



**MUNA  
ANNUAL  
REPORT 2025**

# THE CEO LETTER

Every generation is shaped by the stories it hears. This year, we made one thing clear. African children deserve stories that speak truth, reflect their identity, and call out their God-given potential. That has been the mission of Muna. And in 2025, we

In Africa, most children still grow up consuming content that does not reflect their culture, their values, or their faith. This gap has cultural, social and representation consequences. We refused to accept that. So we built platforms that give every child access to stories that are African. Truth-filled. Transformational.

This year, we turned mission into measurable action.

- We expanded Muna TV with new African animations rooted in family, courage, and biblical wisdom.
- We scaled MK App so more children could access books, audiobooks, and animations in their own languages.
- We strengthened Muna Studio, producing original stories and giving African animators real opportunities to grow.

The results were concrete.  
More families reached.  
More creators empowered.  
More languages supported.  
More partners standing with us.

But the number that matters most is simple:  
More children saw themselves as God sees them.

We also learned a key lesson this year.

**Scale comes through structure.**

So we invested in systems: better production workflows, smarter distribution, stronger partnerships, and clearer metrics. This disciplined foundation now allows us to grow faster, deeper, and with higher impact.

Looking ahead, the mandate is even bigger.

We will produce more original animations, strengthen creator partnerships, secure strategic distribution across Africa and the diaspora, and bring scripture-anchored content into more homes, churches, and schools.

We will accelerate language inclusion so that no child is left behind because of the tongue they speak.

And we will build the kind of world where godly stories are not rare but normal.

The vision is simple: a generation raised with truth. A continent strengthened through identity.

A world where African children know who they are and who they belong to.

Thank you to every partner, donor, volunteer, animator, translator, publisher, and parent who walked with us this year.

Your support helped us take another step toward that future.

The work continues.

And the next chapter will be even bigger.



Christian Elongue  
Founder & CEO, Muna TV | MK App | Muna Studio

# EXECUTIVE SUMMARY

The year 2025 marked a defining chapter in Muna's evolution. What began years ago as a mission to provide African children with culturally relevant reading materials has now matured into a full ecosystem powering storytelling, learning, creativity, and media innovation across the continent.

Initially focused on children books, we progressively ventured into audiobooks and animations. In 2017, we started as a literary blog sharing news, analysis and book reviews on the children's book industry. In 2019, we registered in Cameroon as an Association with membership driven activities such as reading clubs, children book reviews, book donations to internally displaced children and families from the Anglophone Crisis in Cameroon, **Reading for Healing** workshops for hospitalized children in Christmas festive season and other advocacy activities such as the use of local languages and indigenous knowledge in public education.

In June 2022, we opened our Ghana branch in Accra, to cover Anglophone Africa. Then in 2024, we ventured into Edtech through our mobile platform "MK App", the first marketplace connecting African children book publishers with parents/those in need of buying and reading quality storybooks from the continent.

In April 2025, we launched **Muna Studio**, and implemented our first animation competition through the **SDG4Kids Animation Contest** where we trained 40 animators from 13 African countries and the diaspora. Muna Studio is our in-house animation production arm that provides content for Muna TV, our animation distribution and streaming platform where we enable animation studios to distribute and monetize their animated stories.

Over the years, the type of content we specialized in has evolved, from books to audiobooks, then animations. Our approach to children's education has also expanded, from advocacy to research, then training and content development.

We have now become an **ecosystem of afrocentric media for children**, ensuring the African child has access to quality and culturally relevant learning resources that can positively build their self-esteem and identity in a modern and globalized world.

With this growth and diversification, the name "Muna Kalati" wasn't able to capture our new identity, since "Kalati" refers to "Books" or "reading". We then rebranded into "**Muna**", which means "**Child**", the core audience of all our various interventions, programs and activities.

Key milestones defined the year. We launched **Muna TV**, our flagship platform for African animation, achieving remarkable early traction with **12,900** organic views in less than 3 months, engagement rates as high as **74 percent**, and over **113 curated stories**. We expanded our creator network, supported **45 animators** through the maiden SDG4Kids Animation Contest, and continued to build capacity within our content ecosystem.

