



UK Strategy 2025-2028



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Amina works with ActionAid Bangladesh to help keep Cox’s Bazar refugee settlement safe. One of her roles is being a lifeguard.

Contents

| | |
|-----------------------------------|---|
| Our Global Mission and Priorities | 2 |
| External Context | 3 |
| Our Vision, Mission and Approach | 4 |
| Our Strategic Goals | 6 |

Our global mission and priorities

ActionAid UK is part of a global justice federation with a presence in 71 countries worldwide.

As a federation, we work together to achieve social change, gender equality and to address the structural causes of poverty and injustice.

Globally, we want to see a system that is fair and just for all, that starts from a foundation of human rights, peace and security, balanced with the rights of the natural world - as there is a profound inter-dependency between people and the planet.

Our staff, partners and supporters in the UK play a crucial role in supporting the inspirational work of women's rights organisations and feminist movements and in strengthening the programmatic and influencing work of ActionAid Federation members in Africa, Asia and Latin America.

We raise funds in the UK to support the work of ActionAid Federation member countries who are working with over 3,000 partners, including social movements, youth networks and women's rights organisations, to tackle inequality and injustice and engage our supporters, funding partners and the public in global movements for change. We also tackle the root causes of global inequality and injustice by influencing UK Government commitments and policies on a range of

interlinked issues, including climate justice, decent and dignified work, fair public services, peace and security, food sovereignty and an end to violence against women and girls.

Over the past few decades, ActionAid has made significant efforts to become a champion for human rights and social justice. In the 1990s, adopting a rights-based approach led ActionAid to critically examine its own power and legitimacy as an organisation headquartered and governed from the UK. Through a series of progressive reforms, ActionAid worked across countries worldwide to decentralise power from the UK. One of the ways we did this was by creating a federated ActionAid International, with a Global Secretariat headquartered in South Africa, governed by a diverse International Board.

We are currently in a transitional stage where we are building our principles, systems and processes to become more rooted in shifting power to the women and girls we work with and supporting their movements towards justice. This includes centring the struggles and power of feminist and social movements; ensuring our programmes are led by the priorities of women and girls; working alongside donors and others to ensure they are set up to support women's rights organisations and movements; building public awareness campaigns and narratives based on solidarity, not charity; investing in internal processes and systems to align with the vision and progressive ethos of our organisation.



External context

The world is facing multiple crises that result in the violation of the rights of many people worldwide. These crises are interlinked and result from an unequal and unjust system that benefits the few and is based on the exploitation of many. This system has its roots in colonial structures and beliefs that created hierarchies linked to race and gender, among others.

Attacks on civil society and the reduction of civic space directly impact feminist movements, women's rights organisations and women human rights defenders who face threats from multiple fronts.

The climate crisis is triggering more widespread floods, droughts, heatwaves, cyclones, landslides, wildfires and other hazards, many of which become humanitarian disasters,

displacing millions, destroying livelihoods and exacerbating habitat loss, species extinction and agrobiodiversity loss. Yet the wealthiest, polluting countries, corporations and banks are continuing to fuel the fire, giving huge subsidies to fossil fuel industries and industrial agriculture.

The impact of the climate crisis is exacerbating inequalities and affecting more people across the world, who are also affected by natural and political events and armed conflict. These events disproportionately affect women, girls and excluded people as they contribute to an increase in gender-based violence, a decrease in public services and the rollback of their rights during a crisis. The current economic model based on extractive industries threatens nature and the rights of women, girls, their families and communities and is pushing internal displacement and migration.

These interlocked crises also affect the prices of food and commodities, resulting in cost-of-living crises and high inflation rates in many countries. This situation is compounded by

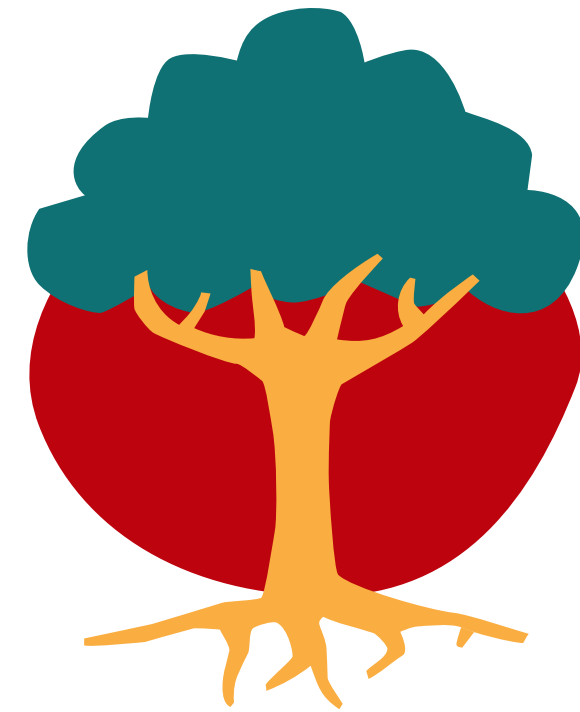
the deterioration of working conditions, and more people, particularly women, are turning towards the informal economy as an immediate solution. However, this leaves their rights as workers open to further violation.

