need without placing a burden on the administrative team or business office. **In 2010, The Learning Lamp provided 88 temporary staff members to partner school districts.**

Alternative Education

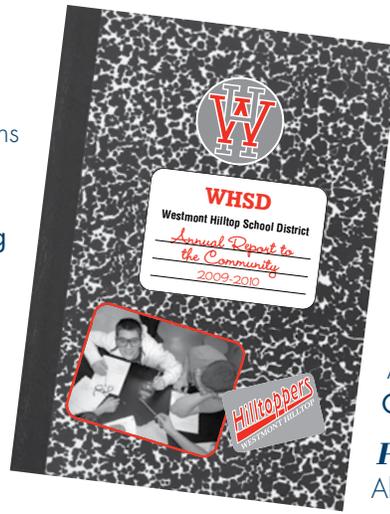
Since 2007, when The Learning Lamp was first approved by the Pennsylvania Department of Education as a private provider of alternative education, we have continuously improved upon our individualized program model. **In 2010, we brought a school-based, after hours program to Dover Area School District in York County. The Dover program, which includes separate classrooms for intermediate and high school students, served 33 students in 2010-11.** The Learning Lamp has provided alternative education since 2008 for South Allegheny School District in Allegheny County and added Windber Area and Somerset Area School Districts in Somerset County in 2009. Westmont Hilltop School District contracted The Learning Lamp to provide alternative education for its students in February 2011. **All told, The Learning Lamp's alternative education programs served 125 students during the 2010-11 school year.**

Grant Writing & Communications Support

In the last two years, The Learning Lamp brought in \$1.6 million in grants for schools and other nonprofit organizations in western Pennsylvania, including \$890,400 for Cornell School District to continue its 21st Century Community Learning Center for an additional 30 months. **The Learning Lamp has won \$4.7 million for technology, alternative education, school-based mental health services, after school programs and Early Head Start services for school districts and other nonprofit organizations since 2007.**

In addition to grant writing, The Learning Lamp also provides school districts with communications support—and with impressive results. In the 2010-11 school year, our communications specialists developed and executed a comprehensive communications plan for Windber Area School District, for example, that included printed materials, electronic mailings, online surveys, web- and social media-based postings and assorted media releases and advisories.

In 2010-11, The Learning Lamp generated nine news releases on behalf of Windber Area School District. The district received a total of 14 placements on WJAC-TV and/or in the Tribune Democrat, Daily American and Our Town newspapers. The news stories ranged from print articles on new attendance policy results and forensics championship performances to television reports on concussion prevention



and bullying prevention initiatives. That is a media placement rate of 100 percent! In addition, an annual report for Westmont Hilltop School District won a **2010 Excellence in Education Award of Honor** from the Pennsylvania School Public Relations Association (PenSPRA) and a Pennsylvania School Boards Association **Educational Publications Contest Award**.

Professional Development

Also new in 2010, The Learning Lamp introduced professional development services to our portfolio of school district programs. **Our team of certified teachers and working professionals provided training workshops for 220 teachers and paraprofessionals from 13 school districts and non-public schools in Cambria, Somerset, and Bedford Counties.** Topics included: *Enhancing and Improving Teamwork and Communication*, *Ethics in the Workplace*, and *Tips and Strategies for Improving Reading Skills*. Workshops are conducted on-site and can be customized to meet school districts' needs. Our clients have found that The Learning Lamp's training programs are an affordable and convenient means of meeting Pennsylvania Department of Education continuing professional education requirements for their staff.

The Learning Lamp Helps Restore PRIDE to Cornell School District



The PRIDE (Promoting Raider Improvement through Daily Enrichment) program at Cornell School District provides 375 students with homework

help, physical fitness activities, and a variety of after school clubs that aim to improve classroom performance and attitudes toward school and self, as well as give young people a brighter outlook for the future. Clubs range from competing in regional Battle of the Books competitions and learning filmmaking techniques to becoming certified in CPR and raising money for the American Red Cross Disaster Relief Fund. PRIDE participants are also treated to activities at the Sewickley YMCA, visits from the Pittsburgh Aviary and other groups and on-site art workshops from the Sweetwater Center for the Arts.

“The original 21st Century Community Learning Center Grant at Cornell was funded for three years from 2006-2009 and it positively impacted the lives of hundreds of students with improved classroom performance, better attitudes toward school and self, and a brighter outlook for the future. When the opportunity to submit an application for Cohort 5 funding in January 2010 arose, I immediately contacted The Learning Lamp to request its grant writing services again. The Learning Lamp's commitment to work as a partner with school districts is exemplary. The agency's grant writers are collaborative, knowledgeable, experienced, efficient, thorough, creative, and willing to work with the District in order to plan for outstanding learning and recreational opportunities for our students.”

—Ms. Donna M. Belas, Superintendent,
Cornell School District

Discovery Dome Takes To Go to New Heights

The 2010-11 school year was a year of tremendous growth for The Learning Lamp To Go. The traveling science and geography program added another supersized teaching tool in 2010—Discovery Dome. Purchase of the 17-foot portable dome theater system was the result of more than a year of aggressive grant seeking and appeals to local corporate sponsors.

