



Blue Ridge Literacy: Member One Credit Union Sponsorship Request

March, 6, 2023

Organization information

Organization Name: Blue Ridge Literacy (BRL)

Mailing address: 706 South Jefferson St, Roanoke, VA, 24016

Federal tax identification number: 54-1377063

Contact person information

Name and Last Name: Ahoo Salem

Title: Executive Director

Phone number: (540)265-9339

Email address: asalem@brlit.org

Event date and location

Date: April 20th, 2023 from 5:00-8:00 pm

Location: St. John's Episcopal Church

1 Mountain Ave SW, Roanoke, VA 24016

Sponsorship request

Amount requested: \$2,000 (Gold Sponsor)

Mission of the Organization

The mission of Blue Ridge Literacy is to help adults achieve their life goals through literacy skills. Since 1985, Blue Ridge Literacy has been the leading nonprofit organizations to offer year-round literacy services to adults in the Roanoke Valley. We do this by offering One-on-one literacy tutoring, English for Speakers of Other Languages (ESOL) programs, Citizenship Preparation classes and English and Digital Literacy services for American and foreign-born adults.

Event description

Member One Credit Union's sponsorship will support BRL's Seventeenth Annual Scrabble Tournament Fundraiser which will take place on April 20, 2023 at St. John's Episcopal Church. Each year, Blue Ridge Literacy works extremely hard to provide affordable and high-quality functional literacy services to American and foreign-born adults in our community. Functional Literacy refers to the reading, writing,

and English communication skills-sets that adults need to navigate everyday life interactions and make long-term plans. Blue Ridge Literacy's English Literacy Services help adults navigate:

- Health Care Settings
 - English and Health Literacy Classes
- Online Spaces
 - English and Digital Literacy Classes
- Financial Institutions
 - English and Financial Literacy Programs
- Civic Rights and Responsibilities
 - Citizenship Preparation Services

Blue Ridge Literacy's Annual Scrabble Tournament Fundraiser is our most important event of the year. The proceeds from this event will be directly invested into BRL's tutoring, class, and citizenship programs for over 350 learners representing 42 countries. In past years, our Scrabble tournaments have helped us raise over \$10,000, with all proceeds used to provide literacy services to hundreds of learners throughout the region. This year, we want to go even further and host our most impactful event yet. We are expecting a minimum of 100 attendants at this year's fundraiser.

Blue Ridge Literacy's programs offer English literacy skills that are essential for the success and self-sufficiency of adult learners. The ability to read, write, and communicate is key to remaining connected with others, staying healthy, supporting school-aged children, and finding employment. This is even more pronounced in the case of immigrants and refugees, who often face language barriers and have inadequate information about available resources.

Our learners work hard to improve their English and digital literacy skills so they can access life-saving information, verify the credibility of the information they receive, and support their children with school work. BRL's Programs help bridge our learners' knowledge gap by offering the communication skills they need in everyday settings and contextualized skills such as health, digital and financial literacy. By facilitating a successful transition to engaged community members, BRL's services contribute to interwoven equity.

[Recognition for funding organizations](#)


As indicated in Figure 1, our Sponsorship levels come with different incentives and modes of recognition. As a Gold Sponsor, Member One Credit Union's logo and link will be promoted on our

website and Social Media which has over 3,000 engaged followers across platforms and through our newsletter, which is distributed to more than 1,800 people. Member One Credit Union's logo would be included in the Player Handbook which is shared with the participants and Member One Credit Union will have their banner at our Scrabble Tournament Fundraiser. All levels of sponsorship include a team of three players to participate at the Scrabble Tournament.

Figure 1_Scrabble Tournament Fundraiser's 2023 Sponsorship Levels



Blue Ridge Literacy 2023 Scrabble Sponsorship Levels

	Bronze	Silver	Gold
Team at Scrabble Tournament	X	X	X
Social media shout outs	X	X	X
Brand visibility on BRL website and newsletter	Name Only	Name and Logo	Name, Logo and Link
Logo included in player handbook at Tournament		X	X
Corporate banner at Scrabble Tournament			X
	\$500	\$1,000	\$2,000

Questions? Contact Ahoos at asalem@brlit.org or 540-265-9339



English for Speakers of Other Languages (ESOL) Class Programs

Blue Ridge Literacy offers in-person and online English classes for Speakers of Other Languages (ESOL) at Beginner, Intermediate, and Advanced Levels. ESOL Classes take place Tuesdays and Thursdays in three 15-week (60-hours) semesters.

- Spring Semester: January 5th- April 16th, 2023
- Summer Semester: May 4th- August 17th, 2023
- Fall Semester: September 5th, December 19th, 2023



We offer in-person classes in the mornings from 10:00-12:00 at the BRL office in the main library building in downtown Roanoke. Online classes take place in the evenings, from 6:00-7:30 pm on Zoom.

One-on-one Tutoring Program

Blue Ridge Literacy's tutoring program is a unique service to address the literacy needs of American and Foreign-born adults in our community. In this Program, a trained volunteer tutor works with an adult for two hours per week for a minimum of 6 months on literacy skills that are individualized based on the needs and goals of our learners.



Blue Ridge Literacy holds six in-person and online volunteer training workshops every year to recruit and train new literacy volunteers.

Integrated English Literacy Services

English and Health Literacy

Blue Ridge Literacy's English and Health Literacy Class program is created in response to the health literacy needs of non-English speaking adult learners. This program combines English-language instruction and health literacy content and is specifically designed for non-English speaking adults with a beginning to high intermediate level of English proficiency. The goal is to familiarize learners with the particular literacy demands of health care settings (e.g., writing, reading, and communicating) so they are better equipped to navigate these settings.



English and Digital Literacy

In FY 21-22 Blue Ridge Literacy started offering English and Digital Literacy Programs using the Northstar Digital Literacy curriculum. Adult learners can take a placement test at Blue Ridge Literacy to test their computer skills, build skills in key areas and demonstrate their computer and digital literacy knowledge by earning certificates and badges.



BRL's English and Digital Literacy programs cover the following areas:

- Essential Computer Skills
- Essential Software Skills
- Using Technology in Daily Life

We offer small-group classes, one-on-one tutoring, and self-paced options based on our learners' needs and availability.

Citizenship Preparation Program

Blue Ridge Literacy offers citizenship preparation classes to assist adult learners with the successful completion of their naturalization process. In order to pass the US naturalization interview, lawful permanent residents are tested on their knowledge of US Civics and English skills. In FY 21-22 we added new programs to BRL's Citizenship Preparation Services to address our learners' skill-based needs and naturalization processes.

- Beginner English and U.S. Civics Class (NEW!)
- High Intermediate/Advanced Level U.S. Citizenship Preparation
- U.S. Citizenship Preparation Study Group (NEW!)

