



## Five-Year Strategy: 2023-2027



Bring Hope Humanitarian Foundation

# **BHHF's Five-Year Strategy: 2023-2027**

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## Cover letter from Bring Hope's Chairperson

Life on our planet is quite unfair for some of us, and the less fortunate ones are those with limited access to the most basic human needs. Consequences of devastating wars, natural disasters, and poverty are often the cause of suffering for the most vulnerable groups. My personal experiences has taught me that during our life journey, we ALL need a helping hand one day. The ones present for us during our hard-times give us the best gift we can have in our life.

Bring Hope Humanitarian Foundation's philosophy is to be that helping hand for thousands of individuals who are in need of our services. We exists to serve humanity by restoring dignity for those in desperate need by dealing effectively with the root of the challenges. This implies bringing back PEACE by creating a harmonious atmosphere for victims that enables them to provide for their basic needs, putting food on the table through hard work, discipline, and learning.

Humanitarian relief is mostly about restoring HOPE and DIGNITY for the people who often have lost their possessions, and sadly all HOPE. As a

personal survivor of many wars, being myself displaced and a refugee for many years, I can emphasize that dignity and hope are an essential element of the humanitarian relief Bring Hope provides. As the founder, my goal has always been to help victims and also teach them to give a helping hand to others in the future.



**Mariwan Baker**, Founder and Chairman;  
Nov. 2022



## 1. Executive Summary

The core of BHHF's existence in the world of human development is a confident belief that **everyone can bring hope** to others who are suffering from complicated situations. As situations are complex and complicated, so are the solutions. Therefore, the organization has chosen a strategic path of being more structured, financially sustainable, and programmatically scalable to generate evidence of impact in alleviating the suffering of two million people in need by providing access to humanitarian aid support, livelihood opportunities, health and education services over the next five years. In this pathway, BHHF adopts a tridimensional approach consisting of **Response, Resistance** and **Recovery** programmes in the form of **Humanitarian, Social Development, and Economic Development** work to attain its long-term vision. The robust strategic plan has set comprehensive but specific goals, objectives, and targets to produce impactful results by the end of 2027.

## 2. Who we are

We are a non-profit organization working to rebuild **dignity** and **harmony** for those experiencing displacement, poverty and crisis. Based in Sweden and Iraqi-Kurdistan, with offices in UAE, Switzerland, and the UK, we are a dedicated global team of staff, volunteers, partners and community members motivated by our shared vision. The story of our founder and CEO, Dr. Mariwan Baker, who himself is a former refugee, inspires us to work with respect and empathy at the heart of everything we do.



### 3. Vision Mission and Values

#### Our Vision:

Restored dignity and harmony in the lives of those experiencing humanitarian crisis, displacement, and poverty.

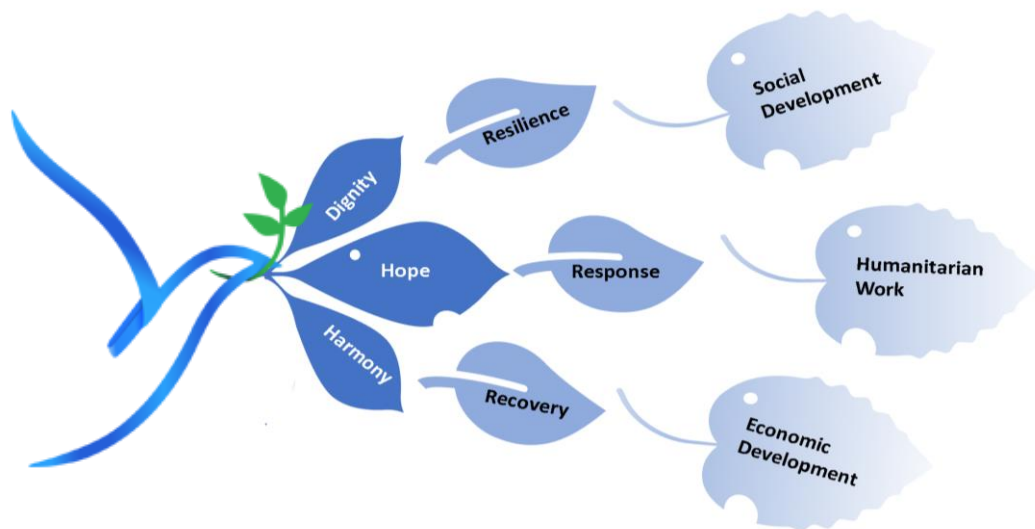


Figure 1: BHHF's logo illustration

#### Our Mission:

To be a generative power in alleviating suffering, nurturing long-lasting development, and bringing hope to those we serve, regardless of their age, gender, religion, ethnicity, or nationality.