Fifty-four countries are now in debt crisis, and far too many are spending more on servicing their debts than providing essential services, like education. The International Monetary Fund and World Bank (and the big three global credit rating agencies) were set up before most colonised countries achieved independence, and they often have as much influence today in shaping economic and social policies as former colonial powers. None of the institutions that make up the global financial architecture have fundamentally changed their mindset or decision-making structures over the years. They preside over and shape an extractive model that continues to invest in fossil fuels and industrial agriculture, prioritising global private sector interests

over national public sector needs, progressive tax reform and people's rights.

There is also a rise in far-right governments and mobilisations in different regions of the world, and many countries have become more polarised, resulting in attacks on the rights of the most marginalised people. This polarisation is exploited and incited by some politicians and media outlets, as seen recently in the UK. The presence of far-right actors and messages in the media has helped normalise these positions and make them more valid and palatable for the rest of society.

Nevertheless, social movements around the world, feminist and women's rights organisations in particular, have continued their fight for a just and equitable world. Social movements have the potential to create lasting change by influencing public opinion, mobilising popular support and shifting laws and policies. We are committed to partnering with them.



Our vision

We believe in the individual and collective power of women and girls to create a just and fair world. A world imagined by social movements, particularly feminist and indigenous movements, centred around the care and wellbeing of people and the planet. A world in which women and girls, in all their diversity, can achieve their goals, fulfil their rights and define their future.



Our mission

To achieve social justice, gender equality and poverty eradication by working alongside communities, women's rights organisations, activists, social movements, funding partners and supporters.

Our approach



Supporting movements whole-heartedly

Relinquishing and transforming power, practising equitable partnerships and setting up mechanisms for feminist and social movements to thrive so they can achieve their goals. This includes addressing issues that women, girls and indigenous people face that prevent them from living a life free from harm and exploitation.

Showing humility

Being considerate of others, engaging in collective care and approaching our work with reflexivity, humility and a willingness to learn/unlearn.

Challenging persistently

Acknowledging that another world is possible and actively challenging current extractive and exploitative systems. Exploring alternative futures and economic models shaped by equitable societies and communities that are grounded in collective wellbeing, interdependence, interconnectedness, reciprocity and co-responsibility.

Sharing realities authentically

Highlighting people's visions, ideas and understanding of issues that affect them. Using principles of anti-racist storytelling, disrupting the idea of people's lives being told as a single, stereotyped story that is unrepresentative of their complex lived realities.

Influencing purposefully

Using the collective voices of feminist and indigenous organisations, movements and activists to demand transformative change. Making clear the links between present-day issues in Africa, Asia and Latin America and the continued exploitative policies of the world's wealthiest countries.

Over the next four years, our overarching goal is to:

**Decolonise our systems
and practices to tackle
the root causes of
inequality and injustice.**

1
Champion women's rights
organisations and feminist
movements driving
systems change



**Decolonise
our systems
and practices
to tackle the
root causes of
inequality and
injustice**


2
Build political and
popular support for
fair and just systems



3
Strengthen global
solidarity networks



4
Re-envision and
create equitable
ways of working



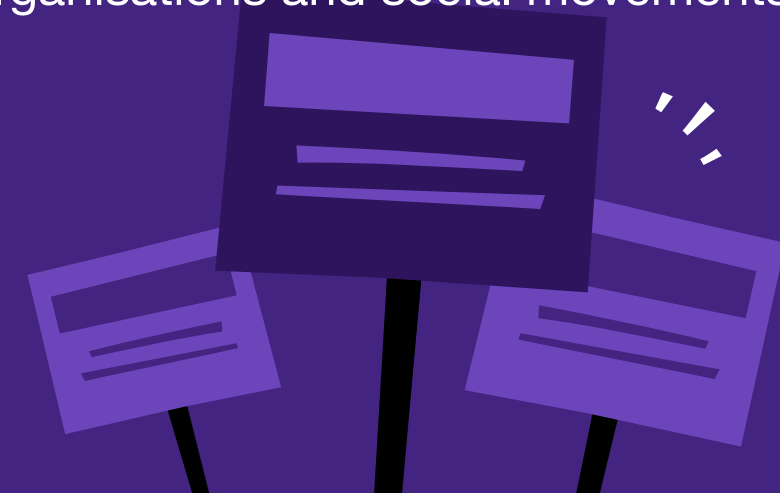
Strategic goal 1

Champion women's rights organisations and feminist movements driving systems change

By 2028, we will have moved a greater proportion of our funds to women's rights organisations and feminist movements so they can work on their self-defined priorities. More of our funding will be long-term and flexible and will contribute to their core work. The work and expertise of women's rights organisations and feminist movements will be valued, visible and central to the discussions and decisions made by funding partners, institutions and government departments regarding their funding streams and policies.

