



Mission

To dramatically increase the supply of effective, in-person adult English language instruction.

Problem

26.5 million US residents don't speak English. The majority of them will never learn.

In-person English as a second language (ESL) instruction changes lives

- A 2023 quasi-experimental study found that enrollees in a conventional English instruction program earned almost *\$10,000 more per year* than those who stayed on the waitlist.
- Besides economic gains, English proficiency is critical for receiving quality healthcare, interacting with local government, and participating in civic, social, and political institutions

But there are no spots left

- Fewer than 400k access in-person instruction
- Waitlists are years-long across the country
- *We provide 72.5% less ESL instruction than in 2005*

Solution

We help community organizations like churches, afterschool programs, and refugee camps launch ESL programs by adopting effective and sustainable standard operating procedures.

These procedures center around a software platform that:

1. Centralizes and streamlines the organizational and scheduling tasks of running a program, and
2. Delivers a blended-learning curriculum used inside the classroom.

By supporting existing organizations to adopt simple and tested models, we increase the capacity of community-based organizations to facilitate life-changing services for language learners.

Roadmap

September 2024: Launched an internal pilot to test standard operating procedures.

By Spring 2025: 7 university programs launched with university volunteer organizations.

By Spring 2026: 100 ESL programs hosted in CBOs and staffed by volunteer groups.

After Spring 2026: Partner with local governments to expand ESL programs in alignment with city needs and systems.

Budget

Our FY 2025 will cost \$350,000, the majority of which will go to supporting the summer team of interns and the salaries of the CEO and 1 staff software engineer.

With support from the Carnegie Corporation, Heckscher Foundation, and individual donors, we've raised nearly \$200,000 to date.