

## FUEL donates iPads to Bright Start

Online training solutions consultancy, FUEL recently handed over 37 iPads to Bright Start, which provides in and out of classroom support to children throughout their school careers. The iPads, fully loaded with educational apps and games, fit perfectly within this holistic programme.

A month-long incentive plan was run by the education support programme in order to select the children and families that were to be given the iPads.

### Investing in ECD pays societal dividends



Bhuko Ndiki, Grade 1 in yellow and next to her in green is Priscilla Nyanthingura, Grade 5.

As a business, FUEL is a passionate advocate of using technology to improve learning outcomes and their donation to Bright Start reinforces this commitment.

Studies in neurobiology, neurodevelopment and early intervention show that the years from birth to age five are critically important for brain development and there is a plethora of educational apps developed for iPads. These apps are intuitive, and amongst other things, help improve fine motor development, colour, letter and number recognition, in an engaging way.

A recent study conducted in a US pre-school showed that for every dollar invested in early learning, society would save up seven times that amount in later education and other societal costs. FUEL's CEO, Craig Reid reinforced this when he said "We at FUEL are compelled to do what we can to shift young children's trajectory, we have seen first-hand the high levels of adult illiteracy and the challenges that this brings within a corporate environment and we believe passionately that intervening at the early childhood development phase can make a big difference, this is exactly how we came to support Bright Start as an organisation."

A benchmark skills test will be run amongst the children so that their progress can be monitored at six monthly intervals. FUEL has committed to being more involved with these children and assisting in their learning development where possible.

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