

English for New Bostonians



FOUNDED: 2001

CURRENT ORGANIZATION BUDGET: \$1,368,447

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Investment Opportunity

ENB seeks a \$3.3M investment over the next two years, as well as new partnerships with businesses, schools, community agencies, local/state government, and volunteers. Investment and collaboration will enable ENB to expand and deepen its work to support immigrants' economic and educational advancement, participation in civic life, and engagement in their children's education.

Hope, talent, and desire to contribute to the society is what 1.1 million foreign-born residents bring to our Commonwealth. Yet roughly half (528,000) are hindered by limited English skills, including 100,000 residents of Boston. Without English skills,

- immigrants often languish in dead-end jobs and cannot fulfill their economic and career aspirations;
- parents struggle to support their children's education (half of Boston Public Schools families don't speak English at home);
- immigrant-owned businesses (29% of "Main Street" establishments in Boston) struggle to grow; and
- dreams of becoming U.S. citizens are deferred.

Demand for English for Speakers of Other Languages (ESOL) classes is tremendous, but supply is limited. Astonishingly, just 5% of limited English speakers are enrolled in ESOL programs due to a dearth of funding, inaccessibility of classes, and a lack of tailored and high-quality ESOL programs.

In response to these challenges—heightened by today's toxic anti-immigrant climate—English for New Bostonians (ENB) unites public, private, and community support for high-caliber, accessible English classes. ENB forges pathways to economic and social integration and promotes improvements and solutions for Massachusetts' ESOL system.

Two-Year Goals

- Expand reach by 25% to provide high-quality English classes to 2,400 immigrants in greater Boston
- Increase customized classes for job-seekers, parents, and entrepreneurs
- Create an ESOL Institute to fuel teacher professional development and innovation
- Expand outreach and advocacy activities to stimulate increased public/private investment in English classes

Ways to Invest

FINANCIAL

- \$100,000 allows ENB to serve 50 additional students
- \$50,000 covers city-wide teacher training on technology and career integration
- \$25,000 fully funds one "ESOL for Parents" class for a year
- \$10,000 helps expand Allies for Immigrants ESOL Corps

IN-KIND

- Volunteer in an ESOL classroom or conduct mock job interviews with students
- Connect ENB to employers interested in offering ESOL training for employees
- Host an event to promote ENB to new audiences

Leadership & Governance

Claudia Green, ENB Executive Director, brings deep experience in urban planning, workforce development, and leading multi-stakeholder initiatives. ENB staff members have extensive backgrounds working in immigrant communities, teaching, training, engaging employers, and organizing for concrete changes.

ENB's unique governance model guarantees equal representation by municipal, philanthropic, and immigrant community members. The majority of ENB Board members are immigrants or children of immigrants; several came to the U.S. with limited English skills, providing intimate knowledge of community interests and needs.

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The more English we learn, the more we can give back to this country.

”

MARINA MATEO

ENB Program Graduate,
Head Start Teacher



ENGLISH FOR NEW BOSTONIANS' MODEL



ENB believes that every immigrant has the right to learn English and to realize their full potential for themselves, their family, and their community. Toward this vision, ENB creates opportunities for MA immigrants to pursue their educational, economic, and civic aspirations.

INVESTMENT AND INNOVATION

ENB supports high-quality ESOL providers with grants, teacher training, and technical assistance to improve the caliber of instruction and to increase the number of students served. By tailoring curricula and program design, ENB addresses immigrants' unique backgrounds, experiences, and goals:

- **ESOL Pathways** integrates technology, career, and college prep at all levels (basic literacy to classes for high-skilled immigrants);
- **ESOL for Parents and Caregivers** helps parents improve English skills and engage with their children's education at home and in school;
- **ESOL for Entrepreneurs** provides small business owners and employees business-relevant skills to improve marketing and customer service, access new resources, or secure a loan;
- **Workplace ESOL** classes improve teamwork, patient/client care, and efficiency, and provide employees with opportunities for advancement.

