

2022 Annual Report

IMAGINE WORLDWIDE





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Reflections

Joe Wolf
Co-Founder and CEO

Rapelang Rabana
Executive Board Chair

Susan Colby
Co-Founder and Founding CEO

DEAR FRIENDS

Imagine Worldwide believes that every child should be empowered with the basic right to literacy and numeracy. The pandemic shed light on the fact that we need to think in new, urgent, and innovative ways about how to support learning for all children, no matter where they are, no matter what their circumstances. It also highlighted the importance of education technology as a supplement to school-based learning. **We are encouraged to see a growing number of governments, philanthropists, and educators eager to rethink the approach to education so that we do not lose another generation of learners.**

Through our work in 2022, we are successfully overcoming many of the systemic barriers that have kept education technology from benefiting students across Sub-Saharan Africa. We are increasing access to learning by making our solutions easier to implement, decreasing their cost, and increasing their effectiveness. We remain laser-focused on serving the most marginalized children and we are committed to being guided by the needs and desires of the communities we serve.

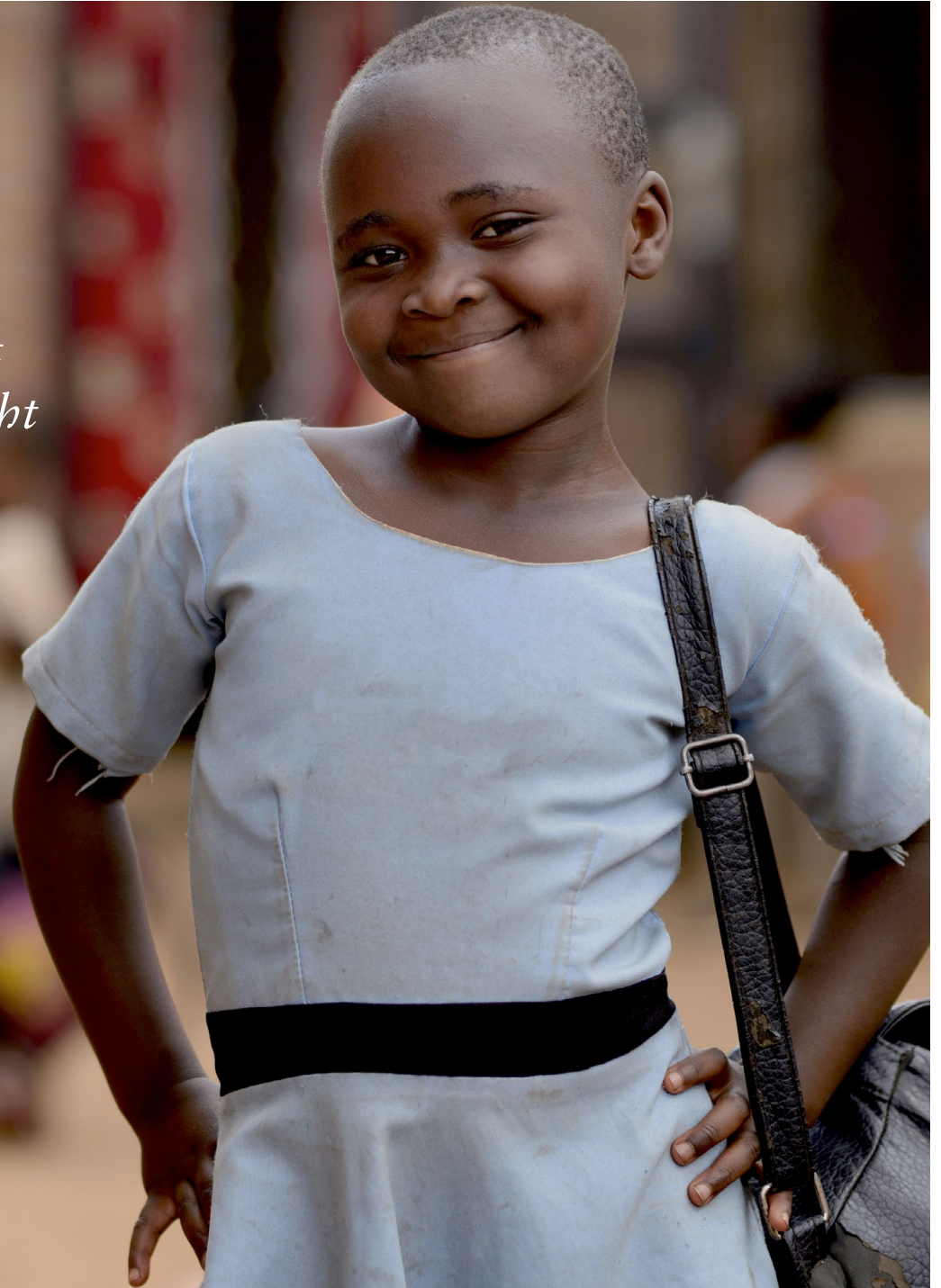
We are deepening our organizational leadership in Africa, with our board now majority African and over 50% of our staff based in Africa. 2022 was a momentous year and you can learn more about our impacts and aspirations in this annual report.

