



Sesame Workshop

Philanthropy in
Education





**How can Philanthropy
catalyse Early Childhood
Development at scale?**
- case study of a partnership
between the Children's
Investment Fund Foundation &
Sesame Workshop in India

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Sesame Workshop's mission is to help kids grow smarter, stronger, and kinder

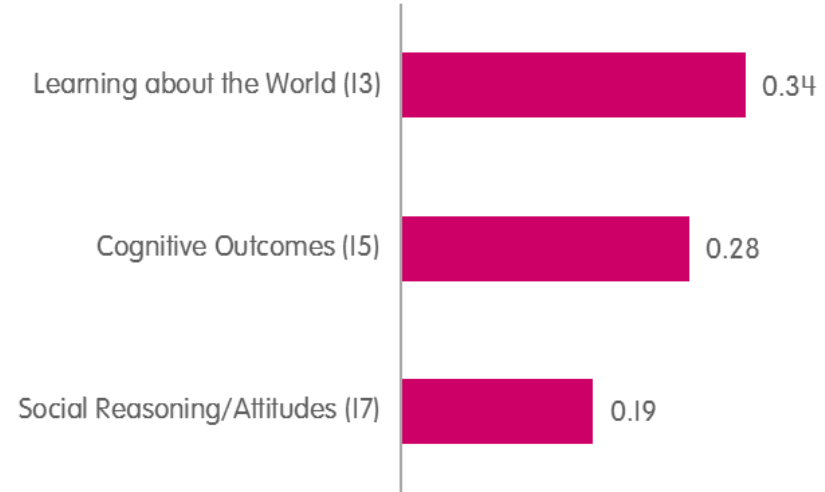
Our impact is comparable to dedicated preschool interventions but on a vastly larger scale and significantly lower costs



A meta-evaluation found an overall effect size of 0.29 standard deviations (11.6 % difference)

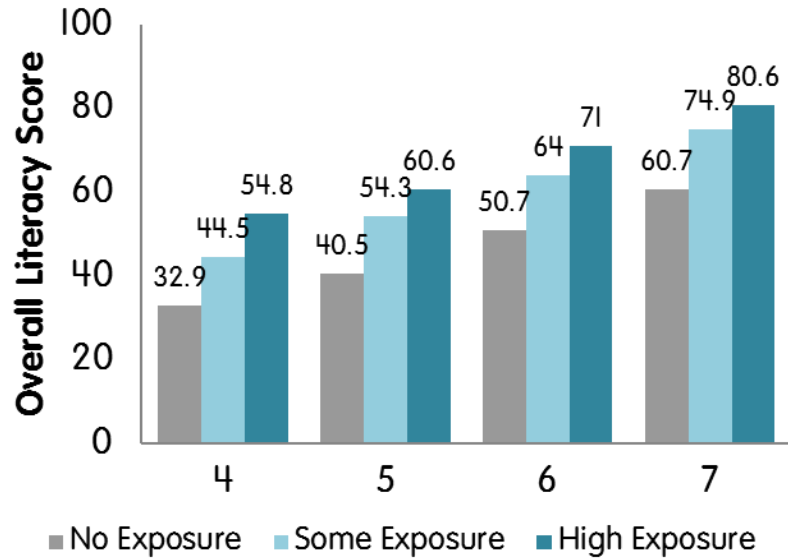
24 studies
15 countries
10,000 children

Effect Sizes for Learning Domains

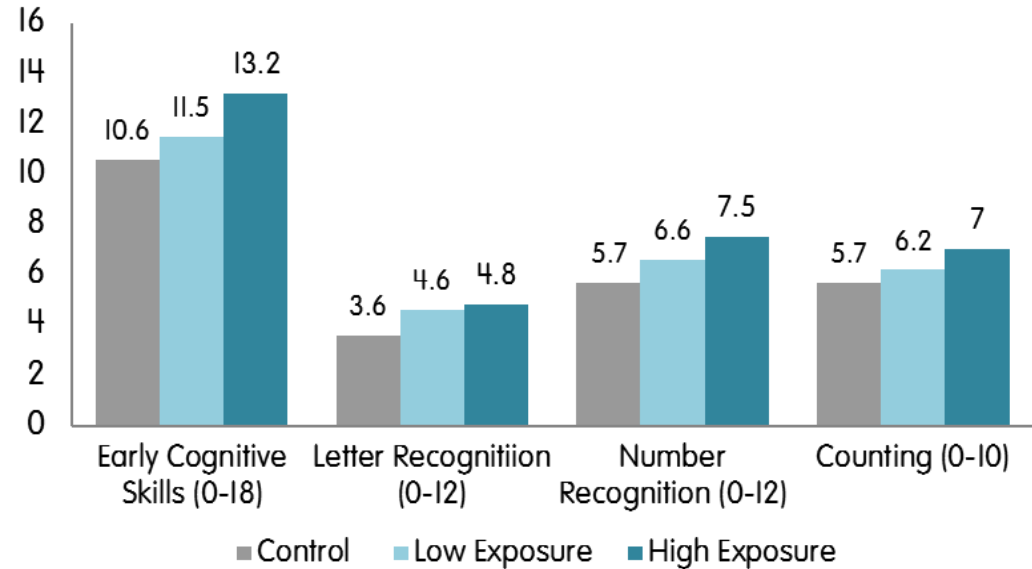


Including statistically significant gains in education competencies

BANGLADESH: Children who watched had similar literacy & math scores to children 1 yr older who did not



