



ReDefiners
WORLD LANGUAGES

2020

ANNUAL REPORT

2021 STRATEGIC

GOALS

Chantelle Daniels - Executive Director



Overview

Report Contents

The Big Picture: Who We Are

Who We Serve

What We Do

Key Partners

2020 Goals

2020 Outcomes

Looking Forward to 2021

THE BIG PICTURE: WHO WE ARE...

VALUES & TEAM

REDEFINERS: WHO WE ARE

MISSION

To promote social change, create equity in educational opportunities and to provide a competitive advantage to youth and adults.

VISION

To see U.S. citizens embrace multilingualism and celebrate multiculturalism.

CORE VALUES

- All children are capable & deserving of language learning
- Language learning needs to begin before age 11

CORE VALUES

- Intercultural education promotes peace
- Students need to be equipped to become Global Citizens

President

Vice-President

Secretary

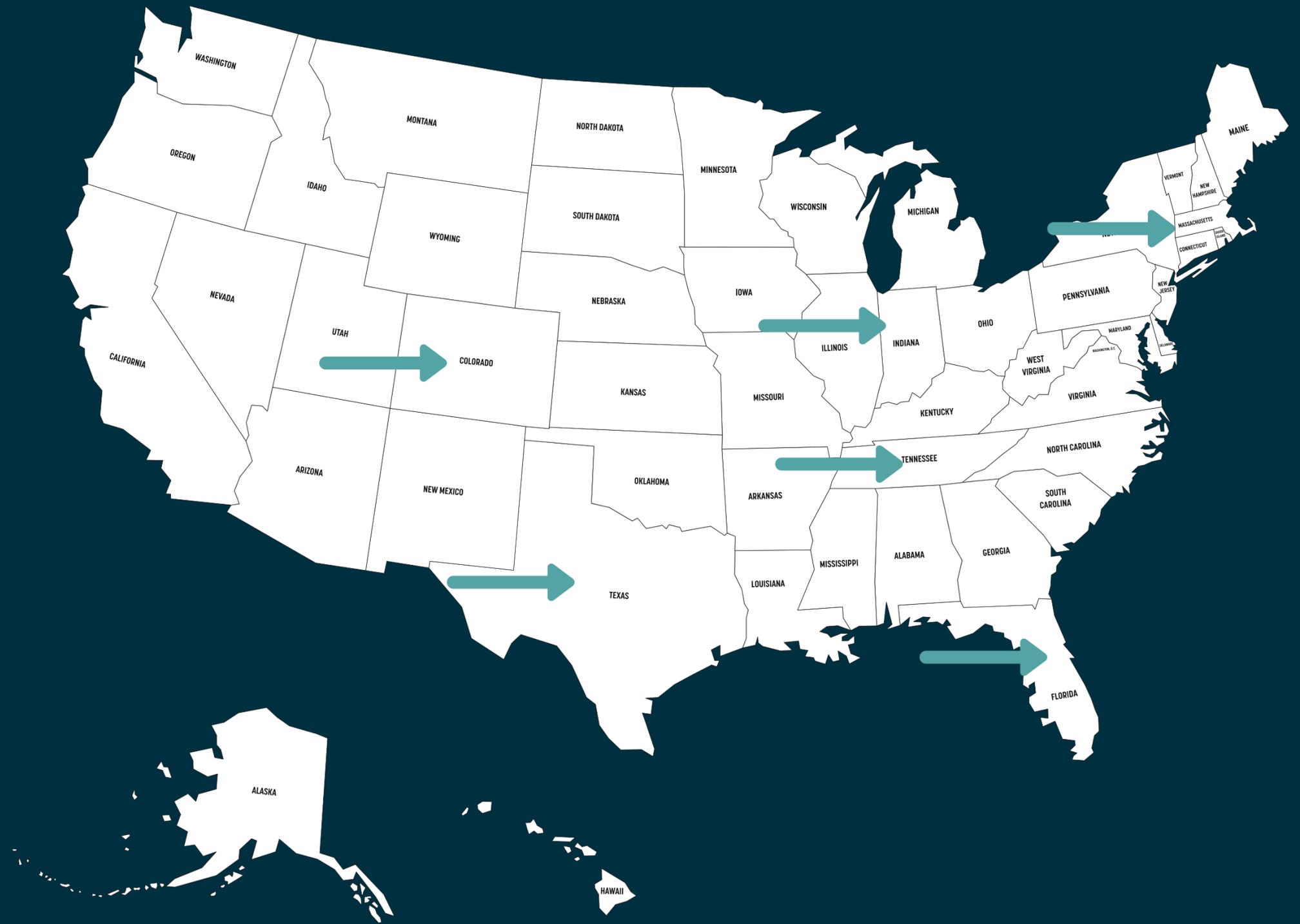
Treasurer

Members at Large

BOARD OF DIRECTORS

Governance & Oversight

9 Members



Our Team



ReDefiners
WORLD LANGUAGES



STAFF

1 Full - Time Staff
7 Part-Time Staff
5 Volunteer Staff



VOLUNTEERS

- 20 Active Volunteers
- Marketing
 - Copy Writing
 - Development
 - Administration



CONTRACTORS

3 Operational Support
3 Summer Enrichment
Support

Our Team



WHO WE SERVE

PEOPLE & COMMUNITIES

Underserved Communities

