



Corporate Literacy Leadership

Supporting Washtenaw Literacy as a Corporate Literacy Leader sends a powerful message that your company is a key presence in the community. Studies show that corporate philanthropy strengthens ties with employees. **Illiteracy among adults is a root cause of poverty, homelessness, hunger, unemployment and health issues.** Washtenaw Literacy is committed to building strong, mutually beneficial relationships with corporate partners.

Changing Lives, One Word at a Time

In 1971 a small group of passionate volunteers adopted the 'each one, teach one' model to improve literacy among adult neighbors. Forty-four years later, Washtenaw Literacy is **Michigan's first and largest literacy council.** We train and support over 500 volunteer tutors who served over 2100 learners in Washtenaw County last year.

It is Washtenaw Literacy's **MISSION** to provide free literacy instruction customized to the needs of adults utilizing a trained network of volunteer tutors. It is our **VISION** to eliminate illiteracy in Washtenaw County.

What Does Your Sponsorship Support?

Washtenaw Literacy returns \$3.74 back to the community for every \$1 invested (Titus & Urbanski, CPAs, P.C., 2014).

An investment of...	...supports:
\$20,000	2 literacy groups for a year - or -
	35 tutor-learner pairs for a year - or -
	Four 15-hour tutor training sessions
\$10,000	1 literacy group for a year - or -
	17 tutor-learner pairs for a year
\$5,000	One 15-hour tutor training session - or -
	Educational materials for 200 tutors for a year
\$2,500	1 semester of literacy group tutoring - or -
	2 learner software updates - or -
	Workforce development packets for 100
\$1,000	2 tutor-learner pairs for one year - or -
	GED materials for one group for one year
\$500	1 tutor-learner pair for a year - or -
	Educational materials for one literacy group - or -
	GED materials for one group for one semester



2015 Sponsorship Opportunities

Support Literacy Now | June 25, 2015

Driving Literacy 2015 Gala | October 3, 2015

Leaders for Literacy Luncheon | June 25, 2015

Leaders for Literacy is an awareness-raising lunch attended by over 250 community leaders. The moving program frames the challenges and costs of illiteracy, and Washtenaw Literacy's highly effective programs.



2015 Speaker
Scott Menzel

Washtenaw Intermediate School District
Superintendent



2015 Speaker
Gilda Z. Jacobs

Michigan Public Policy League
CEO



2014 Speaker
Justin Jennings
Ypsilanti Community
High School
Principal

2013 Speaker
Jerry Clayton
Washtenaw
County Sheriff



Sponsorship Level	Benefits
\$5,000 to \$10,000 Literacy Leaders	Logo in event program & signage AV (PowerPoint) recognition Verbal recognition from the podium Logo in <i>Literacy Matters</i> newsletter Logo on website for full year Logo featured in Annual Report
\$2,500 Literacy Circle	Logo in event program & signage AV (PowerPoint) recognition Verbal recognition from the podium Logo in <i>Literacy Matters</i> newsletter Logo on website for full year
\$1,000	Company name in event program & signage AV (PowerPoint) recognition Verbal recognition from the podium Logo in <i>Literacy Matters</i> newsletter Logo on website for full year
\$500	Company name in event program & signage Company name in <i>Literacy Matters</i> newsletter Logo on website for full year

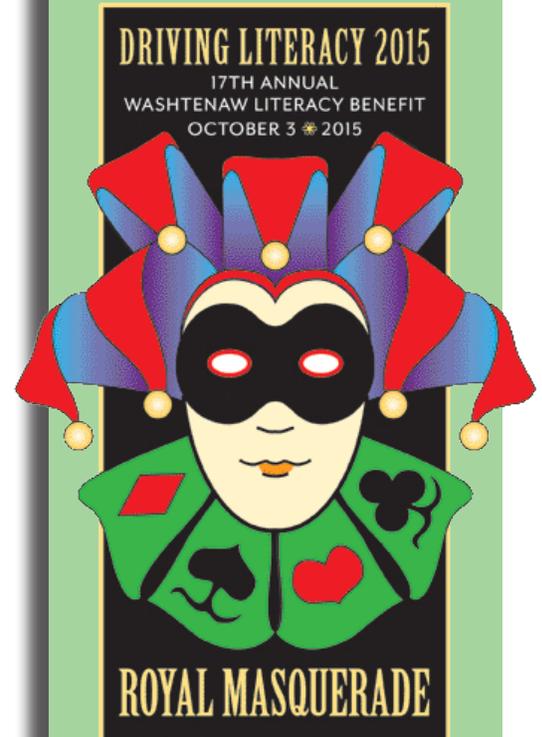
“Everyone at Washtenaw Literacy, staff and volunteers, show tremendous dedication and commitment to the learners in the area. Their training programs are outstanding and their events are fun and successful.

They use their resources in an extremely fiscally responsible way. The organization touches the lives of hundreds of people every year, enriching all those who serve and are served.” ~ Fiona Grey, volunteer tutor

