



# SECURING THE RIGHT TO HEALTH

## Amref Health Africa UK Strategy, 2020 – 2023

### OUR VISION

Amref Health Africa is Africa's leading health NGO. We partner with communities across the African continent to secure lasting health change. In 2019, **we supported more than five million people in 40 countries.**

Our belief that health is a human right drives everything we do. The whole Amref Health Africa family is working towards the ambitious goal of achieving Universal Health Coverage (UHC) by 2030, as set out under Sustainable Development Goal (SDG) 3 on health and well-being, as well as meeting SDG 5 on gender equality.

Our global strategy is anchored around three pillars, all of which contribute to making UHC a reality:

- **Training:** Ensuring increased availability of human resources for health by building the skills of frontline health workers;
- **Access:** Developing innovative solutions that improve access to, and uptake of, preventative, curative, and restorative health services;
- **Financing:** Championing increased investment in health, so that the cost of healthcare doesn't push people into poverty.

### OUR AMBITION

Amref Health Africa UK's strategy aligns with the priorities identified by our colleagues in Africa but is tailored to the UK context. We are aiming for growth: not because we want Amref UK to take up more space, but to increase the reach and impact of our work in Africa.

We want to ensure that by the end of 2023, an increased number of people in sub-Saharan Africa – the majority women and girls – have access to quality health services (including training) every year as a result of our support.

The strategy is structured around **three key objectives**, designed to play to our strengths – and to stretch us. Over the next four years, we will:

- 1 Mobilise Resources by Developing Partnerships and Engaging Supporters
- 2 Inspire Others Through Strong Stories of Impact
- 3 Drive Change Through Advocacy

### 1 Mobilise Resources by Developing Partnerships and Engaging Supporters

#### What does this mean – and how will we do it?

We are aiming to increase our income by around 50% to £6.5 million a year by the end of 2023.

The bulk of our income is secured for specific projects in Africa, and comes from three sources, all of which we will seek to develop. We will further diversify our network of **Trusts and Foundations** and secure more multi-year partnerships. We will build on our expertise delivering strategic **corporate partnerships** to engage with new and varied private sector donors. We will position ourselves as a partner of choice for UK-based INGOs, collaborating on bids for **institutional funding** instead of going it alone.

Securing flexible, unrestricted funding is vital if we are to grow sustainably and invest in our team and resources. We will be creative in our approach to raising unrestricted funds, focusing on sustainable and innovative concepts across all our income streams. We will continue to strengthen our much-valued existing relationships, investing time and energy in supporter care.

## 2 Inspire Others Through Strong Stories of Impact

### What does this mean – and how will we do it?

We will produce communications that routinely inspire UK supporters to engage with and invest in Amref Health Africa. Strong and nuanced storytelling will be the bedrock of everything we do. We will provide evidence of the change our work facilitates. The UK public, and our peers, will perceive us as a leading authority on health in Africa. We will take every opportunity to amplify African voices and perspectives, using our power to convene to create space for important conversations. We will be creative and confident, producing inspiring content that speaks to a range of audiences whose needs we understand.



## 3 Drive Change Through Advocacy

### What does this mean – and how will we do it?

We will use evidence generated through our programming to influence policy and practice on critical health issues at national and international levels. We will contribute to shared advocacy initiatives through our membership of umbrella organisations and networks, speak in key UK policy fora, feed into research, and share evidence of what works with decision-makers in the UK.

This is a new area of focus for Amref Health Africa UK – but it is one where we feel we can add value. As the UK arm of Africa's leading health NGO, we can ensure African voices and expertise are included in key conversations: pushing the needle on the most pressing global health issues.

Our advocacy is likely to focus on five emerging themes:

- Ending Female Genital Mutilation or Cutting (FGM/C);
- Human resources for health;
- Mental health;
- Young people and youth activism;
- Ethical representation and storytelling.

## WAYS OF WORKING

This ambitious strategy has been developed in consultation with the whole Amref UK team. Key to its successful implementation is the way we approach our work: as one team, working in line with our organisational values and behaviours, and collaborating closely with our headquarters and other offices as a united Amref family.

Amref Health Africa UK has committed to being an anti-racist organisation. We are building anti-racist values into everything we do, from our programme design and delivery to our HR policies to our fundraising and communications. This anti-racism action plan complements a broader piece of work on equality, diversity and inclusion. You can find more detail on these commitments on our website:

[www.amrefuk.org/commitments](http://www.amrefuk.org/commitments).

## HOW HAS COVID-19 AFFECTED THE IMPLEMENTATION OF THIS STRATEGY?

We have reviewed the strategy in light of how COVID-19 is impacting our work in the UK and in our countries of implementation. Based on the information available, we believe that our strategic aims remain on track and realistic. We have committed to closely monitoring our progress against key milestones and to regularly testing our assumptions as the situation evolves. We will provide regular progress reports to our UK stakeholders.