



learn appeal

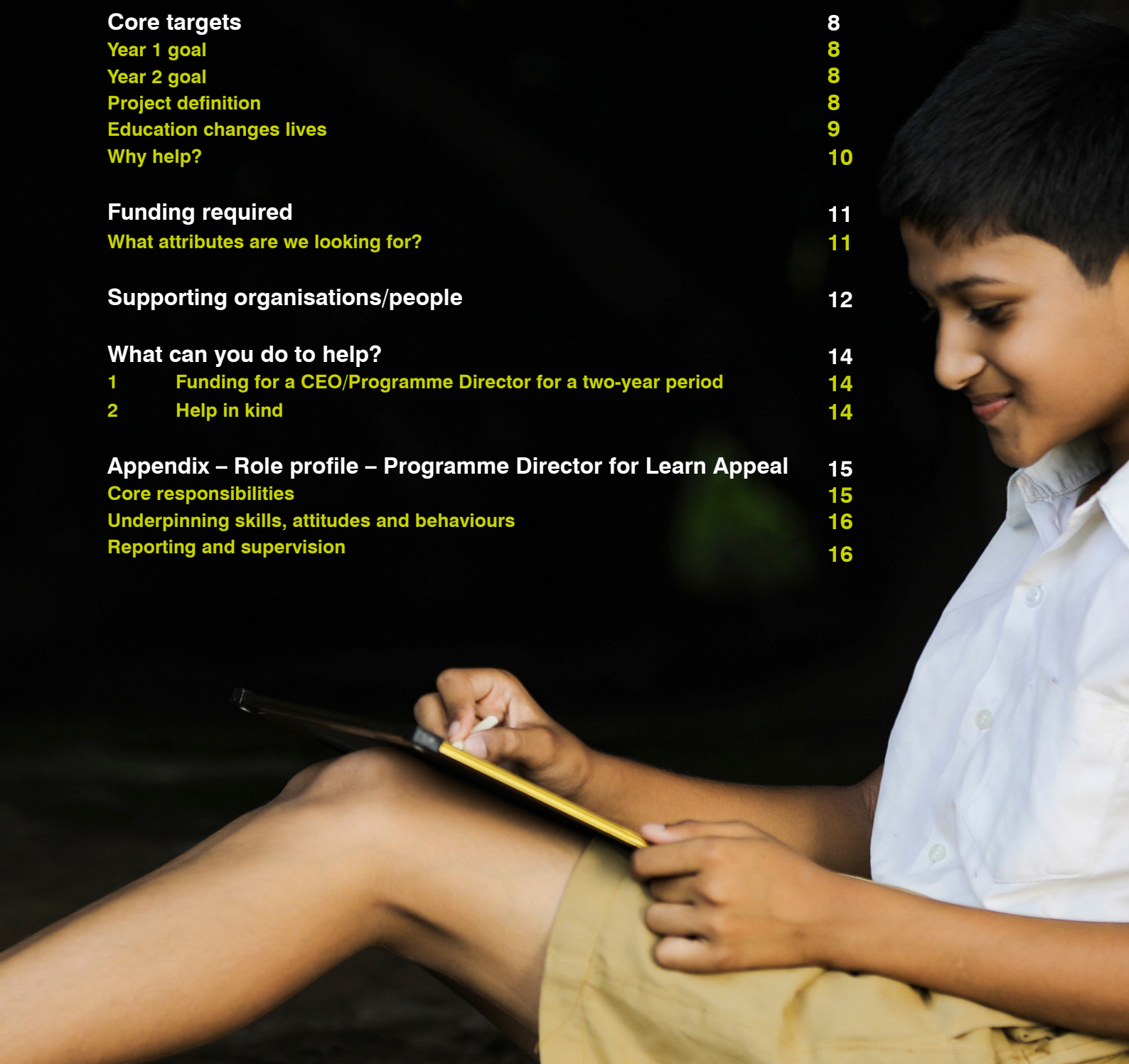
Learn Appeal

E-LEARNING INDUSTRY CHARITY

Core Funding Requirement

November 2021

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Executive summary

Background

Learn Appeal was founded in 2013 to help overcome barriers to learning, especially for the most disadvantaged communities.

