



# A child who struggles to read becomes an adult who struggles

BEYONDBASICS.ORG

(248) 918-3543

Beyond Basics is a child-centered, literacy-focused 501(c)(3) nonprofit using proven methods to unlock the miracle and power of reading. Beyond Basics partners with school principals and teachers to help students in grades Pre-K through 12 achieve proficiency and mastery in reading.

## WHAT WE DO

- **One-on-one instruction and small group activities** using a phonics-based, multisensory approach teaches children to read.
- **Literacy enrichment programs** develop and encourage a love of lifelong learning.
- **Partnerships and mentoring** connect children to the world of opportunity that awaits them.

## Illiteracy – America’s Silent Epidemic

“What we see in Detroit, like we see in so many large urban school districts around the country, are people that randomly throw solutions at the problems of illiteracy. What makes Beyond Basics unique is it is truly research-based, it gets at the heart of the problems with illiteracy, and it attacks it in a coherent, strategic, comprehensive way.”

—Dr. Nikolai P. Vitti, Detroit Public Schools Community District Superintendent



- Beyond Basics sends our trained, staff tutors to work with students one-on-one in daily, hourlong sessions
- 90% of students achieve grade level movement within six weeks in our Read to Rise program
- Our Scholars Plus program deepens comprehension, increases vocabulary, and prepares students for standardized testing
- Top-rated nonprofit by GreatNonprofits.org since 2012
- GuideStar Exchange Gold Participant demonstrating our commitment to transparency

## THE PROBLEM

# 95%

OF DETROIT FOURTH GRADERS ARE NOT PROFICIENT IN READING

Fox2detroit.com (2018)

# 54%

OF ADULTS 18-74 ARE BELOW PROFICIENCY IN LITERACY

U.S. Department of Education

# 63%

OF 12<sup>TH</sup> GRADERS ARE READING BELOW PROFICIENCY

Nationsreportcard.gov (2019)

“There is no arguing that a good education is the foundation for success in the workforce. But what is the foundation of a good education? The ability to read and write. I’ve said many times talent is distributed equally. Opportunity is not.”

- **Mark Reuss**, President of General Motors

**Children who don’t read proficiently by fourth grade are four times more likely to drop out of school.**

AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS



# Research shows Beyond Basics' approach to tackling illiteracy produces results

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Dr. D. Carl Freeman, Professor of Biology at Wayne State University, analyzed the results of a blind study conducted to evaluate the Beyond Basics Read to Rise program:

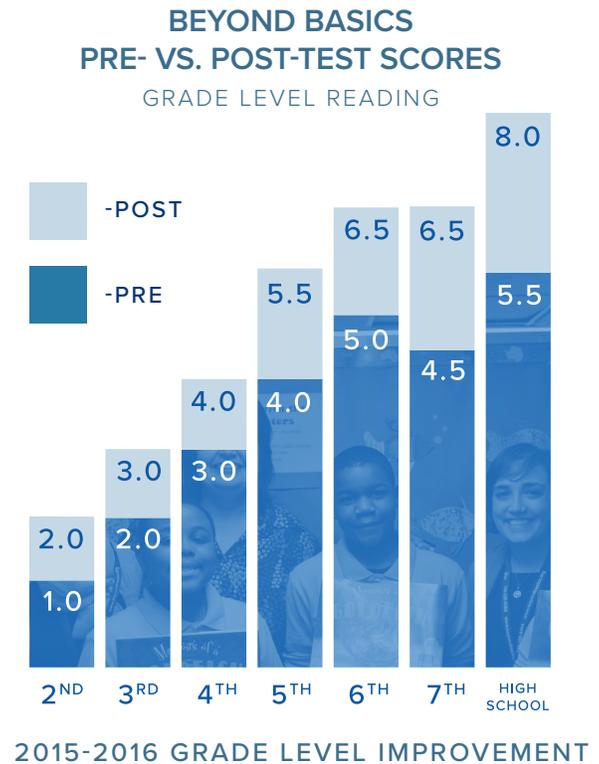
“The data are unequivocal, students who participate in the Beyond Basics reading program made more than twice the progress in reading comprehension as was made by the Detroit Group (control group), and passage comprehension increased more than threefold.”

## HIGHLIGHTS OF THE STUDY



\*Word Attack is the measurement of the child's comfort with sounding out words that are above their ability to read

Dietz Consulting has tracked the success of children served in our program from 2008 through 2016, showing improvement at every grade level.



## RECENT NEWS

- January 17, 2022** – **Crain's Detroit Business** – A letter to the editor by Pamela Good, cofounder and CEO of Beyond Basics, urges leaders to act to support every school district with funding to achieve higher literacy rates
- October 4, 2021** – **Crain's Detroit Business** – Cofounder and CEO Pamela Good participated in a roundtable on equity with business and community leaders, addressing the benefits of closing the equity gaps in education
- March 23, 2021** – **Detroit News** – An op-ed by Pamela Good, cofounder and CEO of Beyond Basics, discusses the importance of implementing proven strategies to ensure all Detroit students can read
- January 21, 2021** – **WJR-AM "Women Who Lead"** – Cofounder and CEO Pamela Good is announced as a 2021 "Women Who Lead" honoree, presented by Lear Corporation and General Motors
- November 3, 2020** – **WXYZ-TV** – Beyond Basics transitions to online tutoring as the COVID-19 pandemic keeps schools from reopening to in-person learning
- February 3, 2020** – **DBusiness Magazine** – General Motors gives \$1 million to tutor Detroit Public Schools Community District students