- Local non-profits organizations
- Urban Schools
- Community Centers
- Immigrants

Schools

Hillsborough & Pasco Counties

- After-School Programs
- Private K-5 Schools
- Charter K-5 Schools

At-Risk Students

Hillsborough County

- K-3 ESOL Students
- Alternative Schools & Centers

Individuals Across US

- K-5 Students who want to learn
- Adults seeking to gain new skills

CHILDREN, FAMILIES & ADULTS



ReDefiners
WORLD LANGUAGES

WHAT WE DO

PROGRAMS & SERVICES

What We Do

Arabic | English | Mandarin | Spanish

GENERAL COMMUNICATION SKILLS COURSES

- Adult
- K-5
- Intergenerational
- Live Virtual
- Tampa Based

SUMMER CAMPS

- Spanish Immersion & Technology Program (Spanish LIT)
- ReDefiners STARTALK Language Immersion program
- Community Exposure Programs

ACADEMIC TUTORING

- In-Home
 - K-3
 - At-Risk
 - Speakers of other Languages than English

Why

Language Education as a Tool

HIGHER ACADEMIC ACHIEVEMENT

- Literacy Development
- Interdisciplinary learning
- Confidence building
- Expanded cognitive processes

INCREASED CAREER OPPORTUNITIES

- Interpersonal Communication
- Bilingual Skills
- Increased confidence & competence

SOCIAL CULTURAL DEVELOPMENT

- Intercultural Competence
- Anti-bullying
- Increase Self-Awareness

KEY PARTNERS

COMMUNITY & CORPORATE



UNIVERSITY AREA
DEVELOPMENT
CENTER (UACDC)



