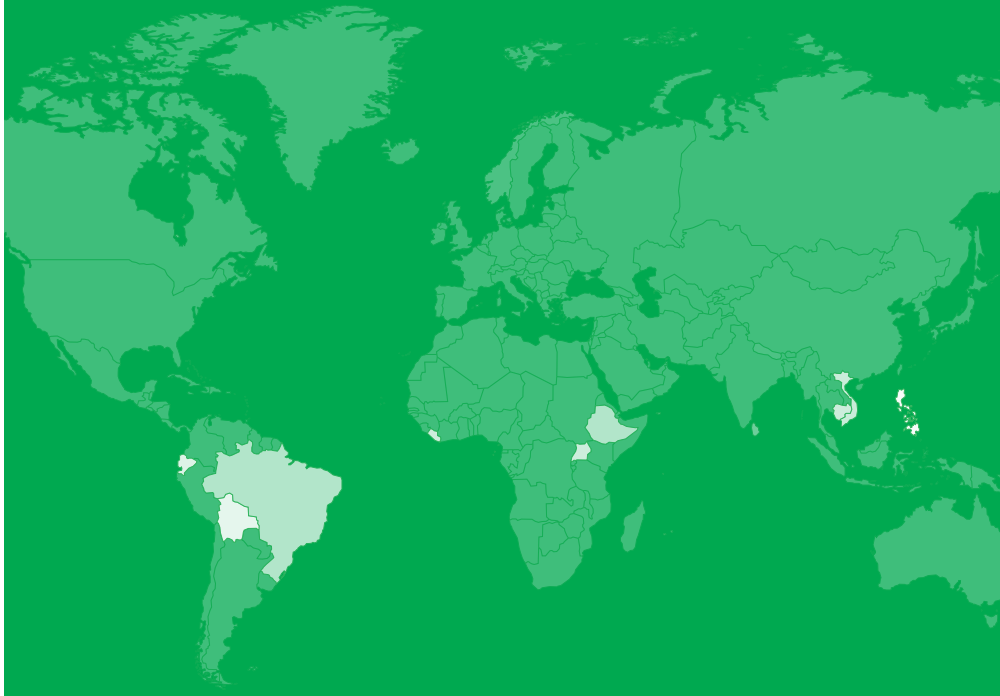


6. Where we work

We drive change through our country offices. We will streamline our program portfolio and expand in priority countries across Africa, Asia, and Latin America. By focusing our efforts in these areas and bolstering our country offices, we can amplify our impact.

« These regions are home to some of the most vulnerable populations and face multifaceted development challenges. »



