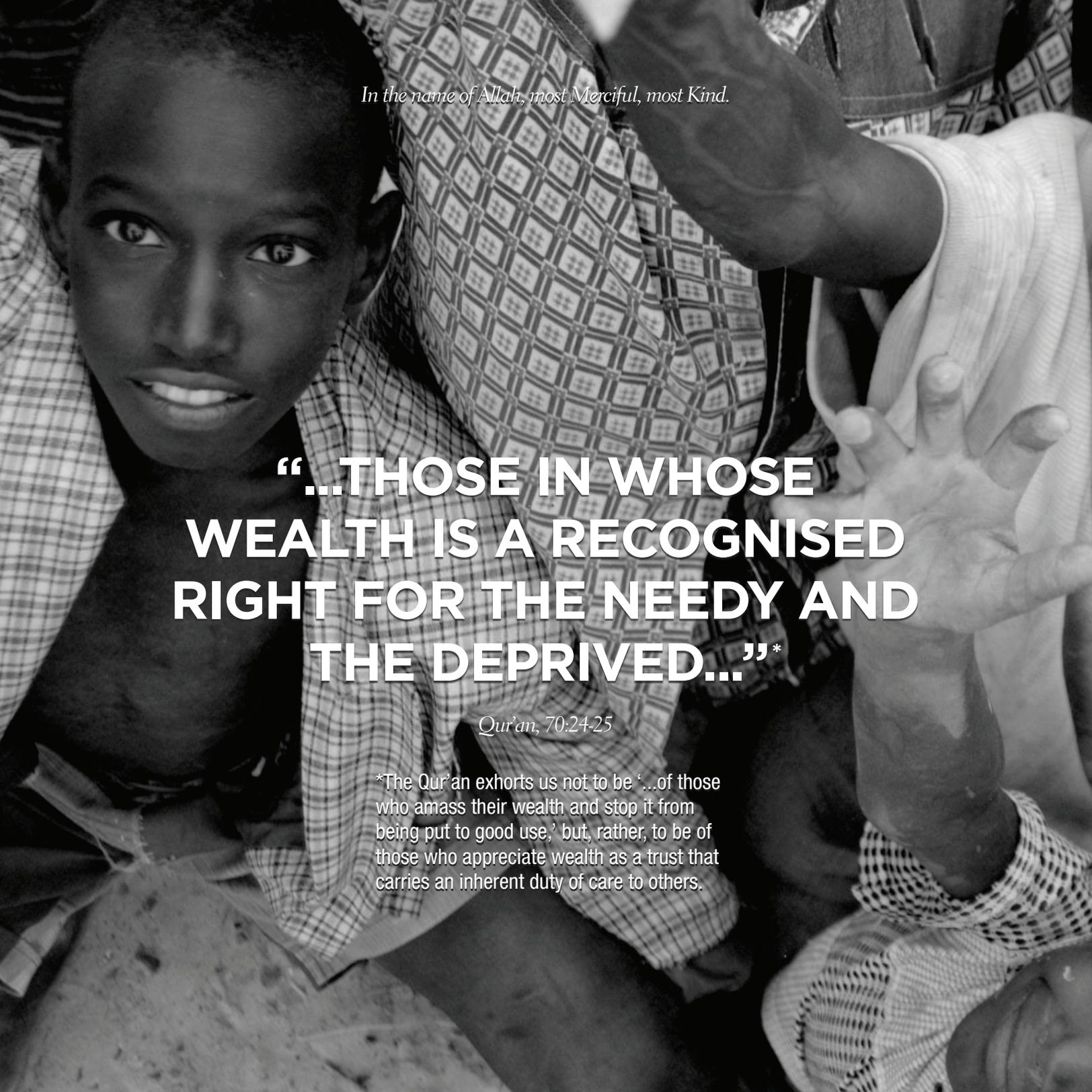




Faith inspired action

GLOBAL STRATEGY 2011 - 2015



In the name of Allah, most Merciful, most Kind.

