

# STRATEGIC PLAN 2025-2029



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**ADHA**

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# **I. Introduction**

This is a summarized version of ADHA's strategic plan that provides a framework for development and humanitarian aid efforts during 2025 to 2029. It serves as a guiding document for sub-regional planning and offers direction for country-specific strategies and annual action plans. The strategy will undergo an annual review to ensure its relevance and effectiveness, with its validity extending through 2029 unless significant changes necessitate revisions.

## **II. Context**

### **Challenges Impacting ADHA Operations**

#### **1. Climate Change and Drought**

- Increased frequency of droughts, now occurring every two years instead of every four.
- Reduced agricultural and livestock productivity.
- Declining surface and groundwater resources, leading to desertification and deforestation.

#### **2. Increasing Conflict**

- Sudan, OPT Gaza, Ukraine, Syria, Lebanon, armed, and resource-based conflicts.
- Escalating disputes and political instability.
- Millions of displaced and refugee populations.

#### **3. Population Growth and Urbanization**

- High annual population growth rate, exacerbating pressure on natural resources and basic services.
- Increased migration from rural areas to urban centers due to drought and conflict.

#### **4. Rise in Disasters**

- Many countries experience both slow-onset (drought) and quick-onset (floods) disasters.
- High rates of food insecurity and malnutrition, contributing to child mortality.

#### **5. Economic Instability**

- Rising food and energy prices.
- Impact of global factors such as conflicts in Ukraine affecting food imports.

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## Opportunities for ADHA Operations

- Government initiatives supporting economic and social development.
- Expansion of mineral resources, including gold and oil, to improve infrastructure and national revenue.
- Strengthened partnerships between NGOs and the government to align development efforts.

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## III. Strategic Goals

### 1. Community Empowerment

- Foster self-reliance and protection.
- Contribute to eliminating hunger, poverty, and injustice.

### 2. Strategic Partnerships

- Strengthen grassroots and national-level alliances.
- Address root causes of poverty and support marginalized communities.

### 3. Humanitarian Assistance

- Provide emergency relief to internally displaced persons (IDPs) and host communities.

## Vision

A world where all individuals, especially the marginalized and disaster-affected, have the resilience, resources, and rights to live with dignity, security, and opportunity.

## Mission

To save lives, protect vulnerable communities, and foster resilience by providing people-centered humanitarian aid, disaster preparedness, and sustainable development solutions. Through collaboration with partners, we ensure access to essential services, promote self-reliance, and advocate for policies that uphold human rights and social justice worldwide.

## Core Values

Humanity	Innovation	Partnership	Transparency
Human suffering must be addressed whenever it is found. The purpose of humanitarian action is to protect life and health and ensure respect for human beings.	We are committed to fostering innovative and creative approaches that provide effective responses to crises and vulnerabilities.	We collaborate with partners to bring about significant improvements in the living conditions of those in need and enhance our ability to address urgent human needs worldwide.	We uphold transparency and responsibility in all our activities, ensuring that we remain accountable to those impacted by our actions.

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## **IV. Program Strategy and Approach**

### **Strategic Focus Area 1: Protecting Life and Dignity**

#### **Key Actions:**

- Strengthen disaster risk reduction and emergency preparedness.
- Build local capacities for disaster response and resilience.
- Enhance partnerships with government and humanitarian agencies.

#### **Expected Outcomes:**

- Improved disaster response capacity within 3-7 days of onset.
- Strengthened community resilience to disasters.
- Expanded technical expertise in peacebuilding and conflict resolution.

### **Strategic Focus Area 2: Empowering Communities**

#### **Key Actions:**

- Implement sustainable livelihood programs.
- Promote access to education, healthcare, and water sanitation.
- Support microfinance and food security initiatives.

#### **Expected Outcomes:**

- Reduction in poverty and food insecurity levels.
- Increased access to clean water and sanitation.
- Strengthened community organizations for self-sufficiency.

### **Strategic Focus Area 3: Strengthening ADHA Partnerships**

#### **Key Actions:**

- Foster collaborations with government bodies, donors, and local NGOs.
- Improve reporting, accountability, and communication.
- Develop a fundraising strategy for sustainable operations.

#### **Expected Outcomes:**

- Increased program funding and donor engagement.
- Enhanced visibility and credibility in Sudan and internationally.
- Strengthened capacity-building initiatives for partner organizations.

## V. Organizational Development Needs and Solutions

Development Area	Objectives
<b>Fundraising</b>	Establish diverse funding sources, including grants, donations, and corporate partnerships.
<b>Policy &amp; Advocacy</b>	Align interventions with national policies and global humanitarian standards.
<b>Program Management</b>	Focus on disaster risk reduction and sustainable development.
<b>Accountability &amp; Learning</b>	Implement impact measurement tools and ensure transparency.
<b>Human Resources</b>	Develop staff training programs and improve recruitment.
<b>Safety &amp; Security</b>	Implement standardized security protocols for field operations.
<b>Logistics &amp; Procurement</b>	Develop an efficient supply chain and procurement system.
<b>Communications &amp; ICT</b>	Improve digital infrastructure and public engagement.
<b>Financial Management</b>	Strengthen financial oversight and accountability systems.

## VI. Implementation & Monitoring

### Monitoring & Evaluation (M&E) Framework

- Establish an M&E team to track progress.
- Conduct biannual reviews and impact assessments.
- Use data-driven decision-making to enhance program effectiveness.

### Key Performance Indicators (KPIs)

- Percentage reduction in food insecurity levels.
- Number of communities with improved disaster preparedness.
- Increase in funding and partnership agreements.
- Compliance with international humanitarian standards.

## VII. Conclusion

ADHA's 2025-2029 strategy aims to strengthen resilience, reduce poverty, and provide life-saving humanitarian aid. Through a combination of strategic partnerships, sustainable interventions, and capacity-building initiatives, ADHA will continue to work towards a future where every community thrives with dignity and self-reliance.