



2025 – 2027 Long-Range Strategic Intent

Over the next three years, the Literacy Council of Reading-Berks will be more aggressive and “what if” in our thinking by defining literacy on a broader plane and becoming known as a cause-worthy investment. This will allow the Council to continue to provide exceptional services to its clients on a larger scale.

Our Mission: The Literacy Council of Reading-Berks helps people better communicate, collaborate and contribute to their workplaces and communities.

Our Vision: To eradicate illiteracy in Berks County by teaching people the vital reading, writing, speaking, listening, and language skills needed to improve their quality of life and enable more productive employment and community citizenship.

Our Values and Goals:

Respect for all

Empower volunteers and staff to provide quality services

Provide a spectrum of literacy services

Develop curricula and services to respond to the changing literacy needs of the community

Implement innovative technology and techniques

Network to identify resources and partnerships

Guide all participants in achieving their goals

1. Improve donor/supporter fundraising and outreach.

Action Item	Responsible	Year	Results
A. Establish sponsorship levels for individual donors	Ryan	1	
B. Create a chart of current and lapsed donors (up to three years)	Lily	2	
C. Analyze donor data	Ryan, Lily	3	
D. Send a special appeal to lapsed donors	Ryan, Lily, President	Ongoing	
E. Identify and create relationships			

2. Be known as a cause-worthy investment with greater financial freedom.

Action Item	Responsible	Year	Results
A. Continue annual breakfast as a signature event	Ryan	Ongoing	
B. Develop a consistent outreach strategy to enhance our visibility among donors and supporters	Ryan, Jennifer	2	
C. Develop Literacy Council Branding Standards	Ryan, Jennifer	1	

3. Expand outreach to secure more partnerships and fee-for-service contracts.

Action Item	Responsible	Year	Results
A. Increase fee-for-service opportunities to fifteen	Ryan	3	

4. Emerge as a hub for digital navigation in Berks County.

Action Item	Responsible	Year	Results
A. Include digital navigation in all program offerings	Ryan	1	

5. Be culturally accessible to all our communities.

Action Item	Responsible	Year	Results
A. Explore training for staff and board	Ryan	Ongoing	
B. Continue “Gateway to Citizenship” Program	Ryan	Ongoing	