



## 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-six years later, Washtenaw Literacy is **Michigan’s first and largest literacy council.** We train and support over 600 volunteer tutors who served nearly 2200 learners in Washtenaw County last year.

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 Sponsorship Support?

Washtenaw Literacy returns \$3.75 back to the community for every \$1 invested (Titus & Urbanski, CPAs, P.C., 2016).

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



## 2017 Sponsorship Opportunity

19th Annual Driving Literacy Gala | October 14, 2017

## Driving Literacy Benefit Gala | October 14, 2017

Driving Literacy is an anticipated, lively gala celebrating adult literacy.

Nearly three hundred guests gather for the 19th annual event held in the beautiful Morris Lawrence Building at Washtenaw Community College.

Our signature activity features a beautiful silent auction. This year's theme is **GOOD FOOD, GOOD FRIENDS, GREAT CAUSE!** Craft cocktails and fabulous cuisine are the backdrop for a meaningful presentation of our successful programs. **Live Motown dance music** rounds out the fun!

Meet Kimberly Gill, the 2017 Honorary Host! Ms. Gill is the new co-anchor of the evening news at **WDIV** alongside past Honorary Host Devin Scillian. Other past Honorary Hosts have included Lloyd Carr, Rochelle Riley and Senator Carl Levin.



Sponsorship Level	Benefits
<p><b>\$5,000 to \$10,000</b></p> <p><b>Literacy Leaders</b></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   6.20.2017 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><b>\$2,500</b></p> <p><b>Literacy Circle</b></p>	<p>Option for reserved table for 8</p> <p>Full-page ad in auction catalog   9.15.2017 deadline</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   6.20.2017 deadline</p> <p>Logo on event signage</p> <p>Logo in <i>Literacy Matters</i> newsletter</p>
<p><b>\$1,000</b></p>	<p>Four event tickets</p> <p>Half-page ad in auction catalog   9.15.2017 deadline</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><b>\$500</b></p>	<p>Two event tickets</p> <p>Business card in auction catalog   9.15.2017 deadline</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><b>Invitation Sponsor</b></p> <p><b>\$3,000</b></p> <p><b>Exclusive – one available</b></p>	<p>Six event tickets</p> <p>Prominent logo on invitation   6.20.2017 deadline</p> <p>Full-page ad in auction catalog   9.15.2017 deadline</p> <p>Pre-event reception with honorary host</p> <p>Logo on website &amp; auction blog for a full year</p> <p>Logo on event signage</p> <p>Company name in <i>Literacy Matters</i> newsletter</p>
<p><b>Catalog Sponsor</b></p> <p><b>\$2,000</b></p> <p><b>Exclusive – two available</b></p>	<p>Six event tickets</p> <p>Full-page ad in auction catalog – inside cover</p> <p>Logo on Event Invitation   6.20.2017 deadline</p> <p>Pre-event reception with honorary host</p> <p>Logo on website &amp; auction blog for a full year</p> <p>Logo on event signage</p> <p>Company name in <i>Literacy Matters</i> newsletter</p>

Watch this short video from the 2016 Driving Literacy! <http://bit.ly/2n85N6Q>

## 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 2016 program year we served 2092 Washtenaw County adults, 8% of the estimated need:

- ✓ 82% of our learners live below the federal poverty guidelines
- ✓ 78% of our learners were unemployed or under-employed
- ✓ 62% of our learners were parents

Washtenaw Literacy programs have consistently demonstrated results for forty-six 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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www.washtenawliteracy.org



## 2017 Washtenaw Literacy Partnership Agreement



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

\_\_\_\_\_  
*Contact Name*

\_\_\_\_\_  
*Title*

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*Company Address*

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*CONTACT NAME*

\_\_\_\_\_  
*CONTACT SIGNATURE*

*Please indicate how you wish to apply your sponsorship:*

*Event Sponsorship:*

*Driving Literacy Gala*

*Amount*

*Payment Options:*

*Check*

*Credit Card*

*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*

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*Card Number*

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*Expiration Date*

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*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

