

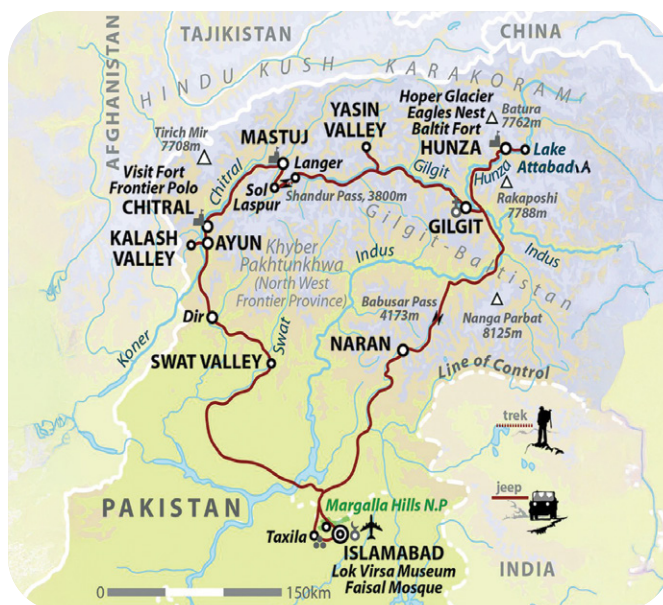
Collaboration of WEFC (Canada), FES (in Pakistan) and WEF (USA)

Expanding Quality Early Childhood Education Across Chitral

A Proven Model. A Growing Opportunity.

In the remote valleys of Upper and Lower Chitral, home to nearly 500,000 people including over 52,000 children aged 3–5 years, access to quality Early Childhood Development (ECD) remains a critical gap. The mountainous terrain, scattered settlements, and limited infrastructure make it extremely challenging for young children to benefit from structured early learning opportunities.

- Before WEF (USA) intervention (2025), fewer than 100 ECD centers existed across Chitral, leaving many villages without any access to early learning opportunities. WEF (USA) intervention created 100 Bright Beginnings Early Childhood Learning Centers (ECLC) in April this year (2026) educating 3,000 students 3–5 year old. Additional 3,000 children will be in classrooms in 100 centers starting April, 2027.
- Even where centers existed, most lacked trained early childhood educators, Montessori-based learning materials, technology, and safe, child-friendly learning environments, limiting the quality of early education.
- Low parental awareness of early childhood development further compounded the challenge, leaving children aged 3–5, the most critical years for brain development, largely underserved.



Worldwide Education Fund Canada (WEFC) is partnering to help expand and strengthen this proven model so that every child has the opportunity to start school ready to learn.

How the Bright Beginnings Model Works

- **Train and Empower Women:** Young, educated women are carefully selected and provided with hands-on training in Montessori pedagogy, classroom management, and center operations.
- **Establish Bright Beginnings ECLCs:** The selected women dedicate a room in their homes or communities, which WEF transforms into a Montessori-based learning environment. WEF provides all Montessori materials, child-sized furniture, carpets, and technology tools, ensuring each center meets quality early learning standards for children aged 3–5. Each center enrolls around 30 children.
- **Ensure Sustainability:** Women own and manage their centers, earning livelihoods while delivering quality early education and strengthening community engagement.
- **Promote Inclusion:** A scholarship fund ensures that children from low-income families have access to early learning opportunities.

Partner with WEF Canada

Help Expand a Proven Model

We invest in potential of children and youth across under served communities in Central and South Asia. Through early childhood development programs, English language learning, and scholarships, we open doors to brighter future – empowering young learners with the skills and confidence to transform their lives and uplift their communities.

Your Support Can Help

- Establish new ECLCs in underserved communities
- Train additional women educators and center leaders
- Provide Montessori materials, Technology and Furnitures
- Support scholarships for vulnerable children
- Strengthen teacher mentoring and quality assurance systems

The Opportunity

By investing in early childhood education today, donors can help build stronger educational foundations for thousands of children while empowering women and creating lasting community impact.

