

SAT-7

ACADEMY

Education and development programs
transforming lives in the Middle East
and North Africa



11 December 2019

A GENERATION IN CRISIS



- 15 million children are at risk of missing out on an education in the Middle East and North Africa (MENA).
- 3 million of these children are refugees or internally displaced children whose dreams of an education have been destroyed.



1 in 5 Arab Children are at risk of missing out on an education

The MENA is home to

33.5M

refugees

1/2

of the internally displaced people are youth



If children in the MENA are deprived of a quality education **today**, they will be unequipped to help bring change to the region **tomorrow**.

“

We must invest in education that teaches not only knowledge but tolerance. If we do not, those who teach conflicting values will prevail. We have seen the consequences – radicalism, extremism, and insurgency. We need to act now!

Rita El-Mounayer, SAT-7 CEO



THE SAT-7 ACADEMY BRAND PROGRAMS:



EQUIP
CHILDREN



INSPIRE
PARENTS



ENCOURAGE
TEACHERS

EQUIPPING CHILDREN



SAT-7 ACADEMY programs give children new opportunities to learn and grow. They help displaced children keep up with their studies, and work as a potential lifeline for students with no access to, or inadequate, schooling.

The many engaging programs also inform children about social issues, help them express themselves, address difficult issues such as trauma and spark their creativity.

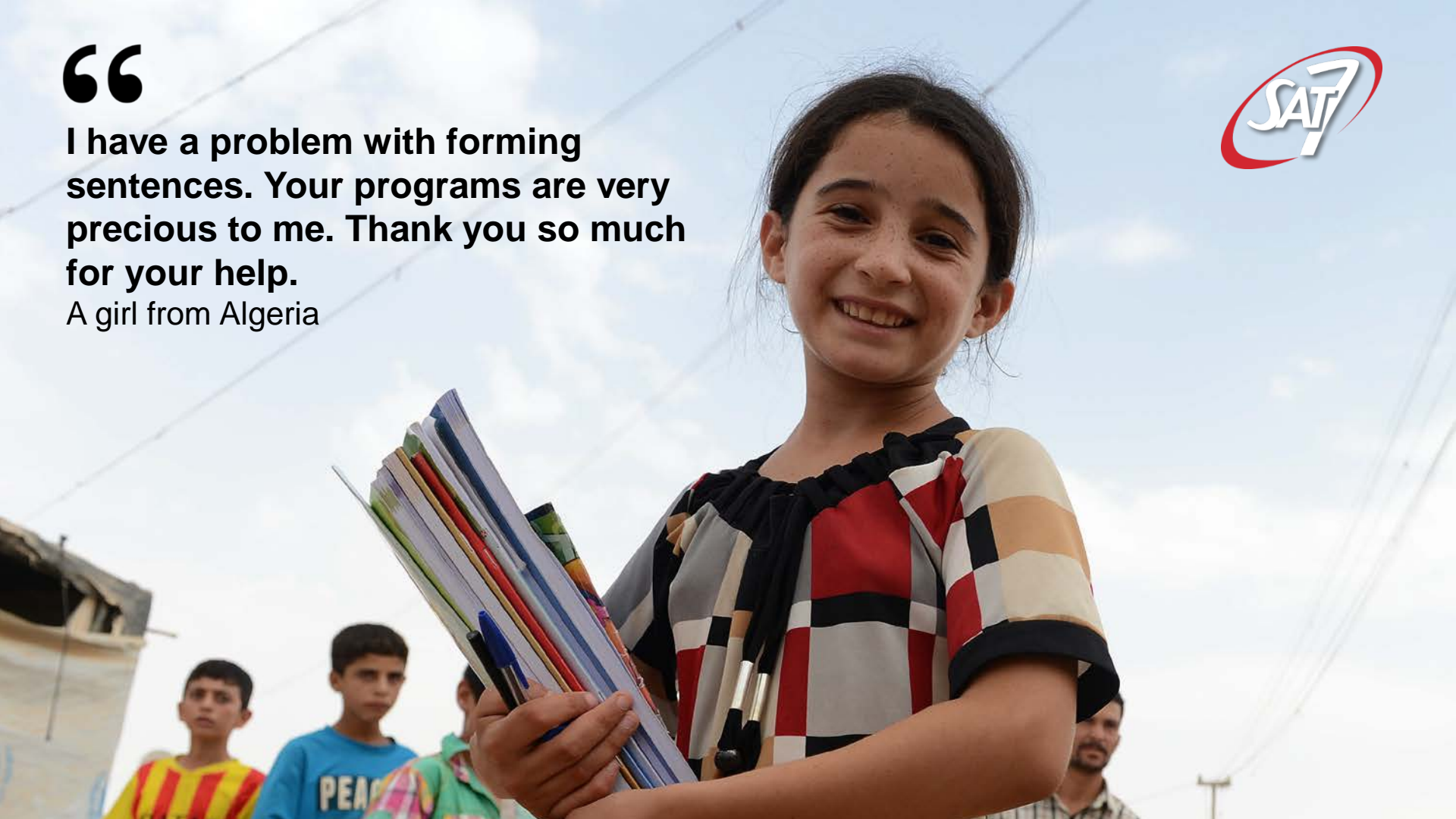
“ How you treat the children today will determine if there will be an ISIS tomorrow.

A Syrian refugee and grandmother

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I have a problem with forming sentences. Your programs are very precious to me. Thank you so much for your help.

A girl from Algeria



INSPIRING PARENTS



Many parents in the MENA are raising families under horrendous conditions because they live in a warzone, a refugee camp, or in other poor circumstances.

SAT-7 ACADEMY's programs offer information on parenting, social problems, and health. Its content helps families heal relationships and overcome trauma.

“ Because of *The Coach* program and the lessons on parenting, I haven't hit my son for six months now.
A father in Egypt

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I couldn't send my children to school because of the conditions in our country, but through *My School* I am helping them learn Arabic, English and French, and they are starting to learn math and science as well.

A mother from Iraq



ENCOURAGING TEACHERS



Many times, it is difficult to be a teacher in the MENA. Teachers may be expected to manage classes of up to 60-80 students. Sometimes they do not have the right skills to manage it or tools for the teaching.

The SAT-7 ACADEMY programs challenge educators' perspectives. They encourage them to use innovative teaching methods and provide them with new learning tools.



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I teach Arabic language to Syrian refugee students. I have learned new teaching methods from your program *My School* and I apply them. Your programs are a treasure. They have the potential to spread education and abolish illiteracy in every home. Thanks to your hard work, education has become much easier.

A Syrian teacher currently residing in Turkey



MY SCHOOL PROGRAM, SEGMENTS AND FACEBOOK LIVE





Be Flex



Bloom Boom



The Coach



Keys to my Kid

WHY SATELLITE TV?



- **72% of the MENA population watch satellite TV**
- **Satellite TV is widely available in refugee camps**
- **Satellite TV is not censored**
- **Satellite TV crosses physical borders and social barriers**





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We are talking about audience sizes of millions. But even if we were only to impact the lives of a few thousand children, it is worth it. One viewer can grow up to be a real instrument of change in their society. One of these children could even be the future President of his or her country.

**Dr Terence Ascott, SAT-7 Founder
and President**

CONNECTING WITH OUR VIEWERS

- Social Media
- Audience Relations
- E-learning Platform



AVAILABLE EVERYWHERE



The SAT-7 ACADEMY programs are available to watch online via **computer**, **smartphone** or **tablet** as well as on the **SAT-7 ARABIC** and **SAT-7 KIDS** satellite channels.