**“...THOSE IN WHOSE
WEALTH IS A RECOGNISED
RIGHT FOR THE NEEDY AND
THE DEPRIVED...”***

Qur'an, 70:24-25

**The Qur'an exhorts us not to be '...of those who amass their wealth and stop it from being put to good use,' but, rather, to be of those who appreciate wealth as a trust that carries an inherent duty of care to others.*



04 *Our strategy*

06 *Our vision, our mission*

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Photo: Children gather together in a village in Mali.



OUR STRATEGY

Photo: Children play on a swing in the village of Mashinwala in Multan, Pakistan, where Islamic Relief provided shelter and livelihood support after the floods in 2010.

FAITH INSPIRED ACTION

The Islamic Relief family has served humanity for over 25 years, striving **to make the world a better, fairer place.**

For Islamic Relief, there is no greater priority than ensuring our work has the **greatest positive impact on the people we serve.** Our **Global Strategy 2011-2015**, outlines how we put our faith into action to bring about **real social change.**

Guided by our faith we work to **help vulnerable communities** meet the big challenges in their lives. We do this by taking an integrated approach; looking at the wider context and causes of their needs and **promoting sustainable, development outcomes.** We are determined to **empower marginalised people** with a strong voice that argues powerfully for the change they need to transform their lives.

Right across the Islamic Relief global family, our strategy focuses our resources, planning and programming on achieving these important aims.

We will continue to **work in partnership** with those that share our vision of a world in which empowered and socially responsible communities **respond as one to the suffering of others.** We will also continue to develop as an **excellent service provider and policy leader**, representing our faith and providing guidance on a range of critical social issues.

Our **Global Strategy 2011-2015** outlines how we aim to deliver on our promises and fulfil our duty to mankind, and ultimately, to God.



OUR VISION

INSPIRED BY OUR
ISLAMIC FAITH AND
GUIDED BY OUR
VALUES, WE ENVISAGE
A CARING WORLD
WHERE COMMUNITIES
ARE EMPOWERED,
SOCIAL OBLIGATIONS
ARE FULFILLED AND
PEOPLE RESPOND
AS ONE TO THE
SUFFERING OF
OTHERS.



OUR MISSION

Photo: A woman and her children in Madera, north-west Kenya, attend a health screening organised by Islamic Relief.

Exemplifying our Islamic values, we will mobilise resources, build partnerships, and develop local capacity, as we work to:

- ◆ Enable communities to mitigate the effect of disasters, prepare for their occurrence and respond by providing relief, protection and recovery.
- ◆ Promote integrated development and environmental custodianship with a focus on sustainable livelihoods.
- ◆ Support the marginalised and vulnerable to voice their needs and address root causes of poverty.

We allocate these resources regardless of race, political affiliation, gender or belief, and without expecting anything in return.

A photograph of a man with a beard and mustache, wearing a white long-sleeved shirt, holding a young child in a purple shirt. The man is looking towards the camera with a slight smile. The child is looking to the side. In the foreground, two other children are visible: one on the left wearing a white shirt and one on the right wearing a blue shirt. The background is a textured, light-colored wall.

OUR VALUES

FOLLOWING PROPHETIC GUIDANCE

We remain guided by the timeless values and teachings provided by the revelations contained within the Qur'an and the prophetic example, most specifically:

Sincerity - Ikhlas

In responding to poverty and suffering our efforts are driven by sincerity to God and the need to fulfil our obligations to humanity.

Excellence - Ihsan

Our actions in tackling poverty are marked by excellence in our operations and conduct which are deserving of the people we serve.

Compassion - Rahma

We believe the protection and well-being of every life is of paramount importance and we shall join with other humanitarian actors to act as one in responding to suffering brought on by disasters, poverty and injustice.