The Board of Trustees, chaired by Jonathan Satchell of LTG, are active or retired members of the global e-learning community, including, amongst others, Andy Moss, MD Corporate Learning at City & Guilds, and Sarah Smith, MD Walkgrove.

Vision and strategy

Our vision is to empower local communities and individuals through relevant learning. We will do this by mobilising the global e-learning industry, and other interested volunteers and funders, to deliver life-enhancing digital learning to disadvantaged communities.

In the near-term our focus is on those people and communities that do not have access to the internet, either through lack of connectivity or affordability of data. To put this in context, whilst 93% of the world's population live within reach of mobile internet, that percentage falls to 79% in Africa, where only 28% of the population use the internet. For rural communities in particular, lack of electricity and data costs make online learning prohibitive.

The Learn Appeal Capsule – proof of concept

Many organisations have contributed funding and time to Learn Appeal's development to this point, enabling us to develop a proof-of-concept technical solution that addresses two key issues around access to learning:

- How to provide e-learning content to remote communities where people don't have internet access or even mains electricity
- How to help charities provide targeted learning resources in their centres that can be accessed by clients using their own devices

Known as the Learn Appeal Capsule, this solar-powered device is built on a Raspberry Pi 3 and attached to a WiFi router, offering at least 24 hours of constant usage over a range of up to 1km. The inbuilt, fully functional LMS has the capacity to manage up to 200 concurrent users and 1,000 registered users.

Pioneer organisations in Kenya, Malawi and Nigeria have demonstrated that the Learn Appeal Capsule is effective, robust and reliable, and has the ability to transform learning in rural communities with no electricity or internet connection.

With the support of over 100 volunteers, we have developed effective interactive e-learning for the capsule, specifically written to help develop and build practical vocational and sustainable food production skills that address the needs of the local community.



What you can do to help

Funding is now sought to take the concept of the Learn Appeal Capsule from seed to growth.

Our goal is to raise at least £200,000 from the e-learning sector, enabling the charity to:

- Appoint a full-time Programme Director/CEO for a two-year period to drive the charity forward and deliver the strategy and vision outlined in this document
- Commission 20 active projects to reach at least 20,000 learners. Each project costs just £500, and provides learning for up to 1,000 learners (1 capsule plus 10 tablets)

We are also looking to link with charities with whom we have synergy and/or complementary objectives. This could be those already involved in providing education and associated infrastructure in remote, rural communities or those who have global reach and 'feet on the ground'.

Why help?

Working together, we will tackle some of the most pressing global needs. The latest report on the United Nations Development Goals shows that the Covid-19 pandemic has had and is continuing to have a devastating impact on world poverty, with the poorest and vulnerable most affected.

Community-based programmes that equip people with practical knowledge and skills can help break this cycle, building sustainable solutions that enable progress in ways that are also environmentally sustainable.

By supporting Learn Appeal, your organisation will be championing a cause which is, in a very practical way, addressing a wide range of the United Nations Sustainable Development Goals, and the challenges being debated at COP26.

Not only is this the right thing to do, it's also good business: studies show clearly that millennials will spend more with brands that support causes, and that corporate donations can lead to a boost in employee engagement and morale.

You can donate via our website <https://www.learnappeal.org.uk/learn-appeal-is-growing-and-we-need-your-help/> or scan the QR code.

... drive the charity forward and deliver the strategy and vision ...



Background

The charity

Learn Appeal (<https://www.learnappeal.org.uk/>) was the brainchild of Jonathan Satchell, CEO of The Learning Technologies Group (LTG), created with the aim of galvanising the e-learning sector into raising substantial funds for large-scale projects that have a learning connotation.

Entered onto the Register of Charities in July 2013, the stated objects of the Charitable Incorporated Organisation (CIO) are broad and describe various routes to 'advance education for the public benefit, primarily through the provision and support of e-learning and to enhance the conditions of those who have the desire to learn and who would benefit from learning through overcoming the barriers to learning'.

