



GM Partners with Beyond Basics As Part of \$50 Million Investment in Detroit

(September 14, 2021) – Today at the Durfee Innovation Society, General Motors CEO Mary Barra announced a \$50 million investment in Detroit-based nonprofit organizations including Beyond Basics, which delivers intensive literacy interventions to struggling readers in Detroit area schools.

“We thank General Motors for partnering with Beyond Basics to tutor students at Mumford and Cody High Schools, and at our Family Literacy Center at the Durfee Innovation Society. Their commitment enables us to unlock the miracle and power of reading for struggling students. As such, General Motors is playing a critical role in helping students graduate high school as proficient readers, able to pursue workforce and college opportunities.

“General Motors has seen firsthand the results of our tutoring. Our work proves children are capable. Once they can read, they can become adults who thrive, and connect to all of life’s beautiful possibilities. In other words, Detroit rocks when Detroit reads. Our educational system works, our communities thrive, and our economy accelerates.

“Through its commitment to the communities in which we live and work, General Motors is focused on strategically solving Detroit’s most pressing societal issues, such as illiteracy, America’s silent epidemic. The company understands that children need our help, and that literacy paves the way for children’s future success. Literacy enables equity.

“We are grateful for today’s announcement and look forward to working together with General Motors to achieve literacy for everyone.”

Founded in 2002, [Beyond Basics](#) is a 501(c)(3) nonprofit working to eradicate illiteracy, transforming the lives of students and creating stronger communities. Our one-on-one, multisensory tutoring program helps students achieve grade-level proficiency in reading in an average of six weeks. In addition to our structured literacy interventions, we cultivate curiosity and encourage a love of lifelong learning with fine arts activities that expand horizons.

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