LEADERSHIP AND ADVOCACY

ENB's cross-sector leadership expands the circle of stakeholders who invest in ESOL. ENB directs resources where they are most needed and bridges opportunities so that immigrants may fully participate and contribute:

- ENB's statewide **English Works Campaign** unites ESOL students, businesses, labor, and community leaders to advocate for greater public and private ESOL investment in the immigrant workforce.
- **Allies for Immigrants ESOL Corps** deploys trained volunteers to ENB's sites, offering conversation circles for waitlisted students, one-on-one tutoring, mock interviews, citizenship prep, and résumé assistance.
- **ESOL Skills Fairs** allow students to meet with vendors to learn about job-training, entrepreneurship, high-demand jobs, and career ladders.



We support ENB because cooperation among government, corporate, philanthropic entities, and local service providers is effective. In ENB’s unique and innovative model, stakeholders are on the same page; through collaboration we can have a positive impact on the needs of immigrants in Boston.

DOUG CLOWES

The Clowes Fund



ENB’S POWERFUL MULTIPLIER EFFECT

Socioeconomic research demonstrates that ENB’s work has a positive impact across the Commonwealth and will continue to do so for generations to come.

Earnings for English-speaking immigrants are more than double those of non-English speakers. Income gains for ENB alumnae will positively impact immigrant **family economic stability**, including for the next generation.

Parents’ involvement in education is the strongest predictor of **children’s educational success**, and children of ENB alumni are no exception. In addition, when schools can communicate with families, they will serve children better.

A **workplace** that provides English classes leads to enhanced customer service, reduced errors, and a better bottom line. ENB’s support for workplace English improves opportunities for immigrants to more fully contribute on the job and to gain promotions.

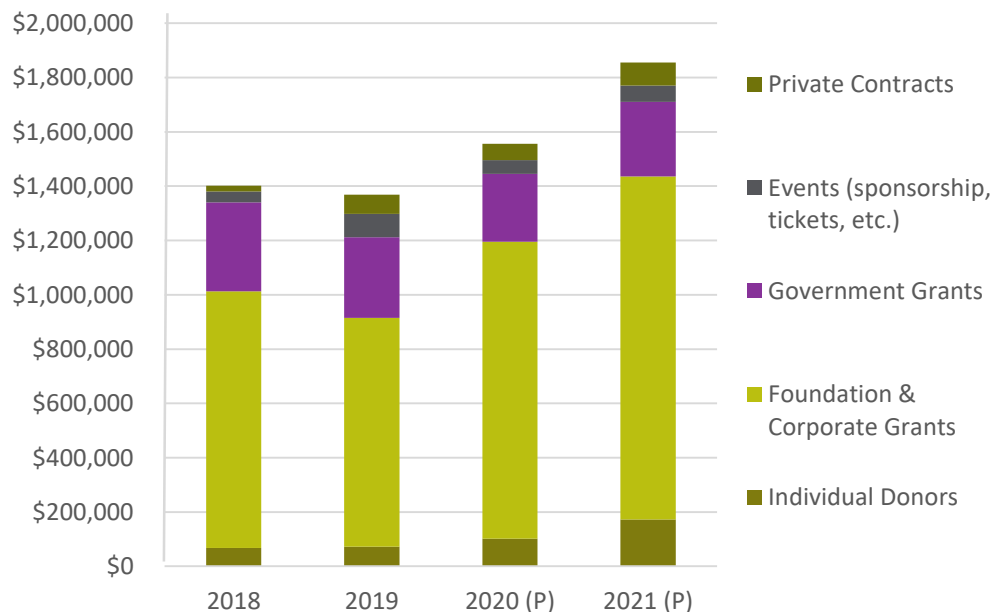
Our shared history shows that a community, a Commonwealth, and a nation are stronger with a diversity of people, beliefs, ideas, and traditions. **Civically engaged alumnae** become citizens, voters, and homeowners, actively contributing to the common good.