Global strategy 2024–2028

 **Mission Alliance**



 **Mission Alliance**

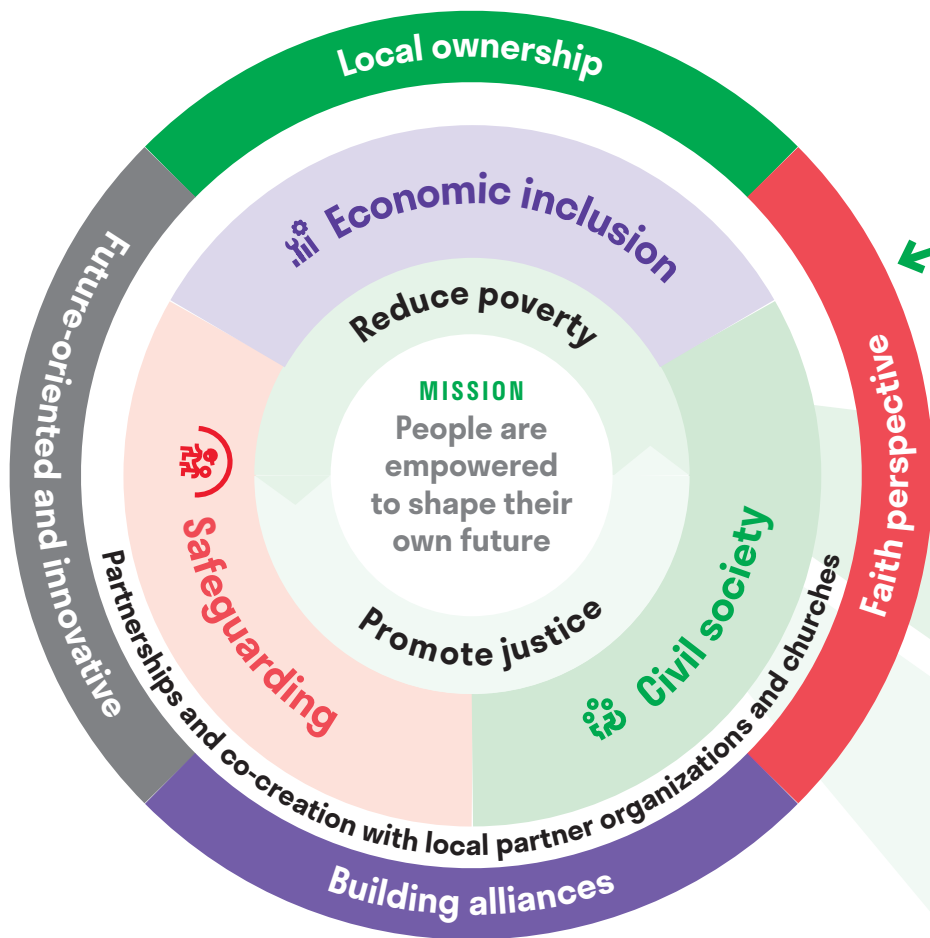
Global strategy 2024–2028



Together for greater impact



1. Vision and Mission



VISION **On Earth as in Heaven**

Mission Alliance envisions a just and sustainable world where everyone, regardless of background or circumstances, has equal value and opportunities. This vision calls us to action, inspiring us to be agents of positive change and to create a world that reflects the ideals of Heaven.

MISSION **Empowering people to shape their own future**

Every human being deserves the opportunity and freedom to realize their full potential. Our mission is to enhance individuals' abilities to make empowered life choices. In order to reach our mission – we fight poverty and promote justice.

We fight poverty

Poverty is marked by the lack of fundamental human needs, including income, resources, and access to public and private services. Our work focuses on helping individuals and communities build better lives, enhance resilience, and protect lives and livelihoods.

We promote justice

We advocate for the rights of the marginalized and amplify the voices of those affected by poverty and injustice. Committed to lasting solutions, we combat the inequalities that trap people in poverty and injustice, striving for systemic change.

« We believe that every individual is created in God's image and deserves equal opportunities. »»



2. Who we are

Mission Alliance, an international organization founded in Norway in 1901, is committed to following the life and teachings of Jesus Christ. We believe God calls us to reach out to the poor and marginalized, bringing hope and healing, and advocating against injustice. We collaborate closely with communities, partners, and churches, recognizing each as vital contributors to our mission.

« This call to action, known as **diaconia**, embodies the practice of God's love for all creation. »»

OUR VALUES



Present We are close to those we serve with empathy, compassion, and a genuine desire to make a difference.



Competent For us, competence means being skilled, knowledgeable, and effective in all that we do, ensuring we deliver quality and reliable outcomes.



Brave To us, bravery means boldly confronting injustice, advocating for the marginalized, and challenging the status quo. We will be courageous and innovative, seeking robust solutions to the challenges we see.

3. Our Focus

To achieve our mission, our program efforts will focus on three key thematic areas. These focal points will guide our investments, priorities, and skills development.



Economic Inclusion

We aim to empower individuals and businesses to cultivate sustainable livelihoods and dignified work.

By fostering economic inclusion, we aim to uplift individuals and families, contributing to broader economic development and social stability. We will dismantle barriers to economic participation, enabling marginalized groups to have agency over their own lives, and access opportunities to improve their lives. These opportunities include access to financial services through targeted interventions and support mechanisms; support to businesses and entrepreneurs in capitalizing on opportunities; and equipping people with the skills and abilities to increase productivity and improve their livelihoods.



