





ACTION  
FOR  
HUMANITY



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Action For Humanity  
**STRATEGY**  
2021 - 2025

 Strategy is a style of thinking, a conscious and deliberate process, an intensive implementation system, the science of insuring future success. 

**Pete Johnson**

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# OUR WORLD: CHALLENGES AND TRENDS

## Global Pandemics

The Covid-19 pandemic further exacerbated poverty and suffering in the world's poorest nations, with even greater inequalities between rich and poor. The pandemic with new variants is predicted to have a longer-term economic, social, and political impact on the Global South, leading to more complex humanitarian contexts. Aid budget cuts by major global players pose an added challenge for the sector, in ensuring sufficient funding is available through innovative means.

## Climate Change

Climate change represents one of the key factors that has challenged traditional humanitarian aid, in that it is changing the nature and severity of humanitarian emergencies. A major reform of the humanitarian sector is currently under way, focusing increasingly on preventing crises rather than on providing relief once crises have occurred by improving people's ability to adapt to climate change. The approach of 'new humanitarianism', namely of resilience, disaster risk reduction and early warning systems will contribute greatly towards adaptation of vulnerable communities to climate change.

## Innovation

Organisations have embraced innovation by being attentive to the changing patterns of need or new opportunities, exploring the evidence, and engaging in ideation. Additionally, collaborative approaches to evidence-based learning and information sharing between stakeholders have promoted cohesive working contributing to greater impact and a radically-changed relationship between theory and practice.

## Localisation

Localisation of aid has also been on the rise, with international actors supporting local humanitarian action through practices and policies enabling leadership and complementarity. Furthermore, restrictions due to the global pandemic, combined with shifts in perception of collaborating with international organisations, have created new opportunities for locally-owned responses.

The humanitarian sector witnessed massive change globally, in terms of shrinking civic space, politicisation of aid, privatisation of aid and a growing gap between policy and practice.

Globally, humanitarian organisations are ever greater in number and diversity. Yet their work is now more complicated and challenging.





# WHERE WE WORK

In the next five years Action For Humanity will expand its geographical outreach reaching more vulnerable people through our interventions

# VISION MISSION VALUES

## Our Vision

A world of crises-resilient communities

## Our Mission

To mobilise and respond to emergencies and critical needs through humanitarian, development and peace building action, helping affected communities survive, recover, and build a better future.

## Our Values

### Believe in the cause

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

### Work together

Teamwork is the backbone of our work's success.

### Give with grit

Being a "gritty" person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

### Make life better

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

Along with these core values, we subscribe to the values arising from our commitment to the Core Humanitarian Standard and the Humanitarian Principles (humanity, impartiality, neutrality, and independence), the Partnerships Principles (equality, transparency, result-oriented approach, responsibility, and complementarity) that govern the aid sector, and our approach to working with the communities that we serve and other stakeholders.





# OUR SUCCESS

Action For Humanity has so far changed the lives of around 10 million civilians through providing essential education, protection, health care, shelter, livelihood opportunities, safe water, and other food and non-food aid.

Over the next five years, Action For Humanity will continue evolving as an organisation, building on the successes achieved over its first 10 years. This will include increasing the numbers of beneficiaries reached and replicating successful models in new geographical areas, addressing post-conflict and/or natural disasters, and even venturing in new thematic areas of Camp Coordination & Camp Management (CCCM) and shelter.

# OUR COMMITMENT

In the next five years, Action For Humanity is expected to alleviate the suffering and change the lives of 12.5 million beneficiaries, victims of human conflicts and natural disasters.

We believe that this commitment may only be achieved by working closely with local actors, empowering community-based organisations—based on our agenda for localisation mainstreaming, while also advocating for communities' rights.

# OUR APPROACH

Our interventions are solutions-oriented, built on the Triple Nexus of humanitarian, development and peace building, strengthened by partnerships, guided by humanitarian principles and our values, and designed with innovative methodologies and tools.

- 1 Programmes that rebuild lives.
- 2 Effective and timely rescue and relief operations.
- 3 Interventions focused on cost efficiency, effectiveness and relevant results.
- 4 Evidence-based and needs-driven solutions.
- 5 Utilising and raising the capacity of local partners and community organisations.
- 6 Advocacy and transferring the affected communities' voices.
- 7 Positive participation to effect policy change.

## Thematic Priorities



## Cross-cutting Themes



# OUR THEMATIC PRIORITIES

## Camp Coordination & Camp Management (CCCM), shelter and settlements

In emergencies, we will provide timely and effective response through emergency shelter, food, access to water and sanitation, and the provision of healthcare to those most in need. We will further aim to move into the recovery phase as soon as possible to aid sustainable development and support communities to work together to rebuild and rehabilitate their lives.

## Education

Education is crucial for children, but many miss out on this opportunity due to lack of access, unaffordability, displacement and emergencies. Without the chance to learn, children are more likely to be trapped in the vicious cycles of poverty, poor health, forced labour, gender discrimination and early marriage. At Action For Humanity, our education programmes will be fully inclusive and non-biased to allow children of all ages, genders, abilities etc. to receive quality education.