Social Justice - Adl

Our work is founded on enabling people and institutions to fulfil the rights of the poor and vulnerable. We work to empower the dispossessed towards realising their God-given human potential and developing their capabilities and resources.

Custodianship - Amana

We uphold our duty of custodianship over the earth, its resources and the trust people place in us as humanitarian and development practitioners to be transparent and accountable.

Photo: Khalid Khan, of Lunda village in Khyber Pakhtunkhwa, Pakistan, with his children Raheed, Mohammad and Ali. In the 2010 floods, he waded through water to safety, holding on to his three children. He now earns a living selling confectionary. Islamic Relief rebuilt many homes in Lunda village and provided livelihood support to help people recover from the disaster.



OUR AIMS

- 1 *Protecting life and dignity*
- 2 *Empowering communities*
- 3 *Campaigning for change*
- 4 *Strengthening the Islamic Relief family*

Photo: Pupil at Min Lampu'uk School,
rebuilt by Islamic Relief in Banda Aceh,
Indonesia, following the 2004 tsunami.

PROTECTING LIFE AND DIGNITY

Enabling communities to reduce the risks and effects of disasters by preparation for their occurrence, hazard mitigation and timely response through providing effective relief, protection and recovery.

EMPOWERING COMMUNITIES

Enabling the sustainable development of the communities we work with through integrated development underpinned with sustainable livelihoods, social justice and environmental custodianship.

CAMPAIGNING FOR CHANGE

Supporting the marginalised and vulnerable to voice their needs and address root causes of poverty and suffering.

STRENGTHENING THE ISLAMIC RELIEF FAMILY

Building a governance system and infrastructure for the growing Islamic Relief global partnership that will maximise the size, efficiency and effectiveness of our operations to alleviate poverty and suffering.

OUR WORK

PROTECTING LIFE AND DIGNITY

Islamic Relief has been providing emergency relief for over 25 years. In the future we will be placing greater emphasis on building vulnerable communities' capacity to deal with the threats that face them through **disaster preparedness and risk reduction**.

In the next five years we will, God-willing:

- ◆ Assist people in their time of need by responding to disasters and providing continued support to help them rebuild their lives.

“WHOEVER SAVES ONE LIFE, IT IS AS IF HE SAVED ALL HUMANKIND.”

Qur'an, 5:32

- ◆ Help communities at risk to prepare for disasters so that when they occur their devastating impact is reduced.
- ◆ Prioritise disaster risk reduction at a local and national level among vulnerable populations in several countries.
- ◆ Bring relief to food-insecure communities around the world with seasonal food aid during Ramadan, Qurbani and beyond.



Photo: Two orphaned boys fishing in their village in Khyber Pakhtunkhwa, Pakistan, where Islamic Relief rebuilt many homes after the 2010 floods.

EMPOWERING COMMUNITIES

Islamic Relief is committed to tackling the causes of poverty, working closely with local communities through integrated sustainable development programmes that lead to long-term, positive change.

