



Non-food items being distributed to displaced people in Ethiopia.

STRATEGIC PRIORITIES 2025

With a 45-year track record developing expertise in emergency response, health, WASH, nutrition, food security and livelihoods, and a Crisis to Resilience Framework that focuses on systems, partnership, adaptation and accountability, GOAL will deliver the following strategic priorities over the course of this plan.

GOAL 1: PEOPLE SURVIVE CRISES

In *humanitarian response*, we are an early responder enabling access to life-saving emergency relief, while partnering with protection experts to ensure we do no harm. GOAL is committed to expanding its institutional readiness to respond while also investing in an emergency network of partners to better respond to existing and future humanitarian crises.

Objective 1.1: GOAL will deliver effective emergency responses.

Actions

- Provide rapid response to sudden onset emergencies in fragile and conflict-affected contexts.
- Ensure access to life-saving assistance, including food, health, nutrition and WASH assistance through multiple modalities, prioritising Cash and Voucher Assistance.
- Strengthen organisational capacity to track and respond to humanitarian crises in high-risk countries.

Objective 1.2: Build strategic partnerships for emergency preparedness, anticipation and response.

Actions

- Strengthen the capacity of national disaster risk management agencies, communities, and partners for anticipatory and early action.
- Empower and support local partners to deliver emergency responses that are timely and needs appropriate.
- Form strategic partnerships with government agencies, civil society organisations, and private sector businesses in complementary thematic and sectoral areas; shelter, protection, technology, and communications.
- Increase GOAL's engagement with strategic alliances and networks focused on emergency response.

GOAL 2: PEOPLE HAVE RESILIENT HEALTH

GOAL works on building resilient public and community health systems that not only respond to the needs of the communities they serve but also address the underlying causes of poor health outcomes.

GOAL also prioritises working with communities to explore social, cultural and institutional barriers using its systems approach. Each programme is underpinned by inclusion and social and behaviour change methodologies that encourage communities to work together to find solutions, and as a result, improve their resilience. In resilient health, we contribute to strengthening crisis-affected health systems through analysis, partnership and preparedness, emphasising WASH, maternal and child health, including nutrition.