The MENA is home to 33.5M refugees.

1/2 of the internally displaced people are youth.
A GENERATION IN CRISIS

In the Middle East and North Africa (MENA), fifteen million children are at risk of missing out on an education, 3 million of which 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.

Before the refugee crisis across the region, some 12 million children were still lacking in access to education because of poverty or miss out simply because they are girls.

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

(Left) Refugee children living in an informal refugee settlement in Zahle, Lebanon.
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.

“I have a problem with forming sentences. Your channel is 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.

“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

“Because of the Coach program and the lessons on parenting, I haven’t hit my son for six months now.”
A father in Egypt
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 or tools for teaching. The SAT-7 ACADEMY programs challenge educators’ perspectives. They encourage them to use innovative teaching methods and provide them with new learning tools.

“I teach Arabic language to Syrian refugee students in a temporary school in Turkey. I have learned new teaching methods from your program My School and I apply them with my students. Your programs are a treasure of science and interest. 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
1. **My School** – SAT-7 ACADEMY’s primary education series, offers high-quality lessons in Arabic, English, French, maths and science.  
2. **Awareness and Protection** – an informative segment aiming to raise awareness of children’s rights.  
3. **Be Flex** – A professional ventriloquist teaches valuable life lessons and practical advice using puppets and a humorous approach.  
4. **Bloom Boom** – a magazine show promoting healthy values and good behaviour through a range of entertaining elements.  
5. **Puzzle** – a unique game show program, which engages children of various backgrounds in the MENA, to learn about their rights.  

(next page)  
6. **My Story** – situations and life issues are addressed through stories. In an indirect way the stories speak to both children and parents.  
7. **Connect** – a two-minute social media program highlighting comments from SAT-7 ACADEMY followers and encouraging them
to continue their educational journey. | 8. Reuse with Azouz – teaches how to reuse and recycle as a valuable life skill. | 9. Keys to my Kid – teaches healthy parenting practices and addresses topics such as understanding children’s needs, unhealthy teaching at home, and psychological and physical abuse. | 10. The Coach – offers parents compassionate advice for creating a safe and loving environment and communicating with their children. | 11. Dance with Marcellino – a short segment informing viewers of the many benefits of dancing as a powerful tool for children’s development. | 12. My School Live Episodes – weekly Facebook Live episodes address viewers’ questions about the My School lessons live on social media, offering additional support to students of all ages who watch the program.
WHY SATELLITE TV?

Satellite TV is extremely popular in the MENA region, where virtually everyone has access to television and 72 percent view satellite TV. It is widely available in refugee camps and other difficult to reach places.

Satellite TV crosses physical borders and social barriers and is able to deliver educational resources and material to those who would otherwise not receive it.

"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"

SAT-7 is trusted as a safe source of information in the region, where it has been broadcasting programs that promote positive social change for over two decades.
CONNECTING WITH OUR VIEWERS

Social Media
Through YouTube, Facebook, WhatsApp and more, SAT-7 ACADEMY engages viewers of all ages through quizzes, polls, Facebook Live episodes, and special short segments created just for social media. Viewers feel like part of an online community, where their input is valued.

Audience Relations
Every day we receive hundreds of comments, testimonies and inquiries about our programming. Our Audience Relations staff engages with viewers, answers and asks questions, and helps each individual person feel seen and heard and their feedback helps to shape and inspire more programming to better serve them.

E-learning Platform
SAT-7 ACADEMY’s E-learning platform aims to be yet another online community and way that young millennials can engage with our programs and the SAT-7 ACADEMY community, create their own accounts, save their favourite content, and connect with other viewers.
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.

**Satellite:** Nilesat (E7WA) at 7° West  
**Frequency:** 11.354 GHz Vertical
HOW CAN YOU HELP?

The SAT-7 ACADEMY programs are not supported by traditional television advertising. SAT-7’s channels rely on donations from foundations, governments, and supporters to stay on air. Please consider giving to help us bring Arab children hope for a better future.

For donation make a bank transfer:

**EURO ACCOUNT**
Bank: Pax-Bank eG
Account name: SAT-7 E&D International
Account number: 57100010
IBAN: DE72370601930057100010
BIC (SWIFT-address): GENODED1PAX

**US DOLLAR ACCOUNT**
Bank: Pax-Bank eG
Account name: SAT-7 E&D International
Account number: 57100028
IBAN: DE71370601930057100028
BIC (SWIFT-address): GENODED1PAX

For more information please contact:
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