

OUR
GOALS
2015-2018

DANCHURCH AID
AYUDA DE DCA
actalliance
DENMARK





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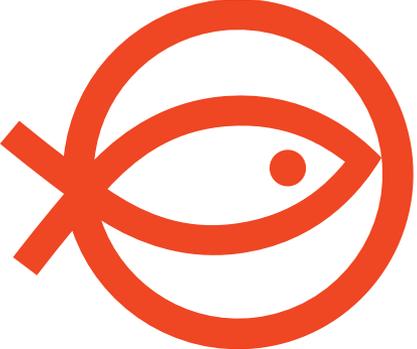
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| FOREWORD | 5 |
| HOW WE WORK | 7 |
| GOALS IN THE WORLD'S POOREST COUNTRIES | 9 |
| GOALS IN DENMARK | 15 |
| WHERE WE WORK | 16 |

If a man is **hungry**, don't just give him a fish.
Instead give him a **fishing net** and
teach him to catch his **own** fish.
Give him the **right** to own his fishing rod and
free access to fish in the lake –
and his **future** is assured.
That is how DanChurchAid
works. Always **with** the
world's **poorest**.



Foreword

The world around us is changing rapidly: economically, politically, socially and culturally. Natural disasters and conflicts are today both more violent and more complex than previously. Never before in recent times have so many been on the run from wars and disasters. More than 81 million people all over the world today need humanitarian assistance and protection. Climate change results in floods and drought in the affected countries; it creates hunger and forces millions to leave their homes. Close to 750 million of the world's poorest are farmers. They need sustainable forms of agriculture and diverse crops in order to adapt to changes in both climate and global economy for better harvests and more resilient communities. Experience shows that growth in the agricultural sector in developing countries has a much greater influence on economic development, job creation and poverty reduction than growth in any other sector.

Even though the poorest countries are getting richer, we see that inequality is growing both with respect to opportunities and incomes. More than 75 per cent of people in developing countries, despite economic growth, experience life in a society where the benefits are more unequally distributed today than in the 1990s. At the same time we see a world society where the means of combating poverty are reduced and the political balance of power and priorities is changing. These changes require innovation and partnerships with new players – from social movements to the private sector and universities.

At DanChurchAid, we are adapting to the current reality. That is why the focus of our work in the coming years is on saving lives, building resilient communities and fighting extreme inequality in the world's poorest countries – in partnership with new global actors and civil society organisations.

BIRGITTE QVIST-SØRENSEN, INTERNATIONAL DIRECTOR, DANCHURCHAID





Our **goals** in the world's
poorest countries are
to save **lives**, build
resilient communities and
fight extreme **inequality**.

Our primary **goal** in Denmark is to create
commitment.

How we work

PURPOSE DanChurchAid aims at strengthening the world's poorest in their struggle for a dignified life. Our work is based on a Christian outlook with respect for every individual's rights and for the equality of all people.

PARTNERSHIPS AND THEMES We support those who are the first to respond to disasters locally. We distribute life-saving items and cash, and mitigate disasters. We fight hunger and we strengthen democracy and human rights. We promote sexual and reproductive health and prevent HIV and AIDS. We also create safe communities, free of mines and weapons. We do this in more than 30 countries all over the world. And we do not work alone.

We work together with our close partners, among them more than 140 church and humanitarian organisations in the global network ACT Alliance (Action by Churches Together), which carries out development and disaster response work all over the world.

Partnership is a core principle for DanChurchAid. It is not just a way of working but fundamental to our values and identity. All our disaster and development work is based on cooperation with local partners who know and understand the local challenges best. We ensure that our work is effective, sustainable and targets the world's poorest by cooperating widely with church and community based organisations and with other partners. We have regional offices in 12 countries around the world: Ethiopia, South Sudan, Uganda, Malawi, Zambia, Zimbabwe, Cambodia, Nepal, Myanmar, Cambodia, Kyrgyzstan, Palestine and Honduras.

RIGHTS BASED APPROACH Human rights and equality between the sexes are an integral part of our work. In practice, this means that through our

disaster and development work we improve the opportunities for the world's poorest to change their situation themselves. We emphasise equal access to active participation and having an influence on decision making processes at all levels of society. In cooperation with our partners, we hold relevant authorities and institutions to account and appeal to international human rights standards. This means for us that we foster participation by our partners in all decision-making in our joint efforts. We also ensure that principles of rights and equality apply to all our own principles and procedures. DanChurchAid is accredited by the Humanitarian Accountability Partnership (HAP), which is an international organisation that certifies humanitarian organisations' work and methods. Our humanitarian response builds on Sphere and CHS standards.