#### Our Values:

- ⇒ **Empathy:** We are kind, concerned and sensitive to the individuality of emotions that affect people and their lives.
- ⇒ **Diversity:** We find power in embracing and appreciating differences to learn from and honour one another.
- ⇒ **Integrity:** Our strong integrity ensures we are honest, accountable, and transparent in everything we do.
- ⇒ **Transformation:** Through our innovative work, we enact action to inspire brighter futures and transformative change.
- ⇒ **Collaboration:** We understand productive collaboration as the pillar of our successes. Through our collaborative work, we become more empathetic and diverse, we strengthen our integrity, and we facilitate transformational processes.

## 4. Current context

According to (UNOCHA, 2022<sup>1</sup>) humanitarian crisis has continued to grow pushing **274 million people** into deeper life challenges and humanitarian needs. Geo-political conflicts, catastrophic climate, and disease are the main cause of this growing humanitarian need globally. Women and children are among the most vulnerable group who remain at increased need of humanitarian support. More than 1% of the world's population is displaced, of which 42% are children (ibid).

While initiatives towards diverse humanitarian challenges are on application, the Covid-19 pandemic and the recent war between Ukraine-Russia make these challenges worse than ever leaving us to live in a world of worry and uncertainty. Unequal and unjust access to the covid-19 vaccine, disrupted education and health system, broken global supply chains, and increased gender-based violence are among many of the inequalities that covid-19 pandemic has brought to the world. Equal participation of women and girls at all levels of social and economic life is consistently being disturbed.

In the humanitarian setting, gender parity is declining and causing over 70% of women and girls to experience gender-based violence. Economies and livelihoods have been devastated, increasing humanitarian needs and fuelling conflicts. Millions of people need emergency and long-term aid and support due to continued devastating conflict across and within countries and extreme climate events (UNDP, 2022; UNOCHA, 2022<sup>2</sup>).

There are many areas to address, and many more actions needed to combat the suffering of the people experiencing a humanitarian crisis, displacement, and poverty. Therefore, Bring Hope Humanitarian Foundation adopts a long-term strategy to organize and combine a holistic way to restore dignity and harmony among these people and bring a light of hope in their life.

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<sup>1</sup> UNOCHA (2022) *Global Humanitarian Overview 2022*.

<sup>2</sup> UNDP (2022) *Human Development Report 2021/2022*.

## 5. BHHF's approach and programmes:

### 5.1. BHHF's approach:

BHHF adopts a tridimensional approach to address the sufferings of the people living in humanitarian crises, displacements, and poverty across the globe, organize resources, design development programmes, and deliver services to restore their dignity and harmony. We also believe that the growing conflict, devastating climate and weather changes, and post covid-19 impacts have made humanitarian needs to grow continuously, mainly for the displaced people and their hosts. Therefore, holistically, we have decided to apply **response, resilience and recovery** programmes in the form of **Humanitarian work, Social Development work** and **Economic Development work** for the refugees, returnees, IDPs and host communities (Figure 1).