Imagine's work is massively scalable, evidence-based, and will be serving hundreds of thousands of students over the coming months — and millions in the coming years.

We imagine that every child can and will be able to read and do math. We want to see that in our lifetimes. *Thank you for your support to make this dream a reality.*



Imagine Worldwide believes that every child deserves the basic right to literacy and numeracy



What We Do

The Global Learning Challenge

All children have immense potential, but hundreds of millions lack access to the learning they need — especially refugees, girls, and other marginalized children.

500 million +
children do not attain basic literacy and numeracy skills

[*UNESCO Institute for Statistics*](#)

9 out of 10
children in Sub-Saharan Africa are unable to read and understand a simple text by the age of 10

[*World Bank, The State of Global Learning Poverty: 2022 Update*](#)

450 million
children will be born in Africa in the 2020s

[*UN Population Projections*](#)

42%
of global youth will be from Africa by 2030

[*World Economic Forum*](#)



The Solution

We envision a world where all children have access to opportunity.

Imagine Worldwide is focused on providing children with access to foundational learning. Literacy and numeracy skills are the basis for a better life and the impacts are multi-generational.

We believe child-directed, tech-enabled learning can deliver foundational literacy and numeracy skills to hundreds of millions of children — increasing their educational opportunities and improving their health, wealth, and social outcomes.

Imagine and our partners provide solutions that are massively scalable, evidence-based, and serve the most marginalized children.

Where We Work

Imagine's current focus is on Sub-Saharan Africa as this continent has the most widespread and persistent deficits in foundational literacy and numeracy skills.

Burkina Faso

Senegal

Ghana

Sierra Leone

Liberia

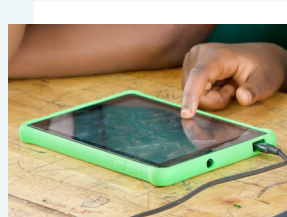
Tanzania

Malawi



ACCESSIBLE

Learners use tablets that work in any setting (school, community, or home), do not require internet connectivity, and can be charged via solar power.



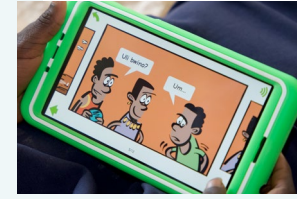
AFFORDABLE

Annual unit cost is \$8 per child and declining, including hardware, software, accessories, power, shipping, and implementation support from Imagine.



AUTONOMOUS

Children drive their own learning at their own pace while local partners train adults to play facilitative roles.



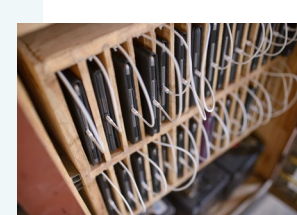
EFFECTIVE

Software partners provide research-based pedagogy and a full curriculum that adapts to the skill level of the child and is appropriate for the local context.



CATALYZING

Projects provide community infrastructure and training that will benefit future tech initiatives and provide renewable energy for 20+ years.



OPTIMIZED

Each tablet is used by an average of five students for 30–45 mins each per day.



EDUCATIONAL IMPACT

“The innovation has lessened our work because learners are grasping concepts in less time. The tablets help with both remediation *and* acceleration.”

Teacher, Malawi





2022 PROGRAMS

Momentum Across Sub-Saharan Africa

2022 was a pivotal year for Imagine Worldwide as our work with our partners across seven Sub-Saharan African countries deepened in preparation for significant expansion in 2023.