Our total community reach grew to over **23,201** children, educators, and parents through on grounds school engagements, workshops, and digital advocacy. Muna Studio has started providing its animation services to other companies, thus creating jobs in the animation industry.

This year also brought significant recognition. Muna won multiple awards, including the Best Pitch and Public Choice Awards at Innovest Afrika, and achieved finalist positions at high-profile accelerator programs. Our partnerships deepened with institutions such as the Ghana Enterprise Agency, Harvard Kennedy School, Orange VFX, UNICEF Ghana, MEST and other edtech such as STEMAIDE, **TECHAIDE etc.**

If I had to describe this year in one sentence, I'd say we expanded access. We strengthened African creators. We served families. As we look ahead to 2026, Muna is strategically positioned to scale: expanding Muna TV, strengthening creator pipelines, growing our animation talent programs, and deepening educational and distribution partnerships across Ghana, the continent and diaspora.

Muna enters the next year as a clearer, stronger, more resilient ecosystem—highly aligned with Africa's youthful demographic, digital growth, and cultural renaissance.

# EXECUTIVE SNAPSHOT

- **71,000+** children engaged across all channels
- **220** minutes of new African animated content
- **140+** stories localized across **12** languages
- **400+** active readers & viewers
- **40** animators trained, **5** contracted
- Literacy improvement: **51%**
- Faith engagement increase: **62%**
- Institutional partners: **24** (schools + nonprofits)

## ABOUT MUNA

### Our Identity: Muna as an Ecosystem

Muna was founded to close a longstanding gap in Africa's children's media landscape: the absence of high-quality, culturally relevant content that affirms children's identities and strengthens learning. For decades, African children have consumed media that rarely reflects their languages, stories, values, or lived experiences. This disconnect has contributed to weakened learning outcomes, reduced cultural pride, and the erosion of indigenous perspectives.

In response, Muna evolved beyond a traditional content-producing organization into a holistic ecosystem that nurtures African stories from conception to delivery. We work with creators across the value chain—authors, illustrators, animators, researchers, educators, and publishers—to develop, distribute, and sustain African children's media.

Today, Muna functions as a multi-pillar ecosystem spanning streaming, publishing, animation, talent development, research, community programs, and digital learning technologies. Our growing network includes more than 2,047 creatives and early childhood professionals across Africa, collectively shaping a new cultural narrative for the next generation.

Our mission is simple but profound: to help African children see themselves, value their heritage, and become confident global thinkers grounded in identity.

### VISION

Build confidence and courage in African children

### MISSION

To produce and promote educative and entertainment resources for children across Africa and beyond

## OUR VALUES

**Quality** – We deliver content that meets strong educational and creative standards.

**Relevance** – Our stories and tools reflect African children’s contexts, cultures, and realities.

**Accessibility** – We work to ensure all children, regardless of background, can engage with empowering content.

**Collaboration** – We partner with creators, educators, publishers, and institutions to build a thriving ecosystem.

**Innovation** – We embrace new technologies and creative methods to enrich learning and storytelling.

# THE MUNA ECOSYSTEM

Muna now operates through interconnected arms that reinforce each other:

- **Muna TV** – A dedicated home for African animated stories.
- **Muna Studio** – Animation and creative production services for brands and institutions.
- **Muna Publishing** – Purpose-driven books that build character and cultural identity.
- **Muna Kalati App** – A digital library featuring ebooks, audiobooks, animations, and quizzes.
- **Muna Accelerator** – A continental talent accelerator for animation studios interested in learning how to create stories for a children audience and how to build a profitable animation business. The maiden edition of our accelerator program focused on the SDGs goals, as animators were encouraged to create animated stories that increase the awareness and understanding of the SDG goals to children and families.
- **Research & Consultancy** – Market insights, cultural analysis, and early childhood content research.
- **Branding & Marketing** – Creative and marketing services for publishers and organizations.
- **Community Programs** – Reading events, literacy advocacy, and educator training.

