MEDIA KIT

EST. 1899
United for Literacy
Littératie Ensemble

Your partner in learning.





Literacy changes lives and strengthens communities.

LITERACY IN CANADA: WHY IT MATTERS

Literacy is a foundational skill that shapes people's quality of life, influencing their ability to learn, work, maintain their health, make informed decisions and participate fully in society. It is also a key driver of Canada's economic and social resilience.

Canada's literacy gap needs urgent action.



1 in 5 adults struggles with basic reading.
That's over 6.4 million people.*



1 in 8 children are not reading at grade level.
That's more than 1 million children.**

About 400,000 newcomers arrive annually, many requiring additional language and literacy support

A 1% increase in adult literacy could add up to $67 billion annually to Canada's economy (Deloitte, 2020)

Literacy today extends beyond reading and writing. Digital, financial and media literacy are increasingly important for navigating everyday life, making informed decisions and adapting to a changing world.

*Source: OECD PIAAC, 2024

**Source: Deloitte LLP, An Economic Overview of Children's Literacy in Canada, 2020.

About United for Literacy

Every learner has a goal. We help them reach it.

United for Literacy is a national charitable organization providing community-based literacy programs at no cost to learners across Canada.

We support children, youth, adults and families in urban, rural and remote communities, working alongside local organizations to respond to community needs and strengthen access to learning opportunities.

How we work

We co-design with communities
- Partnering with local organizations to respond to needs

We build essential skills
- Reading, writing, numeracy, digital literacy, financial literacy, English as an Additional Language (EAL), and French as an Additional Language (FAL)

We strengthen communities
- Supporting individuals, families, and local literacy systems

We work in partnership with communities
- Staff, volunteers, and interns collaborate with community organizations to respond to needs

We strengthen local literacy services
- Build and support community-based literacy programs

We build community capacity
- Expand resources, skills, and local support systems

We offer wrap-around supports
- Provide healthy snacks, bus passes, job referrals, and more!

Where we work

Across Canada
Urban, rural, and remote communities

Every place is a learning place
Wherever people learn, connect and build their skills



KEY TOPICS WE CAN SPEAK TO

United for Literacy can provide perspectives and expertise on:

- Adult literacy and Canada's workforce
- Children's literacy and early learning
- Literacy, health and quality of life
- Digital literacy, AI and critical thinking
- Financial literacy and informed decision-making
- Literacy, equity and community development
- Access to learning in rural, remote and Indigenous communities

MEDIA INQUIRIES

For interviews, expert commentary or additional information:

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United for Literacy is active across Canada. We can connect journalists with regional representatives and local program voices.

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While our headquarters are listed here, United for Literacy is active across Canada.
Contact us to be connected with the right person in your province.

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