

Strategy 2030 **Here for humanity**

Our mission

To mobilise the power of humanity so that people can prepare for, respond to, and recover from crisis.

Our goals in the UK

Disasters and emergencies

- 1 Enable communities to be prepared and respond together when disaster strikes, prioritising those with the greatest unmet needs
- 2 Embed UK resilience as a national priority ensuring those communities who are most at risk are prepared to respond to and recover from emergencies

Health and care

- 3 Empower people to better manage their wellbeing by delivering community-based care
- 4 Ensure UK investment into preventative health and care programmes that prioritise addressing people's care needs in community settings and promote health equity

Displacement and migration

- 5 Restore safety, dignity and connection with loved ones for people who are displaced, focusing on most urgent cases of need
- 6 Expand safe routes and deliver a fair asylum system, with day one support for all people seeking or granted protection in the UK



Our goals across the world

- 7 Equip and empower National Societies to respond immediately in a crisis and support them to distribute cash rapidly to address urgent needs

- 8 Accelerate community-led climate resilience through global partnerships

- 9 Drive humanitarian policy change and strengthen international humanitarian law in complex crises



Our goals to drive us forward

Our people

- 10 Grow and empower a vibrant movement of volunteers and young people to take action and support their communities
- 11 Build a culture where our people feel valued, able to learn and grow, and are fairly rewarded
- 12 Develop a culture of equity and trust, where all our people are actively inclusive

Our organisation

- 13 Reduce our carbon footprint to net zero
- 14 Attract increasing levels of income, test new ideas and inspire support for people in crisis
- 15 Optimise technology to maximise impact for the people we support
- 16 Simplify processes and reduce costs to optimise time and money spent supporting people in crisis

