

Change lives. For good.

**actionaid**

# TOGETHER, WITH WOMEN AND GIRLS

ActionAid UK Strategy 2017-2022



# OUR AMBITION

**Our ambition is to be a powerful force for change, fighting poverty and injustice and standing strong for the rights of women and girls living in poverty.**

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The denial of women and girls' rights is one of the biggest causes of poverty worldwide, and a grave injustice. We're shifting our focus because no community can truly prosper when half its citizens are denied the rights enjoyed by the other half. Our work will also benefit men and boys living in poverty but we will put the rights of women and girls at the centre of all that we do.

**WITH A  
STRONGER  
FOCUS ON  
WOMEN  
AND GIRLS  
WE WILL**

Significantly reduce the risk of violence against women and girls

Fight for women's equal rights to economic opportunities

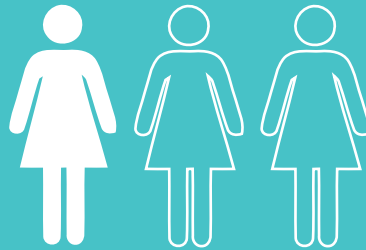
Prioritise women and girls' rights and their leadership in humanitarian crises



# WHY FOCUS ON WOMEN AND GIRLS?



**TWO THIRDS** of the world's illiterate population are women and girls.



**1 IN 3 WOMEN** have experienced violence in their lifetime.



Women **PRODUCE MOST OF THE FOOD** in developing countries and in some countries provide 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.

# OUR THREE BIG AIMS

## **MOBILISE RESOURCES:**

Our primary aim is to mobilise resources to fight poverty and injustice and realise the rights of women and girls. Building on the loyalty and generosity of our UK supporters and our strong reputation with institutional donors we aim to grow our net income by 30% over five years.

## **INFLUENCE FOR CHANGE:**

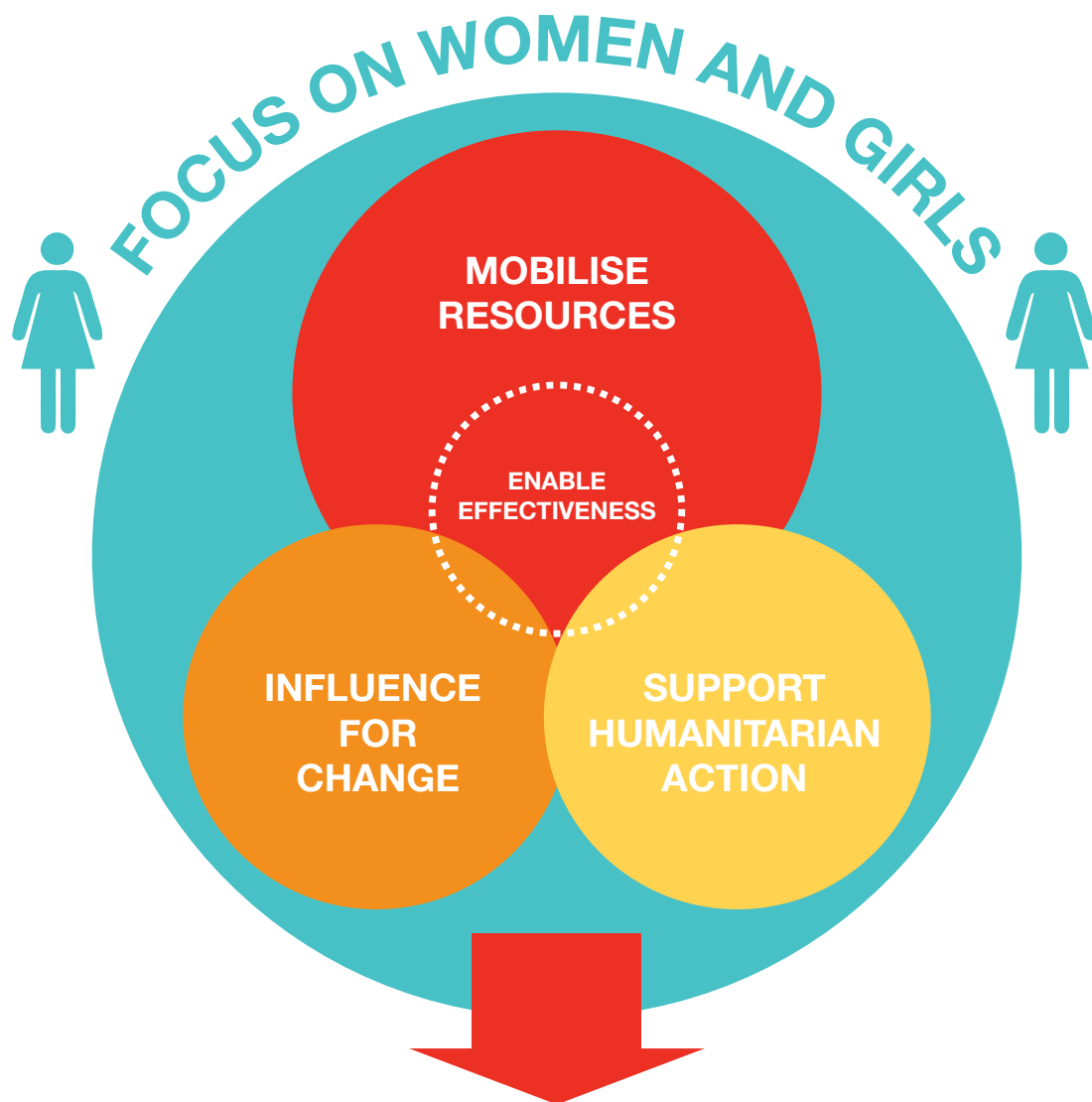
We will influence change at all levels, from local communities to multi-national agencies. We will work alongside women and girls so they know and can claim their rights; are resilient in the face of climate change, conflict and disaster; can speak out and challenge violence and exploitation; and have equal rights to land, pay and public services.

## **SUPPORT HUMANITARIAN ACTION:**

With conflict and climate-driven crises on the increase, we intend to scale up our humanitarian response and resilience work. We will build our capacity to respond, working with and through local communities and focusing particularly on women's leadership and on the specific threats faced by women and girls.

# ACTIONAID UK STRATEGY

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**IMPACT ON  
POVERTY  
AND  
INJUSTICE**



This women's group campaigns for clean water, roads and schools in West Bengal, India.

Photo: Nicola Bailey/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.

# Our values

- Mutual respect
- Equity and justice
- Integrity
- Solidarity with people living in poverty and exclusion
- Courage of conviction
- Independence
- Humility

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Cover image: From small beginnings this women's savings and credit cooperative in Ethiopia has supported over 100 women to become economically independent. Greg Funnell/ActionAid

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