

2020 Annual Report



Unlock their potential

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thaki

Message from the Founder

Early 2020 forced a collective pause on the world as streets became quiet, schools and businesses shuttered, and everyone moved into physical isolation. COVID-19 shone a spotlight on the inequities of the digital divide as we became acutely aware that almost half of the world's population is not connected to the internet and hence unable to effectively continue with livelihoods and learning.

This sudden and dramatic pause also showed the incredible resilience and innovation of the communities that we serve. We saw how teachers who were previously hesitant to embrace technology and e-learning suddenly jumped into agile learning mode. We brainstormed and tested interventions where the extremely strained resources on the ground could continue to effectively serve the needs of our partner schools.

I was once again blown away by the spirit and adaptability of these communities that have already been through so much.

And then the August 4th explosion occurred and the world watched in horror as an avoidable tragedy of epic scale brought the city of Beirut and the whole of Lebanon to its knees. On the heels of a refugee crisis, political corruption, a collapsed economy, and a pandemic, this was the last straw for many families. These accumulating crises have forced families to pull tens of thousands of children out of private schools and into an over-crowded state education system that is already impoverished and struggling to cope.

With this backdrop, our offline e-learning model became extremely relevant and our work ever more urgent and essential. We moved quickly to respond to the deteriorating situation and accelerated the production of our Digital Toolkit a training and resource platform that empowers teachers to most effectively use technology and apply the learning materials installed on Thaki laptops. We did not pause for a moment, instead doubling our efforts and growing our team.



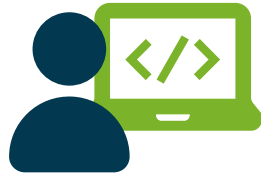
We closed the year on a note of gratitude and optimism: gratitude for the support of our donors and partners, and for the numerous awards and recognition we have received, and optimism in the power of grassroots action that saw an immediate and collective rebuilding effort begin in Beirut.

It is this gratitude, optimism, and spirit of collaboration that have always been core to the Thaki ethos that I wish to carry forward. Please continue to accompany us on this journey.

Respectfully yours,

Rudayna Abdo
Founder and President

How Thaki Works



01

Collect

Gently Used
Electronics

We collect gently used electronic devices from corporations and institutions

02

Load Devices

With Educational
Content

We have developed a bespoke software platform that integrates a variety of highly informative and interactive educational content

03

Distribute

To Educational
Centers

We then distribute the devices to education centers that work with refugee and vulnerable children

04

Provide

Support All
The Way

We provide tools and resources to support teachers and learners with their learning journeys and to gain digital literacy

The background of the slide is a grayscale photograph. On the left, a laptop is open, and a small white sticker with a brain icon and the word 'thaki' is attached to its lid. In the foreground, a tablet is positioned vertically, displaying an educational app with a cartoon girl character and some text. A green semi-transparent box is overlaid on the right side of the image, containing white text.

What we do

Thaki has established an innovative solution to prevent vulnerable children from becoming more marginalized. We act as a bridge between education technology solutions and some of the most vulnerable communities in the Middle East.

Our goal is to support disadvantaged children and adults in their education, economic aspirations and personal growth with tools they would otherwise have difficulty accessing.

We would like to focus on securing a pathway of education that promotes gender equality, for vulnerable girls in particular, by deepening our offerings and programs that focus on inclusion and leadership.

Thaki's model

Thaki's model is green and unique in the following ways. Thaki:



Seeks donations of used laptops that are "fully amortized" and creates a circular economy model of hardware reuse as an e-waste solution where the devices receive an extended life as well as a proper end of life (EOL) solution.



Transforms laptops by loading them with rich content and software tools to enhance digital learning, instill values, develop skills, and support personal enrichment to those who are most in need.



Offers an offline solution to address the unavailability or poor internet connectivity situation, and a bespoke user friendly, searchable "plug and play" system in Arabic and English.



Provides a learning platform and Digital Toolkit of a self-paced training program to equip teachers and their students with technology, digital resources, and professional development.



Distributes the laptops to organizations in refugee and marginalized settings to support children's learning journeys.