INDONESIA: High exposure linked to greater gains in literacy & math skills compared to control group





In 2006 we launched the Indian adaptation Galli Galli Sim Sim to:

Make high quality educational content accessible to children to **better prepare them for school and life**

Promote **good health, hygiene and nutrition** that have a direct and positive impact on child survival

Embrace diversity & inclusion to promote **social equality** especially those of gender, caste, color, religion & disability

India houses the largest number of young children (0-8 age) in the world



- 90M do not have access to early childhood education / development
- 90% cannot read at grade level
- 45% U5 children suffer from moderate to severe malnourishment
- Social inequity in development cuts across gender, caste, color, and religious barriers

We developed trans media content and used innovative delivery platforms to reach kids wherever they are

Popular Media

Galli Sim Sim
Galli Sim Sim



- Television & Digital:
 - Galli Galli Sim Sim TV show
 - Chamki ki Duniya
 - Galli Galli Sim Sim Radio

Targeted Distribution



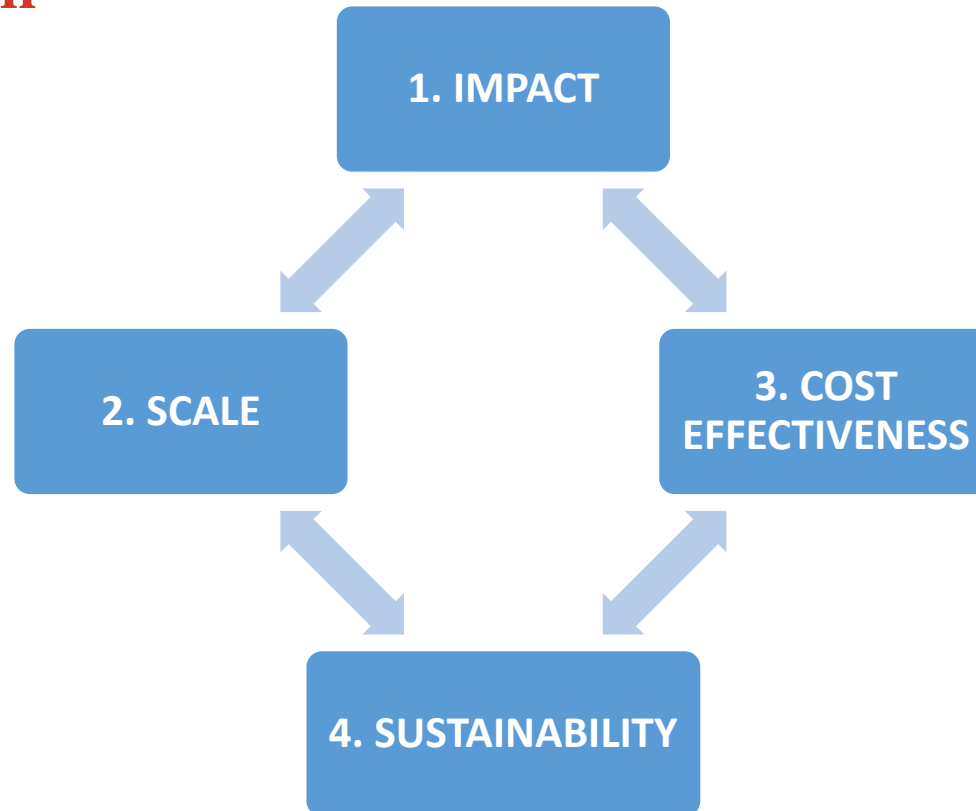
- Reaching in schools, at home and in communities through innovative delivery models
 - Mobile community Viewing
 - Community Radio + Mobile

Public Awareness



- Child protection campaign with Kailash Satyarthi Children's Foundation
- WASH – Raya, a Global Health Ambassador
- Laadli campaign (Save the Girl Child), Delhi Govt.
- Sanitation campaign, Ministry of Rural Development

Theoretical framework for effective philanthropy in education





What was the investment?

- CIFF funded the production of three seasons of *Galli Galli Sim Sim* – the India version of Sesame Street (approx. \$13 million / 5 years)
- to be broadcast on national and regional television in seven languages: Hindi, Gujarati, Marathi, Tamil, Telugu, Kannada and Malayalam
- the goal of the partnership is to improve children's educational readiness, health and hygiene, and emotional well-being



How did the investment score against our criteria for effective philanthropy in education?

Impact	0.19 SD effects for the RCT 0.22 SD for the longitudinal study
Scale	Seasons 7/8: 40.2 million (actual) Seasons 9/10: 47.5 million (predicted)
Cost Effectiveness	Seasons 7/8: \$0.25 per child; \$6.94 per child per SD increase in test scores
Sustainability	Potential to redeploy over multiple platforms (e.g. TV, digital), languages, years





Lessons for Philanthropy in Education

Programmatic choices

- look beyond conventional delivery choices
- ‘scaling up’ is not just about governments or markets
- good tech is not necessarily high tech

Monitoring & Evaluation

- do your analysis ex-ante
- invest in measurement and evaluation

Funding Strategies

- be bold! don’t always look for co-funders
- large upfront costs can yield very large and long-term benefits

Thank you Philan*fur*py in Education !

