Potencia

2022 Annual Report

Reimagining adult language education by bridging communities



Dear Friends,

2022 marked another year of Potencia as we continue to build community partnerships and expand adult English language learning services around Massachusetts. In the past two years, we struggled with visa issues during the pandemic and ran Potencia with a 12-hour time zone difference. Still, we have achieved many milestones - obtaining 501(c)(3) status, getting our first grant, initiating mobile app development, and hosting tutor workshops as continuous training... Along the way, we are learning every moment about how to make our community a better place to live by building bridges between universities and surrounding neighborhoods.

We started Potencia envisioning that one day, English learning services will be available for anyone who desperately need them across the U.S. We are deeply grateful to our supporters and partners for giving us courage, companionship, and inspiration. As we move forward, we hope to build more transformational partnerships to catalyze a larger impact in our communities.

We believe that by making English language learning services more accessible, we are advocating for diversity and taking a step toward racial equity. More than ever, we are ready to learn from your insights and hope to have you join or continue to be part of our cause.

Indully

Amanda Wang Co-Founder and CEO

Junhyung Yoon Co-Founder and COO





Learners served to date

274

Tutors trained to date*

941

Learning hours to date

* Chapters: Boston College, Boston University, Harvard University, Northeastern University, Tufts University

% of learners continue to study after one semester: **87.5%**

% of learners reported more confidence in English language skills: **100%** % of learners reported "highly recommend" Potencia class: **93.75%**

Learners' favorite part of their Potencia English classes: Tailored learning, smooth experience

Elevating Leadership

Every year we invite Potencia tutor alums to lead tutor coaching workshops. This year we invited one of our tutor alums, Shamoon Mallick, who shared his stories and wisdom of his tutoring journey throughout three workshops. The new tutors gained insights into teaching techniques and cultural understanding skills to enhance their leadership experiences.

Shamoon joined Potencia as a freshman in our pilot class and continued tutoring until his graduation.



Shamoon teaching in Potencia's pilot class in April, 2019

Building Bridges

Human Factors Engineering class - ENP161

Groce

Prof. James Intriligator

A team of Tufts students in class ENP161 has demonstrated what's possible when creative minds work together to translate their class learnings on product design into real-world impacts.

Imaginet

Potencia has been collaborating with Imaginet, a Tufts marketing student group, to build the foundation of marketing strategies. With two semesters of work on modeling the social media strategy and refining the branding guide, we hope to create more collaborative impacts onward.

JumboCode

A team of JumboCode, a Tufts computer science student group, has been designing and developing the Potencia app. We expect to launch the beta version in May 2023 to make adult English language learning more accessible.

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Partnerships

Potencia collaborates with civic-minded local businesses to offer tutor rewards.

Hen Chicken Rice is an authentic Thaistyle chicken rice restaurant based in Somerville, MA. It supports Potencia's mission to promote racial equity and inclusion in our communities.

Superfrau is an upcycled fizzy whey beverage company based in Springfield, MA. It fights food waste and climate change by offering flavorful and healthy drinks!

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Learner Success

Marllon | Potencia learner 2019-21

Q: Why did you choose Potencia and how long did you stay with us before 'graduation'?

A: I have spent about two years here. I have all the customized classes, everything to give exactly what I need, and I told tutors my goals. It was perfect!



Q: What changes have you seen in life after taking Potencia classes?

A: My life has totally changed in the last two years. I have achieved pretty much everything I wished. At work, I was a carpenter, after get more confident in English and conversation, I started to develop myself to a certain level that was not just about language, but I could learn more. I grow the company so much and in 2.5 years, I have become a lead carpenter. And also I met my wife!

To read Marllon's story of immigrating to the U.S. from Brazil, check out our blog at: <u>https://www.potenciaus.org/post/immigrating-to-america-a-journey-from-brazil</u>

Tutor Spotlight

Shilpi Dey | Boston University Chapter Leader 21-22

This is Shilpi Dey, I'm originally from India and graduated from BU this year with a degree in Economics and Psychology. I enjoy drawing and catching a game of squash in my free time.

I started as a tutor for Potencia during the peak of the Covid-19 pandemic, around October 2020. I was attending university from back home in India when I found out about Potencia as a volunteer nonprofit agency and was very interested in the idea of being able to help immigrants and refugees overcome the language barrier. Being an international student myself, I can imagine how harrowing it would be to be unable to communicate with ease in English in the US. Especially amid covid with the increasing disconnect among people, increased problems in communication could become a looming issue and cause more isolation. Having been a part of activities to help the community when back home, I was looking forward to a more intimate and challenging activity for myself, and teaching people older than myself how to communicate better during the pandemic in a virtual way seemed to be a perfect opportunity to do that.

When I started, I was nervous about teaching people who were older than me as I had no previous experience with teaching. In Potencia, it was more of an exploratory journey for me and my learner as I tried to navigate ways of being a better teacher and demonstrate patience and engage better. My first learner, Elaine, was an extremely sweet and patient lady who was very eager to learn, and it was very heartening for me as a tutor to see that. It encouraged me to continue with Potencia the next semester. This semester, my learner Marly and I have been thoroughly enjoying our virtual classes as we both develop a more interactive way of learning. I have learnt a lot about my shortcomings and how to correct them and about patience and more efficient time management.