CHILDREN'S HOME
NETWORK

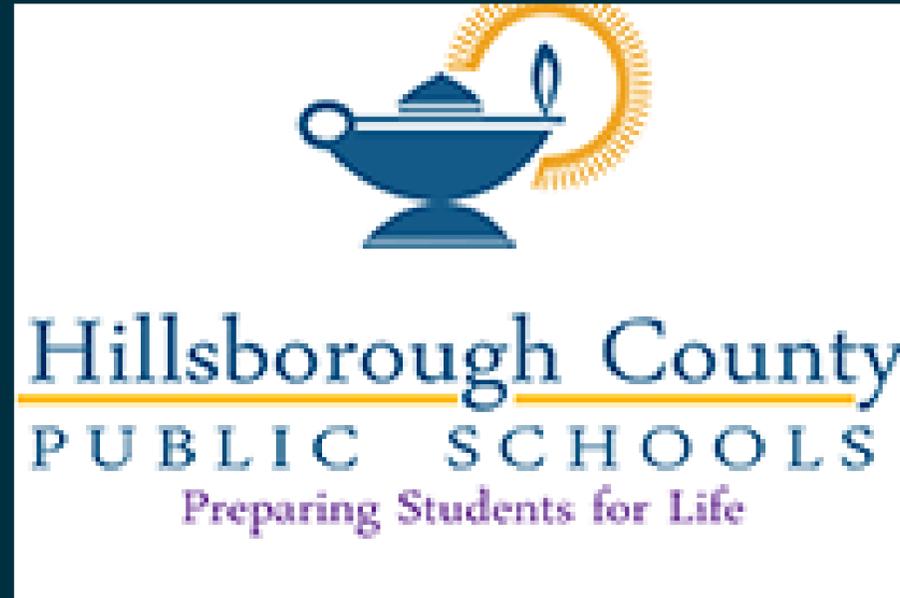


VILLAGE OF
EXCELLENCE
ACADEMY

PROGRAM PARTNERS



PASCO AFTER
SCHOOL
ENRICHMENT
PROGRAMS



HILLSBOROUGH
COUNTY PUBLIC
SCHOOLS: PROJECT
PROMISE

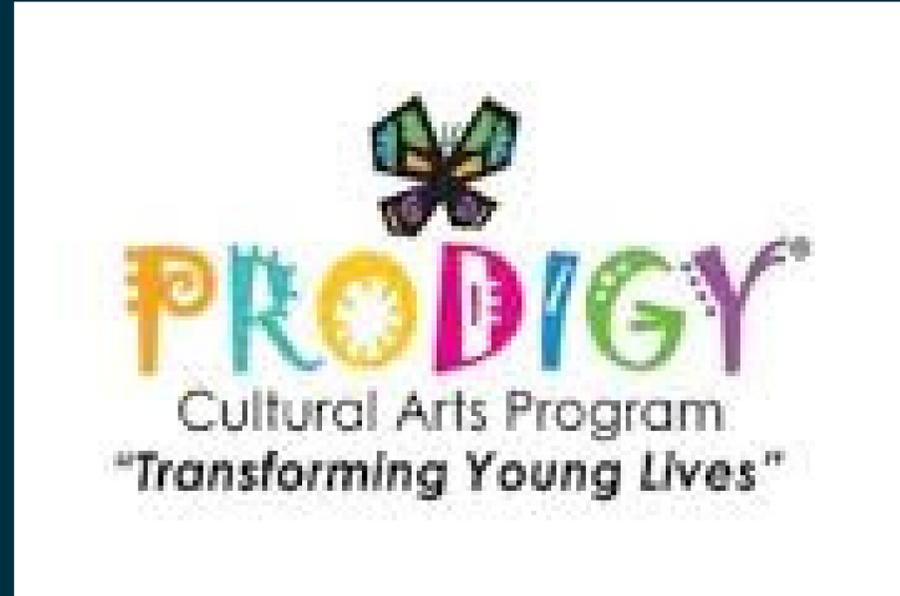


CHILDREN'S BOARD
FAMILY RESOURCE
CENTERS

PROGRAM PARTNERS



CHILES ELEMENTARY
SCHOOL



PRODIGY CULTURAL
ARTS



ISLAMIC SOCIETY OF