ADVOCACY We speak up for the world's poorest, both nationally and internationally in order to secure their basic human rights. We call this political advocacy. We are advocates for the world's poorest with regard to everything from freedom of speech and organisation, the right to food and the consequences of climate change, to the banning of landmines and cluster munitions. We emphasise the causes of poverty both locally and globally. We strive to integrate our political advocacy in everything we do. Specifically, we speak out for the world's poorest through lobbying, by influencing legislation, decision-makers and the media agenda, and by mobilising public support and building alliances.

MEANS Our work is financed by donations from private persons, businesses, funds and collections, and by grants from Danida (the official Danish development aid), EU, UN organisations and other international funds.

Every **life** is infinitely **valuable**, and when
life and human dignity are **threatened**,
it is our **responsibility** to do what we
can to help.



Our first **goal** in the world's
poorest countries
is to **protect** and
save lives.

Goal 1

Save lives

When floods cause death and destruction, when war and conflicts drive people from their homes or when prolonged drought leads to famine, we are ready with relief, logistics and expertise.

For DanChurchAid the protection of life, people's dignity and the right to responsible, targeted support are the very foundation of all our humanitarian work. We are committed to intervene, act and mobilise when human lives are at risk.

We prevent and alleviate human suffering when disaster or war violently disrupts everyday life for the world's poorest. Depending on the specific situation, we help with food, relief parcels or cash for local purchases. Cash distribution is a new way to reach out quickly while at the same time allowing those affected by disaster to decide for themselves what they need most. We support local humanitarian help – in other words the people who immediately mobilise help in disaster situations and those who right away offer protection in the world's fragile states. We are advocates for equal access to help – by that we mean that all people are entitled to a dignified life, also in the midst of a disaster. We also advocate for governments to prevent and handle disasters locally.

WHAT DANCHURCHAID WILL DO

- Give responsible, prompt, coordinated and effective relief in acute and longer-lasting crises – always targeting the disaster victims' own needs and priorities.
- Strengthen local disaster preparedness and increase the distribution of cash to disaster victims. This includes improving warning systems and local abilities to reduce the risk of disasters and to adapt to climate change.
- Support partners, local communities and civil society so they can protect themselves better against threats of violence and conflict, and support local leaders' skills in conflict-mediation and inter-religious dialogue.
- Clear mines and unexploded munitions and teach local populations how to reduce the risk of disasters. Develop activities that reduce armed conflict, ensure equal access to humanitarian help and provide opportunities for earning income during prolonged crises.
- Invest in new knowledge and technology that can make our help even more resilient and effective for the benefit the poorest.

A world without **hunger,**
poverty and oppression
requires resilient commu-
nities where **sustainable**
development and inclusive **growth** can
thrive. Our second **goal** in the world's poorest
countries is to build **resilient** communities.



Goal 2

Build resilient communities

Several million people live in societies where fundamental rights are not respected. If we help the world's poorest to fight for their rights, we also tackle the major reason for hunger, poverty and oppression – and build resilient communities.

WHAT
DANCHURCHAI
WILL DO

- Strengthen the right to food for the world's poorest by increasing and improving the production of food, by increasing opportunities to earn, save or borrow money for income generating activities, and by improving access to markets and jobs.
- Cultivate innovative partnerships and engage in strategic cooperation with research institutions, businesses and networks in order to integrate new technologies and methods for agricultural production in the world's poorest countries.
- Reduce vulnerability, marginalisation, discrimination and economic exclusion of the world's poorest by encouraging individuals and communities to hold governments and players in the private sector responsible, so that investments and trade agreements benefit the world's poorest.
- Strengthen the capacity of women and men to tackle gender-related, unequal situations, and focus on sexual and reproductive health rights, including prevention of HIV and AIDS.
- Prevent conflict and build safer communities by opposing armed violence and conducting humanitarian mine clearance in conflict areas as well as by promoting dialogue between warring parties with a view to peaceful coexistence and reconciliation.