Strong Civil Society

We aim for a safe and effective civic space for individual and collective initiative for development.



A robust civil society addresses its own development. We will support civil society actors, including local organizations and churches, to influence issues affecting them and their communities. By empowering grassroots initiatives and promoting community-led solutions, we will foster vibrant civil societies that advocate for the rights and well-being of all members, particularly the marginalized and vulnerable.



Safeguarding

We aim to see individuals and communities free from violence, abuse, neglect, and exploitation.



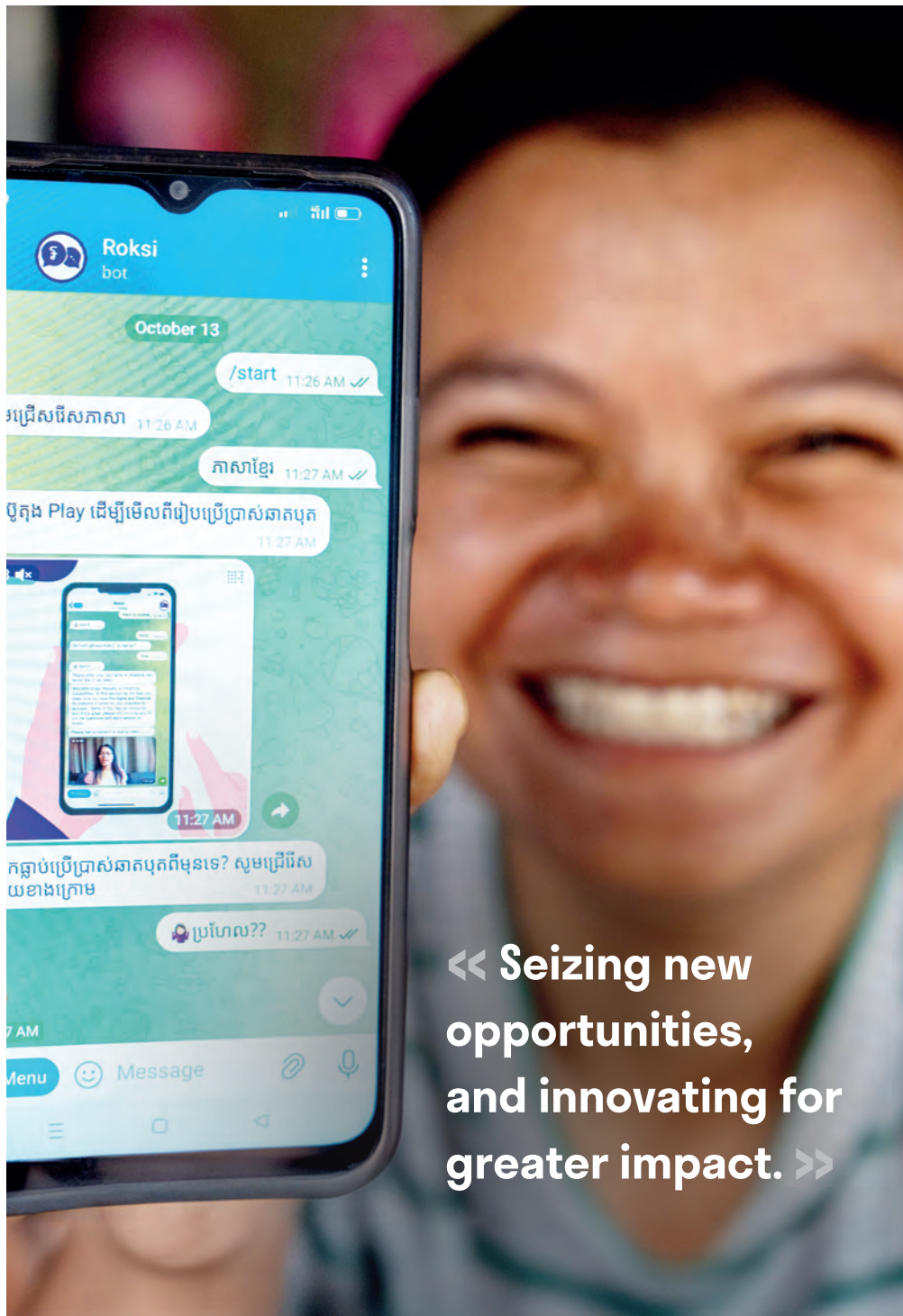
Communities hold the potential to prevent violence, build resilience, and protect individuals. Harnessing the strength within individuals and communities through awareness-raising and capacity-building will empower communities to heal and restore dignity to lives. By advocating against injustice and degradation, we can create an environment where everyone can thrive, free from harm and exploitation.