Our aims

Thaki advances digital inclusion and bridges learning gaps by providing laptops with preloaded educational content for refugee and underserved communities in the Middle East. We leverage the circular economy to collect laptops no longer needed by corporates then repurpose them for refugee and vulnerable youth by adding multilingual interactive content available offline.

Thaki's model leverages the best of the private sector (content, skills, tools, hardware) and, while assisting Corporate Social Responsibility aspirations and targeting 9 of the UN Sustainable Development Goals facilitates access to educational tools and content for children at marginal cost while offering an electronic waste solution to corporations and donor partners. This creates a cycle of continuity and a model where all stakeholders benefit at different intervals in the circular economy model.

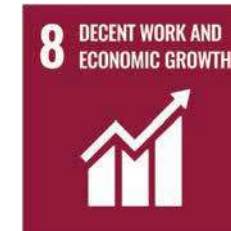
Thaki Proudly Contributes to 9 UN Sustainable Development Goals



Thaki provides access to quality educational material and tools to refugee and vulnerable children, and support their teachers with training tools and resources.



Many of our partners focus on the education and digital literacy of women and girls. Through education, Thaki helps girls avoid fates like early and forced marriage.



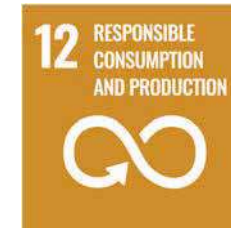
Our partners empower women and youth with skills and workplace training and Thaki provides the digital platform to further that mission.



Thaki's plug-and-play system is preloaded with a wealth of offline content and increases access to information.



Migrants and refugees, women and children are the most disadvantaged. Quality education is the greatest equalizer.



Over 50Mt of e-waste is generated globally. Lifetime extension of used laptops promotes a circular model which is the backbone of Thaki's operating model.



Thaki tracks and offsets its carbon emissions arising from core operational activities: work-from-home, business travel and logistics.



Thaki's education content promotes sustainable development, human rights, gender equality, peaceful coexistence, global citizenship and diversity.



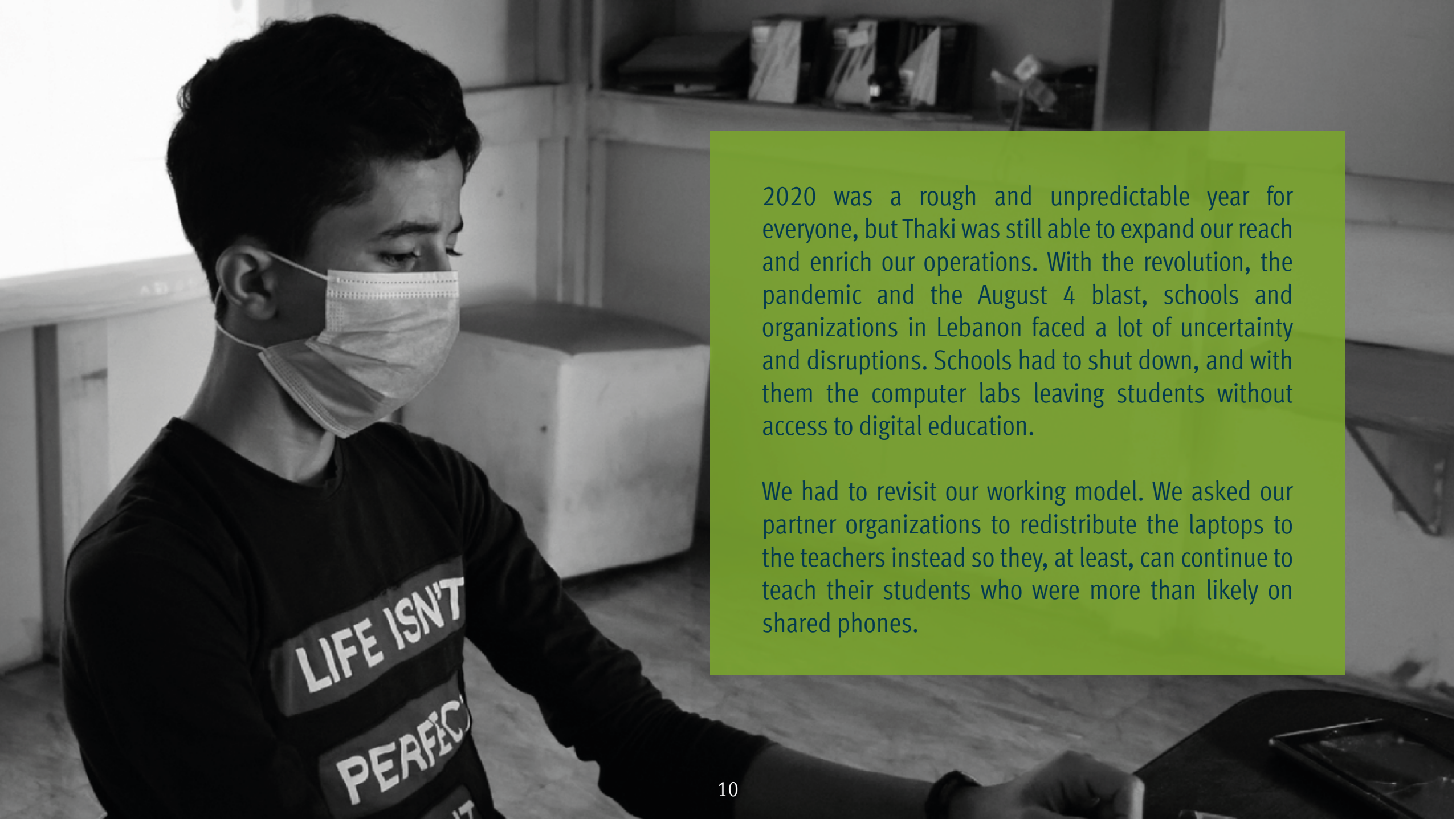
Collaboration and multi-stakeholder partnerships are at the core of Thaki's business model.