TAMPA BAY

PROGRAM PARTNERS

WESTSHORE
PLAZA

WESTSHORE MALL



SIMPLY HEALTH
CARE



UNIVERSITY OF
SOUTH FLORIDA

UNIVERSITY OF
SOUTH FLORIDA

COMMUNITY ENGAGEMENT PARTNERS



CHILDREN'S BOARD
OF HILLSBOROUGH
COUNTY



ROOTS & SHOOTS



FIFTH THIRD BANK

FUNDING PARTNERS



PWC



TAPROOT +



SENIORS **in SERVICE**
GEARED UP TO SERVE

SENIORS IN SERVICE

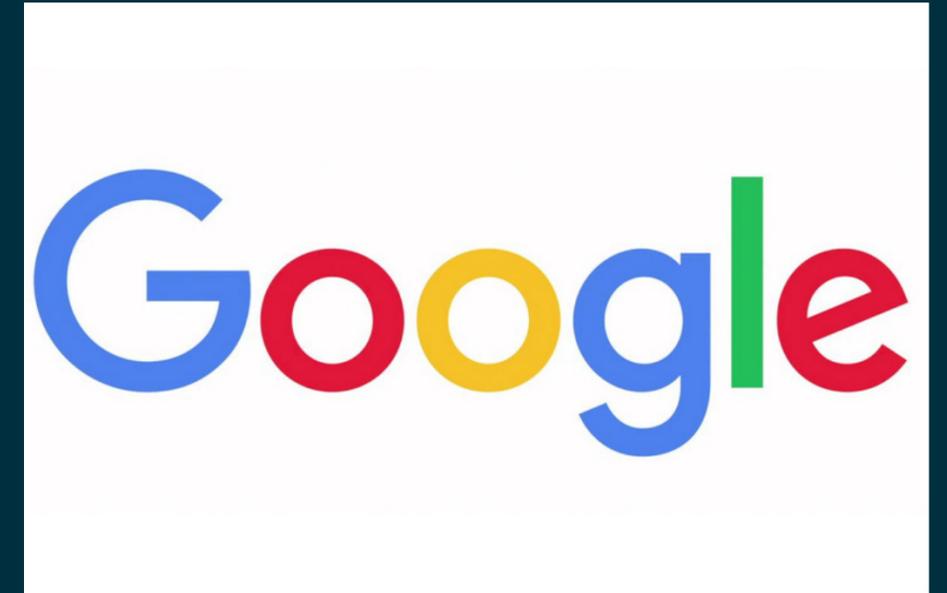
