



2017 Annual Report



thaki

Unlock their potential

2017 Annual Report

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“ Laptops from Thaki have given Hope Academy tools to index their library system thereby offering greater access to literacy resources to students. ”

Message from the founder

Honoring our Partners and the Children of the Middle East

As a daughter of Palestinian refugees - myself displaced from my home country of Lebanon during the civil war in the mid-1970s - I feel that it is my obligation to lessen the plight of children whose education and future have been stolen from them. As a mother, I feel incredible empathy for their parents who are in many ways powerless to restore what has been stolen.

A couple of years ago, I left the corporate world to found Thaki in order to dedicate my time and energy to fulfilling that obligation.

I set out not only to help children regain their lost years and to leapfrog over the gap in their education, but to unlock their potential and innate abilities.

I am a strong believer in using technology to ignite children's passion for learning and growing, which is why Thaki works to furnish self-paced, motivational electronic tools for refugee and disadvantaged children in the Middle East. Since our founding in 2015, we have transformed from an idea into an operation that is touching the lives of thousands of children and helping support teachers in delivering engaging and motivating lesson plans.

My heart swells when I meet with refugee children in Lebanon who want nothing more than to live normal lives and go back to school; it sinks when I see them, instead, in the streets selling goods, or worst.

They are a reminder that our work is important, necessary and too vast to take on alone, which is why corporate partnerships are crucial to our ability to impact change sustainably and to scale. And with Thaki's first-class team of volunteer professionals, advisory board members and supporting partners, we are well poised to see our impact and partnerships grow with much wider and deeper reach in 2018 and beyond.



We are proud to support the incredible heroes on the ground in the Middle East, many of whom are invisible, as they do the impossible to nurture the educational ambitions of thousands of children otherwise abandoned by society and circumstance. Through the technology and tools that we provide, Thaki is helping play a small part to make their efforts more impactful.

We can all contribute from our respective areas of expertise and ability to collectively cradle these children, unlock their potential and provide a future of hope at a time when the odds are otherwise stacked against them. Please join us.

Thank you,


Rudayna Abdo
Founder and President

Education is a human right.

We believe that digital literacy is, too.

A Dire Need

Digital literacy skills are a basic prerequisite for meaningful and lucrative participation in today's global economy. From a region already lagging in educational quality, hundreds of thousands of Syrian children now have little or no access to formal education due to their displacement. Compounding the situation, host communities in Lebanon, Jordan and other countries around the region face strain on classroom resources, jeopardizing the education of both Syrian refugees in these countries as well as host citizens.

Our Solution:

To provide Syrian refugee and other vulnerable children with the basic human right of education, Thaki works to source electronic devices with pre-loaded educational content to children in Lebanon (with plans to expand across the region). Children and adults alike are able to learn computer, STEM, English and other skills - bridging their education and learning even while awaiting permanent placement.

We believe in collaboration to make the greatest impact. Our model is to partner with those who are experts in fields that include education, technology and logistics, as well as donor partners of well-functioning, retired laptops and tablets.



Our vision and mission

Vision

To eliminate the inequity brought about by poverty, war and disasters and to foster a world in which we sustainably share our resources and help one another through compassion and benevolence.

Mission

To empower refugee and disadvantaged children to learn and thrive through self-paced, motivational electronic tools.

What we do

Thaki (pronounced “the-key” and translating to “smart” in Arabic) is a nonprofit organization whose mission is to empower refugee and vulnerable children to learn and thrive through self-paced, motivational electronic tools. We distribute donated computers to educational centers that work with refugee and vulnerable children, in addition to giving computers to older students who need a computer to support their advanced learning.

We believe in collaboration and, as such, our model is to partner with those who are experts in fields that include education, technology and logistics. We are lean, efficient and leverage Corporate Social Responsibility (CSR) goodwill to serve our targeted beneficiaries.

Thaki is currently focused on helping Syrian refugees in Lebanon and Jordan but the model is fully transferable to other situations of similar need.

Why now?

The toll of armed conflict on a society is enormous, acutely impacting the children displaced by it. In addition to the physical, psychological and economic damages wrought on everybody, conflict and displacement additionally rob children of their future by disrupting, and often ending, their opportunities for education - and education is indisputably the key to unlocking a child's future potential.

Refugees spilling over the borders of neighboring countries can quickly overwhelm the host's ability to absorb the children into their domestic school systems, and international aid organizations put most of their resources toward food, shelter and safety before education.

Non-profit educational organizations spring up and mobilize to fill these gaps, but they often operate with severe resource constraints, lacking trained staff, equipment, and appropriate educational resources.

Beliefs

- We believe that every child is entitled to a happy, safe childhood.
- We believe that every child deserves an education.
- We believe that learning can be fun and engaging.
- We believe in applying technology to advance learning.
- We believe in sharing our resources.
- We believe in eliminating waste.
- We believe in helping one another to live peacefully and to achieve our best potential.

“Ensuring that computers and digital literacy are reaching some of the most marginalized children.”

Thaki was conceived to provide critical assistance to these organizations, helping them to successfully fulfill their mission to provide motivational learning opportunities to refugee children.

