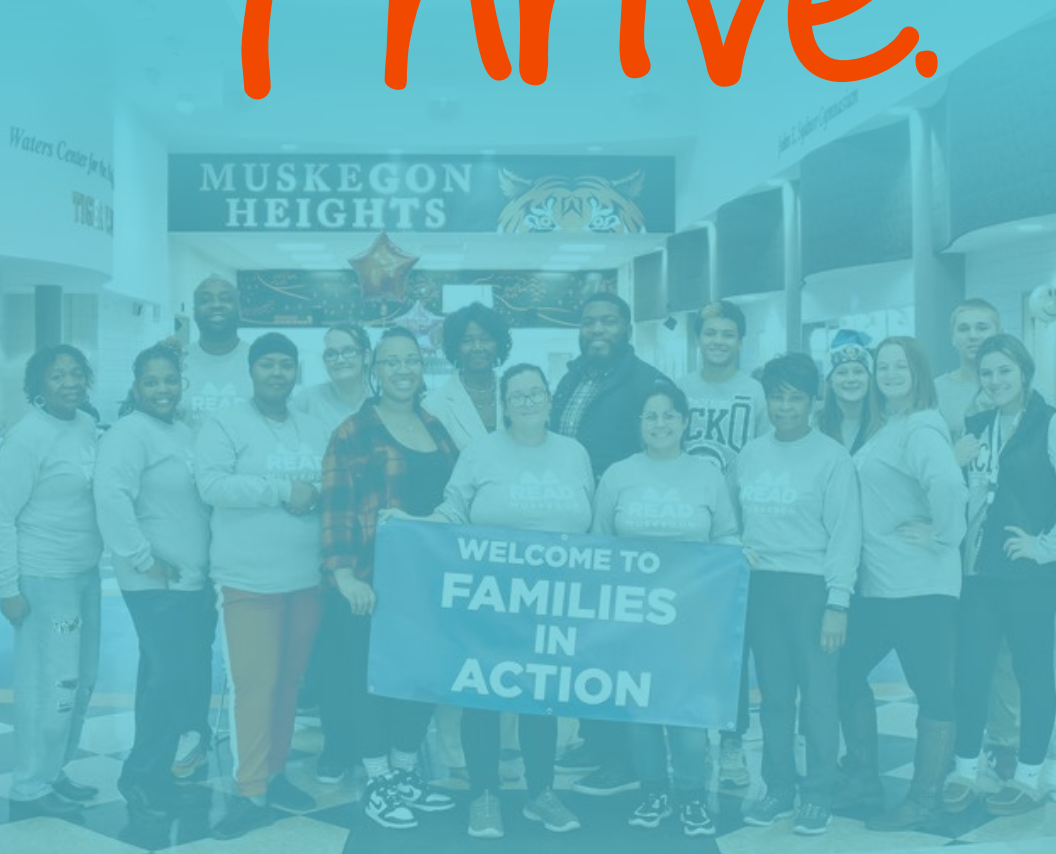




LEARN. TRANSFORM. *Thrive.*



Building a Home for Literacy

LEARN. TRANSFORM

Thrive.

Building a Home for Literacy



"Literacy has the power to positively impact the lives of our friends and neighbors."

When an individual receives the gift of literacy, they are more equipped to obtain employment, navigate relationships, raise strong families, and contribute as members of our community. As an attorney, I have seen the strong correlation between poverty, illiteracy, and criminal behavior. When we

empower community members with the gift of literacy, we help them transition from barely getting by to living abundant lives! Please join me in helping Read Muskegon establish a hub that will be a beacon of hope in our community!"

- Brandon Davis, Campaign Co-Chair
Lawyer/Pastor



"As a former Board Chair and long-time supporter of Read Muskegon, I have seen the profound impact its services have on the lives of individual learners."

I have also watched as Read Muskegon united organizations across the county to fight against illiteracy, building a coalition that strives for a brighter future and stronger economy for all.

Read Muskegon's new space will be the home for literacy in Muskegon County and a symbol of hope for a better tomorrow."

- Paula Kendra, Campaign Co-Chair
Nonprofit Strategist



MORE THAN HALF (54%)

of American adults read below a sixth grade level

ONLY 10%

of all adults in need of literacy support are currently receiving services.

ONLY 35.4%

of students were deemed proficient in English Language Arts in Muskegon County in 2023.

Our Goals:

EXPANDING CAPACITY TO SERVE MORE LEARNERS

The move to a new building represents more than just a physical expansion — it's a commitment to serving more individuals. This new facility will allow Read Muskegon to extend its reach by providing ample space for both new and existing learners and feature a dedicated childcare area.