Over the course of the 2010-11 school year, The Learning Lamp shared museum quality, professionally produced, science-based shows via Discovery Dome with 2,863 children. Although popular, Discovery Dome was not the only portable classroom we took on the road last year. Hundreds more children participated in Earth Balloon and National Geographic Giant Traveling Map programs. In all, The Learning Lamp To Go reached 6,075 children in 2010-11. That's an increase of 40 percent from 2009!



Discovery Dome brings science to life for students at Saint Benedict School

Declining Economy, Limited Tax Credits Impact EITC Contributions

The Learning Lamp experienced a significant decline in Pre-K scholarship donations in 2010. Contributions through Pennsylvania's Pre-K Scholarship Tax Credit Program dropped from \$109,912 in 2009 to \$75,421 in 2010. That's a decrease of 31 percent! Limited tax credits coupled with the ongoing recession and subsequent belt-tightening across all sectors of business and industry put a stranglehold on EITC (Educational Improvement Tax Credit) participation. Still, The Learning Lamp managed to provide scholarships to 59 children attending our pre-k programs in Bedford, Somerset, and Cambria Counties and those of three other qualifying programs in Bedford, Cambria, and Allegheny Counties in 2010.

The reality is the demand for pre-k scholarships remains steady—regardless of the level of contributions. Historically, nearly 100 percent of children attending our Hyndman and Rockwood programs in rural Bedford and Somerset Counties rely on scholarships to help pay tuition. That number is lower at The Learning Lamp's pre-k programs in Cambria County, where roughly half of preschoolers receive income-based tuition assistance via EITC.

As we prepare to launch a new preschool program in 2011 in partnership with Cambria Heights School District, we lack sufficient funds to offer scholarships to eligible children attending the program. Earlier this year, The Learning Lamp began a



Trent, 5, attended The Little Learning Lamp at Hyndman/Londonderry Elementary School with tuition assistance from an EITC-funded scholarship.

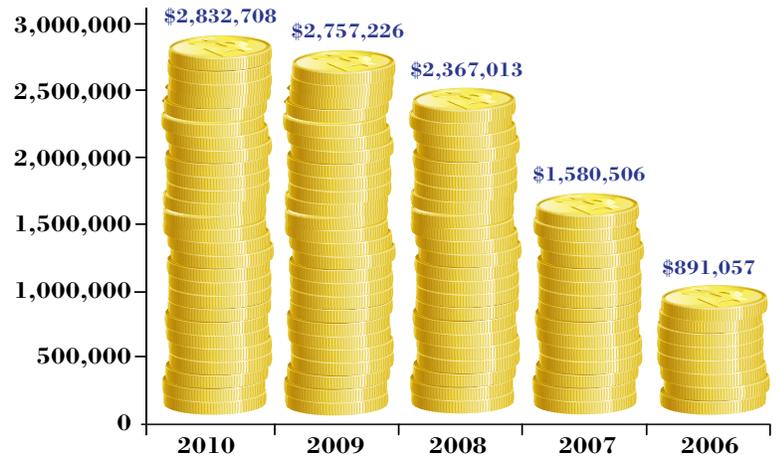
campaign to re-educate the business community about the benefits of EITC. We are cautiously optimistic that contributions will meet demand in 2011.

Program Diversification Fosters Financial Stability, Increased Revenue

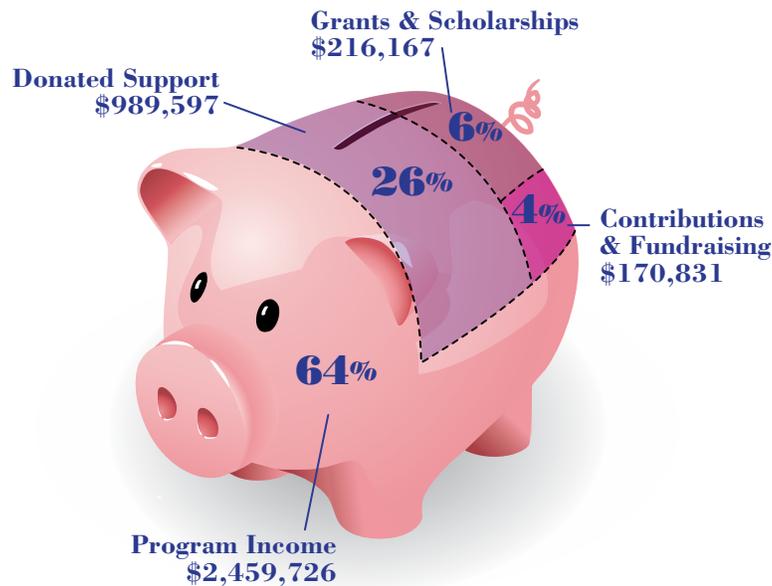
The Learning Lamp held its own in 2010, despite the nation's slow recovery from the recession. Although the struggling economy resulted in substantially smaller gains year over year since the recession began in 2008, The Learning Lamp has managed to steadily grow and diversify its revenue base. 2010 Financial highlights include:

- Total revenue (excluding in-kind donations) has increased for five consecutive years, from \$891,057 in 2006 to \$2,832,708 in 2010—an increase of 218 percent!
- Donated facilities, materials, and services increased 34 percent from \$617,087 in 2009 to \$989,597 in 2010.
- Growth of total net assets increased 11 percent from \$339,031 in 2009 to \$376,554 in 2010.
- The organization's three largest sources of revenue—child care, alternative education programs and school district tutoring—generated 54 percent of total revenue.
- Revenue generated from fundraising events and contributions increased 44 percent.