Specific objects supporting this have underpinned all the projects and ongoing initiatives undertaken by Learn Appeal, but the main focus to date has been to provide access to digital learning to groups that are unable to access the internet.

The charity has enjoyed considerable success and its various projects providing vital proof of concept data are described on its website – but its growth is hampered by the lack of full-time employees/volunteers to take the vision forward.

Who is involved

Started by Jonathan Satchell and largely funded directly by LTG, because Jonathan was determined that 100% of funds raised will go to the chosen causes, Learn Appeal Trustees are active or retired members of the e-learning community. Large players in this sector are represented by LTG and Andy Moss, MD Corporate Learning, City & Guilds Group. Walkgrove Ltd MD, Sarah Smith, represents small businesses and is an exemplar of how any business in the sector, whatever its size and resources, can contribute to the achievement of Learn Appeal's aims. Asi DeGani has worked in the sector for over 20 years and contributes a high level of technical expertise. Genny Dixon has a background in both education and qualifications reform and, when she retired from Towards Maturity, decided to devote her time to help and support those who need access to learning.

Learn Appeal's only paid employee, Senior Consultant, Lesley Price, has worked in education and technology for her whole career, including senior roles for the JISC, Becta and the Learning and Performance Institute (LPI). Lesley works three days a week for Learn Appeal and is in serious need of support to take the charity forward.

... to provide access to digital learning to groups that are unable to access the internet.



Many other organisations have made donations to the charity and the team at Appitierre, acquired by Intellum in 2019, developed a technical solution for the charity that addresses two key access to learning issues:

- How can we provide e-learning content to remote communities where they don't have internet access or even mains electricity?
- How can we help charities provide targeted learning resources in their centres that can be accessed by clients using their own devices?

... with at least 24 hours of constant use, and a WiFi router with a range of up to 300 metres ... the capsule has capacity to manage between 150 and 200 concurrent users and a total of 1,000 registered users.

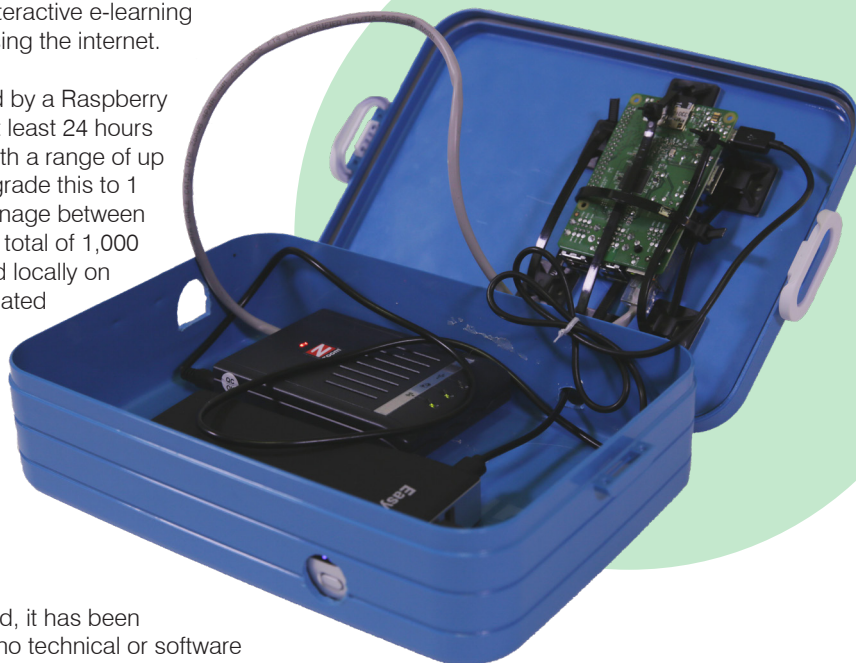
The story of the capsule

Learn Appeal was fortunate enough to meet and engage with the young tech company Appitierre, who donated their time and expertise to build a capsule that provides access to interactive e-learning deployed via an LMS without accessing the internet.

