



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. In 2021, we will again be holding a virtual event to ensure the health and safety of all of our supporters and guests. DCLC's Expert Academy Telethon will be held online October 20, 2021, at 7 PM and will feature fun and informative workshops by three experts to celebrate lifelong learning. More information is available at <https://delcoliteracy.org/donate/expert-academy-telethon/>.

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 artwork) by contacting Susan Keller at skeller@delcoliteracy.org or 610-876-4811. For questions or more information, contact Susan or visit www.delcoliteracy.org.

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

Sincerely,

DCLC Board of Directors and Expert Academy Online Telethon Event Committee

54%
of DCLC students
advanced one or more
educational levels
after 60 hours of
instruction

Changing Lives in 2019-2020



706 students were served
by DCLC in 2019-2020

DCLC students received
37,241 hours of
instruction, or
53 hours per student

127 DCLC students were served
by volunteers, who gave 4,236
hours of instruction



78% of DCLC students
came from other
countries

DCLC's 2019-2020
ESL students came from
62 countries, including
Afghanistan, Algeria,
Bangladesh, Brazil, Cambodia,
Colombia, China, Egypt,
Ecuador, Ethiopia, Haiti,
India, Iran, Italy, Jamaica,
Jordan, Kazakhstan, Mexico,
Morocco, Nigeria, Pakistan,
Russia, Sudan, Syria, Togo,
Turkey, Ukraine, Vietnam,
and Yemen.

48% of US-born DCLC
students entered
with a reading level
below 6th grade

49% of all DCLC
students were
unemployed when
they came to DCLC

Serving Needs