



HSLF Report – November 2025

HOOPOE SHARE LITERACY FUND

HOOPOE SHARE - SUMMARY

Since our previous report (see [June 2025](#)), we have made good progress, greatly expanding the number of languages we have available and adding to the wealth of material we have to offer, across all medias.

Donations have allowed us to complete Phase One of our strategic plan, and we now have over 1,000 “artefacts” available in our online Hoopoe Share library (<https://www.hoopoeshare.org>).

Our material centers around 32 stories in various forms, including read-online, animation, audio, live readings, and animated with on-screen subtitles. We have also produced teacher and parent support materials for these titles, in several new languages.

Since our last report, we have signed more paying subscribers, thanks to our volunteer-ambassadors and two new sales ambassadors.

Meanwhile, we continue to stock our virtual library shelves and put the finishing touches to new titles, such as *Hannah and the Animals* and *Alice and the Goblin*, both of which feature female leads. We are directing our work on raising the profile of Hoopoe and the unique materials we have to offer.

If you support what we’re doing and have benefitted from having stories such as these in your life, please consider taking out a subscription to our library, either for yourself or someone else. Subscriptions start at just \$5 a month. Click [here](#) for more details.

Fundamental to everything we are doing are donations and subscriptions. And we urge you to consider gifting a subscription of Hoopoe Share to your loved ones this holiday season.

Still not sure what it’s all about? Follow this link for a tour of what is available

<https://www.hoopoeshare.org/walkthrough>

Alternatively, you can donate [here](#) to help us get free online learning and printed books to children all over the world.

[Read on to find out how we are spending donations.](#)

LANGUAGES IN MORE DETAIL

Since our last report we have recorded new narrations for our animations in:

- Pashto
- French
- Urdu
- English
- Turkish
- Dari
- Ukrainian

And we have translated more books into:

- French
- German
- Hebrew
- Hungarian
- Dutch
- Swedish
- Xhosa
- Afrikaans
- Ukrainian
- Dari
- Russian
- Balochi
- Turkish
- Italian
- Urdu
- Zulu
- Polish
- Tamil and Sindi

Go [here](#) to see what's currently on our library shelves.

ANIMATIONS IN MORE DETAIL

It will come as no surprise that in terms of time and expense, animations and translations really top the list. We have made huge investment into the animations, and at times we must admit that their development feels frustratingly slow and costly. However, the months (and in some cases years) of work are paying off and now we can report we have two wonderful new animations to showcase, bringing the total number of completed animations to 18. And more are coming soon!

NEW ANIMATIONS ARE

- THE ONION
- THE HORRIBLE DIB DIB



SCENE FROM "THE HORRIBLE DIB DIB"

AMBASSADORS

We are happy to announce that two new faces have joined our ambassadorial team: UK-based **Henri Allen**, who has an impressive background in complex programme management, social marketing, international aid, and fundraising, and **Irmela de Villiers**, based in South Africa, who is leading the way in the production of promotional content.

Meanwhile, our existing international ambassadors – split into three groups (US, UK and France) – have been hard at work pooling experiences, discussing innovative ways to promote Hoopoe Share and signing new subscribers. The ambassadors' toolkit, which is provided by our South African design team, contains an ever-increasing number of features, including publicity material such as promos and demos, correspondence templates and digital excerpts of our books and animations.

Below is an example of a recent A5 flyer showcasing Hoopoe Share. It is currently available in Spanish and English. If you'd like to print some out and distribute them locally, we are happy to send it to you as a pdf. Simply get in touch with us at the Hoopoe Office: office@hoopoebooks.org.

We'd also love to hear from volunteers who would like to translate the flyer into one of our 28 target languages. Ask us about this at office@hoopoebooks.org.



lea, mire, escuche, aprenda y comparta
en su lengua materna

Más de 1000 recursos al alcance de su mano.

Nuevos idiomas, títulos, animaciones, lecturas guiadas y actividades añadidas cada mes.

Hoopoe Share es una biblioteca en línea que ofrece cuentos infantiles, animaciones y lecturas guiadas en muchos idiomas (se añaden más cada mes). Diseñada para fomentar la alfabetización, la identidad cultural y el desarrollo cognitivo.

Nuestros suscriptores disfrutan de poder acceder a historias en su lengua materna, explorar diversas tradiciones y practicar la lectura de forma interactiva;

le damos la bienvenida al acceso ilimitado a toda nuestra colección multilingüe.

