

Lighting the way to a brighter future.



2011



ANNUAL REPORT

2025 Bedford Street
Johnstown, PA 15904
(866) 785-LAMP
(814) 262-0732
thelearninglamp.org

OUR MISSION

Engaging all children with the support they need to succeed.

OUR PHILOSOPHY

Success in education translates into success in life. That's 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.



Participants of The Learning Lamp After School Outreach Program are all smiles.

OUR SERVICES

- One-to-one tutoring and SAT prep
- Quality, educationally-focused child care
- Literacy-based preschools
- Before and after school programs
- Engaging summer camps
- Credit recovery and summer school
- Enrichment classes
- Annual Children's Book Festival of Johnstown
- Online learning
- The Learning Lamp To Go portable programs for schools
- Professional development for teachers and paraprofessionals
- Alternative education programs for schools
- Specialized staffing services for schools
- Grant writing, communications, and project consulting for schools



A scene from the 2011 Summer Performing Arts Academy production of "Music Man, Jr."

2011 PROGRAM HIGHLIGHTS

- Served 13,052 students from 77 school districts and 36 private/charter schools and community-based organizations in 32 Pennsylvania counties and four states
- Awarded PANO Standards for Excellence designation following successful recertification (one of 54 organizations state-wide and the only one in Cambria, Somerset and Bedford Counties)
- Purchased and renovated building for corporate headquarters and primary learning center
- Introduced custom-designed Giant Floor Map of PA to area schools
- Achieved STAR 4 rating at The Learning Lamp Center for Children @ Greater Johnstown Career and Technology Center—highest rating available from Keystone STARS quality child care initiative
- Assisted school districts and other service organizations in securing \$1.2 million dollars in grants, bringing total awards to \$5.1 million since 2007 (To date, total grant awards top \$6.3 million.)



The Learning Lamp's new space includes a spacious, well-equipped tutoring center.



Walking the giant PA floor map.



Students at our after school program at Central Cambria Elementary celebrate World Heritage Day.

1
January

2
February

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March

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April

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May

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June

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July

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August

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September

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October

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November

12
December

A NEW BUILDING TO CALL HOME



Finally, a place to call home.

After outgrowing the 2,700 square-foot leased space that The Learning Lamp occupied since 2006, the agency made the bold move in 2011 to find a new home—a permanent location that could accommodate a steady expansion of programming and employees. The agency purchased a 19,000 square-foot building at 2025 Bedford Street in Stonycreek Township. Renovations to the long-vacant building began in October.

Phase I of the project set out to make the space usable again with installation of a new heating and cooling system, ADA-compliant restrooms and parking, an electrical upgrade, repairs to the roof, and removal of asbestos. Ever mission-driven, The Learning Lamp promoted the project as a teaching tool for vocational students at the Greater Johnstown Career and Technology Center (GJCTC). The team of high school and adult learners supplied the manpower for a large portion of the initial demolition and remodeling. Students gained valuable real-life work experience while The Learning Lamp benefited from reduced labor costs.



GJCTC's remodeling crew takes a well deserved break.

1 2 3 4 5 6 7 8 9 10 11 12
The Learning Lamp moved into its new headquarters in March 2012.
Still planned for the site are Healthy Cooking and Arts Studios.
The effort to secure remaining funds for this project is ongoing.

BOARD APPROVES OPENING OF CONSIGNMENT STORE TO SUPPORT FREE AFTER SCHOOL PROGRAMS



New store offers kids clothes, furniture, specialty items and more!

The purchase of The Learning Lamp's new home presented the agency with an exciting opportunity. The building had sufficient space for offices and on-site programs, but there was still space to spare—space that was ideal for retail.

Enter EcoKids. In 2011, The Learning Lamp Board of Directors approved a plan to return the former retail

space in the front of the building to a children's consignment boutique. The idea for the boutique grew out of The Learning Lamp's bi-annual

EcoKids
Wear. Grow. Recycle.

Children's Consignment Sale, which has proven to be enormously successful in raising money for the agency's free After School Outreach Program for low-income kids.

After much research into the resale industry, The Learning Lamp determined that a year-round store offering gently-worn, top brand children's apparel, toys, furniture and baby gear could create a steady funding stream for the outreach program. Similar to the biannual sales, families would consign items with the store—proceeds from which would be split 50/50, with half going to the consignor and the other half supporting free after school and summer programs for economically disadvantaged kids.

EcoKids officially opened in July 2012. The long-term goal is for the boutique to become the primary funding source for The Learning Lamp After School Outreach Program.