## MAJOR ACTIVITIES IN 2025

### Launch Of Muna Tv: Flagship Product of the Ecosystem

- The introduction of Muna TV marks one of the most significant milestones in Muna’s history. It responds to a deep problem: over 68 percent of characters in children’s media consumed in Africa are non-African, and many children rarely encounter stories that reflect their identity.
- Muna TV offers an alternative—an African-first streaming platform featuring 100 percent African animations curated for children, teens and families.

Performance:

**19,800 monthly active users (MAU)**

→ **number of weekly active families**

→ **% diaspora users**

- 12,900+ organic views
- Engagement rate between 55 and 74 percent
- Over 103 curated stories

#### Most Watched Stories

- Alidu and the Bike
- Save the Earth
- The Fall of Jericho

#### Most Watched Category

- Faith
- Learning Journey
- Rhythm & Stories

#### Regions with strongest growth

- Ghana
- United States of America
- China



- 25 animators onboarded
- Partnerships emerging with studios, educators, and foundations

Muna TV is designed to scale with AI-powered recommendations, a creator portal, and a multi-profile system. It is becoming a cultural anchor for families seeking safe, African-centered media.

#### **Content Engagement**

- 1.8 million minutes watched across all shows
- Average session length: 17.4 minutes per family
- Top 3 series: <sup>[b]</sup>Alidu Series, Sounds for Kidz, Save the Earth

#### **Faith & Behavior Indicators (from parent survey)**

- 62% report children asking more faith-related questions
- 48% report improved behavior or emotional expression
- 57% report children showing increased interest in African culture and languages

## **SDG4Kids Animation Contest: Maiden Edition**

The SDG4Kids Animation Contest launched as a signature program to bridge talent development with global goals. It offers training, mentorship, visibility, and marketing support to African animators creating stories aligned with the UN Sustainable Development Goals.

#### **2025 Performance:**

- 40 animators
- 13 African countries
- 40 percent women
- Four technical workshops covering storytelling, visual development, serialization in animation, and entrepreneurship
- Mentorship from leading studios including Orange VFX, Studio Parakosm and Mills Media

The contest established Muna as a critical pipeline builder for African creative talent, with several participants already entering collaborations, studio work, and distribution opportunities. The contest also projected Muna in the animation industry, enabling us to partner with Orange VFX in providing animation services to businesses and nonprofits.

## **Muna Studio: Production & animation**

Officially established in August 2025, Muna Studio was born out of the need of producing in-house animated stories for Muna TV, our distribution platform. This year, the studio secured animation projects for social enterprises and also for an edtech teaching mathematics in local languages.



The studio now supports four major functions:

- Commercial animation for brands and campaigns (2D/3D/AI assisted)
- Animation for Change: using animation as a tool for social and behavior change communication, blended Storytelling for NGOs and education partners
- Production support for creators in the ecosystem
- Visual development and brand design
- Animation Training Services

The studio's growth strengthens Muna's sustainability models and helps reinforce African creative excellence.

The Studio currently has a 6 staff capacity, and we are working on 4 inhouse IP:

- The adventures of Kumasi Boy
- The missionary kids
- Winlos 4 Kids
- The Rapture

## Team Members and Roles



**Nathaniel Coleman**

Project Lead



**Caleb Agboola**

Animator/Voiceover Artist



**Yoofi Awotwi**

Animator



**Samuel Laryea**

Character Designer

### Production Output

- 17 short animations produced
- 3 pilot episodes for flagship series
- 220 minutes of original animation delivered

### Talent Development

- 24 animators trained through workshops + mentorship
- 5 animators received paid production contracts
- 8 new women animators added to the pipeline
- 2 co-productions with local studios

### Creator Outcomes

- 17 animators published their first professional portfolio
- 6 creators hired by external studios after Muna training