We operate a carbon neutral organization. In 2020, Thaki started tracking carbon emissions arising from core operational activities: work-from-home, business travel and logistics. We then offset our footprint by purchasing verifiable carbon credits.

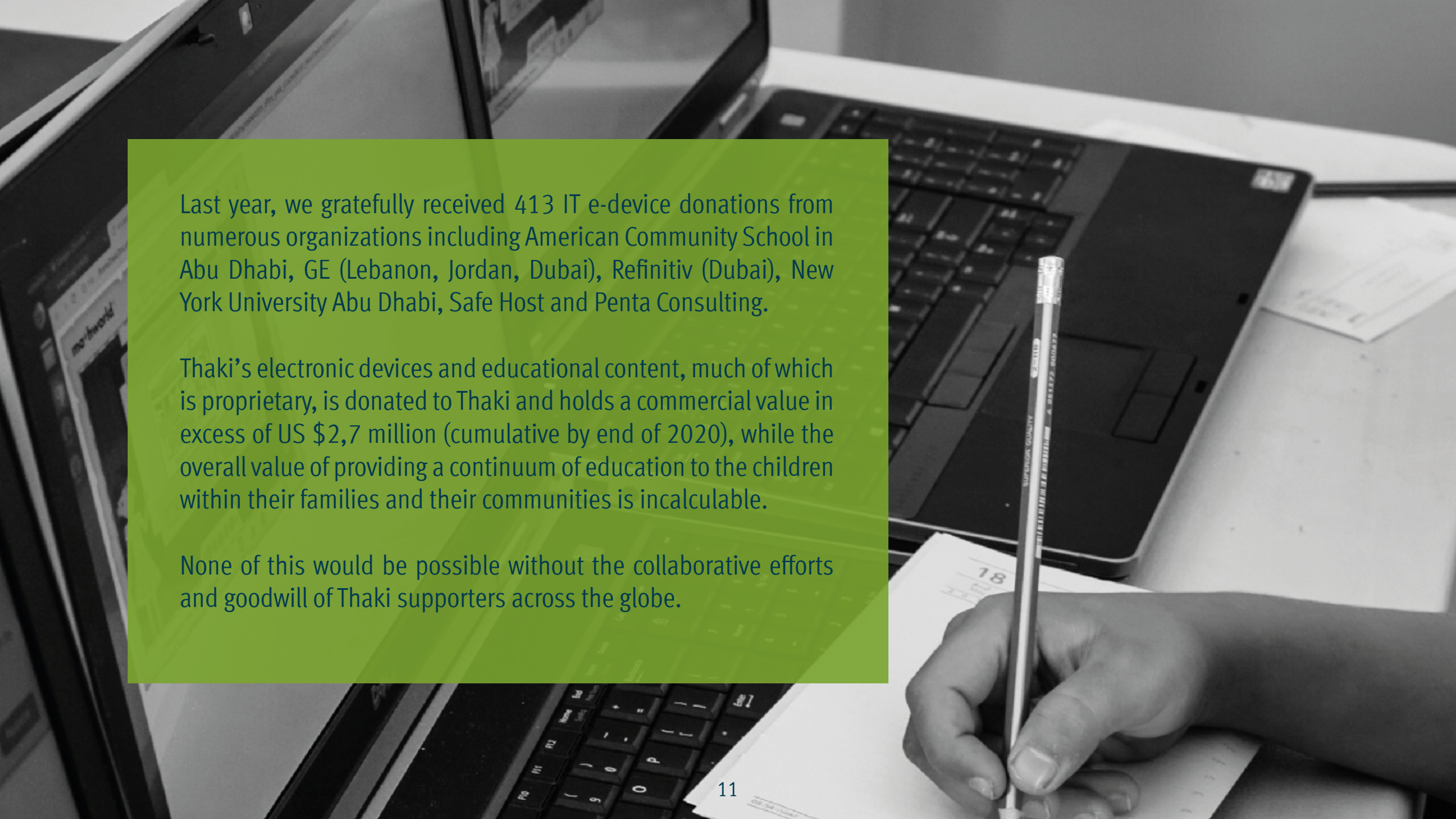
Impact





2020 was a rough and unpredictable year for everyone, but Thaki was still able to expand our reach and enrich our operations. With the revolution, the pandemic and the August 4 blast, schools and organizations in Lebanon faced a lot of uncertainty and disruptions. Schools had to shut down, and with them the computer labs leaving students without access to digital education.

We had to revisit our working model. We asked our partner organizations to redistribute the laptops to the teachers instead so they, at least, can continue to teach their students who were more than likely on shared phones.

A grayscale background image showing a laptop keyboard and a hand holding a pencil, writing on a notepad. The notepad has some text and the number '18' visible. The text is overlaid on a green semi-transparent box.

Last year, we gratefully received 413 IT e-device donations from numerous organizations including American Community School in Abu Dhabi, GE (Lebanon, Jordan, Dubai), Refinitiv (Dubai), New York University Abu Dhabi, Safe Host and Penta Consulting.

Thaki's electronic devices and educational content, much of which is proprietary, is donated to Thaki and holds a commercial value in excess of US \$2,7 million (cumulative by end of 2020), while the overall value of providing a continuum of education to the children within their families and their communities is incalculable.

None of this would be possible without the collaborative efforts and goodwill of Thaki supporters across the globe.

