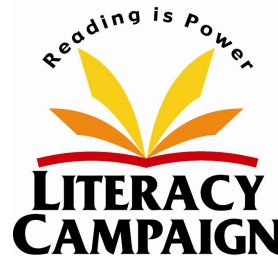




"Here for Good"

Community
Foundation
for Monterey
County



MEDIA RELEASE

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COMMUNITY FOUNDATION CONVENES LOCAL LEADERS TO MAKE LITERACY A COUNTYWIDE AND NATIONAL PRIORITY Announces \$402,000 in Literacy Campaign Grants

Salinas, CA – Sixty educators and community leaders met October 29 at the Grower-Shipper Association in Salinas to make literacy a priority in Monterey County and in the United States. The Literacy Campaign for Monterey County, coordinated by the Community Foundation for Monterey County, has been working over the last three years to identify and build a long-term effort to raise awareness about the community benefits of literacy, encourage volunteerism, and to support literacy service providers through networking and professional development.

At this community stakeholder meeting, participants learned about other coalition efforts around the United States and provided input on the future of coordinated literacy services in Monterey County. Salinas Mayor Dennis Donohue made remarks about the importance of literacy and life-long learning. He challenged the community to imagine its potential as an educational center. The meeting was led by Margaret Doughty of the national consulting firm, Literacy Powerline, whose work focuses on helping literacy coalitions grow and partner with local businesses, government agencies, community-based organizations, and other stakeholders. Literacy Powerline brought a declaration of the right to literacy to Salinas in hopes of furthering their goal of obtaining 1,000,000 signatures on the scroll to send to President Obama asking to make literacy a national priority.

Also this week, the Community Foundation for Monterey County announced the recipients of the 2010 grants from its countywide Literacy Campaign. Thanks to the generosity of its collaborative funding partners, the Community Foundation will award \$402,000 to twelve organizations to provide basic adult literacy services. These grants will help young adults in Monterey County attain the basic reading, writing, and speaking skills necessary to help their families succeed, obtain better jobs, and to ultimately lead fuller lives.

(more)

Community Foundation Convenes Leaders and Awards \$402,000 to Literacy Campaign, cont.

2010 Literacy Campaign grants will be awarded to:

- Alisal Healthy Start Family Resource Center, \$50,000 for a community-based literacy program in Salinas.
- Chartwell School, \$10,000, to provide professional development training for adult literacy teachers and tutors Countywide
- Community Housing Improvement System Planning Assoc. (CHISPA), \$80,000 for basic literacy classes in Greenfield
- Farmworker Institute for Education and Leadership Development, \$42,000, for literacy classes in Greenfield
- Housing Resource Center, \$10,000, for financial literacy workshops and teacher training Countywide
- King City Family Resource Center, \$30,000, to pilot a basic literacy program in King City
- Literacy Campaign, \$13,000 to provide professional development activities for adult literacy teachers and tutors such as workshops and trainings
- Monterey Adult School, \$5,000, to pilot a new reading program curriculum targeted towards low-literate adults in Monterey and Seaside
- Monterey County Free Libraries, \$60,000 to continue tutor recruiting, training, and support in Castroville, Marina, Seaside, Soledad, and King City
- Salinas Adult School, \$32,000, to pilot and develop new curriculum for lowest-scoring students in Salinas.
- Salinas Valley Community Church, \$30,000 to pilot and develop new literacy program in Salinas
- Soledad Adult School, \$40,000 for basic literacy classes in Soledad and King City

The Literacy Campaign for Monterey County is a multi-million dollar campaign designed to increase adult literacy levels in our community. The Community Foundation launched the five-year effort in 2006 after health and social service providers identified literacy as a main barrier for direct service providers. The Community Foundation gathered research which found that 25% of County adults read at the fourth grade level or below.

Partnering with the Community Foundation, other major funders of the Literacy Campaign include the Monterey Peninsula Foundation, First 5 Monterey County, the James Irvine Foundation, the Dunsbaugh Dalton Foundation, the Grover Hermann Fund, and the Mervyn L. Brenner Foundation. Over \$1.1 million has been awarded to date.

The mission of the Community Foundation for Monterey County is to improve the quality of life in Monterey County by raising, managing, and distributing charitable funds to qualified organizations and by creating positive connections between donors and their interests. For more information about the Community Foundation of the Literacy Campaign, please visit www.cfmco.org or www.literacycampaignmc.org.

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