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THE LEARNING LAMP EARNS HIGHEST RATING FOR QUALITY CHILD CARE



2011 marked a milestone in the delivery of quality child care for The Learning Lamp. The Learning Lamp Center for Children at Greater Johnstown Career and Technology Center became the first child care provider in Cambria and Somerset Counties to earn a Keystone STARS Level 4 designation—the highest rating for a child care center in Pennsylvania. Director of Early Learning and Child

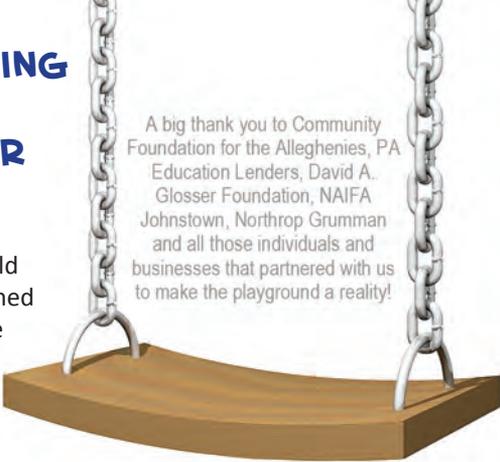
Development Erica Ponczek, Center Director Veronica Martin, and her staff worked tirelessly to advance the GJCTC program through Keystone STARS. Congratulations to all and thank you for a job well done!



Congratulations to our STAR 4 child care center staff for a job well done!

LITTLE PEOPLES LEARNING CENTER BECOMES THE LEARNING LAMP CENTER FOR CHILDREN

In July 2011, the owner of a longtime child care center in Somerset County approached The Learning Lamp about taking over the operation. One of the largest in the county, The Little Peoples Learning Center served 100 children from birth through age 12. The Learning Lamp executive staff and Board of Directors moved swiftly to accommodate families with no disruption in services. Immediately following the change of ownership, The Learning Lamp developed a plan to improve the facility—starting with the outdoor play space.



A big thank you to Community Foundation for the Alleghenies, PA Education Lenders, David A. Glosser Foundation, NAIFA Johnstown, Northrop Grumman and all those individuals and businesses that partnered with us to make the playground a reality!



New playground ensures safer play time.



Before

The Learning Lamp launched a fundraising campaign that included a direct mail appeal to the business community and grant-seeking efforts locally, regionally, and nationally—targeting businesses with a presence in the Somerset area. In June 2012, The Learning Lamp Center for Children in Somerset unveiled a brand new ADA-compliant play structure, poured-in-place rubber surface, and repaired fence. The total cost of the playground project was just under \$26,000, and the kids LOVE it.

THE LEARNING LAMP TO GO UNVEILS CUSTOM-MADE GIANT FLOOR MAP OF PENNSYLVANIA

The Learning Lamp added another super-sized teaching tool to its collection of portable classrooms and summer enrichment programs in 2011—a Giant Floor Map of Pennsylvania, measuring 26' x 34'. The latest addition to The Learning Lamp *To Go* traveling curriculum was funded by grants from the Pennsylvania Department of Environmental Protection and CSX Corporation. The Learning Lamp came up with the idea of a map of Pennsylvania based on the popularity of touring floor



Children attending a Kids' Day Out program locate the Liberty Bell on our super-sized map of PA.

maps from National Geographic. Customized with highlighted historical landmarks, railroads, destinations and distinct features of the Keystone State, the map arrived in August and debuted in October. Teachers at The Learning Lamp developed a multidisciplinary companion curriculum that is aligned with Pennsylvania Academic Standards for Environment and Ecology, Science, Technology and Engineering, Economics, History, and Civics and Government.



THE LEARNING LAMP REACHES THOUSANDS OF CHILDREN WITH YOUTH GAMBLING PREVENTION PROGRAMS

The Learning Lamp entered the field of prevention education in 2011. The Cambria County Drug and Alcohol Program and Personal Solutions Inc. of Bedford County contracted The Learning Lamp to deliver separate research-based youth gambling prevention programs during the 2011-12 school year. Funded by PA Department of Health Bureau of Drug and Alcohol Programs grants, the 14-month campaigns employed a multi-faceted approach of dissemination of public information and delivery of single-session and recurring educational programs in schools.

Wanna Bet?

According to the Pennsylvania Youth Survey, the largest increases in young people gambling for money or any item of value in Cambria County occur, not in high school, but between 6th and 8th grades! In Bedford County, young people are more likely to play the lottery and bet money on table games than many of their counterparts across the state.

Utilizing Kids Don't Gamble...Wanna Bet?™ as the core curriculum in Cambria County, The Learning Lamp reached 5,168 children and adults through engaging one-time and recurring educational sessions, community events, and health fairs.



Pre- and post-program testing of participants, primarily students in grades 6-8, demonstrated greater understanding of gambling facts and fallacies, increased perception of gambling regularly as harmful, and decreased favorable attitudes toward gambling among friends of the same age. Similar outcomes were recorded in Bedford County where The Learning Lamp used problem gambling prevention/awareness tools developed by the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University. The Bedford County program served 1,522 children and adults through school-based programs, professional development, and health fairs. The program also raised community awareness of youth problem gambling with a vast media campaign that included 11 billboards on major roadways in Bedford County. Both campaigns were delivered at no cost to schools.