ENB’s multiplier effect extends across the ESOL field in other ways too. Teachers are trained in best practices. Tutors are deployed where they are most needed. Administrators use ENB data to sharpen outcomes. Policy makers hear from stakeholders. Informed funders maximize their investment.

FINANCIAL SUSTAINABILITY

ENB has been funded primarily by foundation, state, and municipal grants. To increase organizational sustainability, ENB is working to diversify income streams, particularly by increasing its reach to national foundations, corporations, and major-donor individuals. In addition, ENB is actively working to increase earned income through private contracts with businesses and others to increase work-related ESOL training.

Revenue by Source



Key Investors

- THE BOSTON FOUNDATION
- BOSTON MAYOR’S OFFICE FOR IMMIGRANT ADVANCEMENT
- CITY OF BOSTON NEIGHBORHOOD JOBS TRUST
- THE CLOWES FUND
- HEARST FOUNDATIONS
- HIGHLAND STREET FOUNDATION
- THE KLARMAN FAMILY FOUNDATION
- MA URBAN AGENDA
- PERPETUAL TRUST FOR CHARITABLE GIVING, BANK OF AMERICA N.A., TRUSTEE
- STATE STREET FOUNDATION

Partners

- BOSTON CARES
- BOSTON SCHOOLS
- COMMONWEALTH CORPORATION
- IMMIGRANT-SERVING COMMUNITY ORGANIZATIONS
- MASSMEP (MANUFACTURING EXTENSION PARTNERSHIP)
- WGBH

Success Story: Stop and Compare

The workforce and clientele at Stop and Compare (a family-owned supermarket chain in Lynn and Chelsea) is largely Latino, but as co-founder Alberto Calvo says, “We attract everyone!” And Calvo understands the value of bilingual employees to his business.

ENB assisted “Compare” to access state funds to offer employees English, customer service, and supervisory training. “The results were amazing,” said Calvo “We’ve seen significant improvement in employee skills...and an increase in motivation and teamwork. Improved job performance increases productivity for our business. ESOL is key to our employees’ success.”

Cashier Griselda Martinez agrees: “This program is very important for my entire life, my job, and health.”

“Compare” next joined in offering ENB’s ESOL for Entrepreneurs course to other staff and Chelsea businesses and Calvo has become a vocal advocate of ESOL and ENB.



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures that ENB will track to demonstrate progress, create internal accountability, incorporate lessons learned, and adjust strategy as necessary. Fiscal year is July-June.

	FY 2019	FY 2020 (P)	FY 2021 (P)
PROGRAM PERFORMANCE			
Number of students in ENB-supported programs	1,025	1,150	1,250
Number of customized classes for job-seekers, parents, and entrepreneurs	40	45	50
ESOL Institute offers teacher training, digital learning tools, employer resources	Map goals, structure, staffing	Secure support	Launch Institute
Number of businesses that develop new English classes for employees	2	3	5
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Allies for Immigrants ESOL Corp Volunteers	150	175	200
Number of full-time equivalent staff	4.7	5	6
Corporate Partners Circle Members	0	5	10
Total revenue	\$1,368,447	\$1,555,833	\$1,855,833

SOCIAL IMPACT

Whether immigrants are newly arrived or more established, English programs offer them access to information, community, and opportunity. Learning English provides a realistic chance to build a better life and to fulfill dreams. ENB uses its unique position to elevate the critical role of immigrants and the transformative power of English skills in the Commonwealth, and to promote public-private-community collaboration to ensure those dreams are realized. Indicators of ENB’s impact at the individual, program, and ESOL-system level follow:

INDICATORS	2018
Unemployed ESOL students that found jobs	60%
ESOL for Parents students who are more confident and involved in children’s education	90%
Immigrant business owners who expand their markets through marketing and direct communication with English-speaking customers	100%
Increase in state budget for adult basic education/ESOL	12.5%
Immigrants accessing workplace ESOL classes supported by the MA Workforce Training Fund	676