



**Crois Dhearg na hÉireann**  
Irish Red Cross

# Strategy 2025-2030



## Vision

To be the leading humanitarian organisation in a world where people's essential humanitarian needs are provided for

## Mission

To provide humanitarian assistance, at home and abroad, to those most in need and inspire policy and attitudinal change

## Principles

- Humanity
- Impartiality
- Neutrality
- Independence
- Voluntary Service
- Unity
- Universality

## Strategic Objective 1: Volunteerism

### Goal

We aim to be a model for best practices in volunteering, where it is easy to and people want to volunteer, feel valued, and are facilitated to remain involved throughout their lifetime.

### Outcomes by 2030

- Our range of volunteering opportunities meets the changing needs of volunteers and the needs of their communities and is available and easily accessible to people in every county in Ireland.
- Our volunteers reflect the diversity of Irish society.
- Our volunteers and branch network have access to high-quality training, equipment, and logistical and administrative supports.

## Strategic Objective 2: Disaster & Emergencies

### Goal

We want people and communities to have access to relevant, timely and coordinated supports to help them prepare for emergencies, respond when they happen and recover in a way that makes them more resilient.

### Outcomes by 2030

#### Preparedness

Individuals and communities are prepared and empowered to mobilise to save lives and minimise negative impacts in an emergency.

#### Response

People affected by an emergency have access to a coordinated, scalable and person-centred emergency response.

#### Recovery

People affected by a humanitarian emergency are supported to recover and return to normality.



# Strategy 2025-2030



## Strategic Objective 3: Health & Wellbeing

### Goal

We will provide people with supportive and practical wellbeing and psychosocial assistance in emergency situations, and also where specific ongoing humanitarian needs arise.

### Outcomes by 2030

#### Preparedness

Resources are prepared for effective mobilisation in response to an emergency.

#### Response

People in a crisis are supported to access the health and wellbeing care they require and to receive practical assistance.

#### Recovery

People and communities can return to normal living and become more resilient through targeted support.

## Strategic Objective 4: Displacement & Migration

### Goal

We will help people who are forced to migrate to have their essential humanitarian needs met, support and empower them to rebuild their lives.

### Outcomes by 2030

#### Preparedness

Communities are facilitated to prepare for the arrival of migrants forced to flee their own countries.

#### Response

People forced to migrate have their essential needs met in a dignified, efficient and timely manner.

#### Recovery

People forced to migrate are supported to integrate and can begin to return to normality.

## Strategic Objective 5: Organisational Culture & Fitness

### Goal

We aim to be an agile, digitally enabled and sustainable organisation that attracts and retains great people and has optimal internal ways of working.

### Outcomes by 2030

- We have a cohesive team of volunteers, staff and board working together to create a positive, diverse and adaptable environment.
- Through digital transformation, we will boost transparency, innovation, efficiency, and decision-making, increasing our emergency readiness and impact within communities.
- We have adequate funding in place to reach the most vulnerable people who need help.
- We demonstrate best practices in governance, accountability, safeguarding and programming.
- People in Ireland are aware of the Irish Red Cross and our work in Ireland and overseas.

## Our Ways of Working

- Volunteer base
- Putting people at the centre of our care
- Local communities and people
- Collaborating with others
- Fulfilling our auxiliary role
- Transparent and good governance
- Safeguarding, Garda vetting & compliance
- Reflecting, learning, innovating & adapting