

Change lives. For good.

act:onaid

TOGETHER, WITH WOMEN AND GIRLS

ActionAid UK Strategy 2017-2022



Our ambition is to be a powerful force for change, fighting poverty and injustice. We'll do this by focusing on the rights of women and girls, because in every country in the world, women and girls have fewer opportunities than men and boys, and poverty compounds this.

With inequality, intolerance and conflict on the rise, these are challenging times for all those who believe in the principles of equality, solidarity and justice.

But with the continued support of our supporters, partners and donors, we will bring about transformative change for millions.





Emergency response leader Sabita Rani (third from left) campaigns for greater protection against climate change in Kalapara, Bangladesh.

WHY WOMEN AND GIRLS?

Poverty is complex. It's not just lack of money. It's also lack of choice and power.

For women and girls, poverty means having fewer opportunities than men and boys. It means living on the margins of society, often facing discrimination or violence. Because you are female you could be denied human rights that others take for granted: the right to go to school, to earn a living, to lead your local community or even your country. This means you are deprived of the right to play a full part in society – from birth.

The denial of women and girls' rights is one of the biggest causes of poverty worldwide, and a grave injustice. That's why we put the rights of women and girls at the heart of all we do.

Our work benefits men and boys too, but we put the rights of women and girls first, because no community can prosper together when half its citizens are denied the rights enjoyed by the other half.



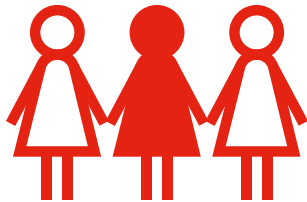
Credit: Jennifer Huxta/ActionAid

Cut when she was very young, Fatima campaigns against female genital mutilation in Somaliland and is determined that her granddaughters will not be cut.



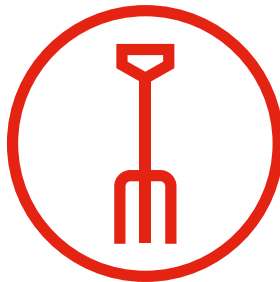
Two thirds

of the world's illiterate adults are women



One in three

women have experienced violence in their lifetime



Women produce most of the food in developing countries, and in some countries, are responsible for

10 times

more unpaid care work than men in the household



Women in developing countries could be

US\$9 trillion

better off if their pay and access to paid work were equal to that of men

WITH A STRONGER FOCUS ON WOMEN AND GIRLS

We will:

- 1 Significantly reduce the risk of violence against women and girls
 - 2 Fight for women's equal rights to economic opportunities
 - 3 Prioritise women and girls' rights and their leadership in humanitarian crises
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Women leading a protest in the state capital of Bhopal, India for International Women's Day.

Over the next five years, ActionAid UK will concentrate its efforts on **three strategic aims: mobilising resources, influencing for change and supporting humanitarian action.** Together, they represent the most effective contribution ActionAid UK can make to the struggle against poverty and injustice, and to the realisation of women and girls' rights.



Theresa Gono is a rape survivor. She's part of a Liberian women's group who lobbied their university to install lighting on campus to protect other women from sexual assault.

MOBILISE RESOURCES



Building on the past. Investing in the future.

Thanks to our supporters, donors, local staff and partners, we have made great strides forward in the fight against poverty and injustice. But there is still much to be done. Our primary aim will be to raise money in the UK to fight poverty and injustice and achieve the rights of women and girls. To make a lasting difference, we must raise more money through investment, adapting our approach and innovation.

Our strategy will build on our existing strengths:

- The incredible loyalty and generosity of our UK supporters, built up over four decades.
- A strong reputation with institutional donors as a thought-leader on development issues, especially on the rights of women and girls.



Project Monitor Lujah supervises the unloading and distribution of aid in Kenya.

Standing still is not an option. We will move forward with energy and determination.

OUR COMMITMENT

Our ambition is to grow our income and to sustain that growth. Every pound donated, every new source of income and every committed donor is another critical step to creating lasting change.

We will:

Increase our investment in attracting new supporters and retaining existing ones, prioritising digital as the channel of choice for recruitment and communication.

Develop immersive relationships between supporters and the work they fund, using digital innovation, compelling stories and data to show their contribution to changing lives.

Build a culture of commercial acumen and innovation by empowering staff to identify, test, rapidly scale up and adapt our fundraising in a highly dynamic environment.

Strengthen our reputation with key institutional donors as an authoritative voice on the rights of women and girls, using evidence of our impactful work around the world.

Explore and test new income sources and approaches such as markets outside the UK, private sector partnerships and social impact investment.

THE WORLD WE WANT TO SEE

The number of committed individuals, institutions and organisations who have donated in support of our mission, and their contributions, will have significantly increased.

We will see:

- A 30% increase in ActionAid UK's net income.
- A 40% increase in the funding ActionAid UK provides to tackle poverty and injustice worldwide.

Credit: Poulomi Basu/ActionAid



11-year-old Rajeshwari helps her Mum dry fish after school. These women are part of an ActionAid-supported fishing cooperation in Andhra Pradesh, India.

INFLUENCE FOR CHANGE



Credit: Nicola Bailey/ActionAid

Standing strong for the rights of women and girls

It's going to take some bold thinking to overturn the injustices that lock women and girls in poverty. But we're ready for that. Change is needed at all levels of society to challenge the inequality that means the world's poorest women do not receive an education, cannot own land and face multiple discrimination.

