

*Light of Hope*



Light of Hope

Impact Report

2022

# Table of Content

*light of hope*

---

<b>02</b>	<b>Founder's message</b>
<b>04</b>	<b>Kids time</b>
<b>04</b>	<b>Goofi</b>
<b>05</b>	<b>Investing in Urban and Rural Children</b>
<b>05</b>	<b>Children's Development During The Pandemic</b>
<b>06</b>	<b>The Depth of Impact</b>
<b>07</b>	<b>Impact Metrics</b>
<b>11</b>	<b>Partnerships during Biniyog Briddhi program</b>
<b>12</b>	<b>Parents' experience with Light of Hope</b>
<b>13</b>	<b>Way forward</b>





## Founder's message

Many of us ponder, does the current schooling system prepare our children with necessary future skills like creativity, problem-solving or critical thinking? In 2016, we went back to the drawing board again to re-think Light of Hope's role in tackling this phenomenon.

With Light of Hope, we aimed to do what others were not thinking of at that moment. There was no need to reinvent the wheel, and so we forecasted the future state of education for children. We were curious. We began asking what should be the role of schools, the teachers, and the parents going into the future where over 70% of primary level children will look for jobs that will eventually be extinct or become redundant.

Our organisation has been working on developing moral codes and nurturing creative skills with courses on crafting, sciences, puppetry, magic, and story making that promote self-expression. Light of Hope bridges the gap between children and their adult caregivers through our three wings –Kids Time, Goofi and Teachers Time.

Articles and blogs on parenting published in are read by many thousands of parents every month. We monitor and keep track of every child's progress regarding these future skills and share the progress in their development with the parents.

As we build momentum in our journey, it has especially become instrumental for us to embed the best impact measurement and management practices. This enables us to establish accountability and transparency across our organisation whilst consolidating our impact narrative.



**Waliullah Bhuiyan**

Co-founder & CEO  
Light of Hope





## Kids time



Kids Time is a subscription based learning platform to prepare children with future skills. This program started with Online Live courses from June 2020. Currently, we have 1200+ recurring Kids Time students.

These courses are available **a) online b) offline in three centres in Dhaka and c) recorded with subscriptions from 15 districts within Bangladesh and 5 countries.**



**These courses are available online**



**Offline in three centres in Dhaka**



**Recorded with subscriptions**

## Goofi



Goofi is a children-focused learning brand that produces highly researched, affordable and engaging children learning products and contents.

**We launched the country's first book subscription.** With 1200+ subscribers, which has 20+ products available in the market with 20,000+ paid users till date. Goofi has provided books to 500+ school libraries in both urban, semi-urban and rural areas.



**1200+ subscribers**



**20,000+ paid users till date**



**Provided books to 500+ school libraries**





## Investing in Urban and Rural Children

As an edu-tech organisation, we run the country's largest after-school programme, providing moral education to children between 4 to 12 years of age - including underserved children belonging from low-income

families. We realise for communities to grow, our young communities must thrive first with symmetric access to learning opportunities for their inner well-being and proper development.

## Children's Development During The Pandemic

As we still emerge from the initial COVID-19 pandemic, Light of Hope has continued to provide virtual learning as part of a holistic approach to child development. Our digital learning platforms allowed us to respond quickly and provide our trained professionals virtual offerings to complement our virtual education for young children.

For us, the answer was simple: focus on the future. We recognize how the recent challenges have presented us with a valuable opportunity—not simply to figure out a return to the way things used to be, but to imagine a better way things can be.

## The Depth of Impact

As we have been creating impact, it has become instrumental for us to also see the organisation's intended path to our vision in the next 3-5 years by outlining causal linkages in an initiative (i.e., its shorter-term, intermediate, and long-term outcomes).

**With the Theory of Change framework, all the operational decisions around which outcome data we should be collecting at, assessing, and analysing, as well as, the changes that need to be made to improve the effectiveness of our intervention is demonstrated.**

Light of Hope has continued to devote significant resources to help communities address the pandemic. COVID-19's disproportionate effect on underserved and marginalised populations highlights the need to address the disparity in a child's development in our communities.

The critical value of this framework is that it has embedded accountability and awareness about the potential challenges that Light of Hope might face while pursuing its mission. As underlying assumptions surface across different impact chains for the different key value drivers, these also help us streamline our operations whilst allowing us to make more strategic business decisions.



## Impact Metrics

### Ease of Accessibility

**Indicator:** 40,000 children get access to our products by 2022

 **30,559 children**

A total of 30,559 children got access to our products as of June 2022. From October 2021 – May 2022, we have successfully provided access to our products to additional 10559 children

From October 2021 – May 2022, we have successfully provided access to our products to additional 10559 children. From them, 4292 individual orders were generated through different online channels that purchased our books, learning products etc. and 6267 orders were generated through retail. During the baseline, we had about 20,000 children who already purchased our products. So, currently, we are standing at a total of 30,559 children got access to our products as of June 2022.