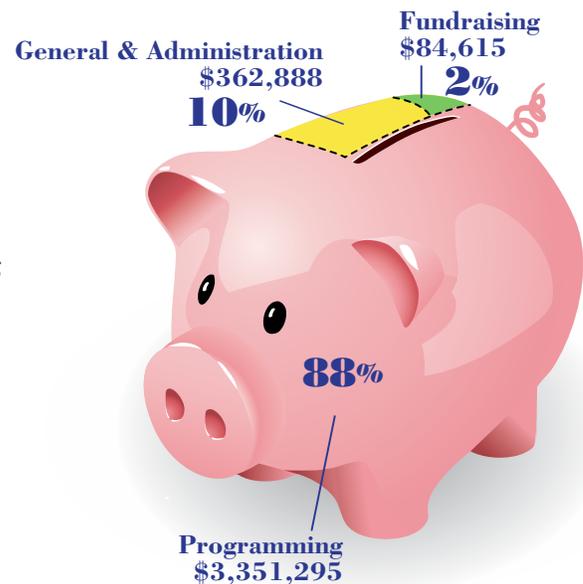
Revenues: 5 Year Trend (Excluding In-Kind Donations)



Revenue



Expenses



The Learning Lamp launched two new fundraisers in 2010. A bi-annual **Children's Consignment Sale** debuted in October 2010. In December, participants of our after school outreach sites decorated 50 ceramic pigs which were placed at businesses throughout the Johnstown area. The theme of the **Piggy Bank Campaign** was "Your change can change a child's life." AmeriServ Financial picked up the tab for the banks. Proceeds from both fundraisers benefited The Learning Lamp's outreach programs.

Participants of The Learning Lamp After School Outreach Program let their creativity flow while personalizing piggy banks for the Piggy Bank Campaign.

Looking Ahead to 2011

Despite a sluggish economy that carried over from 2010, The Learning Lamp continued to grow in 2011, extending programs into an additional 15 central Pennsylvania counties. Fueled largely by expansion of the agency's online learning and alternative education programs, The Learning Lamp added partner school districts and Intermediate Units in Blair, Bradford, Bucks, Clearfield, Fayette, Fulton, Greene, Huntingdon, Lancaster, Lycoming, McKean, Mifflin, Sullivan, Tioga, and Washington Counties and expanded programming in Cambria and York Counties. 2011 also marked a milestone for The Learning Lamp as the agency purchased and began renovations on our first permanent home! The Learning Lamp expects to begin operating from the two-story, 19,000-square-foot building along Bedford Street in Stonycreek Township in early 2012.



The future home of The Learning Lamp along Bedford Street in Stonycreek Township.



108 College Park Plaza • Johnstown, PA 15904
814-262-0732 • www.thelearninglamp.org



Director of Education Heidi Rizkalla shares a hug with children from The Learning Lamp After School Outreach Program following an awesome talent show.

The Learning Lamp

Executive Staff

Lorraine Nulton, D.Ed.
President (Volunteer)

Larry J. Nulton, Ph.D.
Vice President (Volunteer)

Leah Spangler
Executive Director

Diane Chesnutwood
Director of Operations

Heidi Rizkalla
Education Director

Erica Ponczek
Director of Child Development and Early Learning

Erika Sleek
Coordinator of School-Age Programs

Nancy Marley
Development Director

Board of Directors

Robert Knipple
Chairman
Associate Vice President for Alumni & Community Relations, University of Pittsburgh at Johnstown

Barbara Fortunato
Vice Chairman
Producer Manager, American Insurance Marketing

Stephanie Stohon
Treasurer
Partner, Wessel & Co.

Susan Tomera Angeletti
Marketing Manager, Galliker Dairy Company

Karen Azer
Community Volunteer

Michele Bonerigo
Client/Business Program Manager, In-Shore Technologies

Matt Bost
Senior Director, Program Management
Concurrent Technologies Corporation

Lisa M. Boyd
Senior Instructional Designer, Highmark, Inc.

Lorraine Donahue
Vice President of Finance & Administration, Pennsylvania Highlands Community College

Doug Miller
Software Engineering Manager, Northrop Grumman Corp. National Work Force

Sheryl Safina-Pfarr
Attorney

Leslie Turkovich
Principal, Bedford Elementary School

Becky Zips
Branch Manager, Northwest Savings Bank