KEY HIGHLIGHTS

- Malawi Minister of Education announcing the **nationwide expansion** of the tablet program over the next six years to reach **3.5 million learners annually** in all Malawi primary schools
 - Expanding in Burkina Faso, Ghana, Liberia, and Sierra Leone **servicing tens of thousands** of children
 - Developing powerful tools for our partners including a **digital dashboard for monitoring** the tablet programs and establishing a **successful hybrid training model** that allows in-person and online training to maximize flexibility and effectiveness in various settings
 - Concluding five years of **rigorous efficacy research** — including eight Randomized Controlled Trials (RCTs) — demonstrating significant positive effects on learning in multiple settings and contexts, and now shifting to research supporting continuous improvement of the software and implementation
 - Creating an **open-sourced e-assessment**, in partnership with RTI International, which will enable cost-effective performance tracking at scale and produce annual trends in meeting foundational literacy and numeracy benchmarks in multiple languages and countries
- Investing in these relationships, tools, and supports over the past year will enable exponential impact in the years ahead, adding value for our government and implementation partners and the children we serve.



2022 PROGRAMS

Implementations by Country

Learn more about our work in each country [on our website](#).

SENEGAL

Planning phase

Partners: onebillion, USDA McGovern Dole Food for Education, Counterpart International, ARED

2023 Expansion: 2,250 students, 45 schools

BURKINA FASO

567 students, 2 schools

Partners: onebillion, Catholic Relief Services, USDA McGovern Dole Food for Education Program

2023 Expansion: 7,500 students, 16 schools

GHANA

700 students, 4 schools

Partners: Afrikids, onebillion, (Rising Academy Network in 2023)

2023 Expansion: 8,900 students, 31 schools

LIBERIA

356 students, 2 schools

Partners: onebillion, Rising Academy Network

2023 Expansion: 18,000 students, 95 schools

TANZANIA

1,075 students, 5 schools

Partners: Enuma, International Rescue Committee, onebillion

2023 Expansion: 650 students, 3 schools

SIERRA LEONE

310 students, 1 school

Partners: onebillion, Rising Academy Network, (Ministry of Education, Mayor of Freetown, EducAid, West Africa Blue in 2023)

2023 Expansion: 16,550 students, 51 schools

MALAWI

3,458 students, 6 schools

Partners: Malawi Ministry of Education, onebillion, University of Malawi, VSO

2023 Expansion: 300,000 students, 500 schools



2022 PROGRAMS

Malawi National Expansion

BEFIT PROGRAM

During the *United Nation's Transforming Education Summit* in September, 2022, the Malawi Minister of Education announced the nationwide expansion of the personalized digital learning program that Imagine Worldwide and our partners, onebillion and VSO, have been developing to improve the foundational literacy and numeracy skills of primary school students in Malawi. We are honored to be part of this bold initiative and commend the Ministry of Education for its vision and global leadership.

With this launch, Malawi becomes one of the first countries to scale a transformative edtech intervention nationwide, creating a roadmap for other countries to follow.

Building Educational Foundations through Innovation & Technology (BEFIT) is a program that, at full scale, will serve 3.5 million children per year across all 5,782 public primary schools in Malawi. It will utilize existing government resources, be aligned with the national curriculum, and be embedded in school timetables. At full scale, the program will be fully sustained by the government, operationally and financially.



Dr. Antonie Chigeda

We are actively raising \$50mm for the first two years of BEFIT and we are thrilled to announce that the **capital for the first year of implementation has already been secured.**

