

## **Developing our services**

We currently have strength in depth in areas of South Asia and have a history of projects in several SAARC[1] countries including Afghanistan, India and Pakistan where we currently no longer work. As a long-term objective, we will develop our presence, projects and impact in all the countries of the SAARC region by providing replicable solutions that can be scaled and grown. This will provide funders with the opportunity to fund a wider range of projects in countries of concern to them. The initial steps will be based on building on our expertise, ensuring our current projects in Bangladesh and Nepal are sustainable and returning to countries where we have had projects in the past.

By 2016 we will have:

- Built on our expertise to further develop our range of programmes to have the potential to run rights based educational projects in SAARC countries where we can make an impact. This will lead to a clear set of priorities about the countries where we work and projects we select and deliver.
- Prioritised the development of new relationships with potential partners in SAARC countries in line with our project selection and delivery criteria.
- Continued to design projects around our rights based education model and funders criteria. We will have continued to develop our theory of change model which targets the root causes of poverty and provides community based education.

## **Advocacy**

Our projects and partners provide us with good evidence for advocacy activity, which needs to be effectively disseminated to drive sustainable practice and policy change in the UK and in countries where we work. We will use this evidence more effectively at a national and international level to share good practice, demonstrate our effectiveness and ensure it is levered to establish the LfL brand, campaigning and fundraising.

By 2016 we will have

- Developed and strengthened our strategic advocacy programme – including implementing frameworks for monitoring its impact – in

the UK to raise awareness of the development issues in south Asia. This will include instigating research reports for publication and lobbying.

- Supported and provided expertise as necessary to our partners to advocate for change in their country. We will have recruited or developed expertise to carry this out effectively.
- Researched and joined national and international networks to share best practice, demonstrate impacts and establish the LfL brand as a leader in its field.

### **Fundraising**

Currently we are reliant on a number of key institutional funders and a small number of restricted and unrestricted funders. To develop our work, we need to diversify our funding base and increase our income generation streams to support our plans and to provide a sustainable funding base for our work. We also need to ensure that we are aware of upcoming funding trends and their potential impact on our work.

By 2016 we will have:

- Grown our financial capacity and reserves to match our ambitions by creating a strategic plan to guide our income generation.
- Strengthened our relationships with institutional funders to increase our project reach.
- Explored opportunities to gain greater unrestricted funding and develop our engagement with individual donors and corporate partnerships.

### **Infrastructure**

We now work in a more complex environment, in terms of regulation, competition and accountability than ever before. We not only need to be compliant, we need to be seen to be at the cutting edge of best practice in terms of accountability and transparency in the UK and while working with partners.

By 2016 we will have

- Continued to provide training and development opportunities for staff so they are able to continue to deliver excellent projects in line with

our mission statement.

- Developed the staff team and recruited skilled volunteers to fulfill our ambitions for growth.
- Continued to develop our management team and Trustee Board to ensure effective governance.
- Continued to develop our management systems to effectively grow and manage our work including policy, communications and evaluation.

Delivering this strategy will prove a challenge, however it will present greater change and impact for those beneficiaries that we seek to serve, as well as deliver growth and develop our effectiveness as a respected INGO in the years ahead.[1] South Asian Association for Regional Cooperation