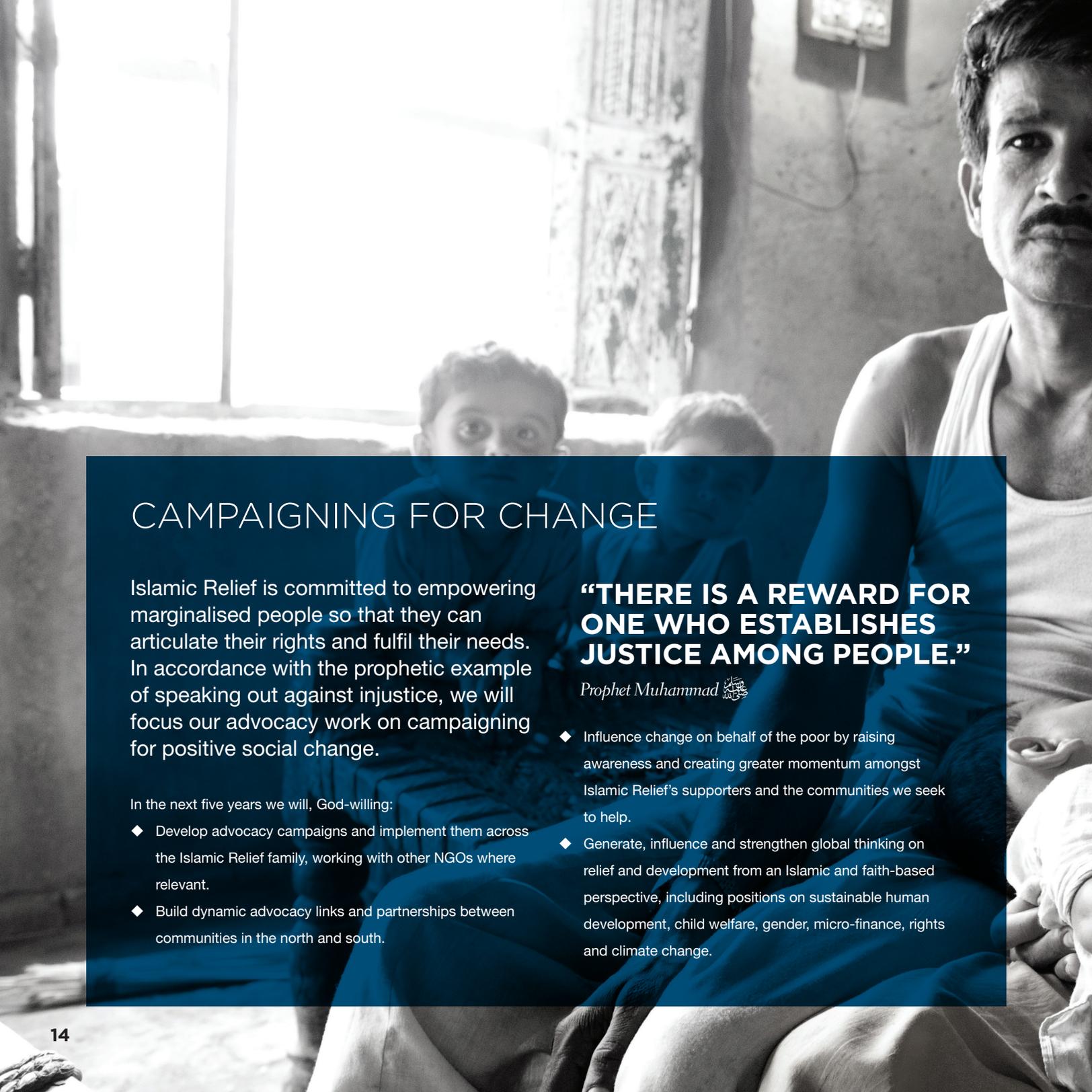
In the next five years we will, God-willing:

- ◆ Decrease the number of people earning less than a dollar day, suffering from hunger, and unable to access safe drinking water or basic sanitation.
- ◆ Ensure that all children in our target areas complete primary education.
- ◆ Reduce maternal and under-five mortality.

“GOD DOES NOT CHANGE THE CONDITION OF A PEOPLE UNTIL THEY CHANGE WHAT IS IN THEMSELVES.”

Qur'an, 13:11

- ◆ Halt and begin to reverse the incidence of epidemic diseases.
- ◆ Empower communities to manage their own development.
- ◆ Integrate the sustainable development process into our programmes and beyond, and reverse the loss of environmental resources.



CAMPAIGNING FOR CHANGE

Islamic Relief is committed to empowering marginalised people so that they can articulate their rights and fulfil their needs. In accordance with the prophetic example of speaking out against injustice, we will focus our advocacy work on campaigning for positive social change.

In the next five years we will, God-willing:

- ◆ Develop advocacy campaigns and implement them across the Islamic Relief family, working with other NGOs where relevant.
- ◆ Build dynamic advocacy links and partnerships between communities in the north and south.