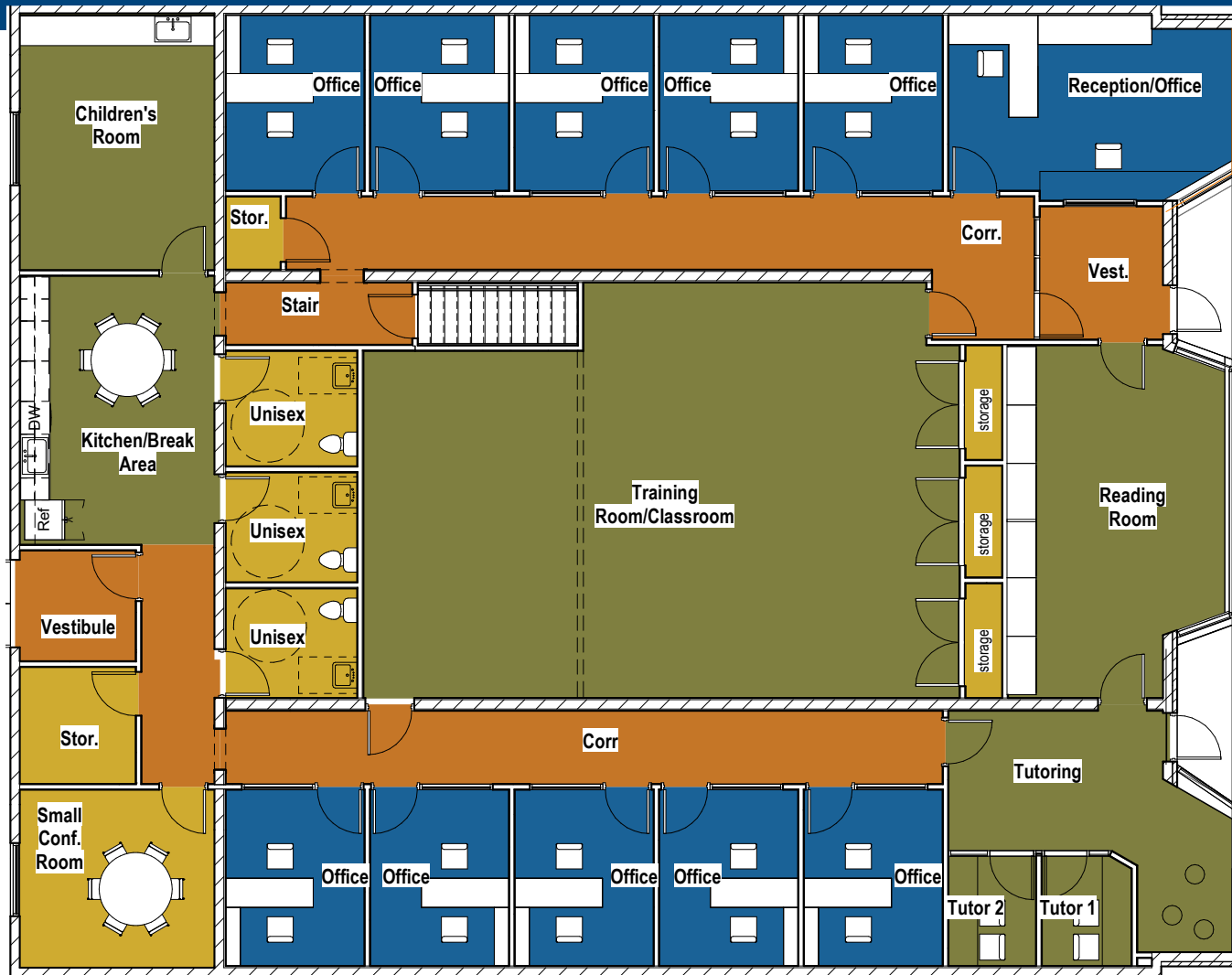
ELEVATING THE IMPACT ON LEARNERS AND FAMILIES

By tailoring programs to meet the unique needs of low-literacy adults and their children, our approach goes beyond teaching reading—it reshapes the trajectory of entire families. With larger community spaces, a welcoming atmosphere, and increased access to technology, we will enhance family engagement, support a variety of programs, and better address literacy needs.

THE POWER OF LITERACY TO STRENGTHEN COMMUNITIES

Addressing literacy is essential for fostering inclusive growth, economic stability, and social cohesion. Improved literacy empowers parents to actively engage in their children's education and community life, supports English Language Learners in integrating more fully, and helps returning citizens gain the confidence and skills necessary for employment. By enhancing literacy, we build stronger, more connected, and resilient communities.

Floorplan



Highlights

MAIN TRAINING/CLASSROOM:

A flexible learning hub featuring a movable wall, seating for 50, and state-of-the-art technology—ideal for workshops, classes, and community events.

CHILDREN'S ROOM:

A vibrant early childhood space dedicated to free care and literacy programs, inspiring creativity and a lifelong love of learning in our youngest learners.

COMMUNITY READING ROOM:

An inviting welcome center fostering a cozy atmosphere for reading, collaboration, and community connection.

TUTORING COMMUNITY AREA:

An interactive space designed for both participants and volunteers, where social engagement meets personalized learning—empowering everyone to succeed.



