



**Title: Digital Literacy for All**

**Presented by: Tony Digital 247**

**Slogan: Bridging the Digital Divide, Together**

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## **Digital Literacy for All: Our Story**

### **Introduction: A World That's Changing Fast**

In a world increasingly shaped by technology, access to digital tools and skills is no longer optional it is essential. At Tony Digital 247, we believe digital literacy is a right, not a privilege. Our initiative, **Digital Literacy for All**, is a community-driven mission to empower individuals regardless of location or economic background with life-changing digital skills using smartphones, personal computers, and accessible learning platforms.

At **Tony Digital 247**, we asked ourselves:

**"What if anyone, anywhere, could gain essential digital skills using just their smartphone?"**

Then we thought further:

**"What if we took this training to each Local Government Area (LGA), meeting those who truly desire to learn but are held back by finance, distance, or lack of access?"**

That was the moment the vision became a movement.

And that's how the **Digital Literacy for All Initiative** was born a bold, community-powered mission to bring transformation through accessible digital training.

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## **Our Vision & Mission**

### **Vision:**

A future where no one is left behind in the digital age regardless of income, background, or geography.

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**Mission:**

To bridge the digital divide by equipping underserved individuals with practical digital skills delivered in accessible, mobile-friendly, and inclusive formats.

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**Why Digital Literacy? Why Now?**

Many people in rural and underserved communities are left out of digital transformation because they:

- Can't afford training
- Have no access to digital centers
- Don't own laptops or stable internet
- Don't know where to start

This digital exclusion limits access to education, employment, and social participation. Our initiative addresses this head-on **bringing learning to where people are:** on their phones, in their communities, and in their language.

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**What We Teach: From Basics to Breakthroughs**

Our training covers 3 progressive skill levels:

***Basic Skills***

- Using smartphones and computers
- Browsers, emails, search engines
- Data management & safe online behavior
- Social media Management

***Intermediate Skills***

- Graphic design using Canva & InShot
- Google Docs, Sheets, and Meet
- Cybersecurity & digital responsibility

***Advanced Skills***

- AI tools like Gamma, ChatGPT & Microsoft Copilot

- Freelancing & digital entrepreneurship
  - Website creation and digital marketing
  - Basic data analytics
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## Training Format: A Hybrid Learning Journey

Each training program includes:

- ✓ **2-Day Physical Training Session** in the selected LGA
- ✓ Followed by **3 Months of Virtual Mentorship & Skill Development** via WhatsApp, Zoom, and other digital platforms
- ✓ Ends with a **Graduation Ceremony**, where learners receive certificates

The **best-performing trainee** receives an **empowerment package** to help launch their digital journey this may include data support, tools, or a device

This hybrid format ensures hands-on learning, personalized coaching, and real-world application over time.

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## How We Deliver the Training

We prioritize **mobile-first learning** using platforms like:

- WhatsApp
- Google Meet
- Zoom
- Telegram

We also move **physically into local communities**, LGA by LGA, to reach people directly meeting them where they are with tools they already have: their **smartphones or laptop and a desire to grow**.

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## Our Funding Model: Powered by the People

The **Digital Literacy for All Initiative** is **sustained by people helping people**. Every paid participant in our premium training programs helps fund another person's journey. This is our "**Train One, Sponsor One**" model.

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That means:

- ✅ You learn a valuable skill
- ✅ Someone else who can't afford it gets trained
- ✅ Together, we create a ripple of transformation in the community

We fund the free community trainings from the proceeds generated through our paid digital training programs. The training is sponsored by those who can afford it for the benefit of those who cannot.

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### **Real Stories, Real Change**

- A girl from a rural community designed her first business flyer using Canva
  - A young graduate landed freelance gigs after learning to use ChatGPT and LinkedIn
  - A mother of three attended our WhatsApp-based digital safety class using her phone
  - Several learners now access remote jobs and scholarships they never knew existed
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### **Tangible Impact: 2025 Goals**

- 🎯 Train **5,000+ people** across Akwa Ibom and beyond
  - 🎯 Launch **62 community-based digital learning hubs**
  - 🎯 Distribute **200+ smartphones or tablets** to committed learners
  - 🎯 Host **monthly free rural masterclasses**
  - 🎯 Build a sustainable **Alumni Network** for peer learning and mentorship
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### **Wear the Change: T-Shirt Campaign**

To raise awareness and fund our cause, we launched a branded T-shirt campaign.

#### **Design:**

DIGITAL LITERACY FOR ALL

*Bridging the Digital Divide, Together*

#### **Purpose:**

- Raise visibility and community unity
- Generate support for sponsored learners
- Give supporters a **badge of honor** a shirt that speaks of purpose

Every shirt you purchase helps train someone in need.

**It's more than fashion—it's a movement.**



***Sample of Digital Literacy for All T-Shirt***

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### **Join Us. Partner with Purpose.**

We invite individuals, NGOs, institutions, and brands to partner with us. You can:

- Sponsor learners or LGA-based trainings
- Donate digital devices or internet access
- Volunteer your time, skill, or network
- Share our story across your platforms
- Help us expand into new regions

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### **Let's Tell a Different Story**

A story where no child is digitally stranded.

A story where communities grow through knowledge.

A story where one smartphone or laptop can unlock global opportunities.

**No one should be left behind.**

Let's build a future where **access to technology is a right not a privilege.**

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## **Contact & Partnership**

For partnership, collaboration, or sponsorship:

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**Phone/WhatsApp:** +234-706-517-2528, +234-808-889-6081

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**Social Media:** @TonyDigital247 on all platforms

Together, let's make digital literacy a legacy—one learner, one device, one life at a time.