Cross-cutting issues

 **Gender Equality**

 **Disability Inclusion**

 **Climate & Environment**



« Seizing new opportunities, and innovating for greater impact. »»

4. Our way of working



Promoting strong local ownership

We believe local communities are essential for driving sustainable change. Local partners and actors are deeply rooted in their communities, possessing invaluable knowledge, legitimacy, access, and roles. We will foster resilience and agency at the grassroots level by empowering individuals and communities to act toward a positive future.



Valuing the faith perspective

We recognize the power of faith perspectives in driving sustainable change. Faith-based local actors, grassroots movements, and churches play a vital role in addressing needs and promoting empowerment. We will leverage our faith literacy to effect change and elevate the faith perspective in development within the public debate in Norway.



Building alliances

Recognizing the power of partnerships in driving change, we forge alliances with a diverse range of stakeholders, encompassing local partners, churches, like-minded NGOs, the private sector, government bodies, and our supporters in Norway. We will persist in building alliances that amplify impact, foster collaboration internally and externally, and bringing supporters closer to our work.



Future-oriented and innovative

We maintain a future-oriented perspective in our approach, embracing the digital transformation. We are committed to adapting to changing contexts, seizing new opportunities, and innovating for greater impact.

5. Our ambitions

In this strategy period, our primary aim is to significantly enhance our impact. To achieve this goal, we have identified three key ambitions that will guide our actions and initiatives.



Boosted capacity

Our overall goal is to achieve growth through diversified funding, expanded partnerships, co-creation of programming, and increased flexibility.

Central to our strategy is the **expansion of our country programs**. We will **develop new partnerships** to enhance our efforts and leverage additional resources. We will explore new avenues of support to enhance capacity, including engaging with **new institutional donors and mobilizing grassroots engagement** in Norway.

Recognizing the pivotal role of **the private sector** in driving sustainable development, we will seek to unlock new sources of funding, forge partnerships, and foster innovation with private sector.

We will systematically integrate **advocacy efforts** in our work, amplifying the voices and issues of the poor and marginalized at the local, national, and Norwegian levels.



Higher quality

Our overarching goal is advancing effective solutions for greater impact and sustainable change.

Central to our strategy is the implementation of **results- and knowledge-based programming, processes and decision making**. By harnessing data and evidence-driven approaches, we will ensure that our efforts yield sustainable outcomes.

We will prioritise the **design and scale up best practices, fostering innovation, and facilitating cross-country learning**. Through the sharing of insights, experiences, and successes, we aim to inspire new ideas, enhance effectiveness, and drive improvement across our organization.

We are dedicated to strengthening **internal control systems** to enhance accountability, transparency, and efficiency.

Additionally, we will implement **global digital systems and standardize work processes**. By streamlining operations, we can optimize our workflows and drive efficiency across our organization.



Better together

Under the banner of “Better Together,” our goal is to foster a unified global organization.

We aim to cultivate a **trust-based and open organizational culture**, along with a **work environment that encourages curiosity and cross-cultural understanding**.

We will invest more in **our people**. By promoting highly motivated and skilled staff who are dedicated to our purpose, we can unlock the full potential of our organization.

We will **reduce our ecological footprint and promote environmental stewardship**.

We will harness **the collective voice** and influence of our teams across the organization in advocacy, marketing, and communication efforts, amplifying our impact.