





Meet Impact(Ed) International

Impact(Ed) delivers groundbreaking educational opportunities in communities around the world that are economically disadvantaged and struggle from a severe lack of educational resources. Using the power of media, evidence-based teaching methods and community mobilization to equip students and teachers, Impact(Ed) is a respected leader in taking a 360° approach to cultivating an empowering environment where children, teachers and communities thrive.

According to UNICEF, more than one in five school-age children are not in school. An estimated 617 million children and adolescents around the world cannot read or complete a simple mathematics problem, even though two thirds of them are in school.

COVID-19 is turning the education crisis into a catastrophe. According to UNESCO, 94% of children across the globe have been out of school as a result of COVID-19 and it is estimated that 20 million girls are at risk of never returning to school. Parents everywhere want the same thing for their children—a quality, relevant, safe education. Impact(Ed) brings children into the classroom and ensures they are learning when they get there.

Working and growing together, we create innovative and sustainable education solutions based on new research, national priorities, and global challenges so that ultimately all children will have a pathway to a more equitable and prosperous future.

Over Two Decades of Success

Over 20 years ago, Discovery, Inc. (Discovery Channel, TLC, HGTV, OWN) established the nonprofit Discovery Learning Alliance to use the power of media to transform education in under-resourced communities around the world. Now known as Impact(Ed) International, a name that testifies to our focus on results, we have opened doors to education for over **2.6 million students in 16 countries**. Our teacher training programs have reached nearly **40,000 teachers in 2,427 schools**. Our mass media projects, including the two most-watched films ever in Africa, have been broadcast to over **822 million people** — changing attitudes and behaviors to advance public health, ensure girls stay in school, promote gender equality, and help young people advocate for themselves.



How We Work

Led by local teams, we are uniquely positioned for impact in these areas:

Remedial and Accelerated Learning

For children returning to school or struggling to keep up, our remedial lessons accelerate their acquisition of essential literacy and numeracy skills.

Girls' Education

Providing mentorship and unique learning opportunities to ensure girls return to and progress in school.

Teacher Training

Equipping teachers to improve literacy and numeracy outcomes, incorporate gender-responsive teaching methods and practice student-centered learning.

Girls and Boys Clubs

Providing mentorship, developing life-skills, and building peer support networks.

Community Action Plans

Facilitating community-wide engagement and positive social change by convening and training parents, community leaders and school and government officials to address self-identified needs (ex. barriers to girls' enrollment and attendance).

Award-winning Educational Media

Producing original videos and digital content that bring learning to life in the classroom on topics as varied as life skills, literacy, mathematics, health and science.





TV and Radio Broadcasts for Social Impact

Producing popular movies, chat shows, documentaries and animated series that are bringing about measurable changes in individual and community behavior.

My Better World (our animated TV and radio series on life skills), for example, increased student enrollment by 36%, according to a recent World Bank study. Now broadcasting across the African continent, it was the #1 kids' show in Kenya reaching 1.7 million viewers per episode.



Sustainable Education Technology

Providing the most appropriate technology solutions for each project, including smart TVs, tablets, desktop computers and mobile phones.

Delivering mobile phone-based support for teachers, students and entire communities via text, SMS, email and WhatsApp.

Rapid COVID-19 Response

At the request of local communities and their national governments, Impact(Ed) is working with schools and families to get students, especially girls, back in school—decreasing child labor, sexual exploitation, teenage pregnancy and child marriage. So far, we have:

- Reached 48,000+ households through mobile and web to facilitate public health action, distribute literacy and mathematics lessons and messages on child protection.
- Trained 6,000+ teachers via mobile phones focusing on teacher well-being and how to support students during COVID-19.
- Collaborated with Kenya's "Edu Channel" and the Kano State Ministry of Education in Nigeria, to reach over 10-19 million learners with educational videos by television.
- Reproduced *My Better World* into a radio series to reach wide new audiences with life skills and child protection messaging in Ghana, Kenya and Nigeria.

Taking Action Together

As an organization committed to the education, wellbeing and potential of all children, we cannot sit back and accept the devastating impact the pandemic is having on youth around the world. We are committed to closing the significant gaps in education and life skills that COVID-19 has caused. Providing educational resources, remedial learning and emotional support for students, especially girls, to return to school is critically important to ensuring that millions of students are not left behind.

We seek funding and partners who are committed to helping communities that need it the most and share our belief that education changes everything.

[Join us!](#)



A Note from Our Board Chair

Carole Wainaina
COO of Africa50



The issues I care most passionately about—youth, women, Africa, and leadership brought me to Impact(Ed), an organization close to my heart and home, where we are transforming education and improving lives in communities poised for opportunity. We believe education changes everything, from the health and income potential of individual children to the economic strength of entire communities. I invite you to learn more about Impact(Ed) and ways to support our work.

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Our Partners



Impact(Ed) is seeking to renew and strengthen corporate and foundation partnerships, while engaging individual philanthropists who share Impact(Ed)'s commitment to youth and education in under-resourced communities. We will direct contributions where they are most needed to support our programs and mission. To learn more about supporting Impact(Ed), visit www.impactted.org or contact Jessica Gorman at jgorman@impacted.org.

