



2025



STRATEGY REPORT

INTRODUCTION

*Our world is in an **urgent** need for reformation of humanitarian and development systems crises and needs take different forms in each and every context and require both structural and paradigmatic adaptation from humanitarian actors.*

The last decade has experienced a dramatic increase in the number of victims from crises worldwide. These numbers are expected to rise in years to come. In a context where humanitarian needs have increased, effective action, developmental solutions and strategies have to be proposed in order to support people affected by unexpected crises, conflict and disaster, and to bring about relief and sustainable change in their lives.

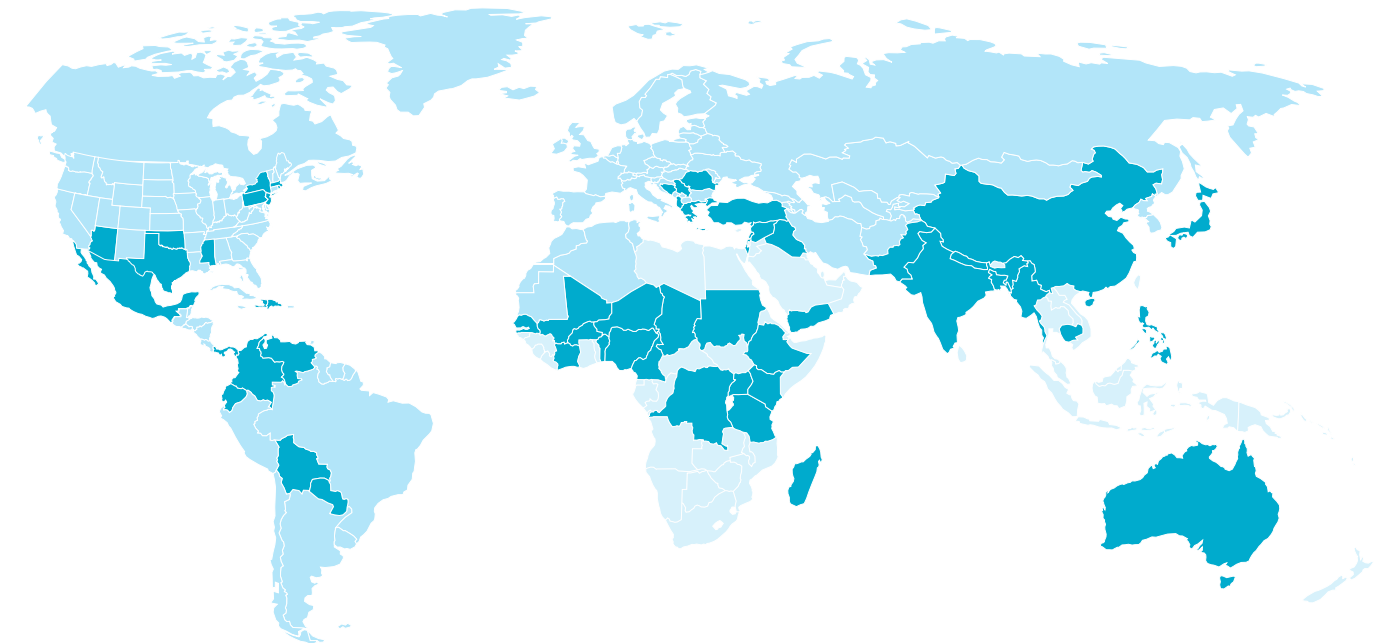
Embrace Relief is dedicated to developing sustainable change through effective

humanitarian action, reduction of vulnerability, management of risk, and the transformation of less than ideal living conditions through innovation. Embrace Relief recognizes the critical role of affected people as the main actors of these processes and aims to remove the barriers that prevent the empowerment and the dignity human beings should have.

Driven by a strong belief in the power of comprehensive development, Embrace Relief is committed to creating a lasting impact in the lives of individuals locally and globally. We implement research-based programs to achieve measurable, sustainable improvements in the lives of those in need. By constantly using research and closely engaging with those we serve, our innovative approach ensures we deliver the most beneficial services.

WHO ARE WE?

Embrace Relief is committed to providing aid to people that would otherwise have little to no other means of support and aims to leave a lasting impact on their lives through a multitude of programs and projects, which offer both immediate short term assistance as well as long term solutions. Embrace Relief has a diverse range of programs that embrace human beings all over the world by not only meeting their basic needs, but also contributing to a foundation of dialogue and solidarity in implementing the most effective sustainable development solutions. The organization aims to design, build and fund projects that contribute to Educational Advancement, Medical Assistance, and Infrastructure Development.