CAPACITY BUILDING PARTNERS



JOB CORPS OF
PINELLAS



SALESFORCE



GOOGLE

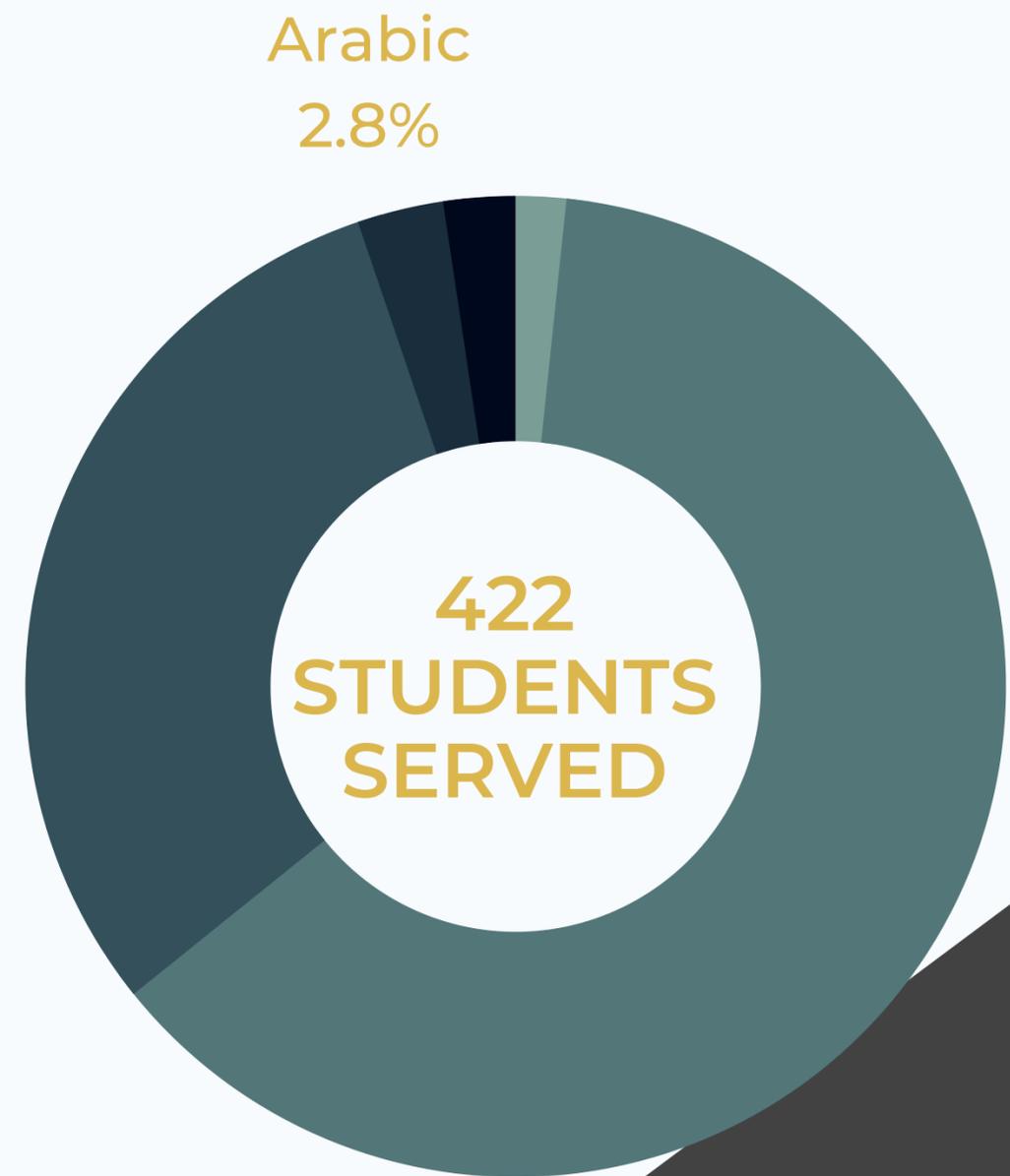
CAPACITY BUILDING PARTNERS

20 Looking 20 back: ALL

WHAT DID WE ACCOMPLISH?

Total Students Served				
Language	Sites	Youth	Adult	Total
Academic	2	10	0	10
Spanish	8	215	49	264
English	2	7	0	7
Mandarin	2	128	1	129
Arabic	2	11	1	12
Total	14	371	51	422