ActionAid cannot achieve such a huge change alone. We will work alongside local communities, women's networks, governments, institutions and multinational agencies to ensure women and girls know and can claim their rights.



Women gather in Bena village, West Bengal to discuss how to lobby the government for basic services like roads, clean water and schools.

We will take sides with those who advocate for women's rights and support women and girls to be agents of change.

OUR COMMITMENT

With our global presence and local expertise, we will stand alongside those who advocate for women's rights. We will support women and girls to be leaders and agents of change; in their families, their communities and on the national and international stage.

We will:

Develop an ambitious campaign to claim the rights of women and girls in partnership with local groups and networks.

Build a movement of people passionate about defending women's rights through compelling campaign actions that resonate with the public, politicians and institutions.

Invest in policy, programme, advocacy and research expertise to ensure we are an authoritative voice on the rights of women and girls.

Work with key institutions, organisations and donors to raise the profile of ActionAid's international work on the rights of women and girls.

THE WORLD WE WANT TO SEE

In five years' time, millions of women and girls will have claimed their rights to food, water, education and a life of dignity.

We will see:

- More women and girls who are prepared and resilient in the face of conflict, disaster and climate change.
- Greater access to essential public services for women and girls.
- An increase in the number of women and girls protected from violence, abuse and exploitation.



Celebrating the birth of her daughter, Jyoty is part of a campaign to prevent female foeticide in New Delhi, India.



SUPPORT HUMANITARIAN ACTION

Responding to emergencies in a changing world

With conflict and climate-driven crises on the increase, the world is facing an unprecedented number of humanitarian emergencies. We are meeting this challenge by scaling up our humanitarian and resilience work, putting local partners and women leaders at the forefront of our response.

ActionAid's humanitarian response programmes are led by local staff and partners who have a true understanding of community needs and can shift decision making closer to affected communities. Protecting women's rights and promoting their leadership during emergencies is also key to our approach.



In the aftermath of Hurricane Matthew, engineer Ismene supervises the building of a new women's centre in Haiti.

Credit: ActionAid

Women and girls are disproportionately affected by disasters. Our humanitarian programmes are designed to protect women's rights and promote their leadership.

OUR COMMITMENT

Our humanitarian programmes will protect, safeguard and promote the rights of women and girls, and our capacity and expertise will reflect this emphasis. This does not mean our work will not benefit men and boys – humanitarian assistance will be provided impartially and on the basis of need.

We will:

Increase the scale and scope of our humanitarian work, working with partners in high-risk areas where we currently have no presence.

Increase our communications, advocacy and policy capacity in the UK to support our international humanitarian response.

Invest in strengthening our expertise on women's rights, cash/livelihoods and resilience as humanitarian approaches.

Develop our profile with the UK public and key institutional donors as a credible, fast-acting and principled humanitarian actor with a local, women-centred, approach.

Raise additional funds for humanitarian work from UK and international donors.

THE WORLD WE WANT TO SEE

Over the next five years we will shift power to local communities in humanitarian crises and place women at the forefront of our response.

We will see:

- An increase in the number of people, especially women and girls, who benefit from high-quality ActionAid humanitarian programmes.
- Evidence of increased profile of ActionAid's humanitarian work with institutions, organisations, donors, the UK public and media.
- Increased revenue for our responses to humanitarian crises.



Cecilia collects food from an ActionAid distribution point run by local women in drought-hit Isiolo County, Kenya.

PATHWAYS TO SUCCESS

1. The power of many

We will inspire more people to support us in defending the rights of women and girls.

- We will engage with members of the public who share our values and seek their financial support for our work and participation in our campaigning.
- We will continue to encourage the UK government in its work to make the world better, safer, more equal and just, and retain its commitment to spend 0.7% of gross national income on lifesaving international aid.
- We will increase our engagement with the private sector, both seeking to influence their practices, and working with them to deliver change.
- We will develop partnerships with academic and research organisations, think tanks, and social movements, especially those with expertise on gender issues.
- We will identify critical influencers who share our values and can be ambassadors, or champions for our work.

2. Our people. Our culture. Our promise.

We will organise our work as efficiently and effectively as possible, so that the maximum level of resources is dedicated to changing lives.

People

- We will empower our staff to be ambitious and respond to opportunities, and provide the tools and frameworks to be more adaptable and flexible.
- We will reflect our core focus on the rights of women and girls by developing a strong gender and diversity framework.

Culture

- Our bold, connected, diverse, optimistic, open and respectful culture will help shape our work.
- Our staff will be strongly focused on raising money and saving costs, to maximise funding for the programme work of the ActionAid Federation.
- Our 'digital-first' culture will be characterised by rapid decision making, access to real-time information on performance and cross-team working.

Accountability

- ActionAid UK is accountable to our rights-holders and supporters. We will strengthen our monitoring and evaluation systems, safeguard the rights of children and vulnerable adults and provide assurance that funds are used properly and risks are managed.



ActionAid staff join 50,000 people marching through London to demand politicians take climate change seriously.

WE ARE ACTIONAID

Our vision

A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression

Our mission

To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organisations, activists, social movements and supporters

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