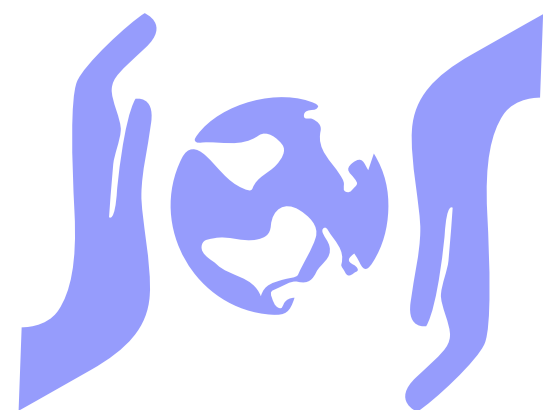
Embrace Relief is committed to meeting some of the Sustainable Development Goals (SDGs) of the United Nations (UN). It firmly believes that access to quality education, health care, water, and relief aid should be human rights. The organization serves people in need around the globe. Until all communities are able to benefit from equitable socio economic development programs, Embrace Relief will continue its work of implementing the most efficient projects that reach the most vulnerable communities and individuals in need.





MISSION

To provide aid and support in the event of a humanitarian crisis and deliver research-based, sustainable solutions to achieve lasting improvements for individuals and communities.



VISION

Driven by a strong belief in the power of comprehensive development, **Embrace Relief is committed to creating a lasting impact in the lives of individuals locally and globally.** We implement research-based programs to achieve measurable, sustainable improvements in the lives of those in need. By constantly using research and closely engaging with those we serve, our innovative approach ensures we deliver the most beneficial services.

OUR CORE PRINCIPLES



- **Humanity:** We help people around the globe at their most dire moments, save and protect their lives, alleviate suffering, and protect human dignity.
- **Inclusiveness:** We work for the incorporation of needs and perspectives of people from diverse backgrounds and value the contributions of each and every human being.
- **Impartiality:** We do not discriminate on the basis of race, color, ethnicity, socio-economic class, national origin, gender, religion, or political inclinations.
- **Independence:** We are autonomous and do not accept any political or special interests interference.
- **Voluntary Service:** We are not profit oriented. All of ER assets are at the disposal of the campaigns and works we do. We aim to promote peace, understanding, cooperation and solidarity through the free and generous contribution of our donors and the voluntary and tireless service of our people in the field.

OUR VALUES

- **Sustainability:** We work on developing sustainable solutions to address the most pressing needs of communities and leaving a lasting impact on the lives of human beings.
- **Transparency:** We ensure maintenance of openness and accountability in all our actions.
- **Innovation:** We are dedicated to implementing novel and creative approaches that offer effective solutions to crises and vulnerabilities.
- **Partnership:** We work together with partners to increase our capacity to address pressing human needs around the globe and make fundamental changes in the living conditions of people in need.



OUR STRATEGIC GOALS

1. Protect life and human dignity, alleviate poverty, reduce suffering, and strengthen post-disaster resilience
2. Enable more children to receive quality education
3. Increase access to health care and clean water in vulnerable communities
4. Alleviate the hardships of refugees and facilitate their integration in new communities

STRATEGIES AND TACTICS TO REACH GOALS

A. Build on Embrace Relief's existing campaigns to further its organizational mission

- i. Implement new creative and innovative programs with in campaigns to attract new audiences
- ii. Expand organizational network and partnerships through outreach and offering collaborative events and programs

B. Acquire more funds and government grants to put towards programs

- i. Refine public relations tactics via SEO, social media audits, and working with outsourced professionals for guidance



OUR WORK

Conflicts, natural disasters and humanitarian crises result in wide-spread poverty, lack of resources, and structural challenges which cause millions of people to suffer. It is vital, as a humanitarian organization, that we develop innovative ways and strengthen interaction between different organizations to respond to crises in an effective and timely manner. Human life is at stake under these circumstances and must be protected. It is within our capacity to develop measures and tools that can decrease the risk of death and suffering.

Embrace Relief aims to improve the lives of those who are in need of support. We believe that diminishing deprivation and making health care and education accessible to those most in need are effective and long lasting methods to achieve this.

Our organization aspires to create worldwide awareness in response to the urgent need to combat poverty, hunger, homelessness, unemployment, and diseases. We will adapt our strategies in line with the needs and type of vulnerabilities through our extensive network and global volunteers. Our goal is to continuously learn, improve, and adapt our approaches in order to better respond to challenges in the future.

Building on our previous progress and achievements, Embrace Relief's 2023 Strategy focuses on four complementary goals: Education, Healthcare, Clean Water, and Refugee Relief. Our fundamental principles and values guide our strategic goals and activities.



