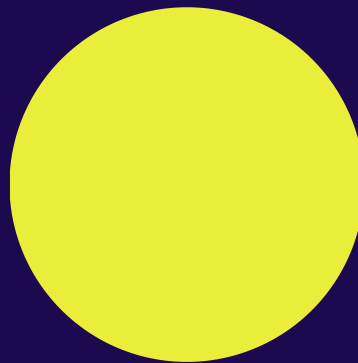


# E & C LITERACY YEAR-END REPORT



*2023*

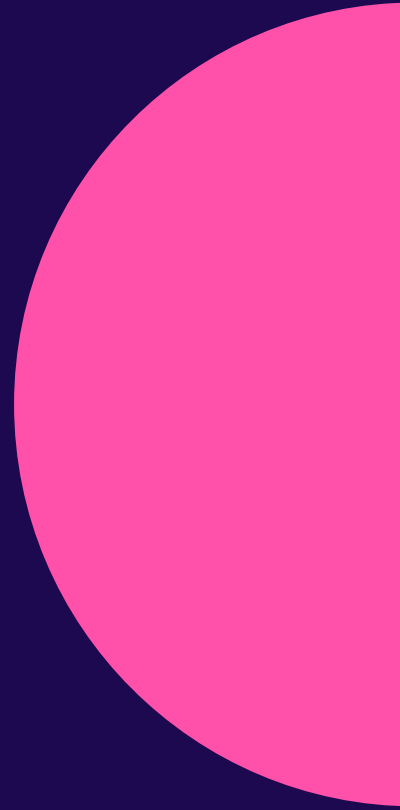


*Prepared By*

**LETICIA ROSALEZ**  
**EXECUTIVE DIRECTOR**



**WWW.EC-LITERACY.COM**



# DIRECTOR'S MESSAGE

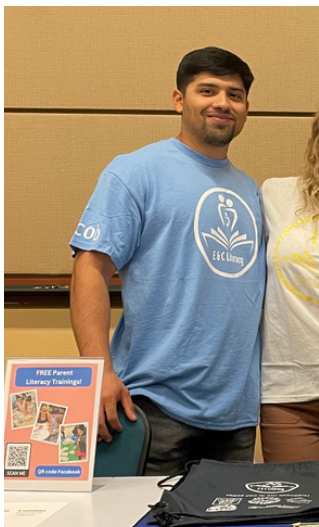


Hello, my name is Miss L and this is my E & C Team. After teaching for 5 years, assisting educational agencies, and working with numerous families in my community, I was inspired to create E & C Literacy, a non-profit organization, that helps close the gap in early literacy and increase literacy involvement in the RGV community. I truly believe that E & C Literacy can impact the RGV community one workshop, book, or printable at a time and instill a sense of support and security for parents looking to support their child's literacy journey.

**LETICIA ROSALEZ**  
EXECUTIVE DIRECTOR



## BOARD MEMBERS



**JACOB GARZA**  
PRESIDENT



**LEZLIE NEELEY**  
TREASURER



**LEONEL TIJERINA**  
SECRETARY



# E & C LITERACY OVERVIEW

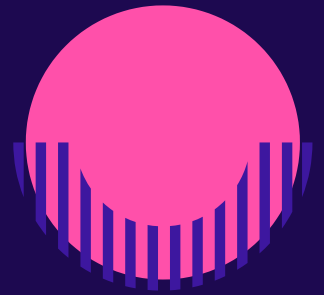
## VISION

Create a collaborative and inclusive literacy community where everyone, regardless of experience, can engage in early literacy resources that will improve their reading knowledge and skills.



## MISSION

Provide parents, teachers, and children with multiple sources of support in early literacy that will increase parental engagement at home and improve literacy skills in children.



## SERVICES PROVIDED

E & C Literacy is a non-profit organization that offers the RGV community with literacy resources, to help parents close the gap in early literacy.

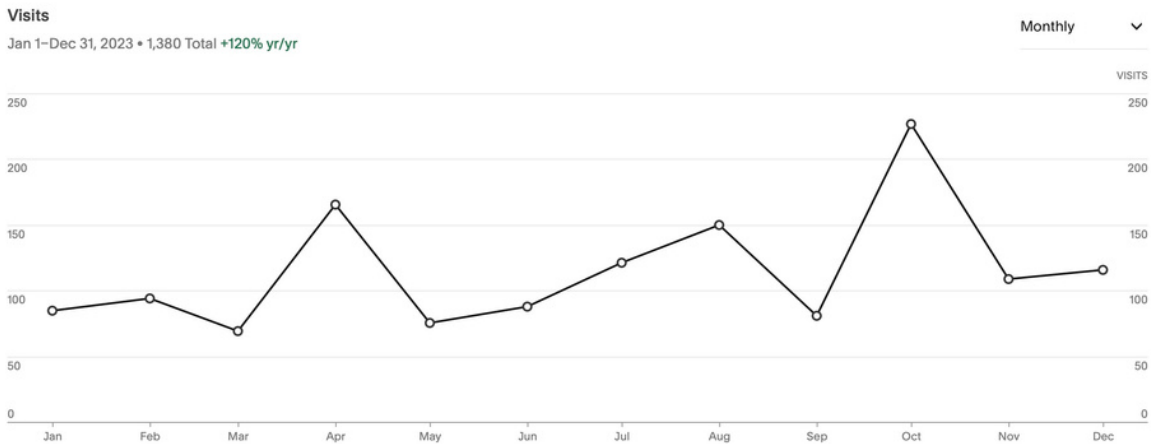
01. Early Literacy Trainings
02. Early Literacy Activities
03. Book Distributions