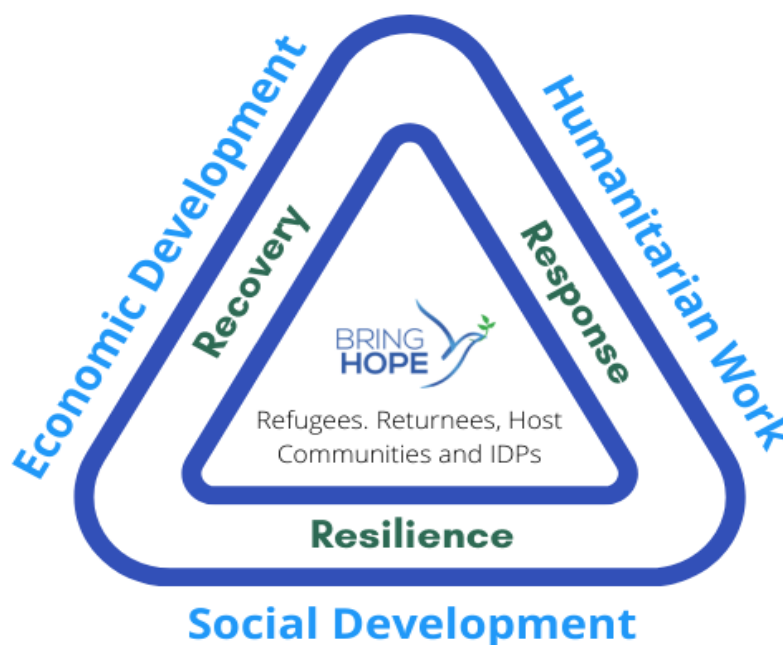


Figure 2: BHHF's Approach

## 5.2. Current programs:

As of 2022, BHHF's delivered different projects in nine thematic areas as mentioned in figure 3 below. All these projects interact within and among others under the broad tridimensional approach that BHHF has adopted. All the future projects should be aligned with these approaches and thematic areas.