To do this, we will:

- Diversify our funding, funders and income opportunities by seeking funds that align with our values and do not place restrictive conditions on women's rights organisations and feminist movements.
- Innovate and develop new individual giving products, expand our legacy programme, develop events and community products, map restricted funding opportunities and use our experience in gender and supply chains to invest in ethical private sector partnerships.
- Gain a deeper understanding of the priorities and challenges of women's rights organisations and feminist movements across Africa, Asia and Latin America.
- Build long-term equitable partnerships with women's rights organisations and social movements. Use ActionAid UK's visibility, access and communications platforms to amplify grassroots feminist successes and stories, build cross-region networks and influence policy and practice.
- Ensure our systems, including our financial systems, can successfully support systemic change and the work of social movements and reduce the reporting burdens and grant requirements on women's rights organisations and social movements.



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Juliet is the founder of the Community Transformation Agenda, an ActionAid partner organisation in Uganda.

ActionAid Nigeria staff standing in support of protests against police brutality during their #EndPoliceBrutality campaign.

© Peace Eneja/ActionAid Nigeria

Strategic goal 2

Build political and popular support for fair and just systems

By 2028, women’s rights organisations and feminist movements will be more actively involved in national and global development, climate, peace, recovery and reconstruction processes, with their views taken into account and acted upon. The UK government will have increased its investment in crucial areas of work, such as gender-responsive public services, protection in neglected humanitarian crises and climate justice, including loss and damage funding.

To do this, we will:

- Make space for partner organisations and movements to input and be heard in international and UK decision-making forums.
- Build our reputation and influence further with the UK government through face-to-face advocacy backed by strong research and transformative programming in order to secure national and international commitments on key issues such as reparations, climate justice and feminist economic alternatives.
- Collaborate with partners to gather stories and advocate for the UK Government to implement its women & girls strategy and women, peace, and security commitments, using women-led research on protection in neglected crises, specific humanitarian crises and peace processes.
- Hold global institutions that maintain the current harmful international financial architecture accountable, including international financial institutions, governments and global minority governments that promote them.
- Build awareness of and support for feminist economic alternatives, such as those centring care and the wellbeing economy, pushing for progressive taxation and supporting gender-responsive public services.



Strategic goal 3

Strengthen global solidarity networks

By 2028, we will have built a stronger and more engaged base of support willing to uphold the work of women’s rights organisations and feminist movements. In doing so, we will have created the conditions for those in power to regard the work of women’s rights organisations as essential. We will be a better partner and ally and will listen to and be led by the specific needs and expertise of social movements. All our public storytelling will be anti-racist, and our narratives will be framed around solidarity, not charity.

To do this, we will:

- Build public, political and donor knowledge and understanding of the interlocked humanitarian crises, inequalities and injustices facing women and girls, as well as their structural causes.
- Amplify the work, leadership and voices of women’s rights organisations and feminist movements through our platforms and with our audiences.
- Highlight the links between the UK’s policies and position in international fora and find solutions to the issues on which women’s rights organisations and feminist movements focus.
- Frame our identity and narratives around the need for systems change and solidarity.
- Build a strong, dedicated support base across our existing and new supporters and funding partners by offering vision, hope, bold narratives and compelling actions to increase their engagement and willingness to act.



Laura Rios (left) taking photos of Yosmary (right) as part of ActionAid’s Women By Women exhibition 2024.

© Lida Yurian Diaz Amado



Thu (left) and Huong (right) are members of a women's group adapting to huge climate change impacts in the Mekong Delta region of Southern Vietnam.

© Yen Duong/ActionAid



Strategic goal 4

Re-envision and create equitable ways of working

By 2028, our focus will be on achieving gender equality and social justice. We will have redesigned our processes, systems and culture to develop equitable partnerships with women's rights organisations and feminist movements. We will have developed a culture of innovation and collective care.

To do this, we will:

- Develop a four-year transformation and innovation programme across all areas of our work.
- Be transparent and open to feedback from women's rights organisations and other partners about grant requirements and how we can reduce burdens on them. We recognise that for some funding partner proposals, we will need to work in consortia with more formal registered nongovernmental organisations (NGOs) but will still seek to build feminist movement-oriented work within these projects.
- Ensure we recruit and retain more diverse staff, place greater value on experience with working with movements and women's rights organisations, and become a visa sponsorship organisation.
- Support the development of pooled global teams of staff.
- Actively build a culture of collective care, innovation and new thinking and work with reflexivity, humility and a willingness to learn/unlearn.

