



NEW ZEALAND
RED CROSS
RIPEKA WHEREO AOTEAROA

Strategy —2030—

We will achieve our mission by focusing our services on what we're great at – where we can have the greatest impact and where we have unique skills and contributions to make.

OUR FOUNDATIONS

Our Mission Statement

Our mission is to improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.

Our Fundamental Principles

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

IHL and other legal frameworks

We work for strong legal protections for vulnerable people in humanitarian emergencies, and these laws and policies in turn shape our humanitarian response.

OUR ENABLERS

Our people

We will invest our resources wisely in tools, training, technology and assets to support all New Zealand Red Cross people to work differently, and as one team. We will look at where and how we work together, increasing our mobility, collaboration and connection to the communities that need us.

Our resources

We will build strong financial foundations – ensuring we have the resources available to support our work and achieve our mission.

Our decisions and our work will be guided by the following strategic themes:

- ✓ **Mission focused**
 - We will focus on delivering our mission through three core focus areas – disaster risk management, international programmes and our migration programmes.
 - We will work as one team ensuring all New Zealand Red Cross people understand how their roles, responsibilities and actions contribute to New Zealand Red Cross' mission.
- ✓ **Future oriented**
 - We will continue to embrace change and, honouring our history, always look forward.
 - We will anticipate and understand the changes in our world and constantly think about how we can evolve to respond to changing needs.
- ✓ **Reimagining volunteering**
 - We will attract and engage a diverse New Zealand Red Cross membership – and together with our existing members work collectively to contribute in ways that make the biggest impact.
- ✓ **Financially sustainable**
 - We will build our long-term financial sustainability to achieve our mission.
 - We will invest our resources (people, time, assets and money) wisely to ensure New Zealand Red Cross is there when and where we are needed most.

OUR SERVICES



Disaster risk management

We will be Aotearoa New Zealand's leading community partner before, during and after disasters.



International programmes

We will work with the wider Red Cross Red Crescent Movement and in partnership with others to respond to humanitarian crises and support vulnerable communities in the Pacific and further afield.



Migration programmes

We will address the humanitarian needs of vulnerable migrants by supporting them to achieve their aspirations and become part of diverse, inclusive and resilient Aotearoa New Zealand communities.

