

In 2011, e-Learning for Kids (EFK) had a record number of 1.3 million online unique users and 2.85 million visits on our homepage. Thanks to all of you for your support in helping us to spread the word to children, parents & teachers everywhere!

#### GOALS FOR 2012

- Develop and fund a minimum of 120 new e-Lessons in English for Math World
- Increase our reach by 50%
- Enhance our brand awareness globally

#### WOW! GREAT PROGRESS WITH MATH WORLD!



More than 100 NEW lessons are now available in Math World – our Kindergarten to 6th grade International Baccalaureate virtual school where children learn math in the context of different continents! As you learn, you can visit a sheep farm, an igloo, the Eiffel Tower, an English bus, an African village, an Italian restaurant and many more places around the world. Please try one (or more!) of these fun [Math World lessons](#) today!

Thanks to our talented team of volunteer instructional designers and course developers, each week more lessons will be added to this full curriculum consisting of 336 lessons.

#### OUR FIRST APP FOR THE IPHONE! GET IT ON ITUNES!



Living in the Mill (part of the Math World curriculum) is now available for download. This e-lesson is set in the Netherlands & helps children learn how to count. You can buy it for US\$ 2.99 cents [here](#) with all proceeds going to new course development.

#### 24 NEW COURSES!



Our sister site, [e-Learning for Life](#), is geared for teenagers and students ages 13 to 24. The site contains a sizable amount of offerings including 24 NEW courses! donated by Element K. These courses were carefully selected to complement Business Education/Computer programs and the site is categorized in three areas: Computer, Business, and Environmental skills. Courses range from topics such as Microsoft Office, Photoshop, Communications, and Marketing.

#### MANY OTHER COURSES PUBLISHED IN 2011 IN KEY AREAS!



In 2011, there was a particular focus on Language Arts and the EFK's newest category: Environmental Skills. More than 15 new courses, in various topics and grade levels, were introduced to make EFK's catalog of offerings more robust. Courses include:

- Language Arts (Writing Strategies, Reading Comprehension, Grammar, Synonyms & Antonyms, Synonyms, Antonyms & Homographs, and Capitalization)
- Environmental Skills (The Responsible Use of Energy and two Global Warming courses)
- Science (The Water Cycle, Rock Formation, Plant Cell)
- Math (Time, Math Operators, Measurement Units & Ratios)

The [Effective Use of EFK Courseware](#) orientation course was also created to provide teachers, administrators and parents with best practices to integrate EFK's offerings with curriculum goals.

#### NEWS AND OTHER ITEMS OF INTEREST

- Have you noticed our new look, colors, logo and tag line? We hope you like it! Please view our [latest brochure](#) to experience more of our new look and feel. Also to read our Manifesto.
- EFK was once again named a Learning! 100 award winner by Elearning! Media Group. This will be formally announced on March 20-21 at the Enterprise Learning! Summit 2012 event in Alexandria, Virginia.
- Learn and donate! Buy a copy of [Next Learning, Unwrapped](#) by Nick van Dam Ph.D. In this business book, EFK's Founder and Chairman presents new technology-driven learning concepts in the context of nearly 40 business cases from leading global organizations that use technology-based learning to achieve business goals. All proceeds from the sales of the book will be donated to e-Learning for kids.
- Adopt a lesson and receive a free subscription to Harvard Business Review. Companies or individuals who sponsor the production of one or more Math World lessons for US \$3000 can receive a free one year subscription. Thanks to Harvard Business Review for making this possible!
- More Instructional Design volunteers needed. Are you a skilled designer? Can you develop storyboards at an average time commitment of 40 hours? If so, we would love to get you involved. To learn more, please view our [volunteer form](#).

#### RECENT TESTIMONIALS AND EMAILS

"I was searching the web desperately to help my 11 year old with Science homework and found you! Thank you! Thank you!" – Chinenye, Nigeria  
 "I love the site. The more interactive for boards, the better! I teach All Day Kindergarten and we are able to use quite a bit of this site. Thanks!" – Jean (teacher), USA  
 "I am really impressed with this website. It is very interesting and made easy for kids. It has innovative ideas and is good for learning." – Sujatha, India  
 "Wow, I was doing a search this morning for eLearning and found your website. I am so impressed with your content and the quality of your learning program." – Linda, USA  
 "I just visited your site and was amazed about it." – Leo, Taiwan