



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

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 principals and schools to help students in grades Pre-K through 12 achieve proficiency and mastery in reading.

BEYOND BASICS PROGRAMS

- **One-on-one and small group tutoring** to teach children to read.
- **Literacy enrichment programs** that develop and encourage a love of lifelong learning.
- **Partnerships and mentoring programs** that expose 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 uses trained and certified tutors who work with students one-on-one for one-hour per day
- 90% of students achieve grade level advancement within 6 weeks in our Read to Rise Program
- Our Scholars Plus Program deepens comprehension, increases vocabulary, 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

US Department of Education

63%

OF 12TH 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.”

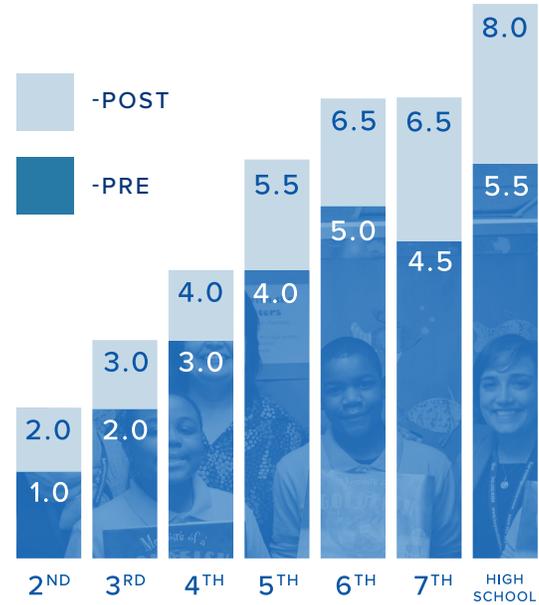
HIGHLIGHTS OF THE STUDY



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

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

BEYOND BASICS PRE- VS. POST- TEST SCORES GRADE LEVEL READING



2015-2016 GRADE LEVEL IMPROVEMENT

RECENT NEWS

- March 23, 2021** – **Detroit News** – An op-ed by Pamela Good, co-founder and CEO of Beyond Basics, discusses the importance of ensuring all Detroit students can read
- January 21, 2021** – **WJR “Women Who Lead”** – Co-founder and CEO Pamela Good is honored as a 2021 “Women Who Leads,” presented by Lear Corporation and General Motors
- November 3, 2020** – **WXYZ** – Beyond Basics transitions to online tutoring as the COVID-19 pandemic keeps schools from reopening to in-person learning
- February 3, 2020** – **DBusiness** – General Motors gives \$1 million to tutor Detroit Public Schools Community District students
- August 14, 2019** – **Detroit News** – Beyond Basics raises funds to tutor 10,000 Detroit Public Schools Community District students at the request of Superintendent Nikolai Vitti
- February 10, 2019** – **Crain’s Detroit Business** – An op-ed by Pamela Good, co-founder and CEO of Beyond Basics, discusses literacy as a critical building block for educational and life success