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It has been wonderful so far, interacting on such an intimate basis with people you would not usually interact with outside of university and learn so much from them, even when you are supposed to be the tutor. Watching Marly get excited about her classes and even homework sometimes has encouraged me to put in more effort and be a stronger participant in the Potencia community. Seeing my learners put in so much effort despite their hectic work schedules to learn a language that I had taken for granted since I learnt it as a child, was truly an eye-opening experience.

Since the chapter at Boston University is very new, it will be an interesting and exciting challenge to bring in new tutors and build a stronger community and be more effective and empathetic tutors for our learners. Building a close-knit and sustainable community at the BU Chapter is essential to a more impactful future for Potencia and the community it serves.

The Potencia team has been extremely helpful in my journey, and I always felt I could approach them with any of my queries and concerns without apprehension. It has also been wonderful interacting with tutors from neighboring universities and learning from their experiences and stories in their teaching journey so far. All these insights from so many different perspectives have been extremely valuable to my growth over the past year and will continue to be so. My time at Potencia has taught me to be empathetic, patient and to be a better teacher, as well as learner. Being a part of the Potencia community as a chapter leader and tutor has been an excellent learning experience for me and is a wonderful and truly impactful way to give back to the community. Feel free to reach out to me if you have any questions about my time at Potencia or on how to be a part of it!

You can find Shilpi via Instagram @shilpi.d.

What tutors say...

After the first few weeks of lessons, I remember Marta was able to tell me—albeit in simple terms—about her Brazilian identity, and she even gave me some local restaurant recommendations for her favorite Brazilian cuisine! She was excited to talk to me using what she had learned, and as a tutor there is nothing more meaningful than that. *(Jake Lattanzi, tutor alum and chapter leader 20-22, Tufts University)*

Talking with my student about his experiences as a Latino in America and also his experiences from his native country have opened up my worldview on a culture different from mine. (*Anonymous, tutor, Boston University*)

Welcome onboard!

New board members



Ms. Manning is a volunteer director. She recently retired as a corporate and foundation fundraising professional, most recently at Tufts University. Prior to her non-profit career, Ms. Manning was a project manager, client director, and regional director with several startup ebusinesses and major corporations. She has an undergraduate degree in history and French and a Master's Degree in Intercultural Relations.

Mr. Aranson is a Principal at Google focused on corporate strategy in the Partnerships organization. Prior to this role, he worked in digital advertising at Google and digital ad agency Digitas, specializing in the proliferation and innovation of programmatic media buying and selling.

Mr. Aranson holds a Bachelor of Arts degree from Tufts University, where he is also a member of the Tufts Marketing Advisory Committee.



Financials

2022 Financials Breakdown

Income - donation & earned Income: \$9,111.67

Expenses - staff salaries and general operations: \$1,501.69

> Net income: \$7,609.98

2023 Budget

Income: \$189,919

- Grants: \$160,000
- Individual contributions: \$20,000
- Earned income: \$7,119
- Business in-kind support: \$2,800

Expenses: \$171,500

- Mobile app development
- Curriculum researcher
- Chapter leader stipends
- Salaries
- General operations

Join the movement

Volunteer

Apply to be a tutor, chapter leader or intern, or provide pro bono services

Join the Board or Advisory Committee Share your expertise

Partner with Us Become a business sponsor or community partner

Connect Introduce us to people and organizations for collaboration

Give Make a contribution to scale our impact



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Thank you!

Tutors

Zahra Baldauf lacob Beiser **Isabel Burgos** Esha Dagli Elvianna De Jesus Mariah Galindo **Bijan Harandi** Mei Hashimoto Isabella Ho Ella Hudson Anabelle Jimenez Myra Khan Sean Kim Valeria Ladino Matias Lattore Joy Lee Jenny Lin Rachita Lyengar Shamoon Mallick Hannah Martin Amelia Miller Lydia Morrison Alejandro Olmos Allie Paige Jennifer Park Jahnavi Patel Amanda Piña Malkah Pinals Mackenzie Scott Diya Seadie Jenna Simes Catherine Trabazo Jia (Yao Yao) Yom Jenny Zeng

Chapter Leaders

Shilpi Dey *(Alum)* Bella Faber-Rico Sarah Jun Jake Lattanzi *(Alum)* Leo Ma

Board of Directors

Joel Aranson Kit Manning Catherine Popper *(Chair)*

Advisors

Betty and Roger Borghesani Gerry Brown Phillip D. Ellison Bailey Hu Lana Luo Su Hnin Pwint Massachusetts Office for Refugees and Immigrants Refugee Immigration Ministry

Supporters

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Legal Services Victoria Morte, Parker Gallini LLP

Accounting Services Simon Klein Potencia Ind



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