Caring for children falling through the gaps is critically important now because:

- Children who are out of school are children in the streets, working at too young an age, idle, joining gangs or falling prey to extremist groups. This intense vulnerability makes them susceptible to harming themselves and their societies.
- Technology can efficiently and effectively deliver educational content – as supplementary, core, or blended learning, particularly when traditional classroom learning is unavailable or even impossible due to security.
- Technology can improve children's level of engagement and motivation to learn. This, in turn, positively impacts school retention rates and extra-curricular development.
- Having technology skills is critical for modern workforce integration. The younger that children learn how to use technology, the easier their learning curve when entering the workforce.
- With internet connectivity, personalized and adaptive educational content can be accessed from anywhere through electronic devices, allowing migrant children on the move to continue their education.

What does success look like for Thaki? Seeing children's hope and motivation translate into learning through our tools.

Operations

Thaki Nederland is a non-profit, non-sectarian, non-political association founded in 2015 and is registered as a foundation in the Dutch Chamber of Commerce: #65713834, RSIN #8562.29.490. Thaki is also a registered NGO in Lebanon. Financial administration currently operates out of Thaki Netherlands.

Thaki operates on a donation model for second-hand devices (mostly laptops but tablets and projectors as well), with the requirement that these devices must be fully functional, young and robust enough to have at least a three-year remaining life span. We target corporate and institutional donors who typically have a two or three-year retirement policy on their laptops.



Due to internet connectivity issues in many places where our recipient partners are located, Thaki puts both open-source and proprietary e-learning educational content on these laptops (and servers in computer labs), a collection which is getting richer over time as additional content partnerships are forged.

Thaki's non-profit education partners are in great need of laptops to further their work, with demand substantially outstripping supply. They operate under severe resource constraints in difficult circumstances and value the contribution of Thaki's e-learning material to their mission.

Impact

Thaki is currently focused on assisting school-aged children who have been displaced by the conflict in Syria and now live precariously in Lebanon and Jordan. To date Thaki has deployed 440 devices to 20 organizations. These organizations, in turn, care for over 7,000 children and hundreds of teachers collectively.

We have a growing list of 30 partner NGOs, primarily in Lebanon, who have received, or are waiting to receive, laptops from us.

About Thaki

Impact on learning



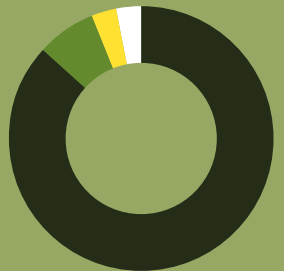
● Yes, positive impact	[76%]
● Yes, negative impact	[0%]
● No impact	[14%]
● Not sure	[10%]

Impact on student motivation



● Yes, positive impact	[76%]
● Yes, negative impact	[0%]
● No impact	[14%]
● Not sure	[10%]

Students are excited to use computers



● Agree	[86%]
● Neither agree, nor disagree	[7%]
● Disagree	[3%]
● N/A	[3%]

Current usage patterns indicate that each device distributed by Thaki positively impacts the life of more than one child.

Sample results from a survey of Social Support Society teachers

The survey was conducted in December 2017, one and a half years after the teachers were each given and trained on a Thaki laptop.

The charts on the right are based on a survey of 80 teachers with a response rate of 40%.

General computer usage metrics assume that, on average, one computer serves eight children for one hour each per day for a total of 160 hours of e-learning per month. This equals to a total of 1,920 hours of e-learning per computer per year, and 5,760 hours for the projected average three-year lifespan of a Thaki computer.

Through our 2018 target of 2,000 computers, we aim to serve 16,000 children, providing 320,000 hours of e-learning per month, and 3,983,000 hours of e-learning per year total, and 11,520,000 hours for the projected average 3-year lifespan.



2018 TARGET

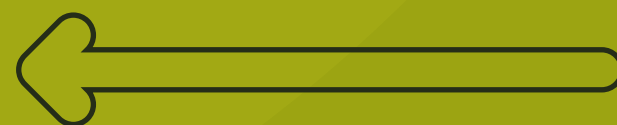
2,000
COMPUTERS



16,000
CHILDREN



3,983,000
E-LEARNING HOURS/YEAR



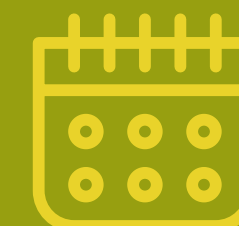
320,000
E-LEARNING HOURS/MONTH



11,520,000
HOURS/COMPUTER LIFESPAN



3 YEARS
AVERAGE COMPUTER LIFESPAN





“ Now I believe in myself, I want to pursue my education and become an engineer! I want to invent things that make the earth a better place to live in, to promote peace. ”

Partnerships

Thaki's model is to enhance the actions of volunteers and strategic partnerships, adding value to their educational work for refugee children, teachers and parents. Thaki's first two years leveraged volunteer, yet highly skilled, support, as well as corporate partnerships providing in-kind contributions, to support our goal of enhancing digital literacy.

