

PLAN INTERNATIONAL UK 2024-2027 STRATEGY



We are Plan International UK. A global children's charity striving for an equal world.

Every day we see poverty, violence and inequality holding millions of children back. And we see how girls, in all their diversity, are disproportionately affected. But we don't just 'see' this injustice. We act.

We have a big ambition. To see all girls standing strong creating global change.

That means education for every girl, everywhere. It means a life free from violence. And it means girls in control of their bodies, their lives and their futures.

Because despite progress, this reality is still too far away for millions of girls.

Worldwide 129 million girls are out of school. Some 12 million girls marry before their 18th birthday each year. And around 50% of all sexual assaults are committed against girls under 16 years old.

What's more, the world is changing. Escalating tensions. The impacts of the climate emergency on communities. Complex crises. Needs are growing and ever-more urgent.

But we know what to do.

For many years we have brought people together to protect children's rights and help girls thrive.

Through programmes shaped and delivered with local communities and partners, which meet urgent humanitarian needs and create long-term change.

Through bold campaigns and influencing with girls' voices at the heart, which challenge the systems and structures holding them back.

Our new strategy builds on these strong foundations. To create real change for girls. To shift power to those leading it. To support where we're most needed.

Take Lakshina, 14, in Nepal who witnessed her two older sisters being forced to marry as children. After learning about girls' rights through one of our youth clubs, she now campaigns to end child marriage in her community.

Or Sofiana, 13, living through a humanitarian crisis in Haiti. Receiving a period health kit and essential school supplies was a small weight off her mind against a bigger crisis.

Or Barwaaqe, 19, from Somalia. She is a survivor of female genital mutilation (FGM) who despite being displaced is determined to finish school and become a health professional – so that she can protect other girls like her.

Our new strategy is all about creating these ripples of change.

“Every girl deserves the opportunity to decide her own future.”

Lakshina, 14, Nepal



OUR 2024-2027 STRATEGY

Our 2024-2027 organisational strategy has been thoughtfully created to ensure Plan International UK continues to have a lasting impact on the lives of children, with a focus on girls.

Our strategy has three key parts: a continuation of our core focus; the strategic shifts we wish to make; and the strategic enablers which will help us to do that.

1. DELIVERING OUR CORE FOCUS

Our core focus remains unchanged. We will continue to bring people together to protect children's rights and help girls thrive. This means delivering programmes around the world shaped and delivered with local communities and partners, which meet both urgent humanitarian needs and long-term change. And it means bold campaigns and influencing with girls' voices at the heart, to challenge the systems and structures holding them back.

We will continue to:

▶ **Focus on achieving equality for girls**

When we focus on tackling the root causes of gender inequality to make the world a better place to be a girl, we create safer and more just communities for everyone. We will continue to work in partnership across our programmes and influencing work to effectively tackle the biggest challenges facing girls, and strengthen our ability to deliver for girls in all their diversity.

▶ **Ensure our approach is youth-centred**

This means placing young people at the heart of what we do to play a meaningful role in shaping what has a direct impact on their lives. We will continue to create inclusive and accessible ways for young people to do this, with a particular emphasis on working with girls and young women.

▶ **Respond to the growing climate crisis**

The climate emergency is increasing and deepening humanitarian crises and exacerbating gender inequalities. It is vital that we address the impact of climate change in all that we do, speak out for climate justice and help communities strengthen their resilience to it. We will further build our response to the climate and environment crisis, integrating it across all our work and our operations.

Across our work, we will continue to focus on key areas we know are crucial: improving access to education, protecting children from violence, and promoting sexual and reproductive health and rights.

And in all that we do, we will continue to strive to embody our values and our commitment to anti-racism, diversity and inclusion.

“I believe the crisis has had a greater impact on girls.”

Sofiana, 13, Haiti



OUR 2024-2027 STRATEGY

Our ambition is to become the world's leading international NGO for girls in humanitarian crises.



2. PRIORITISING STRATEGIC SHIFTS

Alongside our core focus, we have identified three areas where we want to deliver a greater shift in what we do and how we work. We will prioritise these over the coming years to ensure we deliver as much as possible for girls and their communities.

▶ Shift power to support locally led change

To drive lasting change, the communities and partners we work with must have access to the power and resources needed to lead on shaping and delivering solutions, to access funding and tell their stories. We will prioritise shifting power and resources including through equitable partnerships, contributing to wider transformation within the aid system, and focusing on ethical, authentic and anti-racist storytelling.

▶ Scale up our humanitarian impact

We already reach millions of children affected by humanitarian crises, but the needs are rising – and girls face particular challenges. We must increase our ability to respond quickly and efficiently to where we're needed most and be recognised as a key partner in times of crisis. Our ambition is to become the world's leading international NGO for girls in humanitarian crises.

▶ Funding our impact

To meet our ambitions to deliver change for girls and their communities, funding is essential. Like many charities we are seeing pressures on fundraising as aid budgets are reduced and supporters and donors are affected by cost-of-living challenges. We will ensure we can raise vital funds for our work as efficiently and effectively as possible, from the wide range of generous partners and supporters who make it possible. This includes contributing to work across the Plan International family to modernise child sponsorship and shape it for maximum future impact.

“ I want to reach my life goals and succeed with my education. ”

Barwaaqe, 19, Somalia



OUR 2024-2027 STRATEGY

Our priority will be ensuring we remain agile, innovative and accountable.



3. MAKING CHANGE POSSIBLE

To deliver our core focus and make these important strategic shifts, we have identified two enabling areas of development that will support us to do this.

► **Evidencing and learning from our impact**

We know that our work delivers impact – gathering evidence is at the heart of our approach. But we know we can do even better. We will further improve consistency in the quality of evidence of our impact, and use this even better to continually learn and improve. We will also work so that we can share even more information with our supporters about the impact of their donations.

► **Being an effective and responsive organisation**

To be an effective and responsive organisation in our ever-changing world, we must continually learn and adapt. Our priority will be ensuring we remain agile, innovative and accountable. To do this we will foster a culture of innovation and manage our resources and our people well to maximise impact. We'll also focus on leveraging the opportunities that technology and data have to offer when it comes to improving ways of working and key relationships.

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