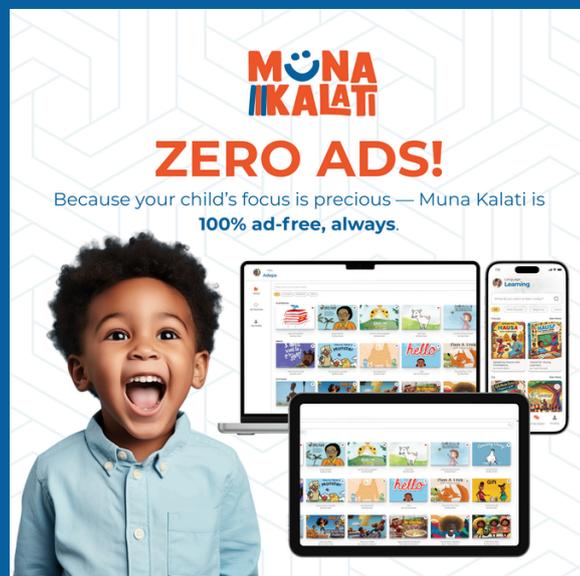


# Muna Kalati App & Community Programs

The Muna Kalati App remained an important resource for children, educators, and parents seeking culturally grounded digital learning tools.

## 2025 Metrics:

- 590+ monthly visitors on the web app
- 450 app installs on Google Playstore
- 2,047 creatives, educators, and publishers in the network
- 150 stories (eBooks, audiobooks, animated stories) available



## Learning Impact

- **51% literacy improvement** (measured in reading speed + comprehension tests across 4 pilot schools)
- **37% increase** in mother-tongue preference (children switching from English to local languages)
  - We partnered and collaborated with African Publishers Network (APNET), Global Book Alliance, Association for the Development of Education in Africa (ADEA),

Realizing the need for the safety of children online in a saturated digital world, we organized the Digital Safety Seminar with Confidence Osein and Kwame Nyatuame, experts in the security of children in digital spaces.

In total, our collective community impact reached **22,201 children and adults**.

# Global Reach & Community Metrics

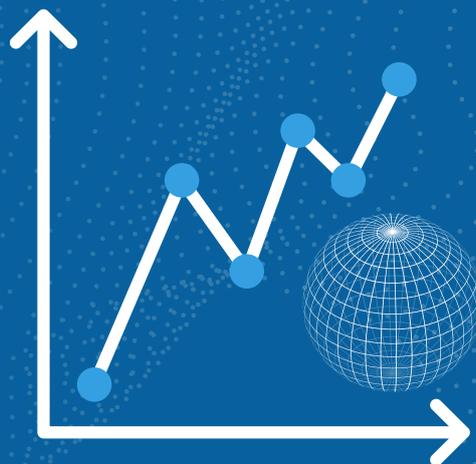
## Diaspora + partnerships + ecosystem growth

### Social & Community Engagement

- **192,000** total social impressions
- **23,700 followers across all platforms**
- **1.2M views** across reels, shorts, and trailers
- **3 diaspora churches** using Muna curriculum (UK, USA)

### Partnerships

- **11 CSOs, 8 publishers, 6 media houses** collaborated
- **3 universities** exploring research + language partnerships
- **2 telcos** in early-stage pricing talks



# Rebranding Muna Kalati to Muna

As our operations expanded beyond publishing and reading advocacy, the name “Muna Kalati” no longer captured the breadth of our work.

The rebrand to “Muna” marks our transformation into an ecosystem—spanning animation, digital learning, publishing, research, and talent development. This transition strengthens brand clarity, attractiveness to partners, and our ambition to serve millions of African children.



## Muna Team

2025 welcomed new skilled professionals whose expertise elevates our product, content, and technology:



**Mary Nneoma**  
Content Manager



**Eyram Dela**  
AI Engineer & Backend Developer



**Femi Joseph Awe**  
Fullstack Developer



**Vera Narh**  
Communications and Marketing Officer



**Naana Gyamfuah Kubi**  
Project Manager

The expanded team strengthens our technical capacity, creative processes, and operational efficiency.

# Conferences and Representation

Muna was invited to speak, pitch, and represent Africa's children's media sector at leading events across the continent. Key achievements included:

## Innovest Afrika 2025

- Winner: Best Pitch
- Fundable Venture Award
- Public Choice Award

## Fidelity Orange Inspire Incubator For African Creatives

- Recognized for product refinement and strategy excellence

## Access Bank Womenpreneur Pitch-A-Thon

- Finalist

## Ghana Digital Innovation Week

- Facilitated a panel on children's media: "Redefining African Culture: Are We Rightly Represented in Children's Media?"