In addition, pro bono professional services were generously offered by numerous corporations including:

- **JPA**, a Maltese branding and design firm, for the creation of Thaki's website and branding
- **Aramex**, a major logistics company in the Middle East
- **Polypod**, a Lebanese design firm, for the creation of the Thaki logo and name
- **Elmeouchi**, a Lebanese law firm, for legal services for NGO registration in Lebanon
- **Pervacio**, a global leader in mobile device automation solutions for secure and certified data wiping services
- **BuBleik**, a co-working space in Lebanon
- **Digital Print House**, a UAE firm in Abu Dhabi, for printing services

Thaki is equally grateful for new strategic partnerships:

- **Grant donation:** Thaki received an unrestricted grant from an anonymous donor.
- **Aliter Networks** selected Thaki as their strategic non-profit partner due to our complementary mission of creating chances and changes in information technology.

Partners who have contributed educational content:

- **Oxford University Press**
- **Big Bad Boo/The Education and Diversity Foundation**
- **e-learning for kids**
- **Internet in a Box**
- **Sayegh Publishers**
- **Tabshoura**

Partners who have donated electronic devices:

- **American Community School of Abu Dhabi**
- **Strategy&, Part of the PwC network**
- **PWC**
- **Cambridge Assessment**
- **HOK Dubai**
- **Khatib & Alami**
- **Otak International**
- **Transpo Group**
- **Amana**
- **Engicon**
- Other anonymous corporate and individual donors

Partner organizations who have received Thaki electronic devices:

- **Social Support Society**
- **Malaak**
- **Teach for Lebanon**
- **Sonbola**
- **Lebanese Alternative Learning - LAL**
- **Tuyoor Al Amal/Birds of Hope**
- **TheirWorld**
- **Edutek**
- **Fondation Saradar**
- **Home of Hope**
- **Unite Lebanon Youth Project**
- **RBK**
- **FarikBeirut**
- **LE-O**

Thaki is also considered a strategic partner to various organizations including **Teach for Lebanon** and **Lebanese Alternative Learning** and was a community partner for **MIT Enterprise Forum's** Pan Arab "Innovate for Refugees" competition.

“ Our partners share our vision: Access to quality education and 21st century skills for all children. ”

Our Team

Since our inception in 2015, a dedicated team of amazing volunteers has made it possible to launch Thaki and grow it from a concept to a real enterprise. The team, listed below, has been active in all aspects of activities including technical programming, IT support, communications, outreach and logistics.

Thaki Advisory Board

Strategic advice is also graciously supported by Thaki's Advisory Board Members



Asmahan Zein
Logistics and social enterprise specialty



Nawzad Othman
Business operations



Carine Souaiby
Legal specialty



Geoffrey Alphonso
Education Tech specialty



Cecille van Oppen
Sustainability and circular economy specialty



Yvonne Biggins
Education and youth wellbeing specialty



Kristen Fiani
Writing and communications strategy

About Thaki

Thaki Team



Rudayna Abdo
Founder and President



Dr Yousif Asfour



Dr Victor Guthrie



Patrick O'Brien



Rula Asfour



Biju Kumar



Tarek Hawasli



Bryan Elosa



Tea Vutmej



Guzelle Shahid



Marion Krieger-Alphonso



Nathalie Said

Interns



Johanna Sodergaard



Calina Cruceriu



Claire Short



Cathy Williams



Mai Awamleh



Joumana Asfour



“ I feel I have the world in my hand and I am able to research everything I want. My home is gone, and my school is gone, but with these laptops I am still able to dream, to grow and to look at a world without borders. ”



Recognition for Thaki and International Outreach

- **TEDx AmsterdamEd 2017** – award winner
- **Averroes Academy** (Arab Center for Scientific Research and Humane Studies) working group member; Istanbul: Integration of Refugees from Humanitarian Crisis to Development Challenge – participant and speaker
- **GEMS Academy Abu Dhabi Global Initiatives Network** conference – speaker
- **Greenlight4Girls STEM event in Campion School, Athens** – speaker
- **American Community School in Abu Dhabi LEADS Program** – speaker
- **Labdoo 2017 Conference**, Barcelona – speaker
- **The National (UAE)** – feature article
- **New Research Voices: Academic Solutions for the Syria Crisis** – article contribution
- Featured in the **MIT School of Architecture and Planning** newsletter of September 2016
- Judge at **MIT Solve Learn’s** initiative
- Judge at **MIT EF Pan Arab Innovate for Refugees** competition 2017

Financials

Key highlights of Thaki’s financial statement can be found below. The full financial statement is available on Thaki’s website at www.thaki.org.

Statement of Activities

	2017	2016
Assets		
Fixed assets		
Tangible fixed assets	€ 989	€ 1,272
Current assets		
Accounts receivable	€ 212	€ 0
Cash	€ 26,601	€ 0
	€ 26,813	€ 0
Total assets	€ 27,802	€ 1,272
Liabilities		
Capital account	€ 15,052	-€ 7,334
Short term liabilities		
Creditors	€ 261	€ 0
Due to board member	€ 11,589	€ 8,606
Other amounts payable	€ 900	€ 0
	€ 12,750	€ 8,606
Total liabilities	€ 27,802	€ 1,272



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