

Overview

The past quarter marked a phase of consolidation, validation, and scale for our work. We transitioned fully to the new model – with the Buki.bg platform firmly established as the core operational model of Telerik Academy School. This strategic shift allows us to:

- ✓ Reach **10x more schools and students** compared to the old model (the free extracurricular cohorts).
- ✓ Ensure equal access for rural and small schools.
- ✓ Use donor funding in a significantly more cost-effective and scalable way.

Building on the momentum from the start of the school year, our efforts during the past three months focused on supporting active schools and teachers, gathering in-depth feedback, strengthening our community and donor relations, and preparing the ground for sustainability through fundraising and gradual validation of paid subscriptions.

Thanks to the continued support of GlobalGiving and other donors, we were able to provide free access to high-quality educational programs to hundreds of public schools across Bulgaria, ensuring that financial constraints did not limit students' access to relevant 21st-century skills.

Buki.bg platform – progress and usage

By November, Buki.bg had entered its second school year at an unprecedented scale. During the reporting period:

- **250+ active schools** from **140+ locations** and **1,000+** teachers across Bulgaria are using the platform.
- **900+ program subscriptions** were activated for the school year (chosen among the **30 fully developed programs** for students from grades 1 to 12, covering digital literacy, coding, STEM, green technologies, AI, financial literacy, social-emotional learning, and essential career skills.)

Based on reported data from active teachers, Buki.bg programs are currently reaching **over 30,000 students nationwide** during the ongoing school year.

Teacher and student feedback

A major focus remains on structured feedback collection and validation of the new model. In **November and early December**, we conducted **50 additional in-depth interviews** with teachers, with a special focus on first-time users of Buki.bg.

The feedback consistently confirmed the platform's value proposition:

- Teachers report **significant time savings** in lesson preparation.
- The platform is perceived as **intuitive and easy to navigate**, even for less digitally confident teachers.
- Students are more engaged thanks to practical tasks and real-world topics, which teachers link to higher motivation and better learning outcomes.

This feedback gives us strong confidence that the Buki.bg model is effective, scalable, and well aligned with the needs of Bulgarian public schools.

Community building and ambassadors

We continue to invest in building a strong teacher-led community around Buki.bg and launched a network of **Buki Ambassadors** – experienced and motivated teachers who act as advocates and peer-to-peer support points in different regions of the country. They play a key role in spreading trust in the platform, especially in schools that are initially hesitant to adopt new digital tools.

Donor engagement and visibility

On **November 19**, we held our annual **Donors' Event**, bringing together around **40–50 donors and partners** supporting the work of Telerik Academy School and Buki.bg. During the event we presented the results achieved since the launch of the new model and shared lessons learned and realistic expectations regarding financial sustainability. We also gave the stage to teachers and students, including an 11th-grade student who spoke firsthand about the impact of Buki.bg on classroom motivation and learning outcomes.

Financial sustainability and lessons learned

While outreach and impact continue to exceed expectations, the November–January period further confirmed key lessons:

- The majority of Bulgarian public schools **cannot yet sustain paid subscriptions** without external support.
- Schools that do pay show **higher engagement and usage**, but overall readiness to pay remains limited.
- In the short- to mid-term (next 2–3 years), **donations remain critical** to sustaining and expanding impact.

Looking ahead

Going forward, our priorities are to:

- Secure funding to maintain free access for several hundred public schools.
- Continue improving the platform based on teacher feedback.
- Develop new high-quality programs aligned with emerging skill needs.
- Strengthen fundraising efforts with foundations, corporations, municipalities, and individual donors.

Thank you

None of the above would be possible without the continued support of GlobalGiving donors and our entire network of supporters. Your contributions directly enable thousands of Bulgarian students – regardless of location or school budget – to gain access to relevant, modern education and to develop skills essential for their future.

Together, we are proving that systemic change in public education is possible.