



# Amref Health Africa UK Strategy 2024 - 2030

Transformational growth to  
support the work towards Africa's  
health transformation

# Amref Health Africa is the largest Africa-based international health development organisation.

## We work to bring about lasting health change in Africa.

Our Headquarters are in Nairobi and we work in 35 countries to improve access to healthcare and to help create an environment that is conducive to good health. Our programmes align with our Global Strategy objectives: to increase primary healthcare access for all, and to address the social determinants of health. These are the factors that influence people's health, from their access to education, to their gender, and their exposure to the impacts of climate change.

Amref's programmes focus on: child health and nutrition; communicable and noncommunicable diseases; health financing; maternal, newborn health; neglected tropical diseases; sexual and reproductive health and rights; and water and sanitation and hygiene.

## Our strategy

Amref UK's primary purpose is to raise funds from UK partners and supporters for Amref's community-led health programmes.

Amref UK's strategy 2024-2030 aligns with the priorities identified by our colleagues in Africa but is tailored to the UK context. We are aiming for transformational growth in the UK to support the work being done to achieve Africa's health transformation.

In this strategy period, 2024 - 2030, Amref UK aims to raise at least £50m from UK donors to support Amref's work with African communities to transform their own health and wellbeing.

We know that building transformational growth requires solid foundations and ambitious vision. To achieve this, we will focus on two clear strategic aims.

## STRATEGIC AIM 1

### Drive bold but balanced growth in unrestricted funding

**In this new strategy period, Amref UK aims to rapidly grow Individual Giving to raise £20m in unrestricted income.**

To reach this target, Amref UK will grow its unrestricted income by investing in a diversified fundraising portfolio, allowing Amref to respond to and build its resilience to current market challenges.

Our goal is to rapidly grow income from Individual Giving through a balanced approach, allowing us to scale without being overly dependent on one audience or channel. In 2030, Philanthropy will contribute 45% of our annual Individual Giving income, with the remainder from Regular Giving (45%) and Single Gift donors (10%). Our Individual Giving strategy will initially focus on Regular Giving acquisition on two channels: Digital and Direct Response TV. While the focus for both channels will be RG acquisition, both will also recruit new single givers.

We will continue to grow the funds we receive through Philanthropy—from trusts and foundations and our portfolio of major donors. We will re-focus resources on Mid-Level donors to increase income and identify potential new major donors.

We will adopt a relationship approach to Legacy and In Memoriam fundraising to ensure we maximise opportunities with our existing supporter base.

All of this work will be supported by the migration to a new global CRM system, allowing for more data-driven decisions.

## Our enablers

To meet these objectives we will strengthen the foundations that support our growth:

- Fostering a values-based culture
- Focussing on best practice donor stewardship
- Raising Amref UK brand visibility and awareness
- Developing technology, systems, and processes to improve operations

## STRATEGIC AIM 2

### Focus on value over volume to sustainably grow restricted funding

**In this new strategy period, Amref UK aims to secure strategic partnerships that deliver £30m in restricted funding.**

To reach this target, the Programmes and Strategic Partnerships (P&SP) team have developed a £30m funding pipeline to 2030.

We will focus on driving six-to-seven figure multi-year investments from three income streams: corporates, trusts and foundations, and institutional donors.

We will expand our existing partnerships programmes delivery, supported by a relationship management approach and programme support guide.

We will identify and secure new values-based partnerships with identified, qualified prospects to reduce dependency on existing large donors. We will develop tailored engagement plans to connect with the funders, build relationships, and develop robust funding proposals aligned to Amref's Global Strategy.

We will seek out opportunities with UK Government and other development agencies for high value, multi-year funds.

Amref is, and always has been, led from Africa. As we create new relationships, we are adopting a phased approach to facilitating funds to go direct to Africa and transferring relationship management of key partners to HQ and COs.

