



# KUNDA KIDS

## INFORMATION PACK

2023



# KUNDA KIDS

## CHILDREN'S CONTENT REIMAGINED

Kunda Kids is an award-winning children's publishing and EdTech company based in London, U.K. We create captivating children's stories to inspire the next generation about African history and culture. Our diverse characters celebrate a love for learning and promote all-important life skills such as self-confidence, teamwork and kindness - essential for children's development and well-being.



2020

FOUNDED IN

20K+

BOOKS SOLD

130+

COUNTRIES

300+

SCHOOLS & LIBRARIES

5\*

RATED



AS SEEN IN





**ONLY 12%**  
**OF CHILDREN'S BOOKS ARE ABOUT**  
**BLACK OR AFRICAN CHARACTERS.**

Only 12% of children's books are about Black or African characters. Furthermore, 2021 saw a 23% decrease in children's bestsellers with Black and African main characters (CCBC, 2022).

At Kunda Kids, we strongly believe that every child should have exposure to diverse and inclusive stories that make them feel represented and teach them about other people and places.

**10/10**  
**BLACK & AFRICAN**  
**CHILDREN FELT SEEN IN**  
**OUR STORIES.**

**9/10**  
**NON-BLACK & AFRICAN**  
**CHILDREN RELATE TO OUR**  
**CHARACTERS.**

Kunda Kids creates content that is fun and engaging, and that helps young people build on all-important soft skills such as self-confidence, friendship and kindness.

Our children's books have been celebrated as one of the **Top Children's Books with Diverse Characters** by **The Independent** for two consecutive years (2021 & 2022). Kunda Kids was also recently featured by **The BBC World Service** for our contribution to the children's literature space.

**100%**  
**OF PARENTS & TEACHERS WOULD RECOMMEND**  
**KUNDA KIDS.**



## OUR STORY

Kunda Kids was founded in 2020 during the Covid-19 pandemic by parents, husband, and wife, Oladele and Louisa Olafuyi.

Oladele is a former consultant and Cambridge MBA Alumni. Louisa is a former journalist, TEDx organiser and innovation specialist at Unilever.



## WE CREATE & OFFER

- Children's Print Books
- Kunda Kids Mobile & Desktop App
- eBooks and Audiobooks
- Author Readings & Events
- Confident Kids Workshops
- African History Kids Guides
- African language animations
- Teacher's Guides & Resources

## OUR TRACTION & IMPACT

- Over 20k+ books sold in 2 years
- Available in 130+ countries
- 5\* rating (Amazon, Trustpilot)
- Available in 300+ schools & libraries
- Improving diversity in children's literature and content
- Growing community impact, independently and with partners (PwC, London Libraries, AFBE-UK)



**KUNDA MEANS LOVE**



# KUNDA KIDS

## IMAGES



London Libraries



Cambridge University Press



Maureen Waitutu



Adekunle Gold



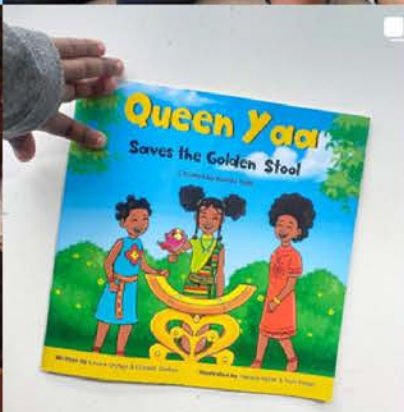
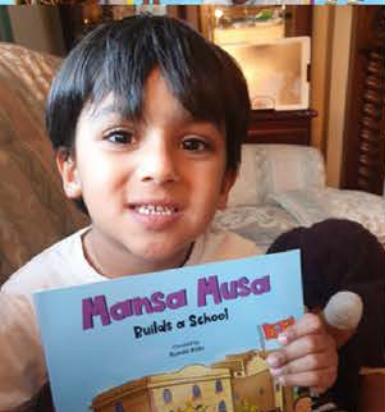
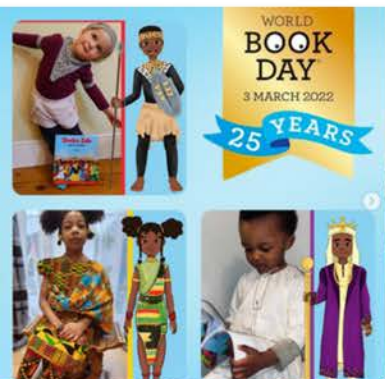
Dapo Adeola



June Sarpong



Eddie Kadi





# KUNDA KIDS

SCHOOLS, LIBRARIES & WORKSHOPS



 **UNITED KINGDOM**



 **NIGERIA**



 **UGANDA**



 **UNITED STATES**



 **CANADA**



 **KENYA**





## **PRESS RELEASE**

### **KUNDA KIDS, INSPIRING THE NEXT GENERATION ABOUT AFRICA**

London, United Kingdom [February 2023]

Kunda Kids is an award-winning children's publishing, media and EdTech company. Founded in 2020, Kunda Kids is committed to inspiring the next generation with diverse characters. Each story promotes all-important soft skills such as self-confidence, teamwork and kindness - essential for children's development.