Thaki's impact from inception to the end of 2020: Our current numbers:



12,450 children impacted



44 organizations reached



1,116 devices distributed



75 educational programs on devices



\$2.7m in device and content value

A black and white photograph of a classroom scene. Several students are seated at desks, each with a laptop. One student in the center background has their hand raised. Another student in the foreground right is also raising their hand. A student in the background wears a headscarf and a face mask. The students are looking at their laptops, which display a website with a grid of images and text. A large green circular graphic is overlaid on the left side of the image, containing the text 'Awards and recognition' in a bold, dark blue font.

Awards and recognition

As the Thaki journey continues to push forward, we couldn't be happier that our work is being recognized. We received the following awards and recognition in 2020:

MIT Solve

Thaki was selected into the 2020 Solver Class from a pool of over 2600 applicants from 135 countries for our unique and innovative approach to the present and future of educating girls and women under the Learning for Girls & Women Challenge.

General Motors

Thaki was one of four awardees of the GM Prize on Learning for Girls & Women and Good Jobs & Inclusive Entrepreneurship, supported by General Motors under the MIT Solve submission.

Andan Foundation

Thaki was one of three recipients of the Andan Prize for Innovation for Refugee Inclusion under the MIT Solve submission. The Andan Foundation aims to increase self-reliance of refugees by unleashing the human capital through education, entrepreneurship and employment.

