



2020 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-nine years later, Washtenaw Literacy is **Michigan’s first and largest literacy council.**

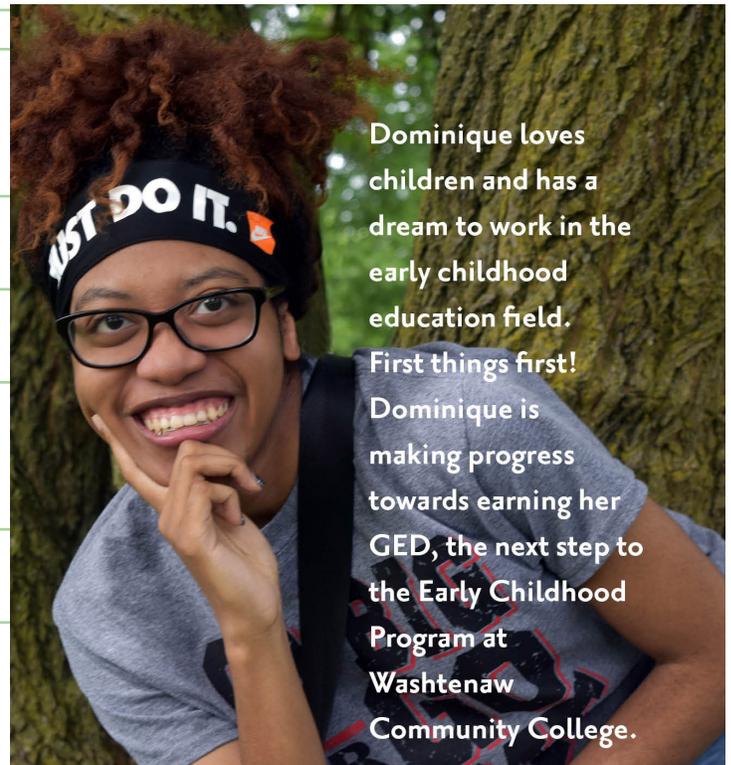
Washtenaw Literacy trains and supports **over 600 volunteer tutors who serve over 1500 learners in Washtenaw County each year.** Our programs are found throughout Washtenaw County and empower adults, 16 and older, who need to improve reading, writing, math, computer skills or communicating in English.

It is Washtenaw Literacy’s **MISSION:** Believing that literacy is the foundation for a sustainable community, Washtenaw Literacy provides literacy support, free of charge, to adults through a network of trained tutors. It is our **VISION** to eliminate illiteracy in Washtenaw County.

What Does Your Partnership Support?

Washtenaw Literacy returns \$3.57 back to the community for every \$1 invested (MRPR, CPAs, P.C., 2019).

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



LITERACY@HOME

HOUSE PARTY

OCTOBER 24, 2020 | 7:00 PM



Partnership Level	Benefits
\$5,000 to \$10,000 Literacy Leaders	Up to 10 event tickets Michigan Cherry Republic Individual Snack Box - pick up or mailed to each guest Logo on website for a full year Logo on gala website Logo on event invitation 9.12.2020 deadline Logo featured during event
\$2,500 Literacy Circle	Up to 8 event tickets Michigan Cherry Republic Individual Snack Box - pick up or mailed to each guest Logo on website for a full year Logo on gala website Logo on event invitation 9.12.2020 deadline Logo featured during event
\$1,000	Up to 4 event tickets Michigan Cherry Republic Individual Snack Box - pick up or mailed to each guest Logo on website for a full year Logo on gala website Logo featured during event
\$500	Two event tickets Michigan Cherry Republic Individual Snack Box - pick up or mailed to each guest Company name on gala website Company name featured during online event
VIDEO Sponsor \$3,000	Logo on website for a full year Logo on gala website Logo on event invitation 9.12.2020 deadline Logo featured during event

Washtenaw Literacy's annual benefit gala is a **highly-anticipated, lively evening celebrating adult literacy**. Over three hundred guests typically attend the annual gala. **This year, the gala will come to our guests, near and far!**

The 22nd annual event, **House Party: Literacy@Home**, will stream into homes for small gatherings or individuals. Past Honorary Hosts have included Lloyd Carr, Devin Scillian, Rochelle Riley, Senator Carl Levin and Kimberly Gill.

The online version of our signature event will be an inspiring program featuring Devin Scillian, Red Berenson, the 2020 Learner Advocate, the inaugural Literacy Champion Awards, and more! Guests receive a Michigan Snack Box from Cherry Republic, to pick up or shipped to you!

Corporate partners will be recognized throughout this pandemic year, but featured during the online event.

Check out the event website:
gala2020.washtenawliteracy.org

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 2018-19 program year we served over 1,500 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-three 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 ACUPLACER 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

Online!

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.



WASHTENAW
LITERACY

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2020 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 _____

Payment Options:

Check

Credit Card

Amount Included

Invoice Requested

I would like to set up payment options

Engaging your employees:

I am interested in arranging for a custom, online ABCs of Washtenaw Literacy brownbag lunch for my company's employees to share information about becoming volunteer literacy tutors.

For card 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.

Questions? Please contact Mary Kumbier, Development Director at kumbier@washtenawliteracy.org or 734.255.2359 (cell).

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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



W A S H T E N A W
L I T E R A C Y