For us, resilient communities mean that people enjoy the right to food, that they can recognise opportunities for instance to generate their own income, and that they can adapt to climate change in the most sustainable way. We stress the importance of people having enough to eat. And for us, sustainability is not just a word we use. It is our path to meeting the food needs of the world's poorest.

Together with our partners we support and encourage ecological and sustainable means of production, which in the long run conserve soil fertility, the environment and the climate. We concentrate on helping poor farmers to use crop rotation and keep a range of livestock and we ensure that they have access to local markets to sell their goods.

Resilient communities are also the result of preventing and mitigating the devastating effects of disasters, whether natural or man-made.

It is all a matter of rights, because if we want to build resilient societies, we must ensure that the world's poorest participate in the decision-making that influences their own lives.



The world is afflicted by **inequality**.
Growth and **development** by a wide
margin do not **benefit** all the people they
should. Our third **goal** in the world's poorest
countries is to fight **extreme** inequality.

Goal 3

Fight extreme inequality

Oppression and discrimination are major barriers to development in the world's poorest countries. That is why we support and political empowerment of the world's poorest that is necessary for changing the structures and policies, which are often the causes of extreme inequality.

When we fight inequality, we address economic and social as well as environmental inequality. Economic inequality is the unequal distribution of economic resources at the global level, among communities and among individuals. Social inequality is characterized by the existence of unequal opportunities and rewards for different social positions or status within a group or so-

ciety. Inequality and discrimination are often embedded in many local, global and national institutions as well as in social, religious and cultural norms. Environmental inequalities are about the world's poorest not enjoying equal rights or access to the use of the earth's limited raw materials and natural resources – even though they are the ones who are hardest hit by climate change.

We fight extreme inequality both locally, nationally and internationally by influencing and changing norms and institutions that contribute to injustice and inequality. In that way we create more equal opportunities and rights for the world's poorest.

- Address political inequalities by promoting access by the world's poorest to decision-making forums both at national and global level.
- Reduce economic inequality for the world's poorest by, for example, promoting access to public resources and services, to agricultural land and natural resources and by ensuring better access to global cash flows such as development aid and trade benefits.
- Intervene in matters of social inequality by advocating for the elimination of inequality in wealth, independence and status. Influence and change existing and new policies so that they both include and protect the rights of poor and marginalised groups.
- Mitigate environmental inequality by advocating for the world's poorest to have equal rights and access to the use of the earth's limited resources now and in the future.

WHAT
DANCHURCH
WILL DO

Together we can **change** the world –
strive towards a world **free** of hunger, poverty and
oppression. We can create a life with **dignity**
for everyone if we **act**.
Our **goal** in Denmark is to
generate **commitment**.



Goal in Denmark

Generate commitment

The Danish people have shown, time and again, the will to help people in need. And every day DanChurchAid offers relevant options for action that makes a difference for the world's poorest. It can be anything from voluntary work and starting one's own fundraising campaign, to supporting us with 50 kroner every month or telling friends on Facebook about our cause.

Whether it is information for children and youth, media relations or cooperation with our supporters and fans, our goal is to engage younger people and adults and give them an opportunity to act together with us for the benefit of the world's poorest.

Most people know us and we have a good reputation in Denmark. We see this as the very basis of our ability to generate commitment for and increase understanding about our work. We want to continue to be known for providing reliable information and showing the Danish public how we are making a difference. That is why we have scaled-up communications activities at our regional offices all over the world.

In our political advocacy in Denmark, we influence Danish and European development policies together with other Danish NGOs.

WHAT
DANCHURCHAID
WILL DO

- Work determined on continuing to be a natural and relevant choice for church- and popular partners in the area of development and humanitarian assistance and along with them strengthen the voluntary engagement for the world's poorest.
- Strengthen relations with individuals, networks and partners in Denmark through strategic dialogue offering meaningful actions.
- Keep DanChurchAid known and respected and deepen the understanding of our work among the world's poorest
- Document the results of our work for the world's poorest so we can set priorities for our work according to which initiatives generate the greatest awareness and support for our work.
- Make our mark on Danish and European development policies through our commitment in Danish NGO networks and ACT Europe, and work to promote good and efficient cooperation between relevant Danish NGOs in our field.
- Strengthen and expand our international communication and media efforts in order to document the effect of our work and create awareness about the world's poorest.