THNK School of creative leadership

In December 2020 Thaki founder, Rudayna Abdo, was recognized among seven changemakers to watch in 2021 who are moving people and planet towards better futures by the THNK School of Creative Leadership.

Kiron Amplify Now! Impact Award

Thaki won the participants prize Impact Prize contest to showcase people and organizations doing extraordinary things for displaced communities. The Impact Prize was part of the Virtual Refugee Conference.



Partnerships and collaborations



We grew our educational content partners to include IBM, World's Largest Lesson, Kiwix, Lamsa, PhET, Youth Hub, Lebanon Mountain Trail.

The IBM "Explorer" Journey provides users with a series of short videos introducing key emerging technologies such as Artificial Intelligence (AI), Data Science, Cloud Computing, Internet of Things (IoT), Cybersecurity, etc. including examples of how these technologies can be applied.

Kiwix is an open-source offline web browser that offers access to the contents of Wikipedia in Arabic.

World's Largest Lessons provides lesson plans, comics and videos that inspire action towards the UN's Sustainable Development Goals for 2030 in English and Arabic.

PhET offers 125 interactive virtual simulations for use in the fields of physics, chemistry, biology, earth science, and mathematics in both English and Arabic.

Through **Lamsa**, they can have access to educational videos teaching Arabic, English, arts and sports while fostering curiosity through exploration, play, repetition and rehearsal.

The Lebanon Mountain Trail module includes videos, lesson plans, and reference material on diverse conservation topics and teaches concepts of environmental stewardship and collective community action in multiple languages.

YouthHub is an Entrepreneurship and Design Thinking program that fosters creativity and leadership skills.



**What's
New**

Resource guide

In March 2020, Thaki launched the” Thaki Content Resource Guide” that includes content that is loaded on Thaki laptops for offline accessibility as well as general tech tricks that supports teachers and students in remote teaching and learning.

The guide was launched with a series of videos that were posted on our social media channels as well as communicated through whatsapp with our partner organizations and teachers.

Over the course of several days, tutorial videos were sent that showed them how to use the Thaki laptop, how to benefit from the toolkit as well as some general tech tips and tricks like using Yamli to write Arabic, download a video on your phone, saving useful social media posts, google translating a page, etc. These videos were posted on our YouTube channel.



The Digital Toolkit

What?

The Digital Toolkit for teachers is a bilingual platform with a variety of resources and learning modules that support teachers who have a range of digital literacy levels to teach more confidently and effectively Thaki's educational content. These can be applied in the classroom, in a blended format, or through distance learning. These resources are meant to serve as an inspiration for integrating technology rather than as strict rules to follow, and teachers are invited to adapt resources to suit their learners' needs.

Why?

Before the COVID pandemic took center stage, we noticed that not all teachers have the right digital skills to fully utilize the educational content on Thaki laptops. We were already thinking of ways we can enhance the teachers' experience to effectively take advantage of Thaki's rich content.

When schools and learning centers were forced to shut down, we were quick to brainstorm with our partners to see how teaching could continue remotely. We suggested that the laptops be distributed to the teachers to take home. This new reality accelerated the development of the Thaki Digital Toolkit to support teachers and guide them (some with no digital knowledge) on how to use the laptops and the Thaki platform and content to create and enhance their lessons.

How?

Based on years working in the field, user feedback surveys and our own observations, we were very familiar with the needs of the teachers that were using our laptops. The education team at Thaki tailored the content for the Digital Tool Kit based on the needs of the teachers, as well as on their knowledge of the rich content that is available on the Thaki laptops. The Digital Tool Kit includes courses, resources, and lesson plans in both Arabic and English that can be searched or browsed by subject.

The Digital Toolkit was launched in Q4 and continues to grow and evolve to optimize the teaching and learning experience.

Thaki App Enhancements

We made some enhancement to the Thaki app, such as:

- Added new tools and software programs, bug fixes and enhanced performance.
- Created interfaces for several content programs.
- Made the app more user friendly by organizing the content by subject area and content provider.
- Added an FAQ section.
- Migrated some content that was supported on Flash to html.