By subscribing, you're not only opening the door to learning, you're also helping us share the gift of stories all over the world.

From \$50 per year for a family subscription
\$150 per year for a school / library subscription



subscribe today

Hoopoe Books is a global non-profit that publishes and distributes "teaching stories" — illustrated narratives with social-emotional and critical thinking themes — in multiple languages, reaching children in remote and underserved communities.

We have donated millions of books worldwide, partnering with local printing and outreach efforts to deliver stories even in places accessible only via camel libraries or refugee camps.



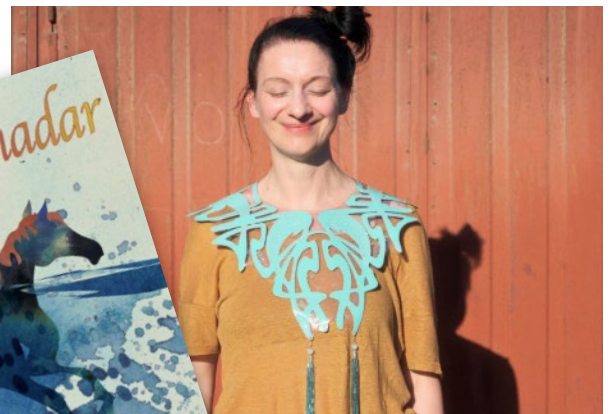
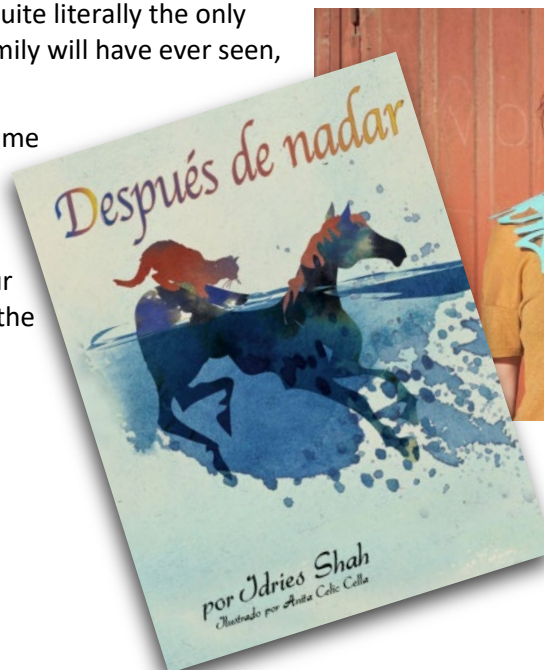
www.hoopoeshare.org

Another useful new tool is this QR code, which takes you directly to Hoopoe Share's online library. Please feel free to share this with anyone who might subscribe.