As a proud native of Muskegon Heights,
I believe revitalizing a historic building in the center of our downtown will not just bring a community landmark back to life but will serve as a beacon for economic progress and opportunity for generations to come - not just for Muskegon Heights but for all of Muskegon County!
- Tamica Sain, HR Manager and former Read Muskegon Board Chair



Timeline



2005

Read Muskegon Founded



2007

Served 21 Adults
in 1-1 Tutoring



2010

First Annual
Scrabble Tournament



2012

Opened first office
space at MADL



2017

Moved office to
Muskegon Heights



2016

Introduced Early Literacy
programs with MAISD



2015

Began Jail
Re-entry programs



2013

Hired first
Executive Director



2018

Launched English as a
Second Language classes



2019

Created the Read Muskegon
Literacy Collaborative



2020

Established formal K-12
tutoring program



2021

Launched Families in
Action program



2025

Begin construction of new
Literacy Center on Peck St.



2024

Launched Middle School
Literacy program



2023

Developed Literacy
Ally Training



2022

Hosted first Candidates Forum
on Education & Literacy

Our Services

“We place a premium on providing quality literacy instruction that aligns with learners’ individual goals and strives to *foster an environment where literacy becomes a transformative force.*”

- **ONE-ON-ONE TUTORING** for K-12 students and adults, tailored to the needs of individual learners.
- **DROP-IN LITERACY LABS** at community-based locations.
- **FAMILY LITERACY PROGRAMS** that provide culturally sustaining, accessible, and inclusive programming so families can be fully engaged in their educational journey.
- **LITERACY PROGRAMS FOR INCARCERATED ADULTS** to prepare them for employment and reduce the rate of recidivism.
- **ENGLISH AS A SECOND LANGUAGE CLASSES** for those who need to improve their English language skills to successfully navigate employment, education, and other systems.
- **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).
- **HEALTH LITERACY PROGRAMS** designed to help adults with low health literacy manage their own care and that of their families.

2005
19
LEARNERS
served

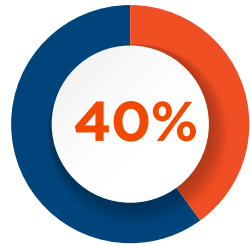
2024
500
LEARNERS
served



“Imagine a community where every child and adult can read, dream, and achieve their fullest potential. Read Muskegon is not just about literacy; it’s about hope, opportunity, and a brighter future for all. Together, we can turn the page to a new chapter of empowerment and transformation. Your support can make this dream a reality.”

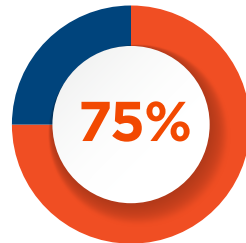
*- Jonathan Wilson, DTE Energy Regional Manager
Former Read Muskegon Board Member*

What We Anticipate Year 1



The addition of a childcare room is anticipated to **INCREASE ADULT PARTICIPATION BY 40%**

Having a dedicated tutoring space and access to technology will boost K-12 and adult participation **IN TUTORING PROGRAMS BY 75%**



Participation of high-risk 0-5 year olds in early literacy programs will **INCREASE BY 100%**

In our first year, we expect to serve **over 600 individuals and families**, providing them with the tools and resources needed to thrive.



Budget

CONSTRUCTION AND RENOVATION

Architectural Design	\$91,878.00
Pre-Construction Expenses	\$15,550.00
Construction	\$1,600,000.00
Building Purchase	\$104,400.00
Construction & Renovation Total	\$1,811,828.00

EQUIPMENT

Furniture, Fixtures, & Equipment	\$119,500.00
Technology Infrastructure	\$132,097.00
Equipment Total	\$251,597.00

OTHER

Endowment	\$400,000.00
Ramp Up	\$130,000.00
Campaign Costs	\$177,253.00
Other Total	\$707,253.00
Project Total	\$2,770,678.00

For Read Muskegon, owning a building in Muskegon Heights is a transformative step for our organization and the communities we serve. The acquisition of a new building signifies not just a physical expansion but a commitment to serving more individuals, deepening the impact on existing learners, and **strengthening our capacity for collective impact, collaboration, and systems change.**



Campaign Cabinet

LEADERSHIP

Melissa Moore
Executive Director

LeighAnn Mikesell
Chairman of the Board

COMMITTEE CO-CHAIRS

Brandon Davis
Lawyer/Pastor

Paula Kendra
Nonprofit Strategist

COMMITTEE MEMBERS

Nicole Day
*Business Controls Associate,
Fifth Third Bank*

Amy Olthoff
Community Advocate

Arlen-Dean Gaddy
*Vice President of Business Development,
Erhardt Construction*

Tamica Sain
*Human Resources Manager,
MillerKnoll*

Mike Kuznar
*Co-Owner,
Quality Tool and Stamping*

Marisela Sierra
*Owner,
Navarro's*

Cyndi Langlois
*Community Empowerment Manager,
GVSU Muskegon Innovation Hub*

Parker Aerts
*Owner,
Infinity Staffing Professionals*

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