



BritishRedCross

150<sup>years</sup> the power  
of kindness

# Strategy

20

30

# the setting scene

## Dreaming big

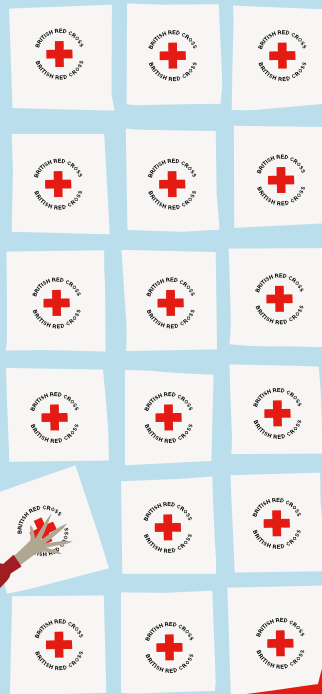
It's time to transform how we help people.

Our exciting ambition will push us to be courageous, including working in ways we've never considered before.

## It's all about impact

As we listen to the people we support, what they remember most about our help is the way we made them feel.

So we'll focus on the incredible **impact** we can make to someone in a crisis. We will reduce the risk of crisis in the first place, improve support and care, and empower people to take action.



# the big three

**Our three goals  
by 2030**



## **Disasters and emergencies**

**People are safe and able  
to survive and recover  
whenever disaster strikes**

Every emergency response will be fully coordinated, to make sure affected people – and their individual needs – are always at the centre.

Preparation is key, especially as our climate continues to change. Early action means building stronger communities, where more lives and livelihoods are saved.



## Health inequalities

**People in the UK receive the care and support they need without falling through gaps in the health system**

We want everyone to feel confident enough to manage and maintain their own physical and mental wellbeing.

When people do need help, they should have fair access to the right care, at the right time, no matter where they are in the UK, or who they are.

No one should get stuck in hospital or use emergency services purely because they don't have support to live safely at home.

## Displacement and migration

**People experiencing displacement feel safe, live with dignity and have choice and opportunity on their journey**

Access to support, at every stage and in every place, should keep people safe.

No one should fall into poverty when they arrive in the UK.

Giving people who have been displaced chances and choices is crucial. Everyone deserves the chance to rebuild their lives and relationships with loved ones, and the choice about how they do that.





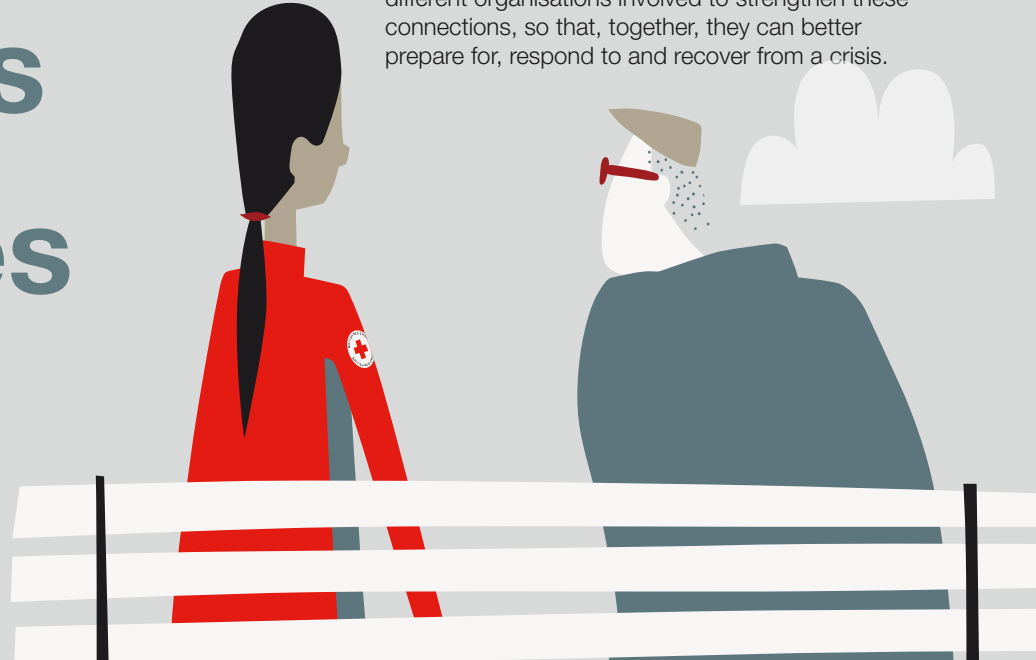


Connected  
**communities**  
are  
**stronger**  
**communities**



We all benefit from strong connections; whether that's on a person-to-person level, between an individual and a support service, or within an entire network of services.

We will work with people, communities and different organisations involved to strengthen these connections, so that, together, they can better prepare for, respond to and recover from a crisis.



An illustration on the left side of the page shows a person in a red kayak on a light blue river. The person is wearing a red helmet and a red jacket. In the background, there are dark blue and grey mountains, a grey house with a red roof, and a red sun. The text 'where and when' is written in a large, dark blue font across the top of the page.

# where and when

## **Where risk is high and resource is low**

Some communities are in places where there's an incredibly high risk of a crisis, but they don't have the resources to cope or recover when a crisis hits.

We believe we can make the biggest difference to people in those places.

## **Before, during and after**

We will focus on helping people through each stage of a crisis including recovering and preparing for risks so that they're resilient to face the future.

An illustration of two hands, one light grey and one red, holding a dark blue heart. The text 'we're in this together' is written in white inside the heart.

**we're**  
in this  
**together**

## **With people at the centre**

The best way to find out how to help someone is to ask them – we don't have all the answers.

People we help will shape that help alongside us, staying firmly at the heart of everything we do.

## **Alongside others**

We cannot, and will not, do this alone.

We know we can achieve so much more for people if we work together with communities, organisations, governments and other Red Cross and Red Crescent societies.



## As part of something greater

No matter who you are, if you believe in making a true difference to someone in crisis, then we're in this movement together.

All of us will feel inspired to act, and have access to what we need to make a real change for those who need it most.

## In a planet-friendly way

Every day, on the ground, we see the impact of the climate crisis we're in. We need to play our part and act now.

We will reduce our impact by becoming carbon neutral, reducing carbon emissions and waste, and working in more climate-conscious ways.