### Urban & Rural Users

**Indicator:** By the end of 2022, the percentage of users inside and outside Dhaka are 60% and 40% respectively 2022

 **14% Outside Dhaka**

The number of retail locations outside Dhaka is 14% as of now. Currently the number of retail locations outside Dhaka stands at 9

From our current online sales, the percentage of orders coming from outside Dhaka is 30%. By December 2022, we want to ensure we have reached the 40% mark set in the indicator for the orders coming from outside Dhaka.



## Teacher and Parenting Training Courses

A total of 10,000+ teachers and parents completed at-least one of our courses from our platforms since October 2021.

 **10,000+ trained**

A total of 10,000+ teachers and parents completed at-least one of our courses from our platforms since October 2021. By partnering with ICHD, we have offered a 2-month Certificate Course to 320 Teachers, Parents, Education professionals on Early Childhood Development since October 2021. Teachers and education professionals, who completed our courses, gained professional certificates that helped them to progress in their career. For parents, the courses help them to ensure better wellbeing and educational outcomes for their children.



## Employment opportunities created for teachers

On average, teachers are earning BDT 9400 per month by giving 30 Hours per month. This is 2.5times higher compared to a regular teaching job on an hourly basis.

### ↑ 2.5 times higher income

On average, teachers are earning BDT 9400 per month by giving 30 Hours per month. This is 2.5times higher compared to a regular teaching job.

## Product Affordability

Light of Hope Ltd. able to offer free or subsidised products or courses for socio-economically challenged families.

### ↓ Affordable Products

We have 40+ e-books and 20+ courses that are offered for free to children from these families.



## Employment opportunities created for teachers

From October 2021, we have paid BDT 3,571,024 to teachers who take regular classes in Kids Time. On average, teachers are earning **BDT 9400 per month by giving 30 Hours per month**. This is 2.5times higher compared to a regular teaching job on an hourly basis.

**Teachers who have a higher number of students, earn as high as BDT 25,000-30,000 per month taking class online.**

**Number of teachers: 376**

**Total earned till COVID - 19 breakout: BDT 7,502,503**

Besides creating employment opportunities and higher income for teachers who lost jobs during COVID- 19, Light of Hope Ltd. is also significantly contributing income generation for female artisans and workers.

**Currently, there are 3 groups of female-led enterprises that are getting work through the production of learning toys and puppets. Total 30 Female artisans are directly benefited by producing our products.**



The paper and printing industry lost 80% of their annual business during COVID-19 period from 2020-2021 in Bangladesh.

**Through Light of Hope, 100 workers work in our partner printers who receive regular Orders.** The small enterprises earned a total of BDT 5,256,500 during October 2021 – June 2022 period. **The earning for the enterprises goes up to a total of BDT 85,300,000 since COVID - 19 breakout in 2020.**

Subsidized products or courses for socioeconomically-challenged families. **We have 40+ e-books and 20+ courses that are offered for free.** The price for other products is at par with local market price despite being very high quality both in terms of content and production quality. Our products are significantly lower cost compared to foreign imported products.





## Partnerships during Biniyog Briddhi program

Since October 2021, we have locked and executed some projects together with our partners. **With BAT Global, we have conducted a research intervention with tobacco farmer's children in Meherpur district on 200 children to improve their foundational skills.**

We are now in discussion to scale up the solution for the whole Bangladesh. We have partnered with UNHCR to develop children's books to ensure empathy and peace among host and rohingya communities.

We have also started working with Sajida Foundation to start setting up school libraries across Bangladesh with Goofi Books for rural children.

**Few hundred schools will be covered under this program and we are hoping to impact an additional 50,000 children by the end of Year 2023.**



## Parents' experience with Light of Hope

**Mother of young Farhan expressed,**

“ My son has taken great interest in these lessons and genuinely looks forward to the sessions every week. He is more creative now and has shifted away from the enormous amount of screen time on his electronic devices.”

**Sanjida Mahmud Nadia, a parent of a three-year-old, says.**

”I don't want any of our Bangladeshi children to go out in the world and come back defeated. I wanted my child to be confident and able to take leadership. That's why I completed the early childhood development course from Teachers Time.”



As of today, there are  
**1400+**  
creative graduates  
from the Light of Hope  
platform.





## Way forward

At Light of Hope, we have found that the key to continued success during periods of disruption is to navigate with purpose that transcends the day-to-day. It's not possible to know what lies ahead, but with a clear north star of catering to children and their development in Bangladesh - we have understood how to move forward in times of uncertainty with resilience and grit.

The past twelve months have been proof of what's possible when marching forward together and combining the efforts to drive progress in the education sector..

As we still emerge from the initial COVID-19 pandemic, Light of Hope has continued to provide virtual learning as part of a holistic approach to child development. Our digital learning platforms allowed us to respond quickly and provide our professionals virtual offerings to complement our virtual education for young children.

Knowing that what gets measured gets managed has been vital in this period of growth.

**We fundamentally believe that impact enterprises, like ours, will lead the 21st century and will be those that allow the challenges around them to sharpen their sense of purpose, spark innovations, and timely embed impact-driven practices within their organisations.**