



Girls' Education COVID-19 Response

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. Worldwide, COVID-19 has led to a surge in child marriage, pregnancy and school dropouts. According to a survey in Kenya between June 2020 and February 2021, 250,000 girls aged 15-19 did not return to school. Of those girls, 160,000 were married during that period and 100,000 became pregnant. The impact of the COVID-19 pandemic on girls living in poverty is staggering.

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. With local teams in place and a range of existing, customized tools (training modules, toolkits, educational media) we are quickly:

- Training girls' mentors to address social-emotional needs, so girls are able to return to and progress in school.
- Implementing accelerated and remedial learning programs so children can catch up from learning losses and get back to grade level.
- Equipping communities to address the barriers girls face to staying in school.
- Expanding the distribution of our *My Better World* TV series, which was found by the World Bank to increase school enrollment by 36%.



Join Us in Funding Rapid Deployment

Impact(Ed) is raising funds in two phases:

Phase 1 = \$250,000 by December 31, 2021

To mentor at-risk girls, support their return to and progression in school, and implement remedial learning programs in 46 schools for over 25,000 students in communities in Kenya and Nigeria.

Phase 2 = \$1,250,000 by June 30, 2022

To expand girls' mentorship and remedial learning programs to additional schools urgently requesting our support.

Please consider a contribution to Impact(Ed) International to strengthen and strategically expand our programs to get more girls back in school and learning, as well as help address the psycho-social trauma many have experienced throughout the pandemic. Every tax-deductible donation provides flexible funding to support young girls facing poverty, isolation, and the risk of ending their education, forever.

To donate now, please visit: <https://impacted.org/donate/> or contact Jess Gorman at jgorman@impacted.org or +1.917.574.0513 to learn more.

Thank you for partnering with us to make a difference in the lives of young girls and their communities.

Meet Impact(Ed)

Together with our local partners, 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 environment where children, teachers and communities thrive.

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 rapid-deployment to support girls' education in the following ways:

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.

Teacher Training

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

Girls' Clubs and Mentorship

Training mentors to address social-emotional needs, teach life-skills, and build 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

Utilizing 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.

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.



Impact(Ed) International is a 501(c)(3) independent public charity, and all donations are deductible to the extent provided by U.S. law. Impact(Ed) reserves the right to direct contributions where they are most needed to support this effort and our mission.

To learn more about Impact(Ed), please contact Jess Gorman at jgorman@impacted.org or +1.917.574.0513.

www.impactted.org