



**Vision:**

Every child achieves their literacy potential. Families know the importance of early literacy, actively participate in their children’s literacy development daily and when their children need more support they know how to readily access the help they need. Providers of children’s services work well together to deliver exemplary programs and services. Our early literacy movement benefits the community, contributing to life-long success and well-being for all.

**Mission:**

Early Literacy Alliance of Waterloo Region ignites and drives a sustainable early literacy movement.

**Values:**

1. Universal access to early literacy programs and services
2. Early literacy is integral to life-long success and well-being
3. Collaboration among children’s service providers
4. We speak with a united voice
5. Respect for all stakeholders

**Principles:**

- Current, relevant and evidence-based practices
- Early literacy is nurtured through playing, singing, talking, writing and reading
- Strength-based approach