



Strategic Plan 2025-2027



What's included?



Structure



A living document

Our work is generally in unstable and unpredictable areas of the world. This means that there is often need to re-evaluate our efforts, finances, and resources throughout the year to adjust to changing circumstances as needed. Due to these complexities, the strategic plan is considered a living document that may be regularly revised.

Focus Values



It is our intention that we will continue to be Flexible, Sustainable, Answerable, and Empathetic in our efforts.

As the team wrestled with how organizational priorities and strategies would change in the years to come, a key focus was on organizational values and organizational culture.

Investing into our organizational culture, the ways in which Partners Relief & Development functions, how we relate to one another, our supporters, and most importantly the communities we partner with is our core strategy.

Clearly articulated values that are shared, known, and embodied by the team are essential to keep organizational strategy looking forward laser-focused on our vision. The values become the framework for our efforts and a guidepost for decision-making and resource management.

Organizational Strategies



- Quality relief and development efforts that leverage our strengths and expertise
- Creative, dynamic fundraising and advocacy efforts
- Systems, policies and processes optimized for effectiveness and sustainable growth
- Strategic partnerships with local communities, supporters and other organizations
- Robust management of finances, resources and processes
- Transparent and proactive monitoring and evaluation
- Individuals and communities co-creating solutions
- Investment in our people, governance and organizational culture.

Highlights



Communications & Fundraising

- Raise \$3M in 2025 to fully fund the annual budget
- Growth in donor base in new locations outside of existing donor base
- Increase grants and sustainable income streams
- 10% of one-time donors converted to recurring donors.
- Partners supporters feel a strong sense of being part of a community and are empowered to advocate on behalf of the organization.
- Voices of the communities Partners support are amplified, and the work of the teams and implementation partners are central to story-telling.

Highlights

Finance & Administration

- Global financial view of income and expenses across the organization.
- Improved automated capture and reporting of campaign designations.
- Reduce organizational risk around loss of knowledge/financial management responsibilities.

Human Resource Management

- Human Resource Management is compliant with regulatory obligations built upon consistent and fair practices across the organization.
- Effective management of human resources with policies and processes optimized for effectiveness and sustainable growth
- Professional development opportunities identified and made available to staff

Highlights



2025 Operations – Middle East

- Students in Syria have improved education outcomes. 80% of 40 children involved and their parents will express education growth and a positive impact in their behavior.
- For 300 children to have access to schooling through the rebuilding of 2 schools.
- For 6,400 children in Al-Hol Camp, Syria, and 120 children in Sinjar, Iraq to have a safe place to go to learn and heal from trauma they may have experienced.
- Provide quality healthcare for at least 6,000 people in Al Hol camp through the 24-hour clinic.
- For 840 girls/women in camps in Iraq and 100 girls/women in Afghanistan to have good knowledge of women's health and have reusable feminine hygiene kits.

Highlights



2025 Operations – Southeast Asia

- Provide capital funds for 5 new businesses and training at schools in Shan State and Karen State.
- Support of scholarships for 6 students from previous GED cohorts
- Rohingya students (350 children, 70 adults)) will have access to and receive a quality education
- Timely and efficient relief is delivered and standards of living are improved where it is needed most, with input from the communities where we are helping.
- Provide 1,500 women with Feminine Hygiene Kits along with Feminine Hygiene Education in Southeast Asia and the Middle East.
- 575 community members will have received seeds, vegetables, and plants for their own farms.

Highlights

Strategy & Organizational Development

- Multi-year strategic plan that is traceable to organization vision, mission and values, and is pragmatic and values driven. All levels of organizational leadership actively engaged in strategic planning process, implementation and review.
- Governance board supported with timely and effective resources.
- Increased international networks established for fundraising, advocacy, leadership and program delivery effectiveness.
- Distinctives of vision, mission, methods and values are known at all levels of the organization
- Organizational risk is known and minimized in alignment with organizational risk strategy.
- Proactive leadership development within organization to support internal promotion and minimize succession risk.