



GODAN

FOUNDATION

STRATEGIC PLAN

2026-2030

INTRODUCTION

This Strategic Plan emphasizes GODAN FOUNDATION's commitment to transforming literacy across Ghana and Africa. While our broader mission includes career readiness and entrepreneurship.

Our primary focus for the next five years is to enhance reading proficiency and engagement with the beneficiaries in the partner schools and communities, ensuring that children are able to read with confidence by age 12 and are fully equipped with skills, knowledge and tools needed for employment or enterprise by the age of 18 years old.



Vision



To raise a generation of confident learners,
innovative thinkers, and digitally skilled
individuals who contribute meaningfully to
their communities

Mission Statement

To empower learners with reading skills,
digital devices, opportunities, and career
skills essential for lifelong employment.



Core Values

Trustworthiness: Ensuring reading programs are credible, impactful, and data-driven.

- **Inclusiveness:** Reaching marginalized children in rural, low-income, and underserved communities.

Collaboration: Working with schools, parents, communities, and local leaders to promote literacy.

Courage: Advocating for reading in a digital age and innovating new ways to make literacy exciting.

Empowerment & Sustainability: Building lifelong readers through access to books, devices, and mentorship.



Strategic Objectives & Key Results



OBJECTIVE 1:

ENHANCE READING PROFICIENCY & ENGAGEMENT

- Provide access to 1 million storybooks (print and digital) to children by 2030.
- Setup 2,000 ICT libraries and digital learning centers in the prospective industrial potentials areas of rural Ghana and others by 2030.
- Establish Reading Clubs in 100 districts across Ghana by 2030.
- Train 10,000 literacy volunteers and reading facilitators.
- Introduce community-wide campaigns to encourage daily reading for children.





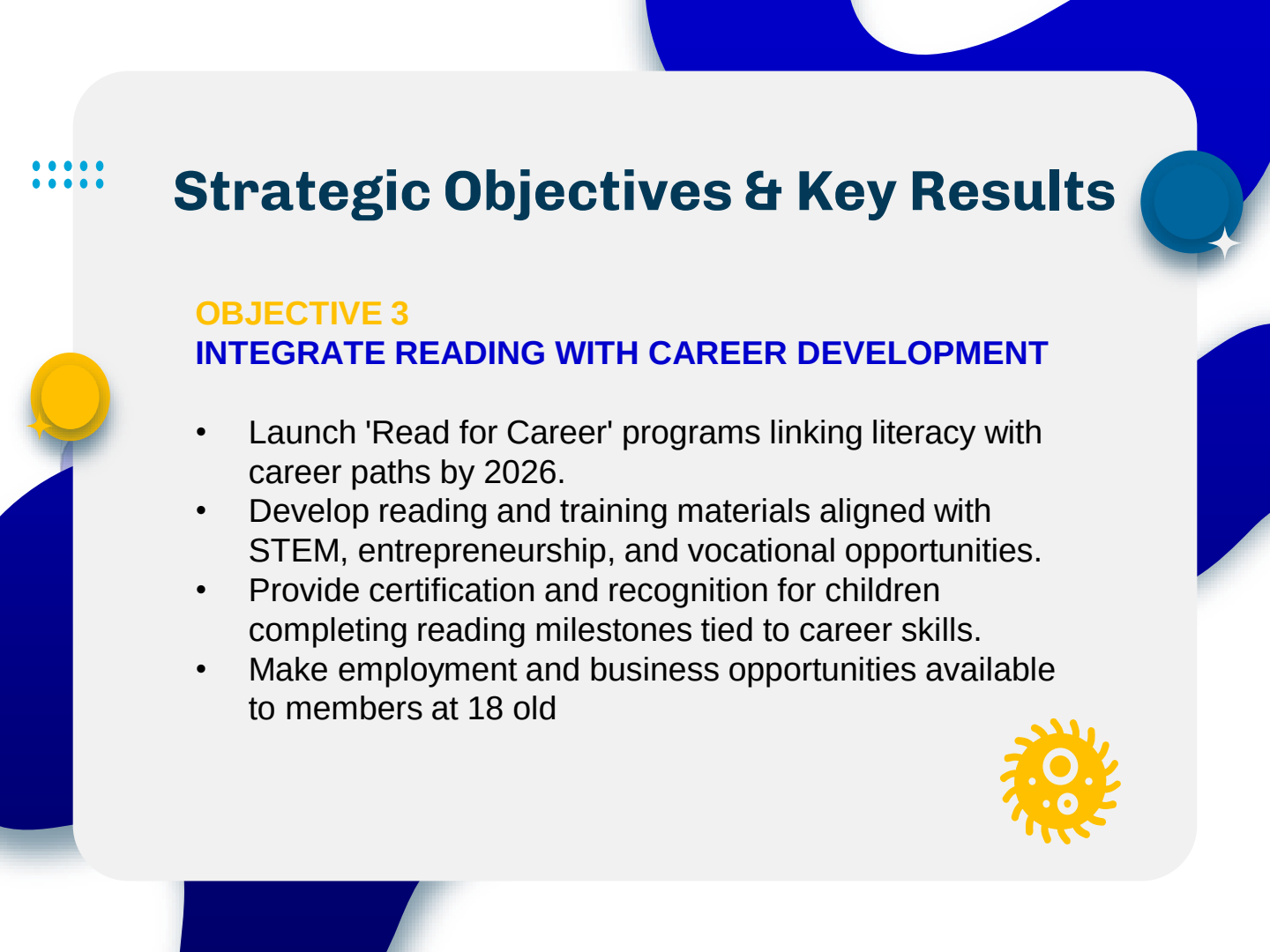
Strategic Objectives & Key Results



OBJECTIVE 2: SCALE GHANA READING ICON

- Run annual Ghana Reading Icon competitions in all 16 regions by 2028.
- Celebrate and reward 1,000 top-performing readers nationwide over 5 years.
- Broadcast the 'Reader of the Week Show' on TV, radio, and digital platforms to promote role models in reading.





