

Concern Worldwide (UK) Strategy 2016-2020

Tackling hunger, crises and extreme poverty in the world's toughest places

Concern Worldwide (UK) ('Concern UK') is part of the wider Concern Worldwide family. Together with the global organisation we are working towards realising our mission to help people living in extreme poverty achieve major improvements in their lives that last and spread without ongoing support from Concern.

To achieve this mission we engage in long-term development work, build resilience, respond to emergency situations and seek to address the root causes of poverty through our development education and advocacy work.

Underpinned by the vision of the 2030 Sustainable Development Goals, Concern Worldwide's global strategy for 2016 - 2020 has identified three key ambitions to be achieved by 2020:

- Benefit 25 million people annually in around 30 countries through humanitarian response and development work
- Influence key policies and strategies across our countries of operation, as well as Ireland, the UK, the EU, the US and the Republic of Korea
- Grow our core budget to approximately €200 million a year to enable our work

The role of Concern (UK)

To support the achievement of these global ambitions, Concern UK's strategy is focused around five key goals:

CONCERN
worldwide

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Goal 1

Greater impact on long-term poverty and humanitarian response

We will increase our ability to respond to emergencies, increase the number of people reached through development programmes, and establish Concern UK as an expert on resilience programming

- Increase our visibility and influence in the humanitarian sector, deepening relationships with funders and key stakeholders
- Maintain the current level of funding to the organisation's humanitarian response work
- Increase the amount of funding received from the UK government's Department for International Development by supporting country offices to develop strategic partnerships, providing technical support and improving grant management
- Establish Concern as an expert practitioner on community resilience to influence donors to invest in this area

Goal 2

Increase influence on policy makers, donors and key humanitarian actors

We will work to influence the policy and practice of UK-based policy makers, donors and key international development and humanitarian actors by sharing learning from our work on hunger, building resilience and emergencies

- Hold the UK government to account for delivering on its commitments on nutrition and resilience
- Produce research and analysis on how to break the cycle of hunger and poverty in the world's poorest countries
- Encourage the UK public and Parliamentarians to support international development, engage with our work and take action
- Work in coalition with other organisations to highlight the needs around particular humanitarian crises
- Support the capacity of Concern country offices to participate in national advocacy opportunities

Goal 3

Grow the engagement, loyalty and value of supporters/funders

We will deepen our relationship with our supporters and funders by better understanding their motivations and through new fundraising and engagement opportunities

- Grow the value of our individual giver donor base by developing new, engagement opportunities that better communicate the impact their support makes
- Develop new funding opportunities for existing and prospective Trust supporters
- Develop new initiatives to increase the number and value of our major individual donors
- Establish new retail outlets in Northern Ireland
- Launch fundraising programmes to increase our engagement and support from local communities
- Explore opportunities for developing partnerships with corporates

Goal 4

Raise awareness, build brand and increase visibility

We will build the profile of Concern UK as an agency specialising in tackling extreme poverty and humanitarian crises in the world's most fragile places

- Build interest and active support around issues of hunger/nutrition and humanitarian crises through strong consistent communications
- Strengthen our brand and promote Concern as a credible and influential organisation to key audiences
- Mainstream the use of digital activity across all departments

Goal 5

Resource and build an organisation capable of delivering the UK strategy

Meeting the ambition of this strategy will depend on having the right people, support services and governance in place

- Ensure our HR policies and practices allow us to attract and retain high quality staff and volunteers
- Operate an environment of best practice and effectiveness
- Review our governance structures to ensure a future-fit organisation