Kunda Kids transcends the norm by infusing African culture into modern storylines with inspiring and adventurous characters. The founders, a married couple, and parents, Oladele and Louisa Olafuyi, developed the business to showcase various elements of African culture in creative and simple formats for children.

Kunda Kids boasts an impressive 20k+ books sold in just two years, available in over 130 countries and 300+ schools and libraries worldwide. The award-winning collection 'Africa's Little Kings & Queens' put the independent publisher on the map as a positive disruption to the publishing industry, notorious for its poor reputation in achieving diversity and inclusion in books, authors, and artists.

Currently, only 12% of published children's books worldwide feature a black and African main character (2021) and whilst general children's book sales went up during and post-pandemic, children's bestsellers with Black and African main characters decreased by 23%. This sparked a desire for Oladele and Louisa to inspire a new generation with a fuller understanding of Africa.

In a world increasingly becoming more globalised and diverse, parents and educators are looking for creative ways to help their kids embrace their culture.

In response, Kunda Kids released the Kunda Kids App in May 2021, which features children's literature and African language learning animations. With more than one billion native speakers in Africa, the app aims to promote African languages as a part of everyday life and to help children learn about Africa's rich heritage and diverse languages.

**"Gen-Alpha are digital natives, and so the development of the Kunda Kids app made perfect sense to reach children through a familiar and fun format" - Oladele Olafuyi, Co-founder, Kunda Kids.**

In January 2023, Kunda Kids released its 12th print and first non-fiction title; A is for Africa, a joyful ABC book that challenges the relatively unchanged introduction to the alphabet where A is almost always for apple. A is for Africa takes readers on a beautifully illustrated and informative journey across Africa's history and culture.

2023 is set to be an exciting year for Kunda Kids, starting with a series of book tours across Nigeria during January, book readings to celebrate Black History Month (U.S) in February and a packed schedule of events and family experiences to celebrate World Book Day throughout March.

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## **Notes to Editors**

**Co-founder**

**PR & Media**

Louisa Olafuyi

Email: [louisa@kundakids.com](mailto:louisa@kundakids.com)

Tel: +44 7927 643 943

Kunda Kids is an award-winning children's publishing, media and Ed-Tech. Founded in 2020, Kunda Kids is committed to inspiring the next generation to learn about and celebrate African history and culture through fun and engaging books, songs, and animations.



**MANY OF THE INGRAINED PREJUDICES AND UNFAVOURABLE PERCEPTIONS OF AFRICA THAT EXIST IN SOCIETY ARE GREATLY INFLUENCED BY HOW IT IS PORTRAYED IN THE MEDIA AND LITERATURE.**

**THIS IS ESPECIALLY IMPORTANT WHEN WE EXAMINE EARLY CHILDREN'S LITERATURE AND CONTENT THAT DEFINE THE FOUNDATION OF ANY CHILD'S LIFE, VALUE, AND BELIEFS.**

**BY PROVIDING FUN-FIRST AND EASY-TO-READ STORIES THAT CELEBRATE AFRICA'S HISTORY, CULTURE AND PEOPLE, WE ARE ONE STEP FURTHER IN INSPIRING **ALL** CHILDREN TO LEARN A DIVERSITY OF PEOPLE AND PLACES.**

**GOOD THINGS CAN ONLY COME OF THIS!**

**- LOUISA OLAFUYI, CO-FOUNDER, KUNDA KIDS -**









## FEATURES

**BBC AFRICA & BBC WORLD SERVICE:** [LINK](#)

**THE INDEPENDENT:** [LINK](#)

**FORBES:** [LINK](#)

**ARISE NEWS:** [LINK](#)

**TRT NEWS:** [LINK](#)

## CONTACT

### Co-founders

Louisa Olafuyi

Email: [louisa@kundakids.com](mailto:louisa@kundakids.com)

Oladele Olafuyi

Email: [dele@kundakids.com](mailto:dele@kundakids.com)

### PR & Media

Taiwo Oluwatobi

Email: [taiwo@kundakids.com](mailto:taiwo@kundakids.com)

### General enquiries

[hello@kundakids.com](mailto:hello@kundakids.com)

### Telephone

+44 7927 643 943

### Website

[www.kundakids.com](http://www.kundakids.com)

### Social Media

(Instagram, Facebook, Twitter, YouTube, LinkedIn)

@kundakids