AFTER SCHOOL OUTREACH PROGRAM LAUNCHES THIRD SITE IN TWO YEARS

Participation in The Learning Lamp After School Outreach Program for low-income children reached a new high in 2011 with the launching of a third site in Johnstown's Oakhurst neighborhood. The Oakhurst Residents Council of the Johnstown Housing Authority (JHA) approached the agency about starting a program there after seeing how successful the program was in JHA's Prospect neighborhood. The After School



Outreach participants from Oakhurst enjoy decorating (and eating) cookies.

Outreach Program aims to help at-risk children complete homework and develop more positive attitudes toward school, self, and others. It also includes a healthy snack and supervised recreational and enrichment activities. The Learning Lamp enrolled a combined 130 children in grades K-8 at the Moxham, Prospect, and Oakhurst sites at the start of the 2011-12 school year. By year's end, the program served about 100 children on a regular basis.



Time for homework!



The Learning Lamp After School Outreach Program was so well received in Oakhurst that the site will expand from two to four afternoons per week beginning in September 2012.

PARTICIPATION IN ONLINE LEARNING TRIPLES IN 2011

With more school districts exploring blended learning opportunities to better meet the needs and interests of their students, The Learning Lamp's online learning program soared in 2011. At the close of the 2011-12 school year, The Learning Lamp's PA-certified teachers delivered online instruction to 1,538 students from 24 school districts through the blackboard-based platform blendedschools.net. The program experienced a 300 percent increase in student participants over the previous year! Students spanned elementary through high school ages and were enrolled in subjects ranging from English, science, math, and social studies to a variety of enrichment classes.

GROWTH IN FEE-FOR-SERVICE INCOME SOLIDIFIES PROGRAMMING FOR ALL CHILDREN

America's nonprofit sector is faced with a variety of challenges that many organizations simply aren't prepared to handle—challenges such as increased competition from for-profit providers, greater emphasis on accountability and measurable outcomes, and heavier reliance on fee-for-service income. Over the past five years, The Learning Lamp has positioned itself to meet those challenges head on.

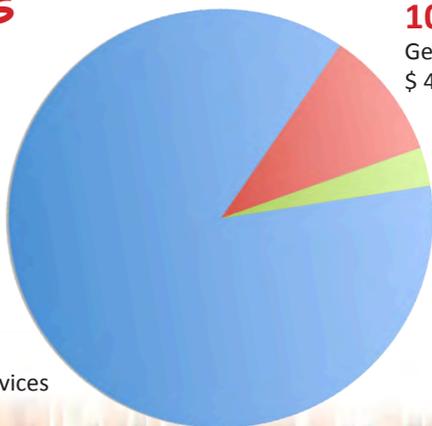


Preschoolers at The Little Learning Lamp in Jennerstown form a circle of friends.

Nearly three-quarters of The Learning Lamp's revenue in 2011 came from fee-for-service programming. That's an increase of 8 percent over 2010. The greatest income-generating programs were The Learning Lamp's expanded child care centers, which served 500 children during the 2011 calendar year; alternative education programs, which enrolled 262 students from 11 school districts—twice as many districts as in 2010; and temporary staffing for school districts, which served 814 children in 2011.

In all, The Learning Lamp's budget grew by 18 percent from 2010, with the largest single increase in revenue coming from online learning. Income from online learning increased by 50 percent, followed by a 45 percent jump in fundraising. What's very telling about how The Learning Lamp operates is that, on average over the past five years, 85 cents of every dollar that comes into the agency, either through service fees or contributions, goes right back into programming. And in 2011, we reached more than 13,000 children from communities across Pennsylvania with our services.

EXPENSES



87%

Program Services
\$ 4,005,391

10%

General & Administration
\$ 450,751

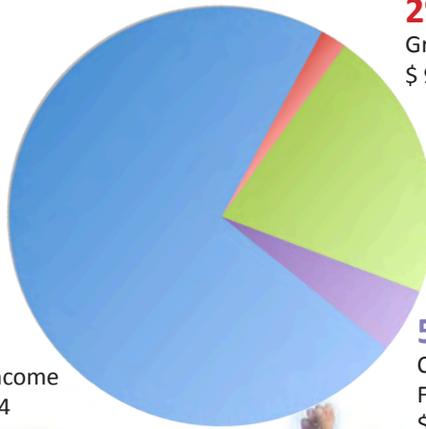
3%

Fundraising
\$ 119,298



REVENUE

72%
Program Income
\$ 3,339,094



2%
Grants & Scholarships
\$ 95,764

21%
Donated Support
\$ 996,352

5%
Contributions & Fundraising
\$ 237,508





Executive Staff

Lorraine Nulton, D.Ed.
President (Volunteer)

Leah Spangler
Executive Director

Diane Chesnutwood, SPHR
Director of Operations

Heidi Rizkalla
Education Director

Erica Ponczek
Director of Child Development
and Early Learning

Angela Rizzo
Development Director

Lauren Spangler
Director of School-Age
Programs

The mission of The Learning Lamp is to engage all children with the support they need to succeed in school. The Learning Lamp is a 501(c)(3) nonprofit organization, donations to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of The Learning Lamp may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



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