## Protection

Protection can be a major concern in all humanitarian crises i.e., conflict and natural disasters. Action For Humanity will seek to reduce the vulnerability of the people affected by undertaking responsive actions that aim to alleviate the immediate effects of violence and abuse whilst preventing its recurrence. We will also undertake remedial actions to ensure provision of basic needs, restore dignity, and recovery through assistance and rehabilitation.

## Food security and livelihoods

Considering the high need of food security and nutrition at the global level, Action For Humanity gives priority to implement food security and nutrition projects in its countries of operations. We provide food aid in the form of food packs and hot meals and implement food security and nutrition projects through a holistic approach to provide sustainable solutions to vulnerable people, mainly women and children. Our livelihoods projects help give people the resources and opportunities they need to use their skills to generate income through both technical and vocational training, and resource and cash grants.

## Health and nutrition

Our healthcare projects aim to provide access to appropriate healthcare for all along with providing emergency care to victims of conflict and other emergencies. We also offer regular medical care for chronic illnesses, vaccination, and mental health support.

## Water, sanitation and hygiene (WASH)

Action For Humanity supports the most vulnerable population through provision of clean and safe drinking water and sanitation. We ensure community mobilisation and awareness on basic hygiene and sanitation. We apply a holistic approach to our humanitarian and development projects by focusing on hygiene awareness in communities and work through key stakeholders to maximise impact.







# OUR CROSS-CUTTING THEMES

## Gender

Gender mainstreaming is one of the most crucial considerations in which we ensure that our projects account for the unique vulnerabilities faced by people of all genders. Within our projects, we ensure that everyone is treated equally.

## Environmental protection

We understand the continuing pressures on the environment, and the adverse effect on climate, natural resources and populations. We work to mitigate environmental impacts during our work and to contextualise humanitarian action for long-term resilience.

## Safeguarding and protection

The mainstreaming of safeguarding and protection is crucial to ensure no one is exposed to further harm, and that affected populations are supported without discrimination. This includes both child protection and protection from gender-based violence.

## Leave no-one behind

Following the global commitment of 'leave no one behind', we endeavour for inclusion of the most marginalised and vulnerable people in all our programmatic interventions.

## Value for money

We also commit to Value for Money (VfM) in all our humanitarian and development projects to maximise the impact of each pound spent to improve lives of affected and impoverished populations in our countries of operations.



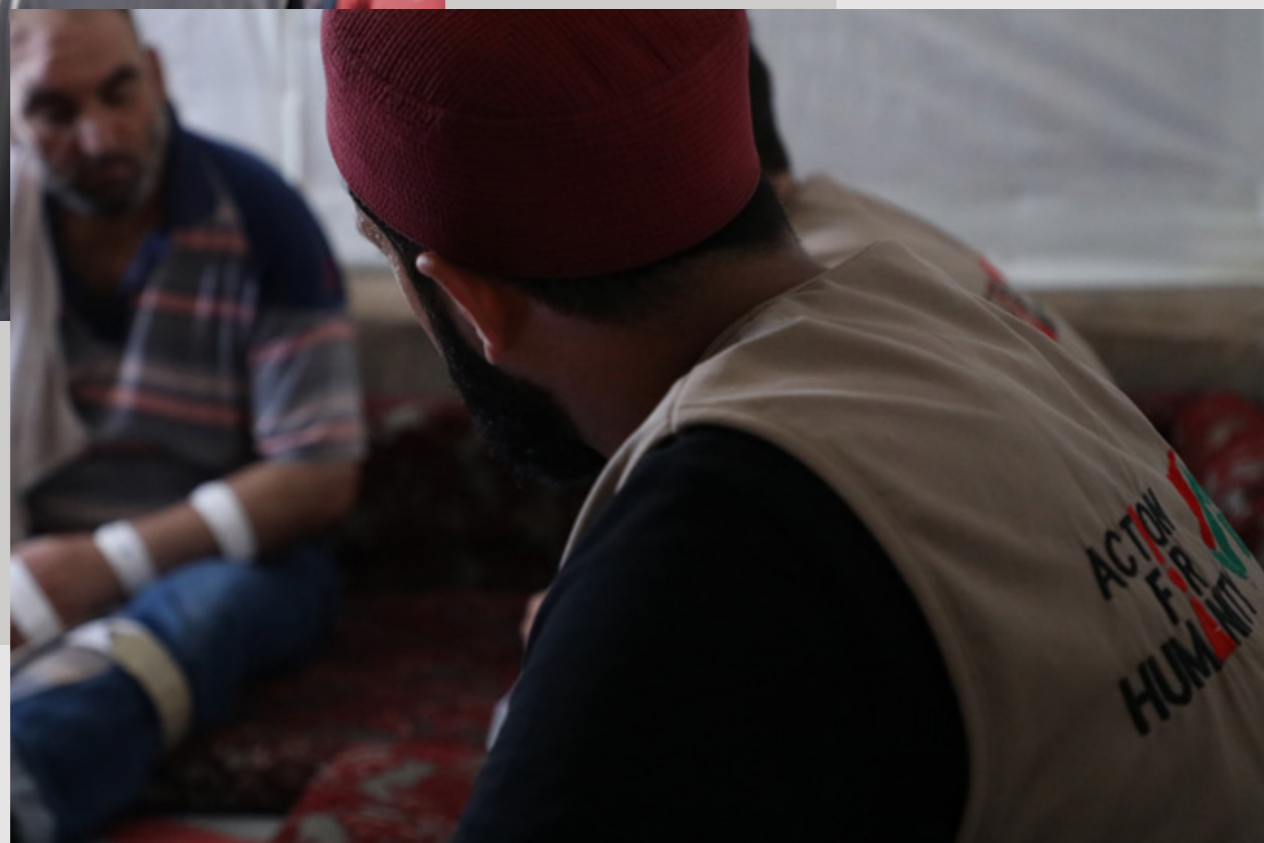
GOAL ONE  
Strengthening anticipatory and principled humanitarian action and advocating for vulnerable communities.

