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Indy Reads outlines vision for growth through innovative programming during 2025 Fundraising Breakfast: *Unlocking Our Potential*

INDIANAPOLIS, May 1, 2025 – Indy Reads is pleased to announce that the organization’s 2025 Fundraising Breakfast: *Unlocking Our Potential* presented by Electric Plus held on April 24, 2025 was a success! The program spoke to the effects of advancing literacy through their innovative services: that we can unlock our capacity to participate in all aspects of society and experience a deeper sense of humanity. The Breakfast also focused on the unique nature of the organization: that Indy Reads is the only organization in the region serving the most beginning-level adult literacy learners and beyond.

“We cannot grow fast enough,” Ruba Marshood, Indy Reads’ chief executive officer said noting a 233% increase in demand for the organization’s services.

“In this country, literacy can be the difference between voting and not voting, participating and not participating, home ownership, a thriving wage career and the opposite. We approach literacy education from this foundation. That’s why we commit—and are the only organization in the region to do so—to serving adults at the most beginning levels and beyond. We know that what we do works. We listen to our students; we do not recreate the experiences that failed them in the past; and we remove any barriers that can get in the way of their ability to engage in our programs. With the support and partnership of our community, we are expanding opportunities for our students who are so willing, talented, and ready to contribute even more to our society. As we do this, we rise as a community.”



Held at the Ivy Tech Community College Conference Center, the event welcomed more than 400 attendees who, inspired to advance Indy Reads' mission and vision for growth, met an anonymous on-the-day \$25,000 match!

Indy Reads' 2025 Fundraising Breakfast was emceed by an Indy Reads student and alumna, Lacha Bonet and Sarah Hoveyze. Speakers included United States Congressman André Carson, High School Equivalency graduate KaSarah Fitzpatrick, Literacy Foundations teacher Mary Roberts, Literacy Foundations student Dana Huerta, and workforce development partner, CEO of Electric Plus Tim Whicker.

Indy Reads expresses its sincerest thanks to all who joined the organization to celebrate the students, graduates, and partners advancing Literacy for All with Indy Reads. A photo gallery (and short video) of Indy Reads' 2025 Fundraising Breakfast is available here:

www.indyreads.org/latest-news.

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About Indy Reads

Indy Reads builds literacy, English language, and job readiness skills to empower adults and their families to reach their full potential. For more than 40 years, the nonprofit organization has worked toward a vision of 100% literacy for all. High literacy levels grant access to greater developmental, educational, civic, and career opportunities. Current statistics show that 1 in 6 adults in Indiana read at or below a fifth-grade level. Through its Community Classrooms and Programming, Indy Reads advances social equity through education, helping adult learners increase their English language and literacy proficiency, prepare for their High School Equivalency (HSE) diploma, and build workforce skills to improve their employability and advancement potential. Indy Reads is proudly one of few organizations that serves adults of all literacy skill levels, including the most beginning-level and beyond.

To learn more about Indy Reads visit indyreads.org.