Yes, you read that correctly. Powered by a Raspberry Pi 3, a battery which will cope with at least 24 hours of constant use, and a WiFi router with a range of up to 300 metres (with the option to upgrade this to 1 km), the capsule has capacity to manage between 150 and 200 concurrent users and a total of 1,000 registered users. All content is stored locally on an SD card, which can either be updated via the internet or by replacing the SD card. It can be recharged via USB with a compatible power source, making it suitable for use in Sub-Saharan Africa in areas where they rely on solar or wind power to provide electricity. Not only that, it has an inbuilt LMS, with all the usual functionality we expect.

Since the capsule has been deployed, it has been extremely reliable. There have been no technical or software failures in any of the pilot projects.

It is little wonder that the capsule is also known affectionately as 'The Magic Box'!



Some successes

The charity has achieved two key successes with the limited resources it has.



The capsule – proof of concept

The capsule was preceded by initial work done to provide e-learning on albinism for a group in Africa, using a cloud-based learning platform (FoC, supplied by Willow DNA). It soon became apparent that this was not practicable, as the target audience were unable to access the internet. At this point, the McKinsey report 'Offline and falling behind: the barriers to internet adoption' was published. Learn Appeal's first pilot project of its capsule was conducted in partnership with ComplitKenya between June and December 2018. It uses primary data from surveys collected by ComplitKenya, as well as secondary data contained in ComplitKenya's written report on the pilot project, which also used LMS data and face-to-face interviews.

ComplitKenya, headed up by CEO Eric Kimori, has the huge ambition to establish world-class e-Community Centres to, amongst other aims, provide e-learning and enhance youth employment through ICT strategies.

In addition to providing capsules and content (more about that later), Learn Appeal has provided mobile devices. The initial pilot comprising two centres has been a great success and, in the 18 months the project has been running, the technology has never failed. The aim is to extend this success to a further eight centres.

The capsule has also been deployed, with great success, at a secondary school in Nigeria. Content was specifically written to meet the needs of the students, to help support their studies. Vocational content was also loaded onto the capsule so that the wider community could access this after school hours

“... in the 18 months the project has been running, the technology has never failed.”

Our volunteer e-learning creators

Led by Lesley Price, the sector has given a tremendous response to developing content for the capsule. By joining forces with Practical Action, The Thare Machi Foundation, Oxfam GB and The Open University, she acquired a range of content covering practical topics and subjects which are specifically written to help develop and build a range of skills.

This content, which was for the most part paper based, ie PDF documents, needed to be transformed into effective, interactive e-learning. To do this required extensive support of volunteers.

Learn Appeal has also been given access to use a limited number of courses on the Alison.com website as well as courses that were created for the National Learning Network, which was a UK Government-funded project. Although these courses are all available online, they are not in a suitable format for the capsule so require some re-working.

To do this, Lesley has managed a team of volunteers. The number of volunteers varies depending on how much time individuals are able to offer and how much experience the volunteers have. Since the initiative began, we have been supported by over 100 volunteers from various parts of the world, with an average of approximately 20 active volunteers at any given time.

We have also been supported by Unicorn Training, which has allocated interns to work with us over the last three summers.



... supported by over 100 volunteers from various parts of the world, with an average of approximately 20 active volunteers at any given time.

Strategy summary

To date, the capsule has been deployed in areas where local people are marginalized by having no access to the internet. The capsule is providing these communities with free access to e-learning.

The Trustees realise that we have reached a point in our growth where we need to capitalise on the success of the capsule. To do this, it is essential that we approach our colleagues in our sector with the aims of:

- Raising the funds to appoint a full-time Programme Director/CEO for a two-year period to develop and implement the strategy in line with our vision
- Identifying and asking for support 'in kind' on a similar model to the runaway success of our volunteering programme for content creation

To put the need for connectivity in learning in context, 97% of the world's population lives within reach of a mobile cellular signal and 93% within reach of mobile internet – with the lowest percentage in Africa, at 79%. However, only 28.2% of the population within the African region uses the internet, with 19% in the least developed countries (LDCs). Additionally, there is a 42.8% gender gap between internet user penetration rates for males and females in the LDCs. Thus, women's internet usage in the LDCs is closer to 13.9%.