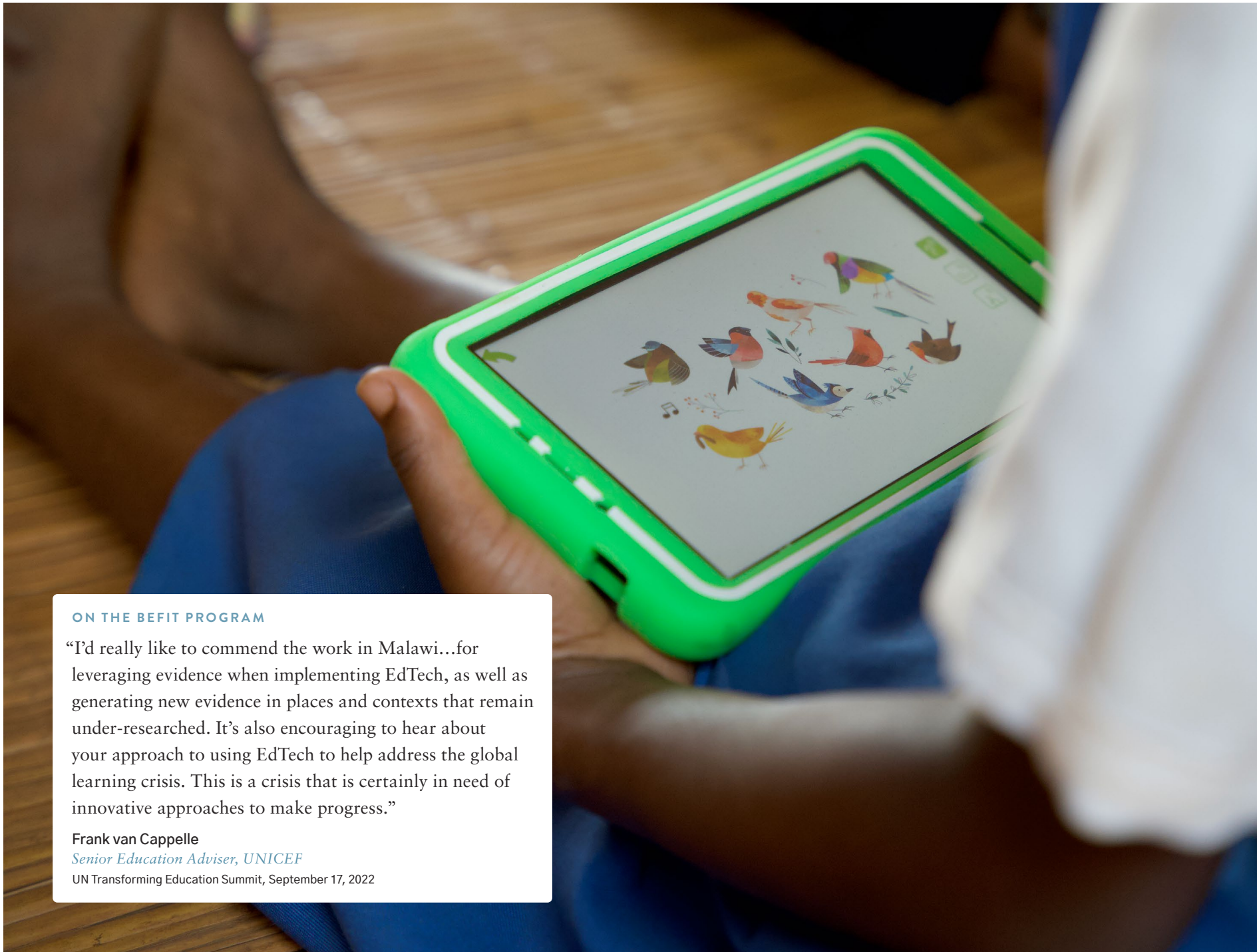
Imagine has established a Malawian NGO dedicated to BEFIT and led by Dr. Antonie Chigeda, who has helped guide the edtech program in Malawi since its inception.

The NGO has been named the exclusive distributor in Malawi of the onecourse software, which is in the local language of Chichewa, and which onebillion has generously provided royalty-free in perpetuity for use in Malawi.

This groundbreaking national program represents a **powerful proofpoint for Imagine's work** as we take the lessons we have learned from the past five years of research and pilot implementations and begin to expand across Sub-Saharan Africa, while simultaneously focusing on continuous improvement of the software and implementation.

MALAWI AT FULL SCALE
3.5 million children per year
5,782 public primary schools





ON THE BEFIT PROGRAM

“I’d really like to commend the work in Malawi...for leveraging evidence when implementing EdTech, as well as generating new evidence in places and contexts that remain under-researched. It’s also encouraging to hear about your approach to using EdTech to help address the global learning crisis. This is a crisis that is certainly in need of innovative approaches to make progress.”