NEW ILLUSTRATIONS

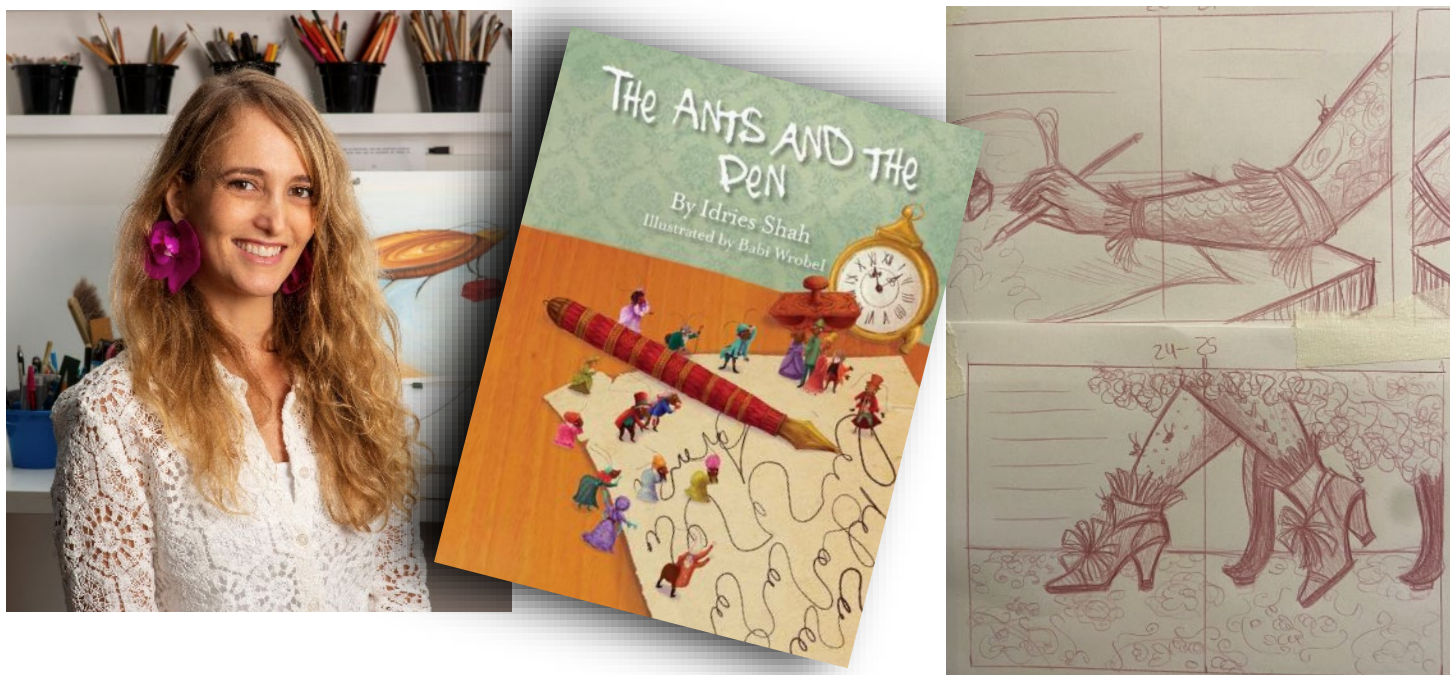
Since its foundation back in the 1990's, Hoopoe Books has prided itself on offering children the highest quality text and artwork imaginable, irrespective of their circumstances. To this day, we push our illustrators to pull out all the stops, explaining to them that their artwork will often end up in remotest locations, as quite literally the only quality, printed artwork a child and their family will have ever seen, let alone owned.

It is then enormously humbling to witness time and time again the extra effort these illustrators put into providing us with such characterful and complex work. The standard is simply breathtaking. And our latest books are testaments to this. Hot off the press for this report are Croatian illustrator **Cella Anita Celić's** enchanting watercolor artwork for *After A Swim*.

