



LEARN.  
TRANSFORM.

Thrive.



*Building a Home for Literacy*

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*"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.

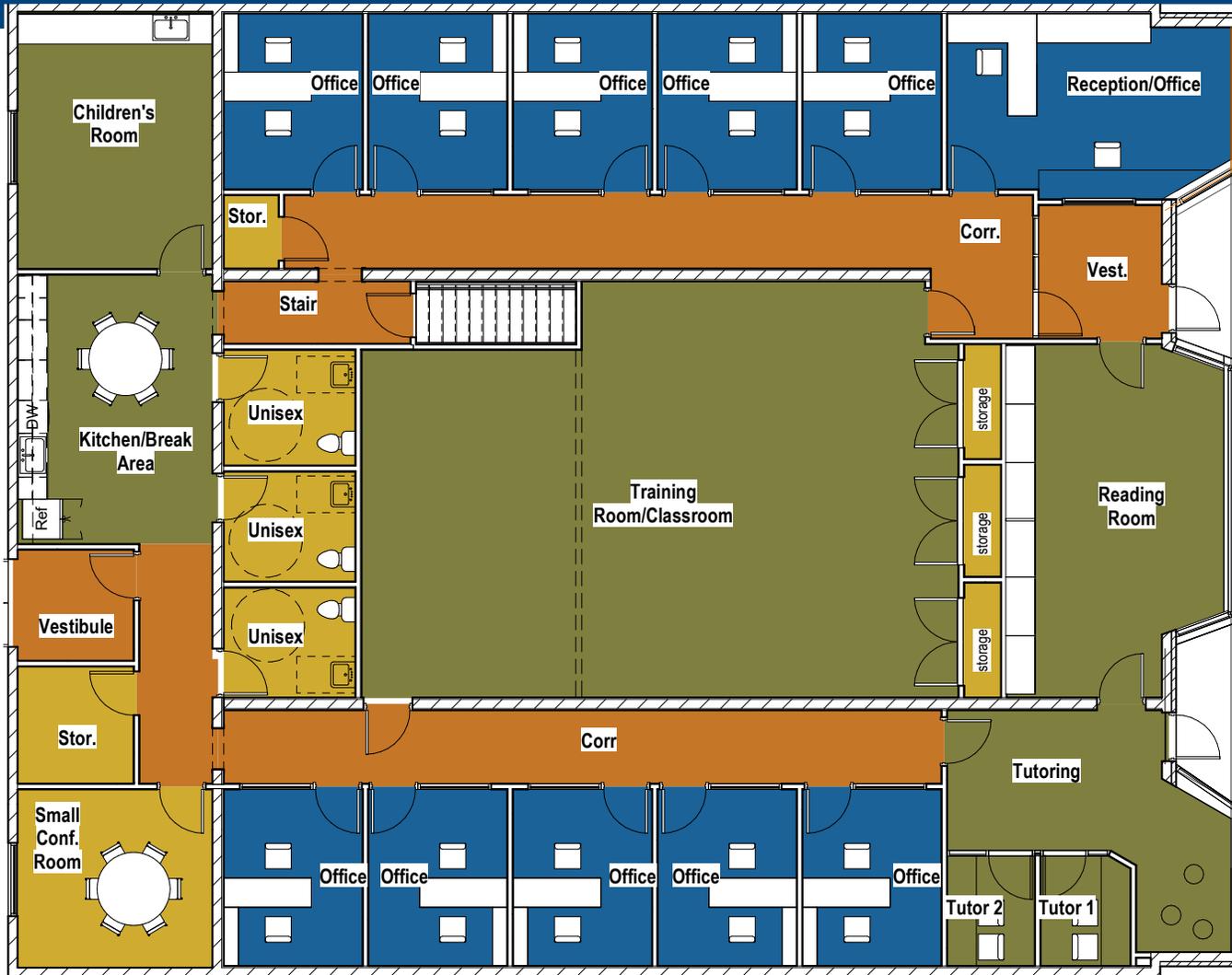
### ELEVATING THE IMPACT ON LEARNERS AND FAMILIES

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.



*“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.

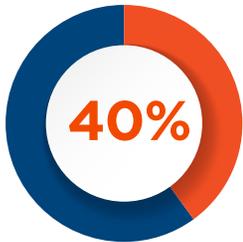
Your support can make this dream a reality.”

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

2005  
**19**  
LEARNERS  
served

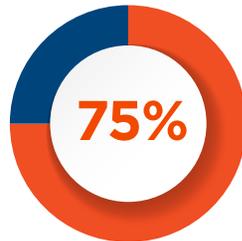
2024  
**500**  
LEARNERS  
served

# 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
<b>Construction &amp; Renovation Total . . . . .</b>	<b>\$1,811,828.00</b>

## EQUIPMENT

Furniture, Fixtures, & Equipment . . . . .	\$119,500.00
Technology Infrastructure . . . . .	\$132,097.00
<b>Equipment Total . . . . .</b>	<b>\$251,597.00</b>

## OTHER

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

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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