

The 10 principles below underscore the Akran Foundation's beliefs about the role of philanthropy and the impact we want this foundation to have. These principles direct and guide our actions. We are known for having a good and big heart.

The Guiding Principles are fundamental to the way we operate and are modified from time to time as we learn and grow.

- **Guiding Principle #1:** This foundation is driven by the empathy and passions of the team at Akran Marketing.
- **Guiding Principle #2:** Akran Marketing is committed to giving 10% of its net proceeds to charity through the Akran Foundation.
- **Guiding Principle #3:** The Foundation will improve lives around the world with a focus on the communities in which Akran Marketing operates.
- **Guiding Principle #4:** We fund projects directly while relying on others to act and implement for us.
- **Guiding Principle #5:** Our focus is on environment, education, and community with an added goal of improving the education, health and well-being of children.
  
- **Guiding Principle #6:** We identify where our efforts will produce the maximum good and take action.
- **Guiding Principle #7:** We are committed to consistent effort and incremental change over time.
- **Guiding Principle #8:** Our actions and ability to deliver results are how we measure ourselves.
- **Guiding Principle #9:** We must be humble and mindful in our actions and words. We seek and heed the counsel of others.
- **Guiding Principle #10:** We demand ethical behavior of ourselves and our valued partners.

## Mission

To make the world a better place to live.

## Objectives

To increase the Akran foundation's fund by 10% each year until it exceeds 1 million within the next 5 years.

### **Philosophy**

We all have a responsibility to help.

### **Values**

Knowing how to give. We seek to make a difference by supporting important causes and helping tackle issues facing people today, while laying the foundations for a more secure future.

### **Goals**

To ensure 100 percent of all the money donated is passed on to worthy causes. To achieve this, we have actively maintained low overheads and have no paid employees. All expenses such as office space, secretarial support, website construction, audit and ASIC fees are donated to the Foundation by Akran Marketing.

### **Our Business**

To care for others and planet. We establishing strategic relationships with front line workers and other charitable organizations, so as to tap into the resources and networks necessary to make a real impact in our areas of focus. This strategy has lead to influential partnerships at all levels and a specialization in raising the profile of a variety of worthy causes.