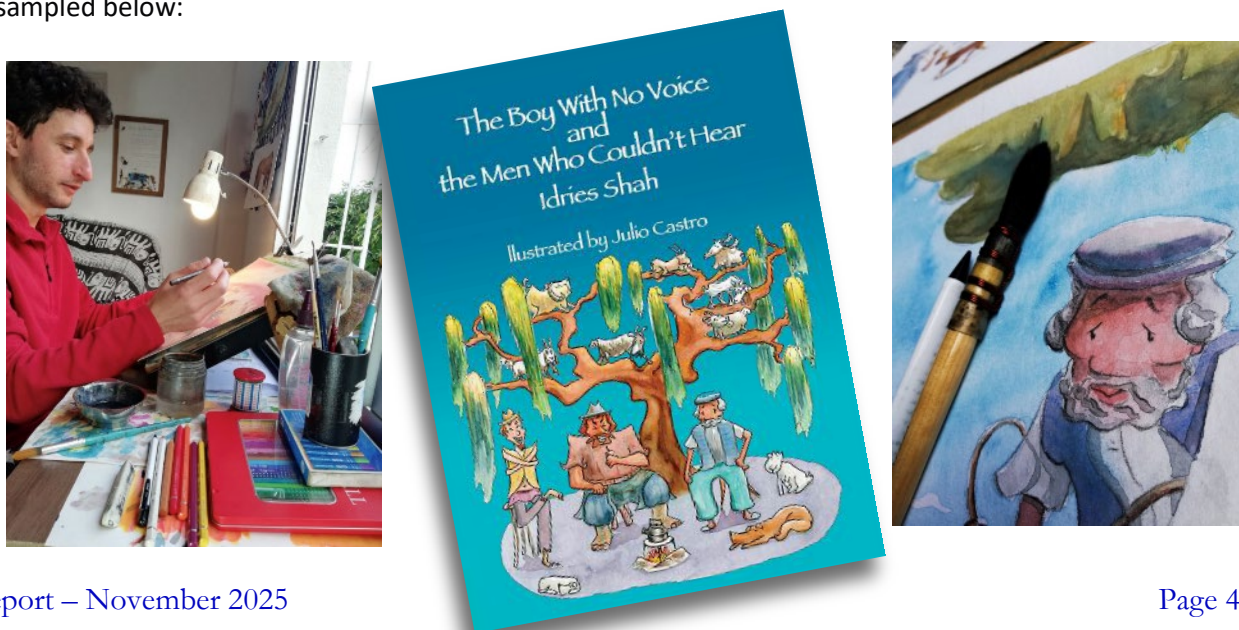




Brazilian artist **Babi Wrobel**'s charming illustrations for *The Ants and the Pen* are shown here:



Júlio Do Canto Castro's (also from Brazil) delightful artwork for *The Boy With No Voice and the Men Who Couldn't Hear* are sampled below:



AFGHANISTAN UPDATE

As many will know, in September and October, Afghanistan's Taliban government implemented internet shutdowns, citing the prevention of "immorality" and "vices." The interruption was intensely inconvenient for the population, hitting the healthcare system, banks, NGOs, and government services like passport and ID card applications hard.

But for women and girls, who are already banned from traditional schooling, it was catastrophic. Hoopoe Share's online library, which includes a great many titles in Dari and Pashto formed part of the vital online educational resource, so heavily relied upon by these female students.

When all communications across the country, including all internet and phone service, went down without warning, we at HSLF joined a great many non-profits scrambling to work out how best to continue helping Afghans. Working with trusted partners, we immediately provided all the printed bilingual editions we had in stock for distribution to Eastern Afghanistan.

Hoopoe's list of 12 original titles (including *The Silly Chicken*, *The Lion Who Saw Himself in the Water*, *Neem the Half Boy*, *Fatima the Spinner* and *The Man with Bad Manners*) were swiftly loaded on trucks and quietly distributed.

We are very relieved to see that the internet is again technically available in most urban areas, although remains costly for many and is deeply unreliable.



DISTRIBUTION IN EASTERN AFGHANISTAN

WORLD TALES CULTURAL STORY BANK

Anyone visiting Hoopoe Share's library will soon see **World Tales** joining the 32 teaching-stories we already provide. These traditional tales, submitted by readers from around the world, hail from very different communities, from Ethiopia to Peru. Stories like these offer us the opportunity to champion local storytelling and revel in the richness of the spoken and written word of other people and cultures. Long-time readers of Idries Shah will know that he was intensely interested in all stories (not just teaching-stories) seeing them as remarkable vehicles for thought, imagination, innovation, and cross-cultural exchange.

At the time of this report, we have **43 wonderful "World Tales"** which we are having illustrated and laid out to add to our site. Here's a sample book page from **"The Animals Who Didn't Listen"** in the World Tales series:

The goat, thinking himself clever, was tethered by one horn.

The sheep were sheared until their wool was gone.

And, the gentle vicuña, fastest of all, was trapped by a net, then forced into captivity.

At last, the sky darkened with a shadow, and the condor swept down from the high peaks, wings wider than a man's house. Circling majestically, he landed at the feet of the boy.



A SPREAD FROM "THE ANIMALS WHO DIDN'T LISTEN"

SONGS

Thanks to the incredibly talented and committed **Steve Grocott**, we now have 13 Hoopoe Songs recorded. Steve has tackled title after title for which we at the Hoopoe Office are eternally grateful. Not to mention that we are going around humming them ourselves. Early response from educators is that songs are an entertaining way to get story content to children, especially when they are otherwise occupied, such as moving desks in classrooms or getting ready for quiet time. It is often the case these days that teachers are working from rigid lesson plans, allowing no scope to introduce our material in any written form. By providing them with our stories as songs we offer the chance for them to simply press play.

Please see [here](#) to listen to an example of one of the songs.

INDIAN LANGUAGES

In other exciting news, we were delighted to announce that we are looking to move into translation of some key Indian languages. Languages we will focus on are Hindi (which has around 528 million first-language speakers), Bengali (with approximately 97 million native speakers) and Marathi (with around 83 million native speakers).