# COMMUNITY ENGAGEMENT

E & C Literacy offers parents multiple sources of early literacy support, from books, workshops, and reading printable's. Below is a line-graph showcasing the number of parents that visited our educational website worldwide. Can you believe we reached 3,600 parents. That's amazing!

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
1.4K	59.68%	735	3.6K
+120% yr/yr	+9% yr/yr	+302% yr/yr	+63% yr/yr



4,674 PARENTS



531 CHILDREN'S BOOKS



33 COMMUNITY HOURS



98 DOWNLOAD PRINTABLES

## OUTREACH HIGHLIGHTS

For the year 2023, our nonprofit organization was able to reach, distribute, volunteer, and provide numerous support services. The data depicted on the left-handside demonstrates the total number of community resources we fulfilled in the RGV.

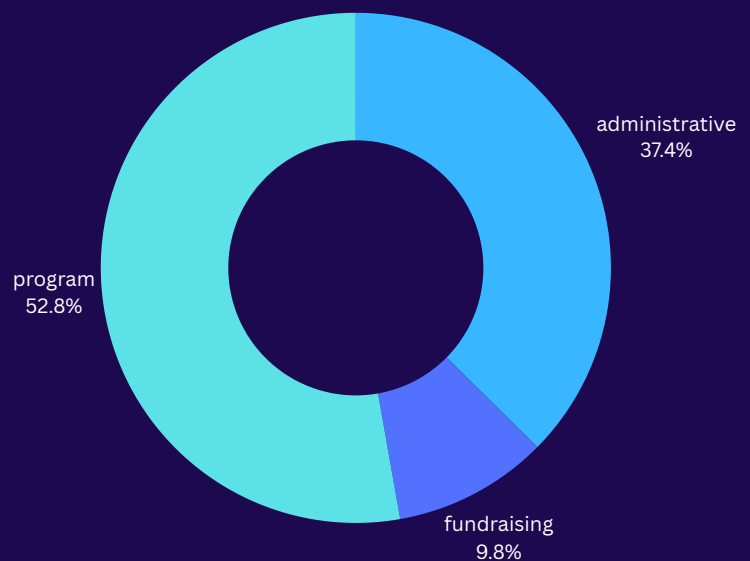
# FINANCIAL STATEMENTS

For the year 2023, our nonprofit's financial expenses were divided into three quadrants, taken from the 12 months that our organization's account has been active. The data graph below demonstrates the amount of monies spent and accumulated throughout the year. E & C Literacy is glad to report that we are up to date with all financial statements and did not acquire debt.

	Q1 2023	Q2 2023	Q3 2023
EXPENSES	\$67.83	\$1,196.11	\$25.96
REVENUE	\$2,311	\$350	\$0
DEBT	\$0	\$0	\$0

## EXPENSES

E & C Literacy divided its expenses into three categories, such as program, management, and fundraising. The donut chart on the left-hand side showcases how program and administrative expenses are our nonprofits main channel. Our educational website, literacy trainings, and book distributions are our organizations main pillar in fulfilling our mission.

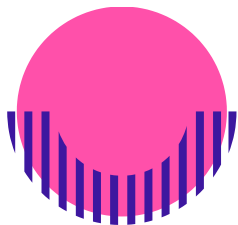




# 2023 MEMORIES

## LIBRARIES, CENTERS, FESTIVALS, AND ETC.

E & C Literacy had the privilege of working side by side with educational agencies in the RGV community, by bridging partnerships to provide access of free literacy services to parents in need. Our organization was able to host numerous book distributions and reading workshops, where parents gained knowledge and skills on early literacy milestones or received children's books to increase a passion for reading.



# THANK YOU TO OUR SUPPORTERS

## VOLUNTEERS

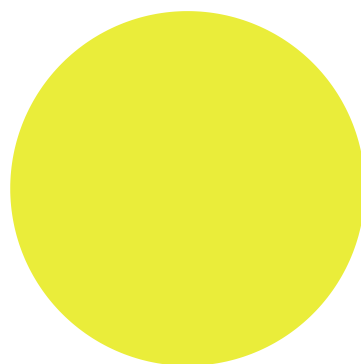
Making a difference one read-a-loud at a time! Thank you so much to all our volunteers who dedicated their time to help make our mission possible. Their commitment made it possible to provide parents information about our nonprofit's resources and inspire parents to read at home.



## DONORS

E & C Literacy would like to thank each and every donor who made a heart-felt contribution towards our organization. Without their unconditional support and partnerships, we could have not impacted the RGV community alone. Thank you so much to our past, present, and future donors!





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