Outreach Activities



In addition to the behind-the-scenes hard work that keeps us busy, we spread the word about Thaki through speaking events and other engagements that included:

- Mariam, our operations manager, co-led teacher training for Anera teachers.
- Mariam presented a webinar on Teaching with WhatsApp sponsored by the Malala fund and Inspiration Garden.
- Samia Habli was a guest on Instagram Live with Teach for Lebanon talking about e-learning and Thaki.
- We presented at the Abdul Latif Jameel World Education Lab, the MIT Startup Exchange and the Global Innovation Forum - Virtual Solve Workshop LIVE Broadcast.

Founder Talks

Thaki founder, Rudayna Abdo, is still spreading Thaki's message six years later.

She participated in many talks and events this year including:

- An online meet-up with The Present Movement where Rudayna shared Thaki's story as well as a live event several months later.
- Panelist at g4g (greenlight for girls).
- Speaker at the Women Power Summit - Women Digital Festival MENA.
- Panelist at IBM's THINK UAE Women in Tech.

In the press

Thaki continues to be featured in articles and publications. Here are some citations in 2020:



Globally published article on Thaki and Rudayna titled “Association calls on companies to donate used laptops.”



An Annahar article titled “Anera and Unicef launch nationwide e-learning program for vulnerable communities” spoke about Thaki’s work with Anera.



Thaki was featured on Anera’s website under “Technology as a Development Tool.” The article, “Thaki and Anera” detailed the working relationship that brings these two organizations together.

Ground Team



Rudayna Abdo
Founder



Mariam Khalaf
Operations Manager



Kaitlin Gluglianotti
Program Manager



Majd Eddin AlMuhder
IT Manager



Biju Kumar
IT Consultant



Samia Habli
Social Media



Yousif Asfour
Director



Rula Asfour
Director



Victor Guthrie
Tech Advisor

Board and Advisors



Cecille van Oppen
**Sustainability and
circular economy
specialty**
Board member



Geoffrey Alphonso
**Education tech
specialty**
Board member



Asmahan Zein
**Logistics and social
enterprise specialty**



Carine Souaiby
Legal specialty



Dafne van Baarle
**Refugee and
education
specialist**



Nawzad Othman
**Business
operations**



Safiyeh Salehi
Mobarakeh
MENA - NL Liaison



Yvonne Biggins
**Education and
youth wellbeing
specialty**

We feel extremely fortunate to continue to attract amazing talent to help us with our mission. Volunteers and consultants in 2020 included:



- Dahlia Risk consulted on business development and strategy.
- Tanya Fadlallah volunteered to help leverage laptop donations.



- Nandini Kochar, NYUAD intern, produced Thaki promotional videos.
- Nadine Ghaith helped with business development and strategy.



- Five summer interns came to Thaki through Virtual Internships: Sarah Aldaher, Dalal Awaji, Lujain Alzunaid, Shahad Madini and Noor AlQaffas.



- Stephanie Tsimis and Lisa Pfistere from Google volunteered their expertise in marketing and web development, respectively.
- Jan Bunel, Emke de Vries and Laurie de Haas reached out to Dutch organizations for laptop donations.

Financials

Key highlights of Thaki's financial statement can be found on the right. The full financial statement is available on Thaki's website at thaki.org.

BALANCE SHEET AS PER DECEMBER 31 (*€)

	2020	2019
ASSETS		
Fixed assets		
Tangible fixed assets	140	423
Current assets		
Inventory (in kind donations)	43.377	0
Receivable from board member	0	2.722
Accrued income	590	0
Prepaid expenses	5,416	0
Cash	307.969	31.373
	<u>357.352</u>	<u>34.095</u>
TOTAL ASSETS	<u>357.492</u>	<u>34.518</u>
LIABILITIES		
Reserves and funds		
Continuity reserve	59.991	33.418
Restricted fund	<u>43.377</u>	<u>0</u>
	103.368	33.418
Short term liabilities		
Creditors	368	0
Due to board member	2.376	0
Deferred income	248.960	0
Other amounts payable	2.420	1.100
	<u>254.124</u>	<u>1.100</u>
TOTAL LIABILITIES	<u>357.492</u>	<u>34.518</u>



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