De Stichting e-Learning for Kids
The e-Learning for Kids Foundation
Strategic Plan 2025
(Meerjarenbeleidsplan)
January 2020
Strategic Plan 2025

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Growing need for quality education

There are still 781 million illiterate adults. Nearly two-thirds of them are women. In sub-Saharan Africa, half of all women are illiterate.

24 million children will never set foot in a classroom.

In sub-Saharan Africa, 16.7 million girls are not in school, of whom will never enter a classroom.

Girls are the first to be excluded. Globally more than half of all out-of-school girls will never enroll compared to 29% of out-of-school boys.

124 million children and adolescents are out of school and the number is rising. Adolescents are nearly 2x as likely as children to be out of school.

Children Ages 6-11 59 million

Adolescents Ages 12-15 65 million

2013

1 out of 11 children

1 out of 6 adolescents

Aid is far too low to meet education targets 2015-2030.

There is an annual finance gap of $39 billion to provide 12 years of quality education for all by 2030. To reach this goal will require a 6x increase in external aid.

#eduVerdict
About e-Learning for Kids

Initiator
The e-Learning for Kids Foundation (EFK) is a USA 501 (c3) Foundation and a Dutch “Stichting”. The foundation was founded in 2005. Annually, a consolidated financial report is published.

Board members:
Prof. Dr. Nick H. M. van Dam - founder and chairman of the board
Drs. Pieter Boelens - secretary of the board
Drs. Jos Marcus - financial director of the board
Em. Prof. Dr. Wim Veen - board member

Who we are
Since its inception in 2005, the e-Learning for Kids Foundation has developed fee e-lessons for children in grades Kindergarten to grade 6. Each of the e-lessons is between 20-30 minutes in length. Our e-learning lessons incorporate pedagogy-savvy instructional systems and cutting-edge design methodology, using learning professionals, graphic artists, programmers, voice-over specialists, and quality assurance personnel to ensure best-in-class learning.
Mission & Vision

**Mission**
To provide underserved children around the world with high-quality digital primary education for free. Educated young children have better perspectives to succeed in secondary education, higher chance of getting jobs, better health, and greater gender equality. e-Learning for Kids seeks to harness this early period in a child’s life and give them an educational experience that focuses on the core primary school subjects. Using e-lessons, e-Learning for Kids offers a scalable solution that can serve large numbers of children and have a big impact on society.

**Vision**
Our vision is to be the number one source for digital childhood learning (K-6) online and offline – available from anywhere without charge.
Ambition 2025:
More than 50 million children have been using e-Learning for Kids digital lessons as part of their primary education.

Long term strategic objectives:
Depending on available funding, EFK aims to achieve this by:

- Developing a full International Baccalaureate (IB) primary school curriculum.
- Deploy all digital lessons through laptops, tablets and smartphones (large screens)
- Measure usage through a new Learning Management System
- Establish a global network of partnerships
- Extend the e-learning for kids brand
- Update our lessons based on the latest insights in pedagogy
- Conduct impact research

SOURCE: Source
The effectiveness of e-learning

A 2010 U.S. Department of Education longitudinal study showed that e-Learning is a very effective learning method for children.
Strong growth of the adoption of e-Learning for Kids lessons

<table>
<thead>
<tr>
<th>Period</th>
<th>Number of Kids</th>
<th>Number of lessons</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006 - 2013</td>
<td>9,223,025</td>
<td>18,527,042</td>
</tr>
<tr>
<td>2014 - 2020</td>
<td>16,488,344</td>
<td>84,353,623</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25,711,369</strong></td>
<td><strong>102,880,665</strong></td>
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</tbody>
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* Online and offline users
Our digital lessons are available online and offline
Our digital lessons are used in different ways

- Classroom activity
- Homework
- Extra credits
- After school activity
- Challenge work for students who are ahead.
- Catch-up work for students who need more help.
Results 2014 - 2019

• Completed MathWorld Curriculum – 336 lessons
• Completed - 213 lessons Scienceworld
• Upgraded and launched a new and modern learning portal: www.e-learningforkids.org
• Translated 73 lessons in Spanish
• Offer 549 lessons offline mode
• Re-developed Math World and Science World in HTML5 (549 lesson)
• Received The Dutch Certificate as a NGO who meets professional standards (CBF certificaat – Erkend doel)
Opportunities 2020 - 2025

- Opportunities to increase the usage of our lessons in other languages including Spanish, French and Portuguese.
- Expand our offerings e.g. develop new IB curricula including Language Arts, Humanities and Computer Sciences.
- Establish Partnerships with other NGO’s who can promote and distribute our lessons. (Distribution Channels)
- Retain and acquire more sponsors for EFK.
Planned Projects 2020 – 2021 (subject of funding)

Project 1: Update 48 MathWorld/ScienceWorld lessons

Project 2: Translate Math World (288) and Science World (213) lessons in Spanish.

Project 3: Develop and Launch 2 new learning portals:
  • MathWorldforKids and
  • ScienceWorldforKids
Potential project 2022 -2025 (Subject to Funding)

1. Translate our courses to French and Portuguese.

2. Develop other IB Curricula in English:
   • Humanities
   • Language Arts
   • Information Technology

3. Develop and launch a Learning Management System

4. Enable our lessons with Artificial Intelligence in order to support adaptive learning.
Fundraising Initiatives

**Partnership with Van Dijk Education** ([https://www.vandijk.nl/](https://www.vandijk.nl/))
- In a partnership with van Dijk (and ‘The Learning Network’), we will raise funding by asking parents to make a donation when they are purchasing school books online.

**Donations through our Portal**
- We encourage parents/teachers to make donations online using our learning portal.

**Royalties from books**

**Donations from companies and family’s**
- e-Learning for Kids is very pleased with donations from organizations and individuals.