We would love to hear from any fluent or native speakers of these, who would be interested in helping us with this project. Please contact us at office@hoopoebooks.org.

MOROCCAN SCHOOL UPDATE

You may remember that in our last report, we detailed a visit we'd made to a remote school in Morocco to raise funds for vital improvements. We have since revisited to check on developments with Hoopoe director, **Archie O'Shaughnessy**, providing this latest update.

In January this year, Hoopoe founder **Sally Mallam** and I as Hoopoe Director visited Ait Massoud's school, a couple of hours outside of Marrakech. The intensely rural school consists of 3 small classrooms and a toilet block down a dirt track, with some children needing to walk upwards of 5 km to get to class.

Parts of Morocco are still struggling from the effects of the 2023 Al Haouz earthquake that killed 3,000 people and left a further 5,500 injured. In Ait Massoud, the school sustained serious damage, making two of the classrooms unsafe for purpose, and putting the toilet block out of use.

Meanwhile, the school desks were on the verge of dangerous, there was no courtyard for the kids to play in safely and no surrounding walls and fencing to deter animals or uninvited visitors.

AIT MASSOUD SCHOOL BEFORE RENOVATIONS



Thanks to some very generous donations, made just a matter of days after our initial visit, construction work began on improvements to the school immediately. In September, I re-visited the school to teach another creative workshop, this time to around 55 kids, and to see the renovations in person.

AIT MASSOUD SCHOOL AFTER RENOVATIONS



I'm incredibly happy to say that the school is completely transformed. We spent a few happy hours making hanging door decorations and being proudly shown around the transformed campus.

AIT MASSOUD CLASSROOM AND WORKTABLE NOW



All three classrooms are back in action, there are new lights and desks in all rooms, a perimeter wall for security is in place, the beginning of an outdoor play area is laid, the toilets are up and running, and the whole school has been painted in weather-resistant paint.

It was lovely to recognize kids who I saw in January enjoying their new facilities and actively enjoying learning. None of this would have been possible without the work of the highly committed teachers and your generous donations.

Construction is now almost complete with hope for the playground to be finished very soon. We intend to send more books to Ait Massoud school soon and get them connected to the Hoopoe Share network as soon as we can.



AIT MASSOUD STUDENTS IN THE CREATIVE WORKSHOP

HONORARY FELLOWS

In addition to developing our material and online library, we have focussed on developing our appeal to new users. As part of this we have started tapping into the rich vein of like-minded people we have encountered over the years. To promote associations with them, we have set up a bank of well-known honorary fellows. We are delighted to present the list so far and Hoopoe Share's Fellows page will soon be ready on the site.

Sir David Attenborough (Environmentalism)
Lauren Child CBE (Children's Author)
Sir Stephen Fry (Actor & Author)
Doris Lessing (Nobel Laureate)
President Hamid Karzai (Statesman)
Dame Zandra Rhodes (Fashion Designer)
First Lady Graça Machel (Stateswoman)
Katherine Rundell (Children's Author)
Eugenio Zanetti (Academy Award Winner)

Gloria Steinem (Social Activist)
Loreena McKennitt (Singer-Songwriter)
Michael Bond CBE (Children's Author)
Sir Roger Daltrey (Musician)
Hugh Bonneville (Actor)
Sir Don McCullin (Photographer)
Professor Geoffrey Hinton (Nobel Laureate)
Robyn Davidson (Explorer)



Sir David Attenborough



Dame Zandra Rhodes



Hugh Bonneville



President Hamid Karzai



Sir Stephen Fry



Lauren Child

CONCLUSION

According to latest figures from the research at Oslo's Peace Research Institute, the world is experiencing a huge surge in violence, the likes of which has not been seen for over 70 years. Last year marked a grim new record, with a staggering 61 conflicts recorded across 36 countries.

Rather than being defeated by such a statistic, we at Hoopoe Share Literacy Fund remain positive and determined. We strongly believe that books change lives and thinking children will grow to be thinking adults. Anything we can do to put intelligent, thought-provoking, empathy-and-tolerance-inducing material within the reach of young people, no matter what their country or circumstances, remains our goal.

Your support, whether it be in the form of subscriptions, donations or donated time, will make this possible.

Which is why this report is a message of thanks to every single one of you who has made the events, breakthroughs and advances within it a possibility.



Safia Shah

Hoopoe Share Literacy Fund President