

CARE International UK strategy 2015-2020



We work **for a world of justice, without poverty**, because poverty is injustice. We **save lives** in disasters and conflicts. We stand with **women, girls and their communities** to achieve **lasting change** for a better future.

Why?

Too many people around the world – especially women and girls – are trapped in poverty by injustice and inequality. But poverty is not inevitable. We can change it.

What?

By 2020, CARE's global objective is to support 150 million people from the poorest and most excluded communities to overcome poverty and social injustice. CARE International UK will play a key role by raising funds for CARE's work around the world and providing leadership and expertise on key areas of CARE's work.

Who?

We work for and with disempowered people – especially women and girls – in the world's poorest and most excluded communities.

We work alongside, and seek to support and inspire, the global CARE confederation – CARE members, countries and staff – and CARE's partners, supporters and funders.

How?

EXPERTISE

We will provide and transfer expertise to support CARE's humanitarian and development work around the world, including leading CARE's work globally on:

- women's economic empowerment
- shelter in emergencies
- embedding inclusive governance across all CARE's programmes.

MULTIPLYING IMPACT

To address the underlying causes of poverty, we will use the evidence, learning and innovation from our humanitarian and development programmes to influence broader social change and scale up our life-saving and poverty-fighting solutions to reach and benefit more people.

We will invest in advocacy and communications, and engage with stakeholders, to become a trusted and sought-after voice on humanitarian action and development solutions.

FUNDING

We will mobilise resources to fund and support CARE's humanitarian and development work around the world. To do this, we will work with:

- individuals in the UK with an interest in supporting international development and humanitarian response
- private sector companies which want to do business in a way that supports people to overcome poverty
- funders, movers and thinkers in international development and humanitarian action.

PEOPLE AND PARTNERSHIPS

We will support and develop our staff by investing in their learning and development, and promoting career opportunities within CARE globally. We will value and build strong relationships with partners, funders and supporters. We will help strengthen Southern voices within the CARE confederation by providing deeper support to up to five CARE country programmes, and supporting Southern membership of CARE.

When?

We will deliver this strategy over the timeframe of CARE's global program strategy (2015-2020). We will review the strategy annually to track impact, address risks, and respond to new challenges and opportunities.

£

By 2020 we aim to increase our contribution to CARE's total global programme funding. We will increase funding from individual supporters and from corporate partners. We will focus on winning bigger, more impactful grants from institutional donors.

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