

CATALYST FOR CHANGE



Our Vision

A South Asia free from poverty where everyone can meet their full potential.



Our Mission

To unlock the potential of disadvantaged people in South Asia by maximising the impact and support from the South Asian diaspora

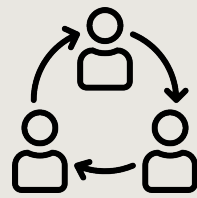


Delivering transformational impact

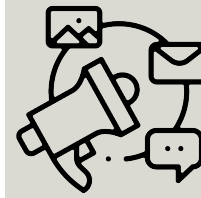
We will continue to deliver ambitious programmes driving systemic change, invest more in monitoring, evaluation and learning along with communicating our impact more effectively.



Driving fundraising and income



Increasing our diaspora engagement



Improving our positioning and branding



Strengthening institutional capacity

Increase supporter numbers, fund levels and diversify sources of income

Establish ourselves as the leading diaspora led organisation

Improve content and engagement by better understanding our audiences

Invest in improving systems, processes and our people strategy

Invest in attracting new supporters and retaining them

Drive recognition as an effective vehicle of positive change in South Asia

Review our brand to strengthen and improve our profile and credibility

Ensure safeguarding continues to be a priority