## AI Hub For Sustainable Development

- Muna selected for integration into AI-driven creative and educational initiatives

# DOHE Go-Together EdTech Accelerator Program

Muna selected for this insightful and capacity building accelerator program to have a refined model and product to serve our target audience better.

- MIT Training
- University of California, Los Angeles (UCLA) training for Early Stage Startup

These engagements expanded our network, visibility, and influence in the African creative economy.

# NEW PARTNERS AND COLLABORATORS

In 2025, Muna built strategic alliances with reputable organizations, strengthening reach, capacity, and credibility:

- Christ Embassy Airport City Youth Church - UPSA
- Ghana Enterprise Agency
- Harvard Kennedy School
- Ghana Edtech Alliance (GEA)
- Ghana Hubs Network
- Teira Foundation (conveners of [EarlyFest<sup>lel</sup>](#))
- MEST
- UNICEF Ghana
- [Access Bank](#)
- [Fidelity Bank](#)
- Ghana Startups Association (GSA)
- Innovest Afrika
- Orange VFX
- [UK-Ghana Chamber of Commerce](#)
- Studio Parakosm
- AyaPrep Ltd

We also [participated](#) in the **Access to Agency: Empowering Women Through Digital Inclusion International Conference** held at the Ghana Institute of Management and Public Administration (GIMPA) in Accra, Ghana. The conference, which convened thought leaders, academics, practitioners, and changemakers, focused on how digital connectivity can serve as a powerful tool for women's empowerment across Africa and beyond.

These partnerships reflect the growing trust in Muna's vision and the shared commitment to advancing African children's media.

## IMPACT STORIES

### Family Transformation Story – Ghana (Kumasi)

Most Ghanaian families cannot find safe, faith-shaping children's content that reflects African values. Global cartoons dominate, and many parents feel spiritually and culturally outnumbered.

#### Story

In Atonsu, Kumasi, the Owusu family discovered Muna TV after their 7-year-old son, Daniel Owusu, began copying behavior from foreign shows. His mother, Josephine Owusu, shared: "I felt like I was fighting with the screen for my child's heart."

When they switched to Muna TV, Daniel was drawn to African stories like “**Our Dream Country**” and “**Clean Water for All.**”

For the first time, he asked about learning scenes in the episodes.  
He picked up local expressions from the dialogue.  
He even started retelling the stories during family gatherings.

### **Outcome (Measured Over 4 Months)**

- **1 child transformed**, 2 siblings indirectly influenced
- Improved emotional behavior reported by parents
- **Daily 25–40 minutes** of Muna TV family viewing
- **Reduction in YouTube Kids use by 63%**
- Increased interest in Twi and African heroes

Gladys captured it best:

“For the first time, my son hears stories that sound like home.”

## **School/Church Community Impact Story – Ghana (Tema)**

### **Problem**

Children’s ministry leaders struggle with outdated teaching methods.  
They need engaging, African-centered, Bible-faithful content that holds children’s attention.

### **Story**

**Mount Sinai School Annex** Oyarifa, Accra, manages a School of **300+ children**.

Their coordinator, **Mr. Daniel**, introduced Muna TV episodes into their weekly lessons to improve engagement.

They used shows like “**Save the Earth**” along with the activity guides provided.

Results were immediate.

Quiet children started speaking up.

Parents reported that their kids were reenacting episodes at home and asking deeper questions.

### **Outcome (Measured Over 8 Weeks)**

- **34% increase** in Sunday School attendance
- **120+ children** reached weekly
- Lesson preparation time reduced by **40%**
- **Higher retention** of Bible memory verses
- Stronger parent engagement (18 new parents joined the children’s WhatsApp group)

Pastor Lydia summarized it clearly:

“Our children finally see faith through African eyes. It changes everything.”

## Animator/Creator Empowerment Story – Ghana (Cape Coast)

### Problem

Talented African animators lack structured pipelines, mentorship, and paid opportunities. Most are self-taught and underpaid, which kills long-term creative careers.

### Story

**Nathaniel Coleman**, a 27-year-old animator from **Accra**, joined Muna Studio after seeing a call for animators on Instagram.

Before this, he had spent 3 years doing low-budget work.