Frank van Cappelle

Senior Education Adviser, UNICEF

UN Transforming Education Summit, September 17, 2022



2022 PROGRAMS

Research Program

Since 2018, Imagine has conducted eight Randomized Controlled Trials (RCTs) on the tablet-based digital learning intervention — underscoring our commitment to ensuring the efficacy of our program. This rigorous research has consistently shown significant **positive impacts on learning** in a variety of settings and contexts.

Our recent 2-year RCT with children in the early primary grades in Malawi produced **effect sizes of 0.37 in literacy and 0.54 in math**, translating to 4.2 months and 3.6 months of additional learning, respectively, after using the tablet curriculum for 13 months. These impacts were obtained despite repeated school closures due to COVID-19. You can find our research reports and other resources on our [website](#).

As we conclude our initial efficacy research phase, we will shift to **measuring system-wide change** in student performance as the program expands in multiple countries. Our research will also support **continuous improvement of the software**, in collabo-

ration with partner onebillion, to increase the impact of the software overall and for more children. In addition, we will conduct systematic **implementation research** to understand the barriers to and enablers of quality implementation as we expand in different locales.

LAUNCHING OPEN-SOURCED E-ASSESSMENT

With support from the [Jacobs Foundation](#), Imagine Worldwide has engaged [RTI International](#) to develop valid and reliable digital versions of the Early Grade Reading and Early Grade Mathematics Assessments (EGRA and EGMA) in multiple languages. These **e-assessments** will enable cost-effective performance tracking and evaluation of the tablet program at scale. They also make quality assessment accessible in more contexts and will be **offered for free to the field**. Development of the first tool in English was concluded in 2022. English versions appropriate for use in Ghana, Liberia, and Sierra Leone, along with the initial technical report, can be found through RTI's SharEd [website](#). RTI International will undertake development and testing of a Chichewa language version in Malawi in early 2023, with additional accents and languages planned for the future.



SUCCESS STORY

Seeing Exciting Results, As a Teacher and a Parent

(adapted from Imagine's ["Stories from the Field"](#))

"I love watching the tablet class," shared Nancy Cooper, discussing the education technology program in one of her schools in Sierra Leone. As the Academics Officer for Teacher Professional Development and Accelerated Learning at Rising Academy Network in Sierra Leone, as well as a parent whose child attends Rising, Nancy has witnessed firsthand the impacts of the tablet-based literacy and numeracy program that has been supplementing core curriculum in grades 1-6 since September 2021. "Students are more engaged in school and look forward to going to school every day because they get to use the tablet," she said.

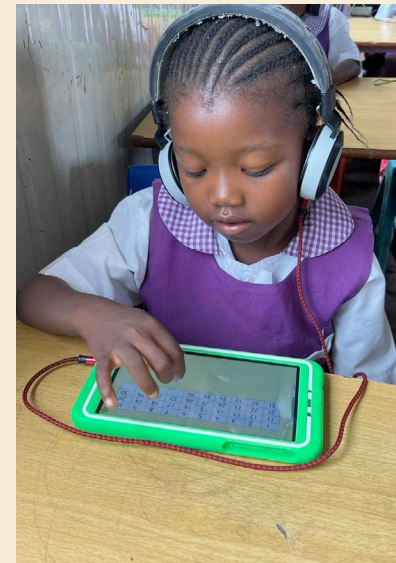
Developing strong foundational skills in literacy and numeracy is a key priority at Rising and a major focus for Nancy in her role.

"At the start of the school year, students were struggling because many of them did not know their letter sounds and names," she explained.

"The tablet program directly supported what we were working on in the classroom and it helped students quickly learn their letters and sounds. Our students then began moving more easily through our FasterReading program, which made them happy."

When Nancy conducts classroom observations during tablet time, she is most impressed with how independently the students are learning and how happy they are, with some even singing as they work. As the software program adapts to meet each child where they are, students are engaging in powerful, personalized learning. "The process allows students to learn through seeing, hearing, and being involved," said Nancy. "It is such a powerful method for student learning."

Plans are moving forward to expand the program with Rising in additional schools in Sierra Leone, as well as in Liberia and Ghana in 2023.