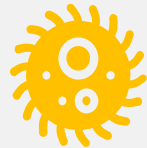
Strategic Objectives & Key Results



OBJECTIVE 3

INTEGRATE READING WITH CAREER DEVELOPMENT

- Launch 'Read for Career' programs linking literacy with career paths by 2026.
- Develop reading and training materials aligned with STEM, entrepreneurship, and vocational opportunities.
- Provide certification and recognition for children completing reading milestones tied to career skills.
- Make employment and business opportunities available to members at 18 old





Strategic Objectives & Key Results



OBJECTIVE 4

EXPAND DIGITAL LITERACY (1CHILD1DEVICE)

- Setup 2,000 ICT libraries and digital learning centers in 100 districts by 2030.
- Distribute 50,000 e-readers/tablets to children by 2030.
- Preload devices with culturally relevant reading content and textbooks.
- Develop a mobile reading medium accessible offline for rural learners.





Strategic Objectives & Key Results



OBJECTIVE 5:

LIVELIHOOD PROGRAMME AND COMMUNITY DEVELOPMENT

1. Equip beneficiaries with practical skills in vocational, technical, digital and professional areas for current and future employment.

2. Build entrepreneurial capacity through training in business planning, financial management, marketing, innovation and small-business management.

3. Promote sustainable livelihoods by helping individuals and households create, improve and diversify income-generating activities.

4. Strengthen digital competence for work, learning, business and access to online services.

5. Provide career and business guidance through counselling, mentorship and information on employment, entrepreneurship, apprenticeships and further education.

6. Expand economic opportunities through partnerships that connect beneficiaries to jobs, markets, finance and enterprise support.





Theory of Change

Inputs

Books, digital devices, volunteers, teachers, community reading spaces, sponsors. Activities: Reading programs, Ghana Reading Icon competitions, literacy fairs, community campaigns.





Theory of Change

Problem

Millions of Ghanaian children lack access to books, devices, and the support needed to become confident readers to smoke out employment opportunities.





Theory of Change

Outputs:

More books in circulation, children participating in reading clubs, media engagement around reading.





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Theory of Change

Outcomes

Children improve comprehension, develop a culture of reading, and link literacy to career development.





Theory of Change

Impact

A generation of literate, confident, and employable youth driving national progress.



Implementation Timeline (2026–2031)

Key MilestonesYear	Key Milestones Year
2026	Launch pilot reading clubs in the Eastern Region; distribute 5,000 books; pilot Ghana Reading Icon; recruit 500 volunteers.
2027	Expand Ghana Reading Icon to 6 regions; 2027establish district reading festivals; distribute 10,000 devices.
2028	Scale Reading Clubs to 50 districts; broadcast Reader of the Week nationally; publish locally written storybooks.
2029	Reach 500,000 children with reading programs; integrated Read for Career with 200 partner schools.
2030	National rollout of Ghana Reading Icon; achieve 1 million books distributed; ensure 70% of participants demonstrate advanced literacy.



Budget (2026–2030)

Category	Annual (USD)	5-Year Total (USD)
5-Year Total (USD)	600,000	3,000,000
5-Year Total (USD)	400,000	2,000,000
Volunteer Training & Support	200,000	1,000,000
Digital Devices (1 Child 1 Device)	300,000	1,500,000
Media & Reader of the Week Show	100,000	500,000
Monitoring & Evaluation	100,000	500,000
Administrative Costs	200,000	1,000,000
TOTAL	1,900,000	9,500,000



Monitoring & Evaluation



Quarterly tracking of reading clubs and book distributions.

Annual literacy impact assessments with comprehension benchmarks.

Regular media reports and partner dashboards to showcase progress.

External review in 2028 to measure scalability and literacy outcomes.

Partnerships & Sustainability

- **Investment Packages:** Tiered founder model (Community Pioneer → National Icon).
- **Corporate Benefactors:** Sponsorship of Reader of the Week and literacy fairs.
- **Supplementary Products:** Locally developed storybooks, branded kits, digital readers sold at subsidized rates.
- **Global Partners:** Collaborations with UNESCO, UNICEF, World Bank, and publishing houses.

Conclusion

This Strategic Plan highlights GODAN FOUNDATION's central focus on reading as the foundation of education and empowerment.

By 2030, through Ghana Reading Icon, Read for Career, and 1Child1Device, millions of children will not only become fluent readers but also transition into confident learners, job creators and future leaders.

Reading is the key to unlocking Ghana's potential, and GODAN FOUNDATION is committed to leading this transformation.