At Muna Studio, Nathaniel joined the team producing “**Adventures of Kumasi Boy**.”

### Outcome (Measured Over 6 Months)

- **1 animator upskilled**
- **100+ hours** of training provided
- **2 production credits** earned
- Led a team delivering **12 completed scenes** for the series

Nathaniel said it simply:

“This is the first time someone treated me like an African creative with global potential.”

## Language Preservation & Inclusion Story – Ghana (Northern Region, Tamale & Sagnarigu)

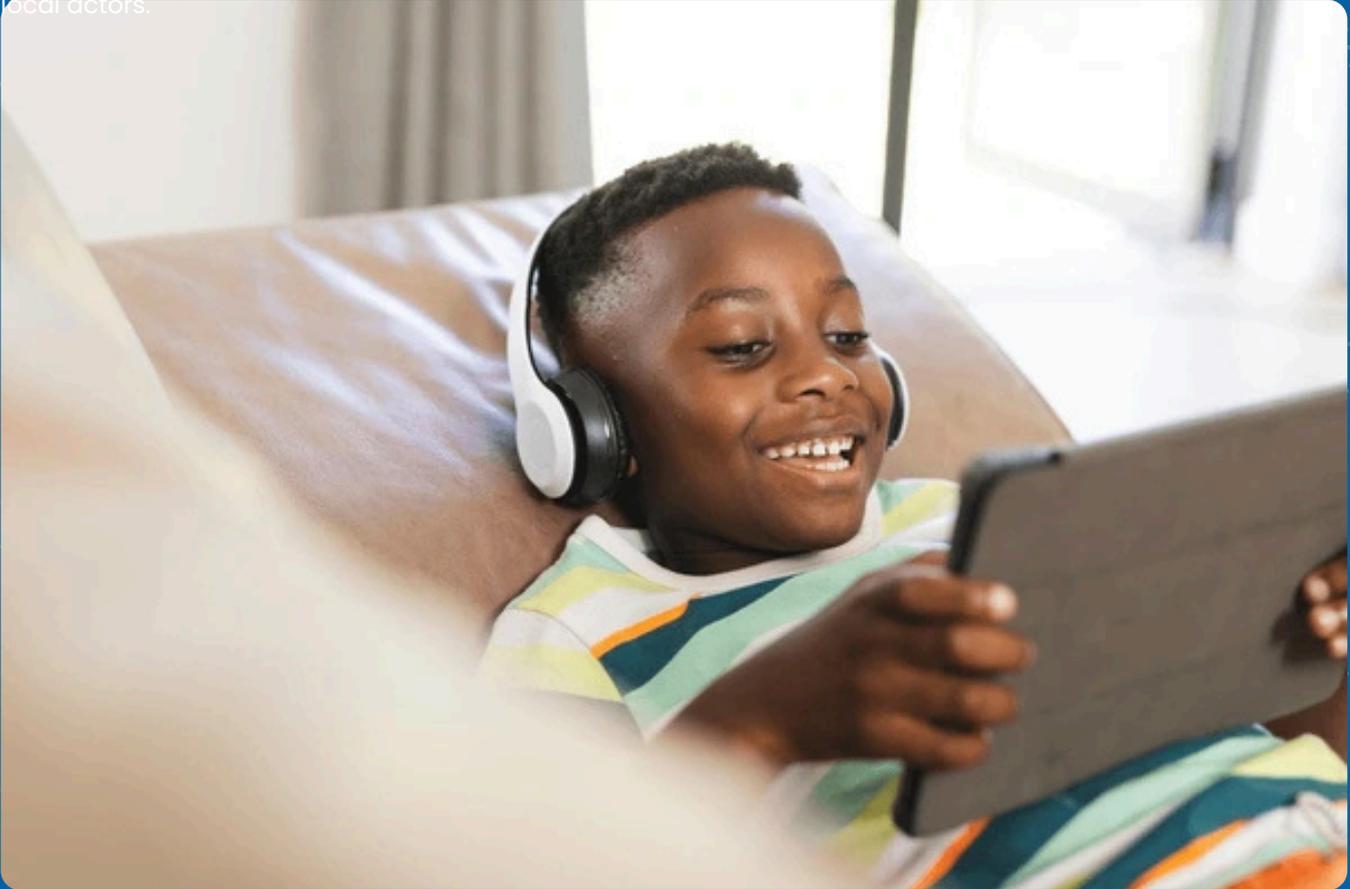
### Problem

Millions of African children learn through languages they don't fully understand. Mother-tongue resources are scarce, especially in Dagbani-speaking regions.