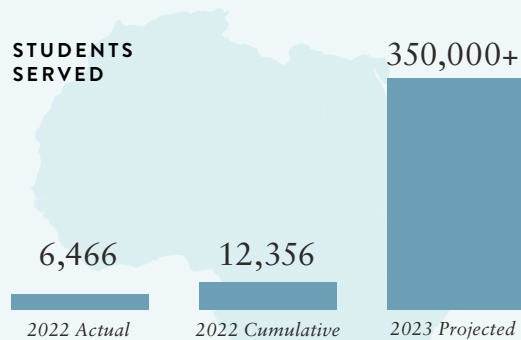


Our Impact

Imagine focuses its work on three pillars of scale: Accessibility, Affordability, and Efficacy.
In 2022 we saw significant and positive trends in all three areas.

Accessibility

STUDENTS SERVED

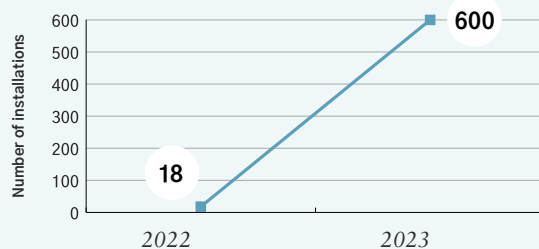


7

the number of countries where we implemented programs

SOLAR PANELS

Solar installations for off-grid learning and additional community benefits



Affordability



Less than \$8 per child/per year

Annual unit cost is <\$8 per child and declining, including hardware, software, accessories, power, shipping, and implementation support

Efficacy

LEARNING OUTCOMES**

4.2 months

of additional literacy learning after 13 months of disrupted schooling due to covid

72%

attained emergent or fluent mathematics status after 13 months

50%

more children advanced on national literacy benchmarks

Equity & Engagement

- ① Multiple studies have shown the program boosted the learning of both boys and girls over the control group, and appeared to benefit girls even more than boys in math
- ② Our research has also shown evidence of improved engagement with learning, attendance in school, and confidence as learners

** [Research Brief: Two-year RCT of EdTech in Malawi](#)



PROGRAM IMPACT

“Since the tablet program began just four months ago, we have seen a 30% increase in enrollment and daily student attendance has jumped by over 95%.”

Head Teacher, Liberia



What We Learned

EVIDENCE MATTERS

Globally only 7% of edtech solutions have demonstrated evidence of impact through rigorous data and testing. Our solution has been rigorously tested in numerous countries and contexts and is uniquely evidence based.

TECHNOLOGY PRODUCES RIPPLE EFFECTS

Imagine's programs bring infrastructure, solar power, and technical training to communities, resulting in powerful benefits:

- Schools become a hub for **renewable energy education** and proliferation
- School electrification improves **girls' attendance** and academic performance and drastically improves boy-girl ratios *
- Reliable access to power and ICT training enables education systems to **take on future innovations**
- **Job are created**, as a local ecosystem forms around installation, maintenance, and responsible disposal of equipment

SEED FUNDS ENABLE SCALE

Our work in Malawi has shown that early philanthropic funding can develop critical initial infrastructure, build technical capacity, and generate the evidence necessary to attract development aid funding and government support to scale innovative learning solutions nationally.

**Electricity and education. UNDESA*



SUSTAINABILITY STARTS FROM DAY ONE

To provide foundational learning skills to the greatest number of children possible, innovative learning programs must become fully owned, operated, and funded by a country's government. Imagine engages with local governments at all stages and aligns our approaches with national policies, curricula, and schooling schedules.





“Technology is a wonderful thing, especially for us who are in refugee camps. We struggle to access the modern world. For me, my child has become more expressive, he tells me everything he has learned from the tablet. It is a big exposure introducing my child to the modern world.”

