



Dear Friend of the Literacy Council,

DCLC's annual Champions of Adult Literacy fundraiser honors community members who champion literacy and who support DCLC's efforts to provide free literacy services to local adults. See the next page for details.

This year DCLC has decided to celebrate our Champions of Adult Literacy in a safe and innovative way—online! The first-ever [Literacy Is Essential Telethon](#), a free online celebration of adult literacy, will be aired Wednesday, October 21, 2020, at 8:00 PM Eastern Time!

We invite you to champion adult literacy in our area by sponsoring this memorable event. Your sponsorship and support will create opportunities for adults to reach their full potential in the workforce and the community. **All sponsors will be promoted in online publicity for the event, including emails to more than 1800 households, social media, and outreach to local press.**

- The Hall of Fame sponsorship level of **\$2,500** will be recognized as a major sponsor, with prominent placement of the sponsor's logo during the event and on the event landing page. Major sponsors will be promoted as such on social media and in the text of all publicity.
- The All-Star sponsorship level of **\$1,000** will be recognized as a supporting sponsor, with key placement of the sponsor's logo during the event and on the event landing page. The sponsor will be promoted on social media and in the text of longer-format publicity.
- The Gold sponsorship level of **\$500** will be recognized with display of the sponsor's logo during the event, on the event landing page, and in event publicity.
- The Silver sponsorship level of **\$250** will be recognized with display of the sponsor's logo during the event, on the event landing page, and in event publicity.
- The Bronze sponsorship level of **\$100** will be recognized with display of the sponsor's logo during the event, on the event landing page, and in event publicity.

If you are interested in a higher level of sponsorship, please contact us about other unique opportunities.

Please consider being a champion of literacy this year. Place your sponsorship (including camera-ready logo) by completing the [online sponsorship form](#) or by contacting Susan Keller at skeller@delcoliteracy.org or 610-876-4811.

We look forward to seeing you at the Champions of Adult Literacy event in October!

Sincerely,

DCLC Board of Directors and Literacy Is Essential Event Committee

DELAWARE COUNTY
Literacy Council



Fact Sheet

The Challenge

In Delaware County, 41,227, or 7.3% of adults over 25, have not completed high school and 56,475, or 10% of adults, were born outside of the US, with 11.7% reporting they do not speak English at home. Though the April 2019 unemployment rate in Delaware County was 3%, 41% of the adults who came to DCLC were unemployed.

What We Do

The Delaware County Literacy Council is a community-based nonprofit formed in 1975 to offer free reading, writing, math, and English language services so adults can thrive in the workforce and community.

How We Do It

- Almost 600 adults registered for services during free, open enrollment in August, November, March, or June
- More than 100 community members are trained Volunteer Tutors who meet with adult students at least three hours per week for at least six months
- A professional teaching staff offers classes around Delaware County during the morning, afternoon, and evening
- Case Managers and Life Skills Coaches support the adults with any barriers that prevent participation
- Employment Coaches help students identify and earn employment

Who Supports Our Work

\$1,099,552 from the Pennsylvania Department of Education

\$117,000 from the Delaware County Office of Workforce Development

\$99,000 from the United Way, private foundations, and local partnerships

\$60,000 from community members who make donations and attend our events

Our Impact in 2017–18

- 100% of our students who took the GED test passed it
- 45% of our students improved their reading, math, or English language skills at least two grade levels after attending 40 hours of instruction
- 42% of our students who were unemployed when they began classes gained employment after completing the program
- 67% of our students who were employed retained or improved their employment after completing the program

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