Adara

ALWAYS WITH HUMILITY, THE PURPOSE OF THE ADARA GROUP IS TO:
- WORK SIDE BY SIDE WITH COMMUNITIES AND CHILDREN IN REMOTE AREAS TO IMPROVE THEIR LIVES; AND
- CHANGE THE WAY PEOPLE THINK ABOUT THE ROLE OF BUSINESS IN THE WORLD AND THE POWER OF BUSINESS/ NON-PROFIT PARTNERSHIPS.

OUR DEVELOPMENT PHILOSOPHY IS TO

DO WHAT'S BEST FOR THE KIDS

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WE BELIEVE THAT EVERY HUMAN BEING IS ENTITLED TO THE SAME HUMAN RIGHTS.
THIS MEANS:

- We work to end support the most marginalized and vulnerable people.
- We promote education in any form, including discussion based on local community standards, culture, beliefs, or cultural identities.
- We promote and promote diversity.

INDEPENDENT AND BEST PRACTICE SERVICE TO COMMUNITIES IS THE MANNER IN WHICH WE SUPPORT HUMAN RIGHTS.

WE STRIVE TO AVOID DEPENDENCE IN THE COMMUNITIES WE WORK WITH AND MAKE SURE OUR WORK HAS A SUSTAINABLE AND LONG-TERM POSITIVE IMPACT ON COMMUNITIES WE PARTNER WITH.

WE BELIEVE IN THE POWER OF PARTNERSHIP.

THE WORK WE DO IS NOT ABOUT OUR NEEDS, BUT OUR DONORS' NEEDS.

THIS MEANS:

- We go to our project sites to work.
- The process uses multiple donors as a platform for people to learn to reach their children about the development world and poverty.
- We only allow calls to our project sites in exceptional circumstances that can occur because of the need for the local community and in culturally appropriate manner.
- Even though we would love to, we don’t take any money from governments or any money by governments.
- We respect, protect and promote child rights in our programme.
- We support children in local community, supporting the view that children are with their local community.
- We only have local people who help them until they help them on the first hand.
- We are not involved in local staff, nor foreign staff.
- We do not take on overseas volunteers, or project ideas, unless they are not available locally.
- We always ask the question “is the action good for the community we provide service to? If the answer is NO – we do not do it.

WE BELIEVE IN ABSOLUTE ACCOUNTABILITY.

THIS MEANS:

- We believe that people rather than companies are accountable for our actions.
- We support our project sites to have a strong, medium and long-term positive impact on communities we partner with.

WE BELIEVE IN GOOD GOVERNANCE IS CRUCIAL TO THE DEVELOPMENT OF ALL NATIONS AND ORGANIZATIONS.

THIS MEANS:

- We provide an open, internal climate management.
- We collaborate all staff and partners and feel comfortable and transparent in the most effective ways to do our work – every dollar counts.
- We pay our local staff as much as possible and support their work.

WE ARE DEEPLY GRATEFUL FOR THE PRIVILEGE OF SUPPORTING AND PARTNERING WITH THE COMMUNITIES WITH WHOM WE WORK. WE NEVER EVER GIVE UP!

A member of the Adara Group