



**Title: Digital Literacy for All Initiative**

**Presented by: Tony Digital 247**

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

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## **1. Introduction**

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.

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## **2. Vision & Mission**

**Vision:** A future where everyone, regardless of their socio-economic status, has the knowledge and tools to thrive in a digital world.

**Mission:** To empower underprivileged individuals with basic, intermediate, and advanced digital skills through affordable, accessible, and inclusive training models.

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## **3. Why This Matters**

Many people, especially in rural and underserved communities, are unable to:

- Afford digital training
- Access learning centers
- Find someone to teach them
- Navigate the internet or use smartphones and computers efficiently

This lack of digital knowledge not only widens the poverty gap but also limits educational, professional, and social opportunities. Digital Literacy for All seeks to close this gap.

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## **4. Training Structure**

Our training is divided into three core levels:

### **Basic Digital Skills**

- Introduction to smartphones and PCs
- Using browsers, emails, and search engines
- Understanding data and file management
- Introduction to social media platforms

### **Intermediate Digital Skills**

- Canva and basic graphic design
- Introduction to Microsoft Office tools (Word, Excel, PowerPoint)
- Google Workspace (Docs, Sheets, Meet)
- Cybersecurity essentials

### **Advanced Digital Skills**

- Using AI tools like ChatGPT and Microsoft Copilot
- Freelancing and digital entrepreneurship
- Website creation and digital marketing
- Data analytics basics

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## **5. Our Model: Train One, Sponsor One**

Every fee-paying participant helps fund the training of someone who cannot afford it. This creates a cycle of learning, empowerment, and impact:

- You learn a skill
  - Someone else gets trained for free
  - Together, we build a digital-inclusive community
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## **6. Training Delivery Platforms**

We utilize low-cost, accessible platforms to ensure ease of participation:

- Zoom
  - Google Meet
  - WhatsApp Video Calls (for micro-groups)
  - Telegram Voice Chats
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## **7. Success Stories**

- Young people building their first resumes on phones
  - Women designing flyers for small businesses using Canva
  - Rural students discovering online scholarships and free courses
  - Graduates launching digital services after mastering freelancing platforms
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## **8. How Partners Can Support**

We invite partners and supporters to:

- Sponsor free training for participants
  - Provide devices (smartphones/laptops)
  - Fund internet/data support
  - Share our message and stories
  - Collaborate in scaling the initiative across regions
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## **9. Impact Goals for 2025**

- Train 5,000+ individuals across Akwa Ibom State, Nigeria
  - Launch 62 community-based digital hubs
  - Offer monthly free masterclasses to rural communities
  - Distribute 200+ devices to learners in need
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## 10. T-SHIRT BRANDING INITIATIVE

To promote awareness and foster unity, we created branded T-shirts with the campaign slogan:

DIGITAL LITERACY FOR ALL

*Bridging the Digital Divide, Together*

### Styles Available

- Round Neck

### Purpose of the T-shirt Campaign

- Raise visibility for the cause
- Generate support and funding for sponsored learners
- Give supporters a badge of honor — a shirt that speaks of impact

### Support Impact

Each shirt purchase directly funds training for individuals who can't afford the fees but are eager to learn and grow. It's more than a shirt — it's a statement.



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

## 11. Contact & Partnership

For partnership, collaboration, or sponsorship:

**Email:** [info@tonydigital247.com](mailto:info@tonydigital247.com)

**Phone/WhatsApp:** +234-706-517-2528

**Location:** Uyo, Nigeria (HQ)

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

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