“THERE IS A REWARD FOR ONE WHO ESTABLISHES JUSTICE AMONG PEOPLE.”

Prophet Muhammad ﷺ

- ◆ Influence change on behalf of the poor by raising awareness and creating greater momentum amongst Islamic Relief’s supporters and the communities we seek to help.
- ◆ Generate, influence and strengthen global thinking on relief and development from an Islamic and faith-based perspective, including positions on sustainable human development, child welfare, gender, micro-finance, rights and climate change.



Photo: A family in Punjab, Pakistan, who received seeds and tools as part of an Islamic Relief livelihood support project.

STRENGTHENING THE ISLAMIC RELIEF FAMILY

The Islamic Relief family has grown substantially over the last 25 years and in the coming period we aim to **build a stronger partnership**, with a governance system and infrastructure that makes us more effective in alleviating poverty and suffering.

In the next five years we will, God-willing:

- ◆ Engage all our partner and field offices in strategic and operational matters in order to improve coordination and efficiency.
- ◆ Meet the relevant international standards of governance,

“WHATEVER GOOD YOU DO, GOD IS AWARE OF IT.”

Qur'an, 2:215

- delivery, accountability, donor and beneficiary care.
- ◆ Ensure global recognition of the Islamic Relief identity and work with a clearly defined vision, mission and values.
- ◆ Improve the performance of the Islamic Relief family in poverty alleviation and advocacy work, with a greater percentage of net funds being spent on our programmes.

OUR PROMISES

Protecting children

Children are often the most vulnerable to trauma and suffering as a result of disasters and extreme poverty. Protecting them and ensuring their welfare is a priority in all our work, from disaster risk reduction to integrated development programmes.

Islamic Relief will ensure our programmes have a child focus and prioritise and mainstream protection, utilising where appropriate, references and an understanding of rights and protection from Islamic teachings.

Protecting the environment

Climate change has a devastating effect upon the communities with which we work and we are addressing this through an organisation-wide strategy. Environmental concerns are also increasingly becoming a feature of our wider programmes and advocacy work.

Islamic Relief will prioritise the development of risk reduction work in communities that are vulnerable to the effects of climate change and improve learning on environmental issues amongst our staff and supporters. We aim to become a carbon neutral organisation and work globally in an environmentally responsible way.



Photo: A mother and daughter
in Lebanon. © Wendell Phillips/
Islamic Relief

Providing Islamic perspectives

Islamic perspectives on humanitarian and social justice issues inspire all aspects of our work but have not always been well articulated or widely understood in our globalised world, even among Muslim communities that are affected by poverty and injustice.

Islamic Relief will be a policy leader on Islamic humanitarian and development issues. We will also prioritise the strategic and programmatic opportunities provided by our faith on development, humanitarianism, rights, gender, sustainable livelihoods and micro-finance.

Strengthening local capacity

The capacity of local communities to govern their own affairs has a direct impact on their ability to become self-sufficient. Capacity-building within civil societies will be an important aspect of our community development programmes and we will continue to support the Humanitarian Forum which focuses on this critical area of work.

Islamic Relief will develop its strategic goals within a capacity-building and participatory development framework, empowering local communities to manage their affairs, from disaster preparedness and recovery to social mobilisation. We will also develop resources, share organisational learning and implement civil society capacity-building within our programmes.

Photo: Oloom Ahmad is a member of the marginalised Akhdam community, who are amongst the most vulnerable people in Yemen. Before Islamic Relief installed a water supply in her home, she would walk for more than two hours a day to fetch water.
© Stefano Massimo/Islamic Relief





**“THERE IS CHARITY TO
BE GIVEN FOR EVERY
JOINT OF THE HUMAN
BODY, FOR EVERY DAY
THE SUN RISES.”**

Prophet Muhammad ﷺ



Faith inspired action

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