<https://www.itu.int/en/ITU-D/Statistics/Documents/facts/FactsFigures2019.pdf>

<https://www.itu.int/en/ITU-D/Statistics/Documents/publications/misr2018/MISR-2018-Vol-1-E.pdf>

The courses deployed on the capsule also address a significant number of the needs identified in the United Nations Sustainable Development Goals. For example, the courses created for the school in Nigeria are designed to improve educational outcomes. Many of the courses focus on vocational subjects to help people develop and build vocational skills which improve employment opportunities and encourage the economic growth of local communities. There are also courses on improving sustainable food production. To date, the capsule has been deployed in areas where local people are marginalised by having no access to the internet. The capsule is providing these communities with free access to e-learning.

Overleaf, we have briefly outlined our vision, mission and short- and medium-term purpose.



Vision

To empower local communities and individuals through relevant learning.

Mission

To mobilise the global e-learning industry and other interested volunteers and funders for the benefit of disadvantaged learners around the world.

Purpose – short term

To provide digital learning programmes to people in communities that do not have access to the internet, either through lack of connectivity or the cost of data.

Purpose – medium term

To mobilise the e-learning industry in new ways to deliver life-enhancing learning to disadvantaged communities.



Core targets

In order to implement the strategy and achieve the vision, targets need to be set. These are our core targets.

Year 1 goal	20 active projects – 20,000 learners
Year 2 goal	50 active projects – 50,000 learners 25 companies providing funding 25 companies providing in-kind services
Project definition	One project = one capsule and ten devices Tablets cost £35 each. A capsule costs £150 to build. The total cost is £500 This provides e-learning for approximately 1,000 learners

Education changes lives

Callen Mainye, 37, lives in Riyenga village, Borabu sub-county, Nyamira County, Kenya. A mother of three, Callen lives from income generated by her small farm in which she does subsistence farming. Burning with a zeal for community development, Callen joined Complitkenya in 2017 to work as a volunteer trainer of trainees (ToT). When Complitkenya launched the Learn Appeal Capsule in May 2018, Callen was among the first learners to take up some of the free courses on offer. She was captivated by the course on beekeeping, which she completed within a week.

After completing the course on beekeeping at the end of May 2018, Callen decided to implement the knowledge she had gained. She asked a local carpenter to help construct a simple beehive for her, which she erected towards the far end of her farm and plunged into the business of beekeeping.

In just under three years, Callen has successfully grown her beekeeping business from one beehive to 30. Every three months, Callen can harvest up to 20 litres of honey, which gives her an income of about Ksh. 20,000 during each harvesting season.

Callen is very grateful for the knowledge she gained from Complitkenya's e-learning centre, which motivated her to start a new beekeeping business. She uses the income from her business to pay for her children's education, one of whom is in high school while the other two are in primary school. Callen is appealing for more courses, especially on business subjects to help her increase her skills on entrepreneurship and small business management.

What a story. Because so many of us take it for granted, it can be easy to forget – or not even be aware of – the power that education has to transform lives. And not only lives. Education can stimulate economic growth by increasing innovation, productivity and human capital. It also has a history of fostering positive social change by encouraging political participation, social equality and environmental sustainability.



Why help?

Recent studies (www.adweek.com/brand-marketing/agencies-are-carving-out-niche-socially-responsible-marketing-168592/) suggest that millennials have driven the social responsibility movement, with 7% reporting that they will spend more with brands that support causes.

Corporate donations can lead to a boost in employee morale. According to a 2016 Deloitte study (<https://www2.deloitte.com/us/en/pages/about-deloitte/articles/citizenship-deloitte-volunteer-impact-research.html>) millennials were 'twice as likely to rate their corporate culture as very positive' if their company participated in workplace volunteer activities. It engenders respect and increases emotional attachment to an employer.

