

Happy Readers Core Values and Mission Statement

“TO TEACH A MILLION CHILDREN TO LEARN TO READ IN AFRICA : BECAUSE A CHILD THAT CAN LEARN TO READ CAN READ TO LEARN!”

CONOR O BEIRNE

CUSTOMER FOCUS

Happy Readers are driven to provide our customers and partners with a high value and affordable experience, and one that allows them to align their actions with their values. We want to be their favourite literacy provider and their favourite partner, so we listen and incorporate their input.

PEOPLE MATTER

We want to seek out talented people who work hard and invest in them. We respect each individual, reward achievement, and celebrate team success.

DO THE RIGHT THING

We strive to do the right thing at all times, with all people and all issues.

CHILD-CENTRIC

We want children who learn to read using Happy Readers to learn to love reading and grow to develop their full potential in life, whatever that may be.

FOSTER INNOVATION

We look for new ideas and bold moves while we embrace and create change.

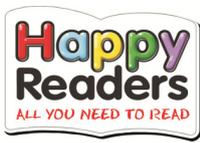
PASSION FOR LITERACY

We are committed to the cause of literacy. Every child and adult should have the chance to achieve their potential and participate fully in society at all levels.

PEOPLE, PLANET, PROFIT

If doing good is such a core focus, why aren't Happy Readers a non-profit? Because we understand and believe that a profitable business gives us the staying power and growth potential to make a huge difference. The better our business, the bigger our impact. By accounting for and supporting our long-term viability and proving that social good is good business, profit takes on a much broader and richer meaning... for ALL involved.

We equally consider our customers, our employees, our community, our planet, and the lives changed by our common cause. Through our business we strive to enable people to make sustainable positive changes in this world.



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Professional Development

Enhance the professional development of reading educators and recipients in Africa

- Promote literacy and advance literacy education
- Help educators to improve the quality of literacy instruction through workshops
- Help educators to assume different roles as reading professionals
- Provide affordable and appropriate reading resources, supported by educator materials
- Support Ministry of Education and Affiliates as networks of reading educators
- Promote coherent and sustainable literacy initiatives informed by local literacy leaders
- Promote reading as a lifelong habit and endeavour
- Promote better behaviour models and better world awareness

Advocacy

Advocate for research, policy, and practices that support the best interests of all learners and reading professionals

- Foster life-long literacy habits
- Promote high quality teacher learning to improve reading instruction
- Keep policy makers informed about Happy Readers development and results
- Provide donors with background information and resources
- Collaborate with national and international policy makers

Partnership

Establish and strengthen national and international alliances with a wide range of organizations

- Work with governmental, nongovernmental, and community agencies; businesses, industries, and donors
- Support literacy purveyors around the world
- Collaborate with a range of partners on long-term efforts to improve literacy
- Work with our communities

Research

Encourage and support research to promote informed decision-making about reading practice and policy.

- Support needed research on key literacy issues
- Communicate research results through reports and workshops
- Contribute to establishing a research agenda

Happy Readers are committed to

1. Managing the company in a manner consistent with the mission and accepted standards for a social enterprise organization;
2. Providing valued services to individual persons, councils, and affiliates, leading to high levels of relationship satisfaction;
3. Maintaining and following a strategic plan;
4. Following established procedures to obtain the input of donors, beneficiaries and affiliates on key issues;
5. Ensuring the financial viability of the organization;
6. Requiring indicators of progress and accountability for sponsored initiatives;