



FOR IMMEDIATE RELEASE

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**COMMUNITY FOUNDATION ANNOUNCES LAUNCH OF NEW NONPROFIT:
LITERACY CAMPAIGN FOR MONTEREY COUNTY
Five-year Initiative Culminates in Formation of Permanent Organization**

Monterey County, CA In an effort to make even greater progress against the literacy challenges in Monterey County, the Community Foundation for Monterey County announced the launch of the newly-formed nonprofit, Literacy Campaign for Monterey County. This announcement marks the culmination of a five-year initiative of the same name, led by the Community Foundation and supported by the Monterey Peninsula Foundation, First 5 Monterey County, Dunspaugh-Dalton Foundation and others. This has been the most in-depth initiative our board has undertaken to date. We are proud of the difference in the many lives that the program has created and look forward to continuing our support,+ said Community Foundation President/CEO Dan Baldwin.

The goal of the Literacy Campaign for Monterey County is 100% literacy through 100% community engagement,+states the new organization's board chair, Len Foster. The new nonprofit, located at 376 Main Street in Salinas, will provide leadership across Monterey County to improve literacy levels, increase support for literacy programs and promote literacy efforts at the policy level. This will involve raising awareness, building community partnerships, increasing the knowledge and skill levels of literacy providers and evaluating the effectiveness of literacy efforts countywide.

The Literacy Campaign for Monterey County board recently appointed Marcy Rustad as Executive Director to lead the efforts of this important organization. Marcy brings extensive business, education and nonprofit experience to this position and has been a volunteer and leader in various local organizations including Girl Scouts, Boy Scouts, National Charity League, SPCA and PTA. She is a sitting board member on the Carmel Unified School Board and an advisor to the nonprofit board for MEarth, at the Hilton Bialek Habitat.

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Community Foundation Announces Launch of New Nonprofit: Literacy Campaign for Monterey County, cont.

Basic literacy is the cornerstone to opening the doors of opportunity in life and every individual in our county should have access to the services necessary to gain these critical skills. By embracing the goal of 100% literacy through 100% community engagement, we will not only improve the quality of life for individuals struggling with literacy, but also improve the economy and overall well-being of the entire county,+ notes Rustad.

The first order of business for the Literacy Campaign will be to conduct an in-depth assessment of current literacy levels in Monterey County, with the assistance of current service providers, to identify unmet needs. Following the study, the organization will develop a detailed strategic plan that will articulate the approach and funding necessary to tackle the literacy challenges of the county. The new nonprofit will coordinate the Network of Adult Literacy Providers and continue to present the annual %Creating a County of Readers+professional development conference for educators.

If you are a service provider or someone who would like to be involved in the community assessment, please contact Executive Director Marcy Rustad at info@literacycampaignmc.org, or call 831.595.2665. To help someone find a reading program, become a volunteer tutor or learn more about the Literacy Campaign for Monterey County, visit www.literacycampaignmc.org.

The collaborative investment for the five-year Literacy Campaign for Monterey County initiative totaled \$2,100,000. Both the Community Foundation for Monterey County and the Monterey Peninsula Foundation have agreed to continue their support of the Literacy Campaign with four-year funding commitments and the United Way is providing office space and other support to the new agency.

The mission of the Community Foundation for Monterey County is to inspire philanthropy and be a catalyst for strengthening communities throughout Monterey County. For more information on the Community Foundation or background on the Literacy Campaign for Monterey County initiative, call 831.375.9712 or visit www.cfmco.org.

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