

# AFLATOUN

Social & Financial Education

## CHALLENGES WE ADDRESS

### Educational Inequality

Children lack access to quality education that prepares them for economic realities and essential life skills

### Financial Exclusion

Young people grow up without understanding basic financial concepts, perpetuating poverty cycles.

### Limited Social Awareness

Many lack awareness of rights and responsibilities, unable to advocate for themselves or create change.

### Outdated Education

Lack of digital literacy/ green skills creates barriers to employment, education, and modern economic participation.



## PROVEN IMPACT

**2.8M**

children through 400+ Aflatoun Network partners

**42.4M**

children through integrated education systems

**100+**

countries, 6 regions

**1.2M**

children saving as part of Aflatoun programmes

## GLOBAL RECOGNITION



## OUR SOLUTION

High-quality, contextualized education for ages 3-24+ through our innovative social franchise model with local partners worldwide.

**AflaTot** (Pre-School)  
**AflaTown** (Primary school)  
**AflaTeen** (Secondary school)  
**AflaYOUTH** (Vocational School/ University/ Out-of-school youth)

## Evidence based:

100 + studies show children have increased:

- Agency
- Financial Literacy
- Entrepreneurial Mindset
- Foundational learning
- Time spent in school

## GOALS FOR 2026

**60M**

Children reached Annually

**600**

Partners in Network

**60**

National Curricula Revisions

## WHY INVEST IN AFLATOUN?

**Scalable Impact:** Proven ability to reach millions from local communities to systems change

**Local Ownership:** Bottom-up approach ensures sustainability

**SDG Alignment:** Contributing to education, gender equality, decent work and reduced inequalities

**Vulnerable Focus:** Prioritizes marginalized children

**High-Impact, Low-Cost:** Social franchise model for maximum reach

**Evidence-Based:** Extensive research validates effectiveness

## JOIN US IN EMPOWERING THE NEXT GENERATION!

Partner with us to create agents of change for a more equitable and sustainable world

GLOBAL HQ: Amsterdam, Netherlands | Nairobi, Kenya