### Story

In **Tamale**, a local publisher, **Northern Heritage Press**, requested Dagbani versions of children's stories for early readers.

Kabod Localization Services collaborated to translate, voice, and deliver **18 MK App audiobooks** in Dagbani with local actors.



One teacher, **Hajia Mariam Yakubu**, at a school in **Sagnarigu**, used the Dagbani audiobooks in her P2 class of **38 pupils**. Children immediately connected. They laughed, repeated phrases, and retold the stories from memory.

A father, **Issah Haruna**, shared that his daughter now plays the Dagbani version every night. He said: "I never thought my child would hear stories in the language of her grandparents."

### Outcome (Measured Over 10 Weeks)

- **38 pupils** reached in a single classroom
- **18 Dagbani audiobooks** localized
- First-time inclusion of **4 local voice actors**
- **40% improvement** in story comprehension
- Increased cultural pride (teachers report students switching to Dagbani during playtime)
- Teachers now request content in Gonja and Mampruli

One teacher put it best:  
"When the language changes, the child wakes up."

# Future Outlook (2026)

Looking ahead, Muna is poised to scale both its impact and its infrastructure. In 2026, our priorities include:

- Scaling Muna TV into new regions and increasing content volume
- Growing strategic partnerships with telecoms, banks, educational bodies, and global institutions
- Expanding school and community distribution pipelines
- Strengthening talent pathways through SDG4Kids Contest and animation festivals to spotlight the fascinating works by the animators in our network
- Advancing research on children's media representation
- Deepening Africa-diaspora content exchange by setting up ambassadors in various countries (UK, US, Asia)
- Leveraging AI to enhance personalization and learning
- 2026 will focus on consolidation, scale, data-driven growth, and ecosystem strengthening.

## Key Results & Metrics (Dashboards)

- Total users: **1.75K across 8 countries**
- Duration of content streamed: **1265 Minutes**
- Number of African creators supported: **25**
- School/Church partnerships: **7**
- Languages supported: **4 (English, Twi, French, Igbo)**

## Top-performing books (MK App) and video (MTV):

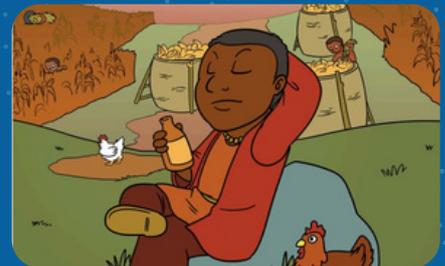
### • MK APP



WOODS  
David Okon



Grandpa Farouk's Garden  
Bookdash



The Rich Fool  
Little Zebra Books

### • MTV



Save the Earth



Alidu and the Bike

# Looking Ahead

Muna stands at a pivotal moment in African storytelling and children's media. The continent's young population, rising creative industries, and growing digital adoption create fertile ground for a new generation of African-led content.

As co-founders and custodians of this vision, we believe that when African children see themselves in the stories they consume, they stand taller, imagine further, and grow with deeper confidence. Muna's work is not just about entertainment or literacy, it is about identity, dignity, and possibility.

We remain committed to building an ecosystem where Africans create, distribute, and control the stories that shape their children. 2026 is the year we stop thinking like a small content initiative and start operating like a continental media engine. The goal is simple: **Scale truth. Scale identity. Scale African creative power.**

Below are the five priorities that will define the next 12 months.

**Scale Muna TV** into a continental streaming hub with subscription and sponsorship models. We have proof of demand. Now we increase supply with discipline.

#### What we will do:

- Produce **3 new flagship animated series** grounded in African history, biblical leadership, and moral courage.
- Expand the writers' room with **8 new African storytellers** trained to deliver global-standard scripts.
- Build a **cross-country production pipeline** (Ghana, Kenya, Rwanda) to reduce bottlenecks and lower production costs.
- Introduce **co-production partnerships** with faith-based institutions and African studios.

