



english for **NEW BOSTONIANS**

Man-Yu (Alice) Mei and her husband Terry moved to Boston from China in 2017 to give their children better educational opportunities. The couple had owned a coffee shop in China and decided to take their entrepreneurial spirit to Boston. Soon after they arrived, they opened **APM Coffee**, on Kneeland Street in Chinatown.

Quickly, Alice began to realize that a lack of English was hampering interactions with customers and suppliers, so she found help at the **ENB-supported English for Immigrant Entrepreneurs (E4IE) Program** at the YMCA International Learning Center in Boston



Alice Mei, English for Immigrant Entrepreneurs Student and owner of APM Coffee

ENB's E4IE Initiative offers classes at several locations throughout Boston, addressing key gaps facing entrepreneurs by merging English with business development training.

ENB has become a lifeline to people like Alice. Therefore, we ask that you consider a donation of \$150 by December 31st and help us ensure that English classes remain free and accessible for immigrant entrepreneurs, workers, and parents.

Despite the growing importance of immigrant entrepreneurs to our local economy, their businesses are often disconnected from services that could enhance their growth and stability. ENB's E4IE Initiative is based on the experience and input of business owners, ESOL teachers, and field experts - creating a business curriculum with lessons and activities on the topics of marketing, finances, customer service, web design, licensing, etc.

Today, APM Coffee is thriving, serving up breakfast, lunch, smoothies and more to commuters and residents alike. And Alice is chatting with the regulars. ***"If I cannot talk with customers, I cannot bring the best service to my customers. Learning English has helped me a lot!"***



Alice and other students in E4IE classes have become part of a network of small business owners, united by their desire to learn English. As a result of innovation through the pandemic, the business owners can join an online community, accessing classes from home or while at work.

We need friends like YOU to help keep English classes accessible for business owners like Alice, and for the thousands of other newcomers who are striving to make their way in today's uncertain economy.

As the year ends, we ask that you **consider a donation by December 31st** and help us **ensure that English classes remain free and accessible next year** for immigrant entrepreneurs, workers, and parents.

For more information, please visit us at: www.englishfornewbostonians.org.

We wish you a safe and healthy holiday season.

Warm regards,

Claudia Green
Executive Director

Michel Bamani
President

Donate!

Founded in 2001, English for New Bostonians (ENB) creates opportunities for immigrants to learn English and pursue their educational, economic, and civic aspirations. ENB supports twenty-three English language learning programs that provide free or low-cost instruction to immigrant parents, workers, and small business owners.



Our Contact Information

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