The latest report regarding the United Nations Sustainable Development Goals states that the Covid-19 pandemic has had and is continuing to have a major impact on world poverty, with the poorest and vulnerable most affected. António Guterres, the Secretary General of the UN states that 'the goals are now more important than ever'. By supporting Learn Appeal, your organisation will be able to promote that you are supporting a cause which is, in a very practical way, addressing a wide range of the United Nations Sustainable Development Goals.

Donations put your company's name out there – particularly useful if it is related directly to your business of providing digital education resources. Helping Learn Appeal provide digital education to those who are disadvantaged sits easily with your own corporate goals.



“Donations put your company's name out there – particularly useful if it is related directly to your business of providing digital education resources.”

Funding required

We need £200,000 as soon as possible. Mainly, this will be to cover two years' employment for an individual whose focus will be to develop the project pipeline, secure support and further funding.

What attributes are we looking for?

The Trustees of Learn Appeal are now looking to appoint a talented, ambitious, well-organised and articulate Programme Director to take the charity forward. The remit of the Programme Director will be both ambitious and broad, helping us to scale our existing activity – in particular, our technology solution known as the Learn Appeal Capsule – whilst at the same time identifying new activities and sources of funding to increase the scale and depth of our impact as a charity. The Programme Director will be responsible for all aspects of the charity, building an effective team of staff and volunteers and ensuring that the assets, services and projects of Learn Appeal are developed and managed to a high standard, sustainable and aligned to organisational growth.

Full details of this role can be found at Appendix 2.



Supporting organisations/people

“ ... need to appoint the right person to build on what we have and drive the charity forward to achieve the strategy and vision ... ”

Learn Appeal has already had fantastic support from the sector. Below are some examples of who has done what. This not only gives us the opportunity to shout out a big thank you to our sponsors – it will also hopefully prompt others to think how they might contribute to the continuing success of the charity.

We must not forget, however, that welcome as help in kind is, top of our wish list is that £200K funding we need to appoint the right person to build on what we have and drive the charity forward to achieve the strategy and vision we have outlined in this paper.

We are also looking to link with charities with whom we have synergy and/or complementary objectives. This could be those already involved in providing education and associated infrastructure in remote, rural communities or those who have global reach and ‘feet on the ground’. We have already built links with the following individuals and organisations.

Organisation	Contribution
Appitiere (now Intellum)	Design and build of the capsule and ongoing access to a content authoring system
Willow DNA	Free of charge LMS for the Albinism project
Virtual College	Cash contribution
Learning News	Press releases provided free of charge
Towards Maturity	Regular mentions of Learn Appeal in newsletter and occasional financial donations
Closer Still	Free stand at Learning Technologies Conference and Expo Presentation from main stage at Learning Technologies Awards evening Annual cash donations

Organisation	Contribution
Blend Training	Strategy development
Fosway Group	Marketing expertise to write press releases
Elearning Network	General support offering free stand space at their member events
LNTV	Regular interviews on their programs.
Relate Corporation	US-based company which mentions Learn Appeal on their weekly e-learning video shows
The writers of the <i>Really Useful eLearning Instruction Manual</i> ; Rob Hubbard, Clive Shepherd, Laura Overton, Jane Bozarth, Jane Hart, Julie Wedgwood, Colin Steed, Clark Quinn, Ben Betts and Charles Jennings.	



What can you do to help?

We really hope you want to be part of this exciting journey. We are looking for:

1 Funding for a CEO/Programme Director for a two-year period

Calling bigger organisations:

We need between 10 and 20 core funding organisations to pledge between £10,000 and £20,000 each across the two years, ie £5,000 - £10,000 in November 2021 and £5,000 - £10,000 in April 2022.

Calling smaller organisations:

A small percentage, for example 1% of revenue.

Please contact Lesley Price at lesley.price@learnappeal.org.uk, donate directly via our website <https://www.learnappeal.org.uk/learn-appeal-is-growing-and-we-need-your-help/> or scan the QR code.



