



festa®

SERVING OUR NEIGHBORS



Kim Emch

Founder & Executive Director

Festa Supports the Prosperity of Our City

- Helping children and families **out of poverty**
- **Preparing the workforce** so businesses can thrive by removing English barrier
- Mobilizing the community to **serve our neighbors**

Why now?

- Columbus is growing rapidly!
 - 14th largest city and **the** fastest growing city in the country
 - 50% of Columbus' population growth is due to migration;
half of the migration is people coming from **outside** the US
- Ongoing labor shortage

3-Generation Family ESL in two locations serving 2,100+ people;
pictured below is everyone on the waitlist





festa
BUSINESS • ESL



“Here at Kimball Midwest, a large portion of our associates are Spanish-speaking. We wanted our managers and associates to be able to communicate better and that is where Festa came in. The impact it’s made in our workplace is amazing. The associates try to communicate with their managers in English and the managers in Spanish. It has brought an even greater sense of community and inclusion to Kimball Midwest, where one of our core values is treating everyone like family! Thank you so much, Festa!”

—Dave McCurdy

Chief Operating Officer, Kimball Midwest

wearefesta.org/festabusinessesl

Adult ESL Program Offerings in Central Ohio

- **Only 4%** of foreign-born people can find and get a spot in an adult ESL class
 - 185,000+ foreign-born adults live in Central Ohio
 - 31 organizations currently serving only 6,704 people
- **No** other ESL programs **serve every member of the family including children**

Festa 3-Generation Family ESL Outcomes

ADULTS

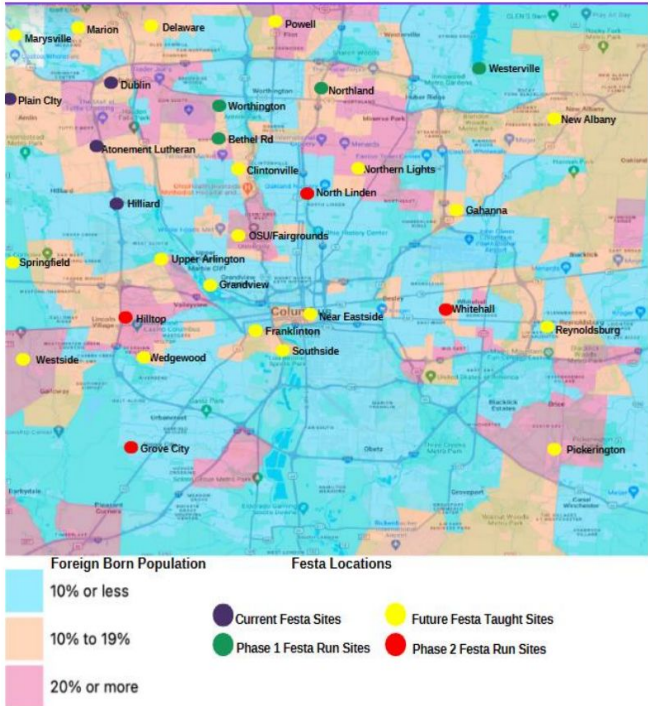
- Able to communicate with others in the community using English: **95%** are making progress or have met this goal
- Able to get a better paying job: **90%** are making progress or have met this goal
- Able to help my child with homework: **86%** are making progress or have met this goal
- Have made new friends: **94%** are making progress or have met this goal
- How likely are you to recommend the Festa Family ESL program to someone in a similar situation to you? (0-10)
 - Average answer: **9.5**
- How much has your time with Festa helped you to transform your life for the better? (0-10)
 - Average answer: **8.2**
- I feel more empowered to overcome barriers in my life after attending Festa's programming. (0-10)
 - Average answer: **8.4**

Festa 3-Generation Family ESL Outcomes

CHILDREN

- Festa's programming helped helped my child(ren) with school: **72%**
- Festa's programming helped helped my child(ren) with behavior: **74%**
- Festa's programming helped helped my child(ren) socially: **87%**
- **98%** of children reported making at least 1 new friend at Festa.
 - **85%** of children reported making 3 or more new friends at Festa.
- **100%** of children could identify at least 1 adult at Festa who cares about them.
 - **87%** of children could identify 3 or more adults at Festa who care about them.

A National Model



GOAL

- Create a tipping point
- Open **20 program locations** in Central Ohio
 - Serve **10,000 people** who want to learn English
 - Mobilize **6,000 volunteers**

NEXT 5 LOCATIONS

1. Dublin
2. Northland
3. Westerville/New Albany
4. Worthington
5. Whitehall

North Star: Budget for Phase 1

\$3,000,000

Our fundraising campaign begins **today**.

We have a solution that works, and we need support from public and private donors to continue **servicing our neighbors!**