Strategic Goal 1:

EDUCATION

Education is arguably the best investment for our young generation; however, many parts of the world do not receive a satisfactory level of education for many of its students. Despite dramatic improvements over the past decade, progress towards raising and balancing access to quality education has slowed in the last years. Embrace Relief's Education Goals are aligned with the UNs GOAL 4: Quality Education.

By 2025, we aim to expand the ACT-US program to Ethiopia and Kenya. We aim to donate a total of 100,000 books to schools and libraries in developing

countries. *GradPlus has been highly impacted due to the Coronavirus and has lost some traction. Throughout 2020, ER has been making adjustments to continue the program, and these adjustments are still happening. Therefore, we do not and cannot set a goal for GradPlus to reach by 2025 - only that the program is still functional.*

Besides formal schooling for children, and training courses for adults, especially women, we aim to provide them with the skills needed to become qualified for employment in hopes to increase the quality of their lives while contributing to the socio-economic development of their communities.



Strategic Goal 2:

HEALTHCARE

*One of the primary goals of the organization is to address health issues that directly prevent people from participating in normal socio-economic life allowing them to be independent. This goal is aligned with the UNs Sustainable Development GOAL 3: Good Health and Well-being. ER is committed to increasing access to basic healthcare to millions of people who are deprived of it in African countries. **In addition to supporting health services, we give special emphasis on treating cataracts, an eye condition that leads to impaired vision via our Mobile Health Clinic and partnership with Clinic Gaoussou Fofana and Planet Vision.***

*By 2025, Embrace Relief expects to reach full functioning capacity at Clinic Gaoussou Fofana and Planet Vision. Currently, these clinics have two departments in dental and eye surgeries. **By 2025, they will be expanded to and fully functional in the medical areas of ophthalmology, dentistry, gynecology, otolaryngology services (ears, nose, and throat), urology, and orthopedics.***

We will reach our 2025 healthcare goals by continuing with our Mobile Health Clinic, clinic partnerships, and providing health insurance to children in orphanages in Africa. Our cataract surgery goal for cataract surgeries is to complete 7,500 by 2025.



Strategic Goal 3:

CLEAN WATER

Clean water should be a human right and every living being should have access to it. Embrace Relief is committed to providing clean water to those with very little access to it, which is aligned with the UNs Sustainable Development GOAL 6: Clean Water and Sanitation. **Our water well projects in Central Africa have dramatically improved the lives, economy, and health of thousands of people currently serving over 370,000 people.** Expanding these programs and creating other clean water solutions is a critical part of our strategic goals.

Our data shows that one water well impacts the livelihood of a community of about 1,000 people. **Embrace Relief, with the support of its donors and partners, will construct and sustain at least 1,000 hand pump operated wells in vulnerable countries by 2025.** We will cooperate with initiatives for water resource development and keep searching for the latest technological advances in water production and distribution.



Strategic Goal 4:

HUNGER RELIEF

Millions of people face hunger every-day, yet there is enough food produced to feed all seven billion people. **Embrace Relief aims to continue to combat hunger issues in the United States, Yemen, Greece, and orphanages in Africa. We will continue to distribute food packages to these previously stated areas and aim to feed 100,000 people every year leading up to 2025.** Our Hunger Relief initiatives contribute to the UNs Sustainable Development GOAL 2: Zero Hunger.

Embrace Relief will continue to deliver food packages, donate to food pantries, and soup kitchens to help those who face hunger. One of our most prominent campaigns is our Yemen Hunger Relief campaign which we will strive to increase every year. We will potentially begin an agricultural campaign to create more sustainable solutions, instead of only food packages. This might include teaching villagers how to farm, run a greenhouse, or donate two animals (i.e. cows, chickens, etc) of the opposite gender to reproduce as well as produce milk or eggs.



Strategic Goal 5:

REFUGEES



Currently, millions of refugees do not have access to education, medical services, housing or employment. They need emergency humanitarian aid as well as developmental solutions that will answer their pressing needs.

Embrace Relief's dual approach addresses immediate emergency needs as well as finding sustainable solutions has been successful in relation to our refugees concerns. We are committed to transforming the living conditions of refugees through a systematic approach tackling medical assistance, food, housing, education and training, and facilitate an easier and productive integration within the community. Our Refugee Relief program goes beyond just their basic needs.

*Embrace Relief will adapt to the refugee situation as it evolves, since it is an ever changing issue. **As of 2020, we will continue to support refugees with rent assistance, english courses, online job/vocational training programs, and food packages.***

CONCLUSION

Embrace Relief's Strategic Plan for 2025 is aligned with the United Nations SDGs. At the end of each year, Embrace Relief employees will refer back to this document to ensure that the goals are being met to reach our final goals that are stated above. We are committed to these goals and will hold ourselves accountable to reach them in a timely manner.

Further information pertaining to targets, goals, funding, and more can be found in the Marketing Plan.





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