2 Help in kind

Calling everyone!

Developers - interested in helping with and learning from our technical solution

Learning designers - looking to create interesting e-learning products (note the beekeeping!) of direct relevance to our targets

Marketeers – happy to write blogs, articles, posts, interviews for our website

Graphic designers – to work alongside learning designers

Event managers – to lend your expertise to fundraising events and show how to make them a success. Give us speaking opportunities at relevant exhibitions

Project managers – to manage small projects/teams and gain invaluable experience of global project challenges

Data analysts – to help with our data collection and analysis

Please contact Lesley Price at lesley.price@learnappeal.org.uk



Appendix Role profile – Programme Director for Learn Appeal

Learn Appeal is the e-learning industry charity and is offering a chance for all those who work in e-learning to combine resources and give something back. As an industry we are passionate about learning and believe that to enable people to really make the most of their lives, they need access to learning. Learn Appeal was founded by representatives of the global e-learning industry to do just that – to help transform individual lives and communities and offer a way out of poverty through learning.

The Trustees of Learn Appeal are now looking to appoint a talented, ambitious, well-organised and articulate Programme Director to take the charity forward. This appointment represents a step-change in our development, as we move from 'proof of concept' stage into growth.

The remit of the Programme Director will be both ambitious and broad, helping us to scale our existing activity – in particular, our technology solution known as the Learn Appeal Capsule – whilst at the same time identifying new activities and sources of funding to increase the scale and depth of our impact as a charity.

The Programme Director will be responsible for all aspects of the charity, building an effective team of staff and volunteers and ensuring that the assets, services and projects of Learn Appeal are developed and managed to a high standard, sustainable and aligned to organisational growth.

This is a full-time fixed-term appointment with an initial term of two years, and offers a competitive salary, benefits and conditions of employment.

Core responsibilities

- Lead the development and execution of an ambitious strategy and plan that ensures Learn Appeal achieves its charitable objects and materially increases the scale and depth of its impact
- Develop and leverage a network of e-learning businesses and organisations, initially across the UK, to support the charity's vision and mission
- Work with the Trustees, project leads, e-learning industry and elearning professionals to promote volunteering and charitable support
- Drive forward the technology capability and benefits of the Learn Appeal Capsule
- Identify opportunities for service development through new funding streams, partnership and commissioning opportunities
- Lead on the negotiation and management of new and existing partnership and project initiatives and develop monitoring plans and reporting arrangements
- Develop strategic links and represent Learn Appeal with external agencies
- Develop proposals and applications for external funding for revenue costs, marketing and project delivery
- Support the Board of Trustees in the preparation of management reports, grant applications and claims and governance issues, attending Board meetings as required

Underpinning skills, attitudes and behaviours

We can't live without...

- An experienced leader with a proven track record in developing and executing strategic and operational programmes of activity
- Experience of working in the charity sector, and in meeting the requirements of the Charities Act
- Experience of leading fundraising activities to support growth and delivery of an organisation's mission, including corporate fundraising and donor stewardship
- Specific interest and expertise in vocational education and passionate about the use of technology in learning
- Specific interest and/or experience of working with disadvantaged communities in the UK and overseas
- Excellent communication, project management and team working skills
- Highly developed critical analysis and decision-making skills

Natural preferences we would love you to have...

- Helpful, courteous, reliable and trustworthy
- Practical, hands-on and a 'can do' attitude
- Thorough and organised approach
- Creative thinker
- Proactive approach to identifying and resolving problems
- Ability to work independently and on own initiative and to take responsibility
- Ability to communicate effectively in a variety of situations and at all levels
- Awareness of legal matters, ethics and professionalism
- Maintain productive, professional and secure working environment

Reporting and supervision

The Programme Director will report to the Chair of the Board of Trustees and will lead the staff team and volunteers. As an employer we support and encourage flexible work patterns; the role will be home-based and may include travel and out-of-hours tasks to lead operational activities.

