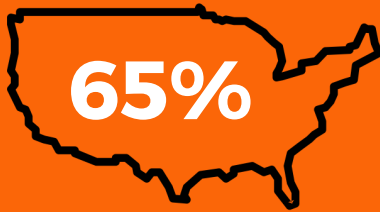


THE RIGHT TO READ AND WRITE

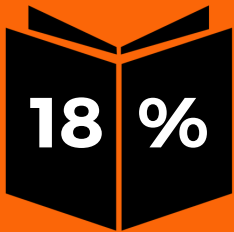
www.ubongo.org

DID YOU KNOW?



of U.S. 4th graders read below grade level!

AND ONLY



of African-American 4th graders are proficient in reading!



A study found that students who were not proficient in reading by the end of third grade were

4 X

more likely to drop out of school than children who were proficient.

This LIMITS our career and life opportunities and perpetuates generational poverty and poor health!



LUCKILY, THIS IS PREVENTABLE!

And a key component is helping kids build a strong foundation of pre-literacy and school readiness skills in early childhood! These include:

- Letter sound awareness
- Print awareness
- Letter knowledge
- Vocabulary



AKILI CAN HELP!



Akili and Me is an African educational cartoon that teaches preschoolers the skills needed to get a stronger start in learning & life!

8.2 million families across Africa tune in to learn with Akili each month!



And it works! A study found that kids in Tanzania aged 3-6 who watch Akili for one month outperform non-viewers by:

24%

in counting

13%

in English language

12%

in overall school readiness

And they also learn social emotional skills like sharing, emotional regulation and conflict resolution.

FAMILIES IN AMERICA ALSO LOVE AKILI!

"My entire family **LOVES** Akili and Me and we're so grateful for a truly educational program featuring characters that look like us! My daughter isn't two years old yet and already knows enough to qualify for preschool!"

Parent from New York City

Akili and Me YouTube videos have

16.3 million views

from families in the U.S. **WATCH IT YOURSELF!**

AND DOWNLOAD THE APP

