



**We're the leading organization working to break the generational cycle of illiteracy in Muskegon County.**

- We partner with businesses, healthcare systems, community organizations, government agencies, and individuals to reduce illiteracy in Muskegon County. By doing so, we unlock the potential of people, reduce poverty, improve public health, and create safer and more profitable workplaces.

**We're experts in adult literacy instruction.**

- We develop and deliver relevant, research-based, learner-centered literacy instruction that is proven to help learners overcome deficits and disabilities in learning.
- And we lead the way in designing and delivering training for literacy tutors.

**We deliver instruction where people live, work, and find community—at no cost to learners.**

- One-on-one tutoring tailored to the needs of individual learners.
- Drop-in literacy labs in adult education centers.
- Workplace programs customized to the needs of regional businesses, using materials specific to their workplace (healthcare enrollment forms, safety manuals, machine operating instructions, and more).
- Family programs that offer early literacy training to parents with young children.
- Literacy programs for incarcerated adults to prepare people for employment and reduce the rate of recidivism.
- Literacy instruction to improve the skills of job seekers in partnership with West Michigan Works!

**By working to eradicate illiteracy in Muskegon County, we can:**

- Overcome stigma
- Unlock potential
- Empower individuals
- Build healthier families
- Reduce poverty
- Make businesses safer and more productive
- Build stronger communities
- Ensure all people can access the benefits of society
- And end the generational cycle of illiteracy that threatens our community

## **Now is the time, Muskegon.**

Muskegon is on the move, but 20,000+ people in our community are at a virtual standstill because they cannot read well enough to fill out a job or housing application, read safety information in the workplace, follow healthcare instructions, or read to their children and grandchildren.

## **If you think illiteracy doesn't affect you, think again.**

Low literacy affects us all. Families. Businesses. Healthcare systems. Judicial systems and jails. Public assistance agencies. And communities.

The impact of low literacy ripples throughout our community.

- It lowers workplace productivity
- Reduces tax revenues
- Increases healthcare costs
- Grows the demand for public assistance
- Increases crime and incarceration rates.
- And because the children of adults who cannot read are five times more likely to be illiterate, it's a problem that is passed down for generations.

## **Your support changes lives, expands possibilities, and builds stronger families, workplaces, and communities, right here in Muskegon County.**

When literacy improves, the impact is felt across the community.

- Every 1% rise in literacy rates brings a 1.5% increase in Muskegon County's GDP.
- A more literate workforce helps our business community stay competitive in an increasingly complex, technology-based, global economy.
- Literate communities have stronger talent pools to support the workforce needs of local business.
- Literacy reduces the rate of crime and incarceration—75% of those in state prisons lack a high school diploma or have low literacy skills.
- Literate adults are healthier and the cost of their healthcare is dramatically lower—on average more than 75% lower than those who struggle with literacy.
- When parents learn to read, their children are more likely to meet grade-level standards and far more likely to stay in school and graduate from high school.
- With greater literacy, people are more likely to vote and participate in civic activities.

## **Literacy is an issue of civic pride. Civic responsibility. And civic prosperity.**

Invest in a more literate Muskegon.

It's a gift that changes lives and communities—now and for generations forward.

Call 231-747-7273 to volunteer, donate, or learn more.

[www.readmuskegon.org](http://www.readmuskegon.org)