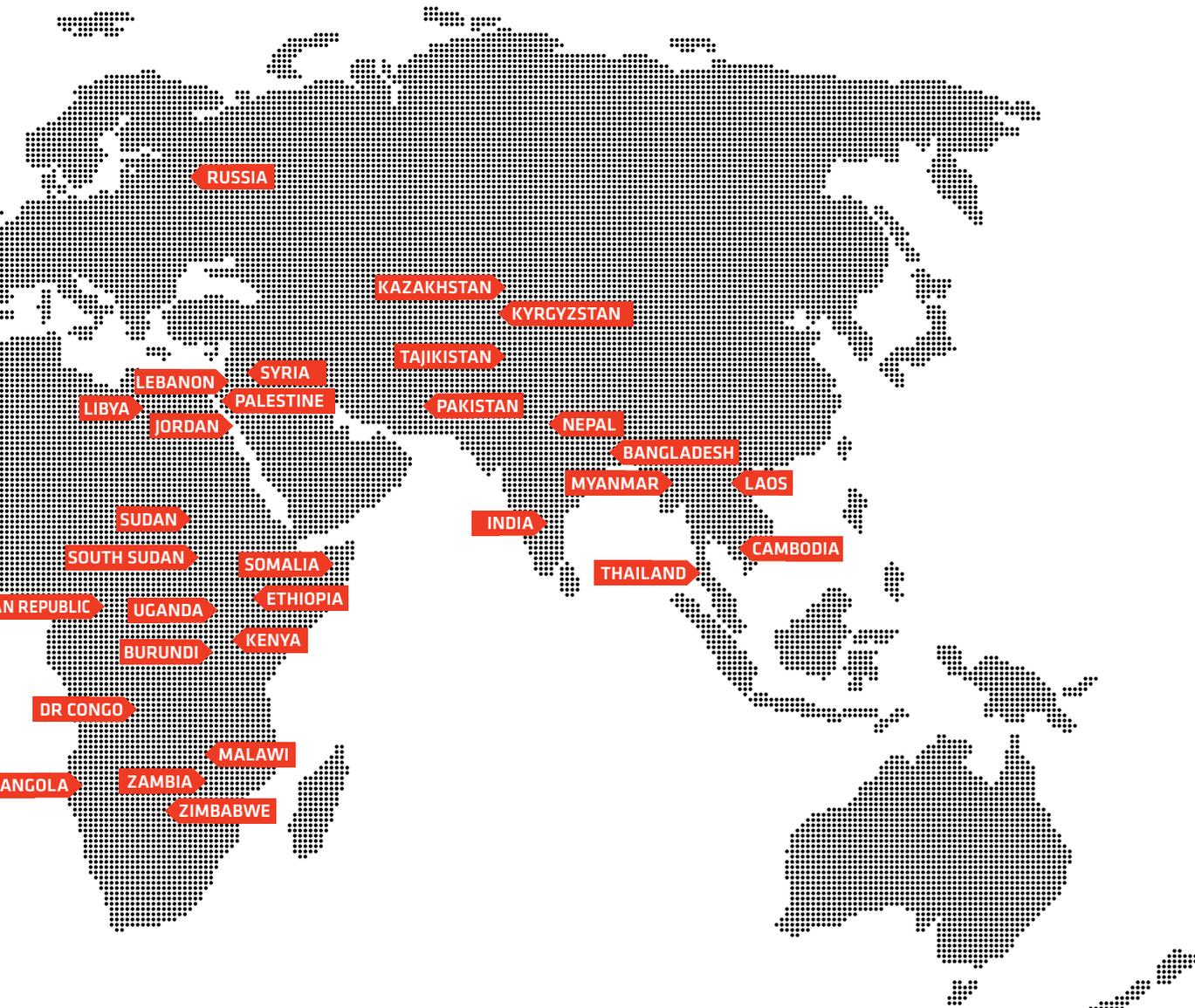


WHERE
DANCHURCHAID
WORK

HONDURAS

MALI

CENTRAL AFRICA



DanChurchAid is known by the **fish**, which is one of the oldest **Christian** symbols. The fish reminds us of the story where **Jesus** feeds **5,000** people with only two fish and five **bread**. In DanChurchAid's logo, the fish is placed in the middle of a **globe** that symbolises **life** for the world, **hope** for the future and a **fellowship** where there is enough for all when we **share** with one another. DanChurchAid **helps** people in need without regard to religion, **gender**, race or **political** conviction.



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