Driving Literacy Benefit Gala | October 3, 2015

Sponsorship Level	Benefits
<p>\$5,000 to \$10,000</p> <p>Literacy Leaders</p>	<p>Option for reserved table for 8 or 10</p> <p>Full-page ad in the front of the auction catalog</p> <p>Pre-event reception with honorary host</p> <p>Logo on website for a full year</p> <p>Logo on auction blog</p> <p>Logo on event invitation 6.15.2014 deadline</p> <p>Logo on event signage</p> <p>Logo featured in Annual Report</p> <p>Logo in <i>Literacy Matters</i> newsletter</p>
<p>\$2,500</p> <p>Literacy Circle</p>	<p>Option for reserved table for 8</p> <p>Full-page ad in auction catalog</p> <p>Pre-event reception with honorary host</p> <p>Logo on website for a full year</p> <p>Logo on auction blog</p> <p>Logo on event invitation 6.15.2014 deadline</p> <p>Logo on event signage</p> <p>Logo in <i>Literacy Matters</i> newsletter</p>
<p>\$1,000</p>	<p>Four event tickets</p> <p>Half-page ad in auction catalog</p> <p>Pre-event reception with honorary host</p> <p>Logo on website for six months</p> <p>Company name on auction blog</p> <p>Company name on event signage</p> <p>Company name in <i>Literacy Matters</i> newsletter</p>
<p>\$500</p>	<p>Two event tickets</p> <p>Company business card in auction catalog</p> <p>Pre-event reception with honorary host</p> <p>Company name in <i>Literacy Matters</i> newsletter</p> <p>Company name on auction blog</p> <p>Company name on event signage</p>
<p>Invitation Sponsor</p> <p>\$3,000</p> <p>Exclusive – one available</p>	<p>Six event tickets</p> <p>Prominent logo on invitation 6.15.2015 deadline</p> <p>Full-page ad in auction catalog</p> <p>Pre-event reception with honorary host</p> <p>Logo on website & auction blog for a full year</p> <p>Logo on event signage</p> <p>Company name in <i>Literacy Matters</i> newsletter</p>
<p>Catalog Sponsor</p> <p>\$2,000</p> <p>Exclusive – two available</p>	<p>Six event tickets</p> <p>Full-page ad in auction catalog – inside cover</p> <p>Logo on Event Invitation 6.15.2015 deadline</p> <p>Pre-event reception with honorary host</p> <p>Logo on website & auction blog for a full year</p> <p>Logo on event signage</p> <p>Company name in <i>Literacy Matters</i> newsletter</p>

Driving Literacy is a highly-anticipated, lively gala celebrating adult literacy. Over three hundred guests attend the annual event held in the beautiful Morris Lawrence Building at Washtenaw Community College. The signature activity is the live and silent auction led by Steve Gross of Premier Auction Services. Past Honorary Hosts have included Lloyd Carr, Devin Scillian, Rochelle Riley and Senator Carl Levin. The 17th annual event will be a Royal Masquerade featuring live jazz and hilarious custom gaming.



Chief Jesters
Jan Barney Newman & Lorri Hopping
Professional Game Designers

A closer look at Washtenaw Literacy



Washtenaw Literacy's programs serve adults 16 and older who need to improve their reading, writing, numeracy or communication in English through three broad programs:

- ❖ **Skills First** – basic skill building in reading, writing, math, English communication and digital literacy
- ❖ **Education Now** – educational attainment, earning a GED, or accessing secondary training programs
- ❖ **Workforce Ready** – developing literacy-based workforce competencies

In the 2013-2014 program year we served 2177 Washtenaw County adults, 8% of the estimated need:

- ✓ 89% of our learners live below the federal poverty guidelines
- ✓ 76% of our learners were unemployed or under-employed
- ✓ 61% of our learners were parents

Washtenaw Literacy programs have consistently demonstrated results for forty-two years. For example, in one ten-week session of our Skills Building program the average beginning reading level among participants was 4th grade. After 20 hours of one-to-one tutoring, the average gain was 2.25 grade levels. After another 20 hours of one-to-one tutoring the average gain was another 2.65 grades for a final average reading level of grade 8.9. Every participant moved on to either completing a GED or passing the COMPASS test for entrance to Washtenaw Community College. Sample gains include:

- ✓ 100% - improving their literacy or English skills and meeting at least 2 literacy goals
- ✓ 91% - feeling more confident
- ✓ 62% - reporting they are more successful at work
- ✓ 41% - understanding details from their doctor better

ABCs of Washtenaw Literacy | Brownbag Lunch Presentation

Make your sponsorship even more meaningful! Washtenaw Literacy needs volunteer tutors. If your employees are passionate about community engagement, they would be excited to learn about the issue of illiteracy in Washtenaw County, and how they can become involved.

Washtenaw Literacy's fast-paced and moving presentation, the ABCs of Washtenaw Literacy, provides an overview of the problem, and all the ways someone can become a tutor or volunteer. The presentation takes between 30 to 60 minutes, depending on the time-constraints, and is a perfect program for a lunch session. Presentations are not fund-raisers, we do not ask for financial support. We acquaint prospective volunteers with very rewarding opportunities, and we help build your team through your employees shared engagement.



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2015 Washtenaw Literacy Partnership Agreement

Company / Individual Name (as it should appear for recognition purposes)

Contact Name

Title

Company Address

City

State

Zip

Phone

Cell

Fax

E-Mail

TOTAL SPONSORSHIP AMOUNT _____ CONTACT SIGNATURE _____

Please indicate how you wish to apply your sponsorship:

Amount allocated to each event

Event Sponsorship:

- Leaders for Literacy Luncheon
 Driving Literacy Gala

Payment Options:

- Check Visa MasterCard
 Amount Included Invoice Requested I would like to set up payment options

Engaging your employees:

- I am interested in hosting an ABCs of Washtenaw Literacy brownbag lunch for my company's employees to share information about becoming volunteer literacy tutors.

For Visa or Mastercard payments, name as it appears on credit card

Card Number

Expiration Date

Billing Address

City

State

Zip

Day Phone

Signature

Thank you for your generous support. We look forward to working with you to maximize the impact and benefits of your gift. Please contact us at any time.

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Washtenaw Literacy is a qualified 501 c (3) and your gift is deductible to the extent allowed. Please consult your tax advisor. EIN Number 38-2914277