Parent, Nyarugusu refugee camp, Tanzania



FINANCIALS & OPERATIONS

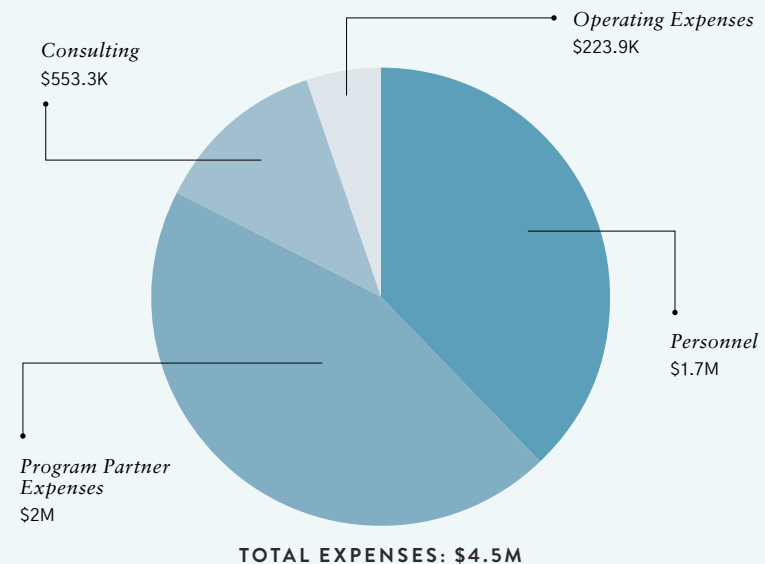
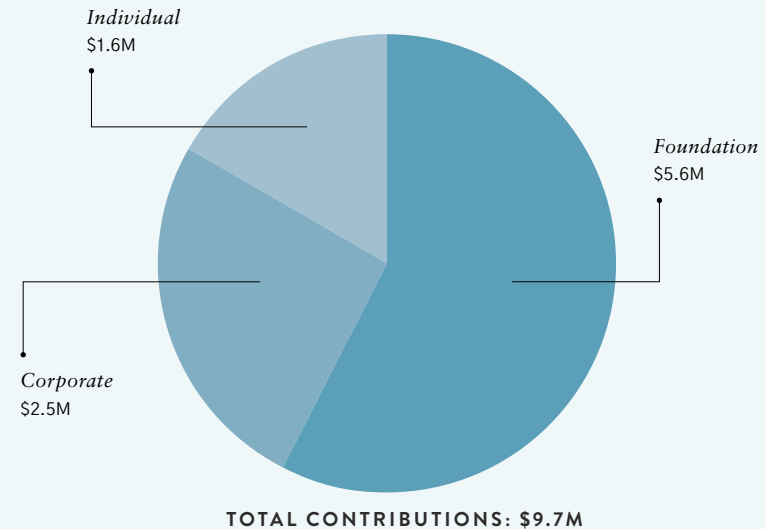
Our Strongest Year So Far

We are thrilled to have ended 2022 by raising our highest levels of funding ever, putting us in a position to serve hundreds of thousands of learners in the coming year. We also have added several members to our talented team, deepening our expertise and presence in Africa.

Over 50% of our staff is now based in Africa and people of color make up 75% of our team.

As the Imagine team grows, we continue to deepen our organizational leadership in Africa and **our board is now majority African.** (Learn more on [our website.](#))

We intend to be guided by the needs and desires of the children and communities we serve and the governments and civil society organizations with which we partner. We have created a Malawi-based NGO to manage the national scale-up, which will be led, managed, and run by a team of Malawian nationals.



With Gratitude

We are profoundly grateful to the children, families, educators, communities, partners, and governments who make our mission possible. We also want to thank our growing network of funders for their generous support. *Thank you!*



Bert Family
Taryn & Dan Braun Fund
David and Rachel Carlson
Serena Dugan
Scott Ellis
Laura & John Fisher
Kevin Gibbs and Paige Rockwell
Cathy Greenwold

David Hersh
Paul Hodge
Michael Horn
Miles Lasater
The Learning Accelerator
Jon and Gale Love
Kent and Emily McGaughy
Amy and Drew McKnight

The Al O'Connor and Anne Studabaker Foundation
Preger Family
Asif and Amie Satchu
Satoko Furuta Design
Charles and Lynn Schusterman Family Foundation
Herta Silva

Craig and Dorothy Stapleton
Bart Stephens
Tahoe Blue Foundation
Modi and Kate Wiczzyk
Ted Williams
Wolf Charitable Fund





“I like the tablet because when I make a mistake it tells me to try again and again and again...and when I try, I get the answer.”

Student

Credits

Contact

For any questions or to get in touch, please contact us via email at info@imagineworldwide.org

Additional information

For more information about our work, head to our website at www.imagineworldwide.org

Photo credits

Thank you to Jjumba Martin, Joe Wolf, onebillion, and Rising Academy Network

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