

## CARE International UK Strategic Plan 2013-2015

**CARE International's vision:** We seek a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security. We will be a global force and partner of choice within a worldwide movement dedicated to ending poverty. We will be known for our unshakeable commitment to the dignity of people.

**CARE International UK's mission:** We fight poverty and injustice in the world's most vulnerable places. We save lives in disasters and conflicts. We stand with women, girls and their communities to achieve lasting change for a better future.



CARE holds gender equality to be a fundamental requirement for poverty reduction and social justice, and the area in which we see the most pressing need for global change in order to reach our vision. Across all our work, we will therefore deliver our commitment to gender sensitivity with a particular focus on women and girls.

CARE International UK's strategic plan 2013-15 addresses how, here in the UK, we can create the most value and have the most impact on poverty as part of the global CARE confederation.

The themes we prioritise in the UK, providing expert support to our development programmes and strengthening our impact, profile and influence, are:

**Humanitarian response** – with a long-term presence in many of the world's most vulnerable places, we take a comprehensive approach to emergency response including preparedness, immediate assistance and long-term recovery. CARE International UK is a major contributor to CARE's global response to emergencies.

**Private sector engagement** – the private sector has a critical role to play in reducing poverty. We engage with companies to improve the impact of their activities on poverty, ensure financial inclusion, develop innovative partnerships, and challenge market systems to be more inclusive so that real opportunities are created for poor people.

**Preventing and resolving conflict** – in an increasingly turbulent world, we provide expertise and support to our field operations in countries experiencing conflict, by supporting programmes spanning peace-building, reconciliation and rehabilitation. Protecting women from violence and increasing their participation in peace-building is a priority across the whole organisation.

**Governance** – the capacity of poor people to influence the institutions that govern their lives is fundamental to addressing the underlying causes of poverty. We work at a local level to help the most vulnerable and marginalised hold public authorities and other power holders to account for how they take decisions and allocate public funds.

We also support the work of the wider CARE confederation in the following areas: climate change adaptation, food security, maternal and reproductive health, HIV/AIDS, water and sanitation, education, and economic development.

**Our strategic direction:** in the UK, we fulfil the following five strategic roles to help deliver CARE's global vision:

**Strategic Direction 1: Design and deliver quality programmes that demonstrate positive impact for poor and vulnerable communities particularly women and girls, through strengthened systems, enhanced learning and innovation.**

Focusing on the themes of humanitarian response, private sector engagement, conflict and governance, we model good practice and provide technical expertise to CARE's work in these areas. We ensure that our programmes address the underlying causes of poverty and specifically examine and address the disproportionate impact of poverty on women and girls. We build and develop systems for monitoring and evaluating our impact to inform future programme development and influence change.

**Strategic Direction 2: Advocate for pro-poor policies and practices by governments and business to bring about lasting social change amongst communities living in poverty and crises.**

We advocate in the UK and beyond for more companies and other key stakeholders to adopt inclusive and sustainable business models that benefit vulnerable people. We also lead CARE International's global advocacy priority on women, peace and security to ensure that women and girls in conflict are protected from violence and empowered to participate in peace processes.



**Strategic Direction 3: Raise strategic and transformational funding for CARE International's poverty-fighting programmes in the world's poorest and most vulnerable communities.**

We focus on raising funds that will help deliver our vision for our four priority themes (outlined above), and also specifically aim to raise unrestricted and flexible income to fund innovative programming and advocacy. We strive to be a partner of choice by cultivating ambitious and pioneering partnerships with corporate and government donors. We endeavour to inspire current and potential supporters with engaging marketing campaigns, including our ground-breaking Lendwithcare programme.

**Strategic Direction 4: Support CARE International's global transformation towards the CARE 2020 vision by providing strategic direction, resource and expertise.**

CARE globally is working towards a new vision for 2020 to achieve even broader and deeper impact in our fight against poverty. We will listen to the voices of the communities and people we serve and help to change our global governance structure to be more representative of the places where we work.

**Strategic Direction 5: Value our staff and strengthen our organisational effectiveness and accountability so that we can have a greater impact on poor and vulnerable communities.**

We aim always to value our staff by striving to be an employer of choice, providing a supportive working environment and continuously building their skills to help deliver our mission. We also strive to maximise our investment of IT, financial and human resources in order to achieve organisational success, efficiency, effectiveness and value for money, honouring our commitment to our funders and supporters to make every penny count.

**We will hold ourselves accountable to our strategic plan by continuously monitoring and, if necessary, refining our plans to meet our key performance indicators and resource the delivery of our strategy. We will report back annually on progress against our strategic plan in our [Annual Report and Accounts](#).**

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