Mandarin
30.6%



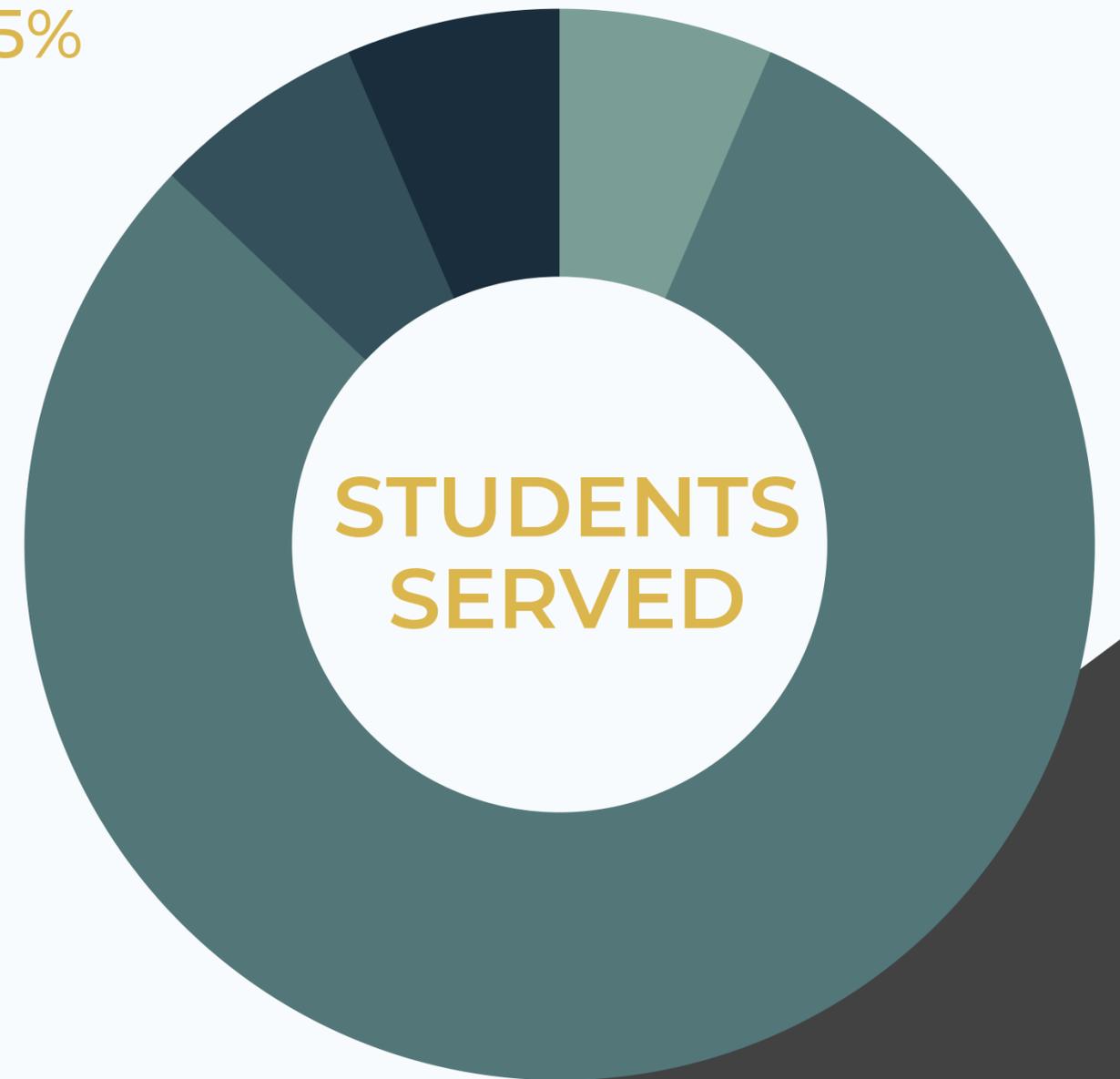
Spanish
62.6%

2020 Looking back: LVP

WHAT DID WE ACCOMPLISH?

Fall 2020 LVP Program Participants				
Language	Sections	Youth	Adult	Total
Spanish	7	11	4	15
English	2	2	0	2
Mandarin	1	2	0	2
Arabic	2	1	1	2
Total	12	17	7	21

Mandarin 6.5%
 Arabic 6.5%
 English 6.5%



Spanish
80.6%

Looking forward

WHERE ARE WE HEADED?

ReDefiners 2021 Org Goals

**INCREASE CAPACITY TO SERVE AN
EXPANDED MARKET**

K-5 & Adults; locally and nationally

**STRENGTHEN FINANCIAL
SUSTAINABILITY**

3-5 year Forecasting

**STRENGTHEN & EXPAND
PARTNERSHIPS**

Outreach, program, community & B2B

Increase Capacity to Serve an Expanded Market

Staffing

- Hire Qualified Tampa Based Program Director
- Maintain current 7 member team (0 turnover)

Streamlined Collection & Reporting

- Deploy & fully transition to Salesforce Platform

Marketing

- Increase conversion rate by 25%

Strengthen Financial Sustainability

Fundraisers: 25% of annual budget

Board Contributions: 10% of annual budget

Grants: Maintain at least 2 grant writers; 25% of budget raised

Individual Donors: 10% of annual budget

Program Fees: 25% of annual budget

Major Gifts: 10% of annual budget

Strengthen & Expand Partnerships

B2B Services:

- Establish 2 formal partnerships for revenue driven services

Outreach:

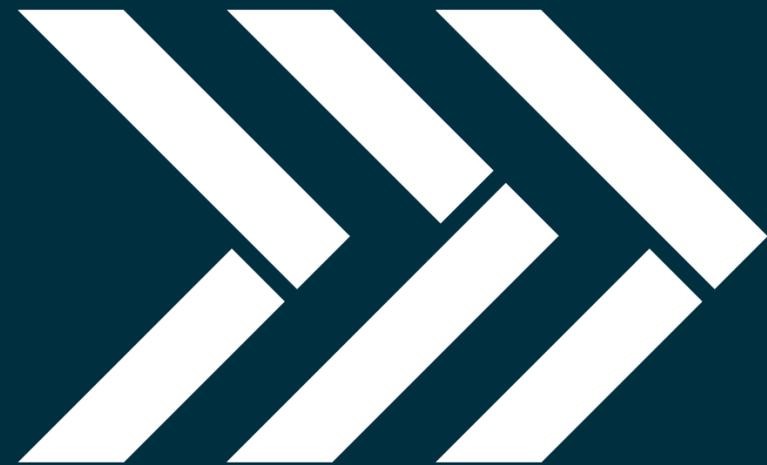
- Host 2 Outreach Events per QTR
- Participate in 1 event per month