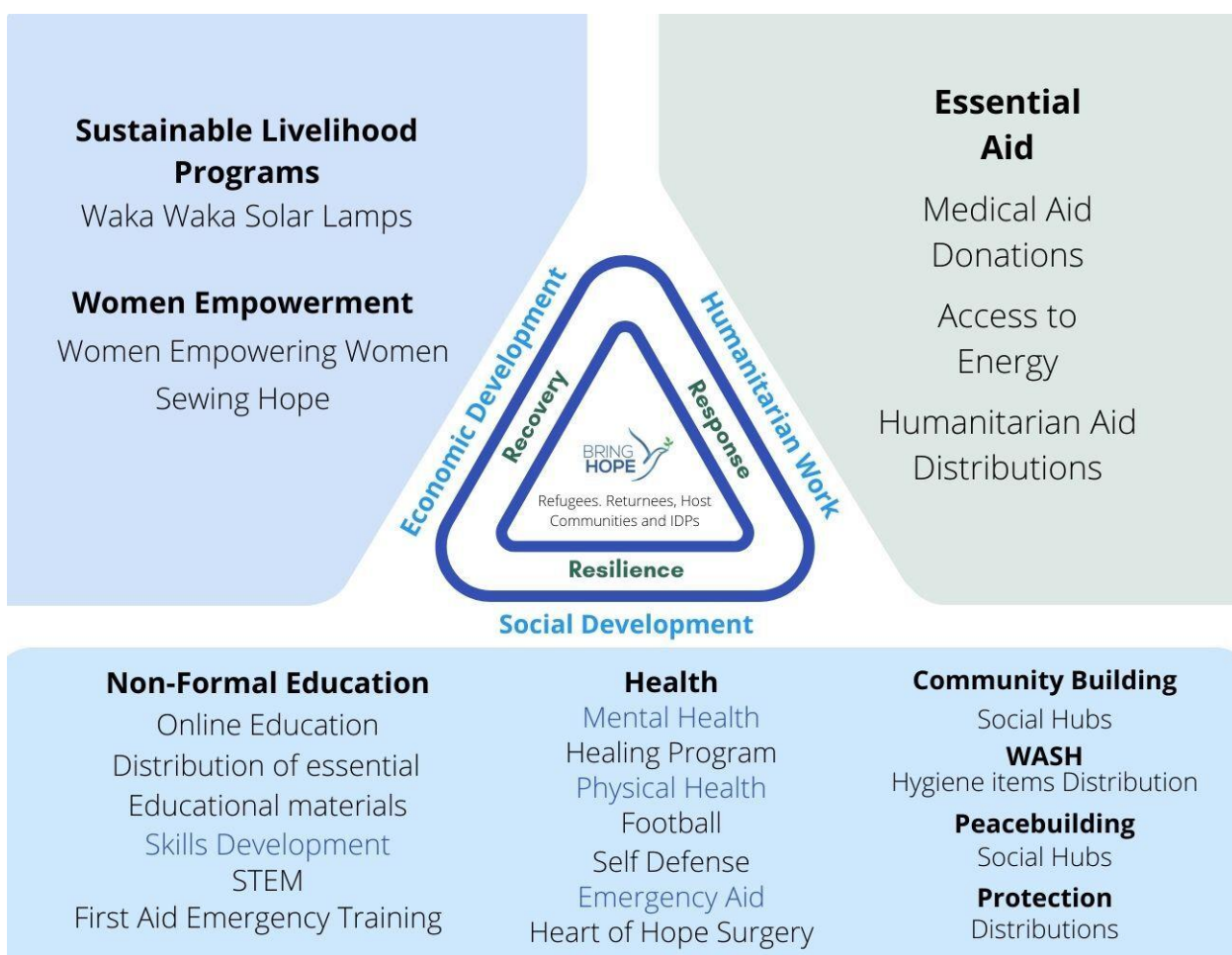


Figure: 3: Current Programs



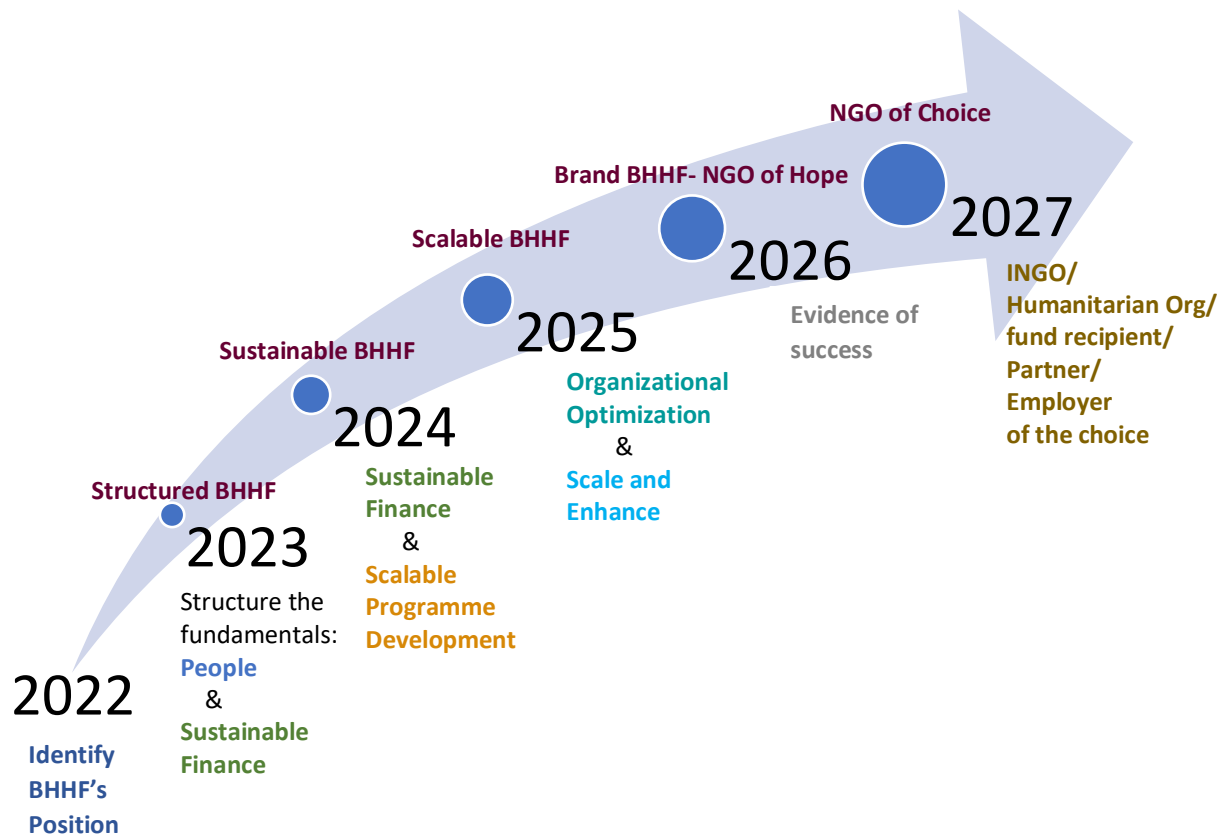
## 6. Program goals and objectives:

Goals	Targets
Expand outreach	<ul style="list-style-type: none"> <li>i. Operations expanded to additional 5-8 countries (mostly Africa)</li> <li>ii. Within the next five years, combat sufferings and save the lives of two million (2,000,000) people in need by providing access to humanitarian aid that includes food, clothes, water, sanitation and hygiene, medical supplies, and psychosocial support.</li> <li>iii. Provide suitable livelihood opportunities for 10000 HHs by empowering women by building their capacity and offering financial services.</li> <li>iv. Provide access to maternal and neonatal health care for at least 1000 HHs.</li> <li>v. Address GBV and SRHR issues and serve 50000 people.</li> <li>vi. Provide immunization vaccines to 100,000 Children</li> <li>vii. Provide primary education to 1000 children between 6-15 years old</li> </ul>
Emphasize on Results and Quality	<p>Outline the Theory of Change (ToC) or Logical Framework (Logframe) or Result Based Management Framework (RBM) for each of the project</p> <ul style="list-style-type: none"> <li>- Embed those contexts as a ground to design the project.</li> <li>- A robust work plan for each project is ensured</li> <li>- Impact assessment is embedded in the project cycle</li> <li>- Conduct a training need analysis and ensure the delivery</li> </ul>
Diversifying the funding sources	<ul style="list-style-type: none"> <li>- Draw a Funding Need Analysis (how much funds we need annually to cover service and operation costs)</li> <li>- Formulate long-term and short-term strategies to source funding</li> <li>- Design a database of potential funding sources</li> <li>- Create a mechanism of follow-up on</li> </ul>
Standardize program management	<ul style="list-style-type: none"> <li>- Deploy specialized team on MEAL and Internal Audit</li> <li>- Ensure baseline and endline evaluation of every project</li> </ul> <p>Employ a Right-Based approach in project design, implementation, and measurement</p> <p>Set up a mechanism to record and analyze project data and produce periodical reports.</p>

## 7. Organization capacity goals and objectives

Goal	Target
Build to Last	Put HR structure into place with robust HR policy and process defining human resource needs, recruitment process, job evaluation, salary & compensation grade and scale, Performance management system, retention and termination, training and capacity building, work environment, and culture.
	<ul style="list-style-type: none"> <li>- Build ownership among the employee, empower local leadership, and encourage new ideas</li> </ul>
	<ul style="list-style-type: none"> <li>- Inject team spirit from the beginning of the recruitment process</li> <li>- Organize team building sessions annually and offer a learning environment to the employees</li> <li>- Recognize and reward teamwork</li> </ul>
	<ul style="list-style-type: none"> <li>- Drive towards innovation and effectiveness in doing things differently.</li> <li>- Do the pilot test and dare to scale!</li> </ul>
Establish a Culture of Discipline	<ul style="list-style-type: none"> <li>- Performance Management System and follow-up mechanism is well established</li> <li>- 'Innovation hub' or 'idea generation hub' is deployed to attract new ideas and courage to implement.</li> <li>- Build a process for each action backed by well-informed policies</li> <li>- Feedback on performance and priorities on 'Areas of Improvements'</li> </ul>
Cultivate Change	<ul style="list-style-type: none"> <li>- Individuals: Put effort into building individuals' skills, knowledge, attitude, and behavior</li> <li>- Organization: Rely on strategies, integrate them within the organizational system, and formulate structure and implementation procedures.</li> <li>- Institutions: Advocate at the institutional and government level to adopt policies that restore dignity and harmony</li> </ul>
Build partnership	<ul style="list-style-type: none"> <li>- Map and establish partnership networks with the like minded organization in operational areas</li> </ul>
Offer confidence to potential donors	<ul style="list-style-type: none"> <li>- Earn a credibility score from a reliable non-profit evaluator, e.g. Guidestar, Charity navigator</li> <li>- Eligibility requirements are well sorted, achieved and maintained</li> </ul>
Brand BHHF	<ul style="list-style-type: none"> <li>- The logo, tagline, and business model are unique and rightly positioned to the target audience.</li> </ul>
Expand visibility	<ul style="list-style-type: none"> <li>- Increased by 5 fold the followers in each of the social media</li> <li>- Produce and publish annual reports, impact stories, and progress charts consistently</li> </ul>
	<ul style="list-style-type: none"> <li>- Present BHHF to 150 new potential donors/funders</li> </ul>

## 8. Annual Strategic Goals



A photograph of two young children in a slum-like setting. The child on the left is holding a blue plastic bag filled with supplies, and the child on the right is holding a white plastic bag with the 'BRING HOPE' logo. Both children are smiling. In the background, there are makeshift buildings made of cardboard and other materials.

# Anyone Can Bring Hope!

**Bring Hope Humanitarian Foundation**

[www.bringhopefoundation.org](http://www.bringhopefoundation.org)

[info@bringhopefoundation.org](mailto:info@bringhopefoundation.org)