GOAL TWO  
Maximising impact and building resilience to conflict, disaster, and extreme poverty.

GOAL THREE  
Diversifying resources for growth, securing sustainable income and strengthening strategic partnerships.

GOAL FOUR  
Building an accountable, effective, adaptable, and diverse global organisation.

# OUR STRATEGIC GOALS



# STRATEGIC GOAL ONE

## Strengthening anticipatory and principled humanitarian action and advocating for vulnerable communities

Conflict, disaster, disease and poverty together represent a dire threat to vulnerable populations and human progress around the world. Action For Humanity will take preventative action and respond in a timely manner to affected people, while prioritising the rights of marginalised communities. Operational and participatory preparedness will be key to deliver assistance in an effective manner that fulfils the needs of those affected by crises. We will also demonstrate the Value for Money (VfM) of our interventions. This will provide the opportunity to look more strategically and analytically at our work, the costs of interventions, and change secured.

Additionally, Action For Humanity's influence will be grown through advocacy and the effective use of communication channels to reflect crises contexts.

### Objectives

- 1** To ensure humanitarian responses are timely, effective, and inclusive, while maximising geographical outreach.
- 2** To enhance operational disaster preparedness to deliver quality humanitarian response.
- 3** To improve the effectiveness of disaster risk reduction and management in humanitarian programmes.
- 4** To increase our influence in advocating on behalf of the communities we serve, to eradicate injustices and inequalities.
- 5** To work through local actors, where possible.



# STRATEGIC GOAL TWO

## Maximising impact and building resilience to conflict, disaster, and extreme poverty

Crises around the world are increasingly protracted, contributing to a vicious cycle of vulnerability. This calls for design and delivery of integrated programmatic responses, also known as the 'humanitarian-development-peacebuilding nexus' or 'Triple Nexus'.

We will strive to build the resilience of communities and link relief, rehabilitation, development, and peace across responses. We will work from restoring normal life in the early recovery phase, post-conflict/natural disaster to ongoing community development in settings with higher relative resilience, stability and security.

### Objectives

- 1** To support vulnerable people through innovative and long-term solutions.
- 2** To respond to a more integrated manner, in line with the Triple Nexus.
- 3** To support more communities suffering from protracted crises and climate-related shocks.
- 4** To ensure programmes quality through effectively designed systems and processes whilst building capacities and providing services to local NGOs and CSOs.
- 5** To increase peacebuilding initiatives, including mediation, protection, reintegration, and reconciliation.



# STRATEGIC GOAL THREE

Diversifying resources for growth, securing sustainable income and strengthening strategic partnerships

The external environment has created novel challenges for humanitarian organisations' seeking to secure financial sustainability.

We strive to be optimally responsive to face these challenges, and continuously endeavour to maximise funding initiatives through long-term relationships with institutional donors, trusts, foundations and the government, as well as through private donations from the public and strategic partners. This would enable us to implement better quality programmes in the countries of operation.

## Objectives

- 1** To increase sustainable income from institutional donors and strategic partners
- 2** To strengthen our relationships with High Net Worth (HNW) individuals and global partners
- 3** To expand fundraising activities outside the UK to reach and serve large populations
- 4** To strengthen digital marketing/fundraising



# STRATEGIC GOAL FOUR

Building an accountable, effective, adaptable, and diverse global organisation.

Action For Humanity will be an efficient, adaptable, and diverse organisation along with professional organisational services to support its growth and future expansion as one of the key actors in emergency response, development and peacebuilding.

Our governance will be enhanced to meet current and future challenges of the sector, and governance practices will be in line with the Charity Governance Code.

## Objectives

- 1** To invest in, and building the capacity of, our support functions in order to provide high- quality, coordinated, structured and systematic ways of working.
- 2** To digitise the organisation by setting up a new Enterprise Resource Planning (ERP) system, to ensure that we continue to provide relevant, high-quality solutions.
- 3** To systemize and improve the efficiency of cross-organisational communication to ensure successful implementation of major change initiatives and overcome challenges.
- 4** To enhance the governance performance to exercise greater oversight and effective control.

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Charity registration number: 1154881