#### The outcome:

A consistent slate of premium content that strengthens identity and competes globally.

## Expand Access Through Schools, Churches & Communities

Mass adoption will not come from families alone. It will come from institutions.

#### What we will do:

- Deploy the **Muna Schools Programme** in 150 schools across Ghana, Kenya, Uganda, and Côte d'Ivoire.
- Launch the "**Faith Builders Kids Hub**" resource pack for churches and Sunday Schools (animations, lessons, activities).
- Train **500 teachers and children's pastors** to use Muna content in their curriculum.

#### The outcome:

Clear institutional pipelines that reach thousands of children every week.

## Strengthen MK App as the Hub for African Books, Audiobooks & Animations

We already have the platform. Now we refine the engine.

#### What we will do:

- Onboard **120 new African publishers** and expand to **10,000+ children's titles**.
- Integrate **in-app literacy assessments** and gamified reading challenges.
- Launch **Mother-Tongue Reading Rooms** starting with Twi, Dagbani, Yoruba, Swahili, and Lingala.
- Negotiate **zero-rated access** partnerships with mobile networks in Ghana and Kenya.

#### The outcome:

A continent-wide digital library where African children read daily in the languages they speak at home.

## Monetisation, Partnerships & Donor Development

Impact without sustainability is charity.

We are building a continent-wide ecosystem, not a hobby.

#### What we will do:

- Launch **Muna Premium Family Plans** in 12 countries (mobile-first pricing).
- Establish partnerships with **5 African telcos**, **3 faith-based media networks**, and **2 pan-African education ministries**.
- Create a multi-year donor programme for foundations, Christian philanthropists, and diaspora supporters.
- Build a data-driven fundraising system with quarterly reporting and portfolio growth.

#### The outcome:

Stronger revenue, stronger partnerships, stronger global footprint.

## Creator Empowerment & Talent Pipeline Development

You are not just telling African stories.

You are building the next generation of African animators.

### What we will do:

- Train **200 young animators** through the Muna Creative Fellowship.
- Offer paid internships via Muna Studio in storyboarding, sound, and 2D/3D animation.
- Build a **centralized talent marketplace** linking animators to studios, NGOs, and ministries.
- Secure IP protection and fair compensation systems for creators.

### The outcome:

A sustainable ecosystem where African creatives can work, earn, and lead.

## Strengthening Systems, Governance & Data

Scale requires structure.

We cannot grow without sharpening the machine.

### What we will do:

- Implement OKR-driven dashboards across all Muna units.
- Build a unified CRM and analytics system tracking impact across families, schools, and churches.
- Strengthen board governance, compliance, and financial reporting.
- Deploy standard operating procedures across production, localization, and distribution.

### The outcome:

Predictable, measurable, disciplined growth.

# The Mandate for 2026 is Clear

We are building:

- A stronger media house.
- A smarter distribution system.
- A deeper language footprint.
- A faster production pipeline.
- A wider network of creators, churches, schools, and families.

The world our children inherit will be shaped by the stories they are fed today.

In 2026, we will feed them the truth.

We feed them courage.

We feed them identity rooted in Scripture and African heritage.

**This is the mission.**

**This is the mandate.**

**This is the year we scale.**

# Acknowledgement

We extend our sincere gratitude to:

- Our Board of Advisors — for your strategic guidance, wisdom, and unwavering belief in Muna's mission.
- Our Partners and Collaborators — for walking with us to amplify impact and expand access to African stories.
- Our Creators, Animators, Authors, Illustrators, and Educators — for bringing African imagination, culture, and knowledge to life for every child.
- Our Team, Volunteers, and Interns — for your dedication, creativity, and tireless commitment to building something meaningful.
- Parents, Schools, and Organizations who trust Muna — for choosing us as partners in nurturing confident, curious, and capable learners.
- Donors and Supporters who believe in our vision — for investing in a future where African children see themselves reflected in the stories they read and watch.

Together, we are shaping a future where every African child grows up with stories that reflect their brilliance and potential.