



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.

What Does Your Sponsorship Support?

Washtenaw Literacy returns over \$4.00 back to the community for every \$1 invested (MRPR, CPAs, P.C., 2018).

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

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-eight years later, Washtenaw Literacy is **Michigan’s first and largest literacy council.** We train and support over 600 volunteer tutors who served over 1500 learners in Washtenaw County last year.

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.

Until Everyone Reads ... 21st Annual Benefit Gala Sponsorship Opportunity

2019 LEARNER ADVOCATE
 Dominique Peterson is our featured guest. Recognized as the 2019 Learner Advocate, she has a tenacious desire to learn. Dominique loves children and has a dream to work in the early childhood education field. Dominique will share her inspiring story during a podcast recording at the gala.

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 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.



5577 Whittaker Road
Ypsilanti, Michigan 48197

Phone: 734.337-3338

info@washtenawliteracy.org
www.washtenawliteracy.org





Until everyone reads...

21st ANNUAL GALA

BENEFITING WASHTENAW LITERACY

<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 gala website</p> <p>Logo on event invitation 7.25.2019 deadline</p> <p>Logo on event signage</p> <p>Logo featured in Annual Report</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 gala website</p> <p>Logo on event invitation 7.25.2019 deadline</p> <p>Logo on event signage</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 gala website</p> <p>Company name on event signage</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 on gala website</p> <p>Company name on event signage</p>

Washtenaw Literacy's annual benefit gala is a **highly-anticipated, lively evening celebrating adult literacy.**

Over three hundred guests attend the annual gala held in the beautiful Morris Lawrence Building at Washtenaw Community College, one of many programming partners.

Past Honorary Hosts have included Lloyd Carr, Devin Scillian, Rochelle Riley, Senator Carl Levin and Kimberly Gill.

The 21st annual event, **Until Everyone Reads**, features fall harvest cuisine, craft beer, fine wine, our signature auction block, live jazz and dancing.

2019 - 20 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:

Event Sponsorship:

Until Everyone Reads 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 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 Nick Lacy, Corporate Giving Manager at lacy@washtenawliteracy.org

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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