Current Reach

100 Operational Centers



Serving thousands of young learners across Chitral



Managed by trained women educators

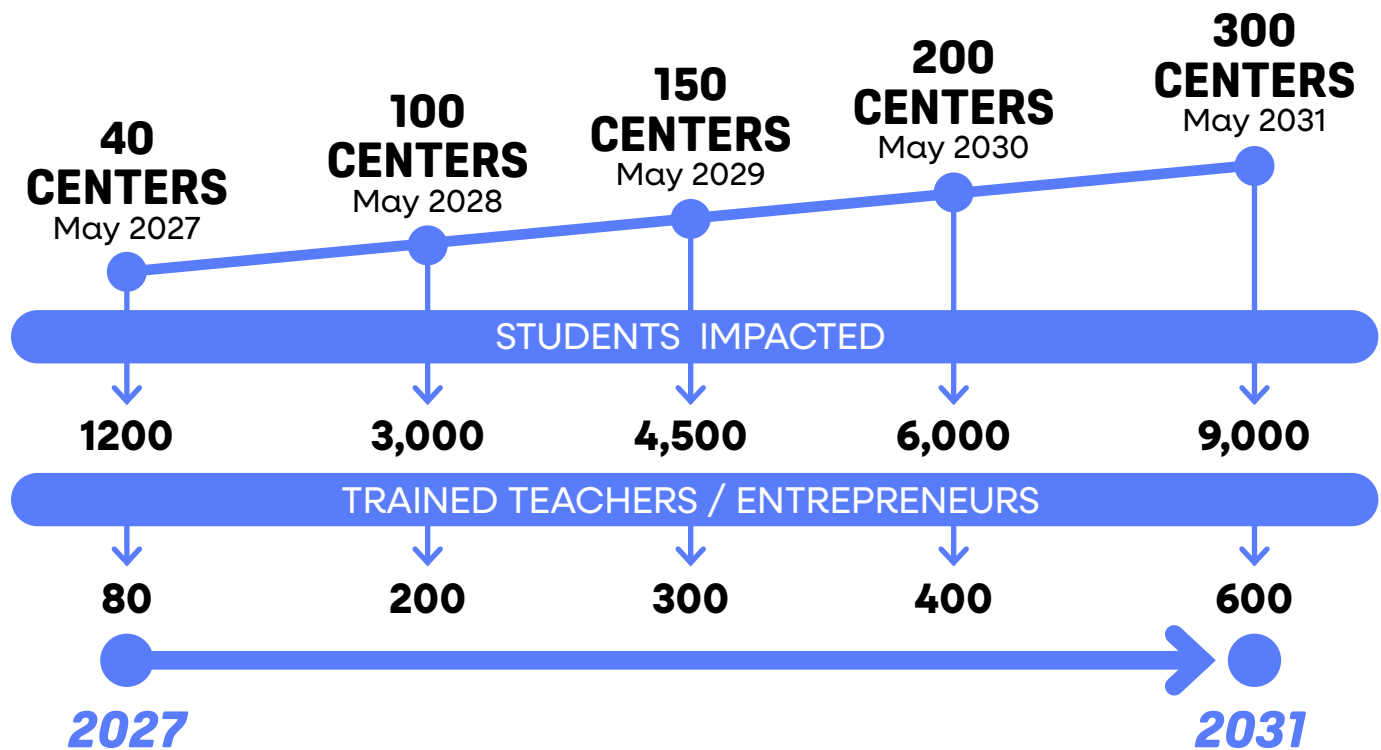


Demonstrating a scalable and sustainable community based approach

Yet significant gaps remain. Thousands of preschool-age children still lack access to quality early learning opportunities

Together, we can ensure that every child in Chitral has the opportunity to begin their educational journey with confidence, curiosity, and hope.

WEFC INTERVENTION IMPACT GOALS



Startup

Initiative

Educate 300 Students Over a Decade

Description

Montessori Materials, Smart TV, Furniture, Carpet, Technology

Cost

\$3,600 CAD

Our ASK / Partner With Us

Your support will help:

- Establish new Bright Beginnings ECLCs in remote and underserved villages.
- With an investment of \$3,600 CAD to establish a center you can reach 300 students over the coming decade. This translates to a cost of \$12 CAD for a child, making this incredibly cost-effective way to deliver quality Early Childhood Education.
- Through this initiative, each dollar invested has lasting impact creating sustainable educational opportunities for thousands of children.

Together, we can give every child in Chitral a bright beginning — and every woman the power to lead change.

Unbundled Startup Cost for a Center

→ Furniture, Carpet, Drapes, Shelves	→	\$850 CAD
→ ECD Montessori Materials	→	\$850 CAD
→ Technology/Smart TV	→	\$700 CAD
→ Teacher Training/On Going Center Support	→	\$600 CAD
→ Students Scholarships	→	\$600 CAD

Grand Total Per Center:
\$3,600 CAD

Our Vision

We envision a world where every child — regardless of background — has access to the education they need to break the cycle of poverty and shape a brighter, more prosperous future.

Our Mission

We invest in potential of children and youth across under served communities in Central and South Asia. Through early childhood development programs, English language learning, and scholarships, we open doors to brighter future – empowering young learners with the skills and confidence to transform their lives and uplift their communities.

Our Belief

We believe that **talent is universal, but opportunity is not.** Every child deserves the chance to learn, grow and thrive — regardless of financial means, caste, religion, or gender. With the right support, education can unlock human potential and create lasting change.

Three Ways to Give



Wire and ACH Transfer
RBC Royal Bank
Routing # 021000021
Acct. # 70925 7208 RR0001
Worldwide Education Fund Canada



Checks at
Worldwide Education Fund Canada
4423 White Mud Road Edmonton,
Alberta, T6H5W7



For Online donations
Visit our Website at:
wefcanada.org



Scan the QR code or visit wefcanada.org to learn more about WEFC and its excellent programs throughout rural areas of Central and South Asia.



 **bright
beginnings**
nurturing minds • growing futures



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