OPERATIONS: GOALS & OBJECTIVES

20

21

STRENGTHEN



In-Center Enrollment



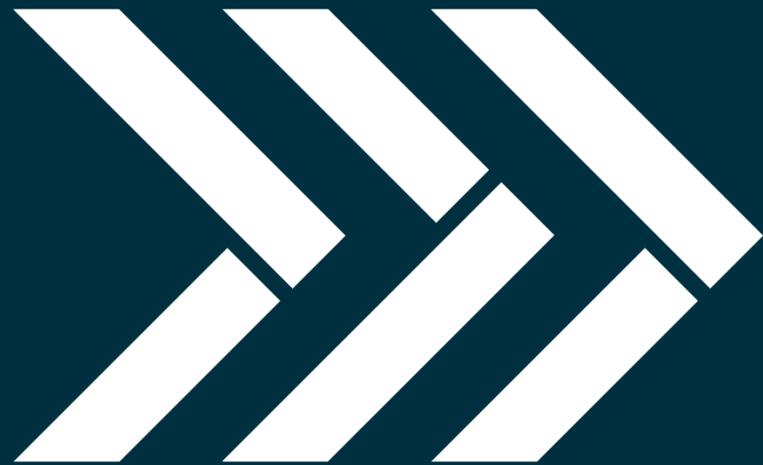
Partnership Programs

TAMPA BASED PROGRAM GOALS

20
21

Looking forward

WHERE ARE WE HEADED?



IN-CENTER ENROLLMENT

Winter - Spring

- Re-Open Center
 - Saturday K-5 Spanish: 10 SS
 - English Conversation Group - Arab Women: 10 SS
 - Private Lessons: 5 SS

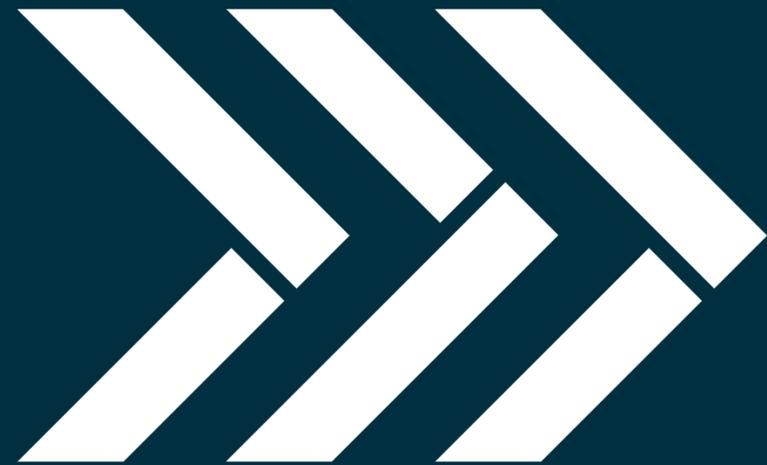
Summer

- Spanish LIT Program: 20 SS
- Saturday K-5 Spanish: 10 SS
- Saturday K-5 Arabic: 10 SS
- Saturday K-5 Mandarin: 5 SS

20
21

Looking forward

WHERE ARE WE HEADED?



PARTNERSHIP PROGRAMS

Winter - Spring

- Launch 3 Partnership Programs
 - Let's Learn Spanish: 30 K-5
 - ESOL: 15 Adults
 - K-5 Spanish LVP: 15 SS

Summer

- Re-engage 6 Summer Service Contract Partners

40%

U.S. EXPANDED ENROLLMENT

60%

TAMPA BASED ENROLLMENT

TARGETS

Language Learning ReDefined...For a Brighter Future!

MAILING ADDRESS

8056 N. 56th St. Tampa, FL 33617

EMAIL ADDRESS

info@redefinierswl.org

PHONE NUMBER

813-530-2313

