

**Irish
Emergency
Alliance**

Global Emergency - Irish Response

**OUR STRATEGY:
TOGETHER WE ARE
STRONGER**

Global Emergency - Irish
Response

INTRODUCTION

MESSAGE FROM OUR CHAIR

Established in 2018 the Irish Emergency Alliance brings together seven leading development and humanitarian organisations to provide a united Irish response to global emergencies.

During the period of our previous strategy, we responded to four catastrophic disasters: the Coronavirus Pandemic; outbreak of war in Ukraine; severe hunger in the Horn of Africa, and devastating earthquakes in Turkey-Syria. Over the course of those four campaigns, we raised over €6.25 million which enabled us to provide timely emergency responses to areas of acute humanitarian need.

Our Alliance taps into the enormous potential which a shared response unleashes, and we have been able to react with agility and speed. Our collective access to experience, infrastructure and local partners in communities on the ground means we can mobilise quickly, in a cost-effective way. Put simply, by pooling our fundraising, we reduce our costs and work together to make it easier for the Irish public to respond to emergencies.

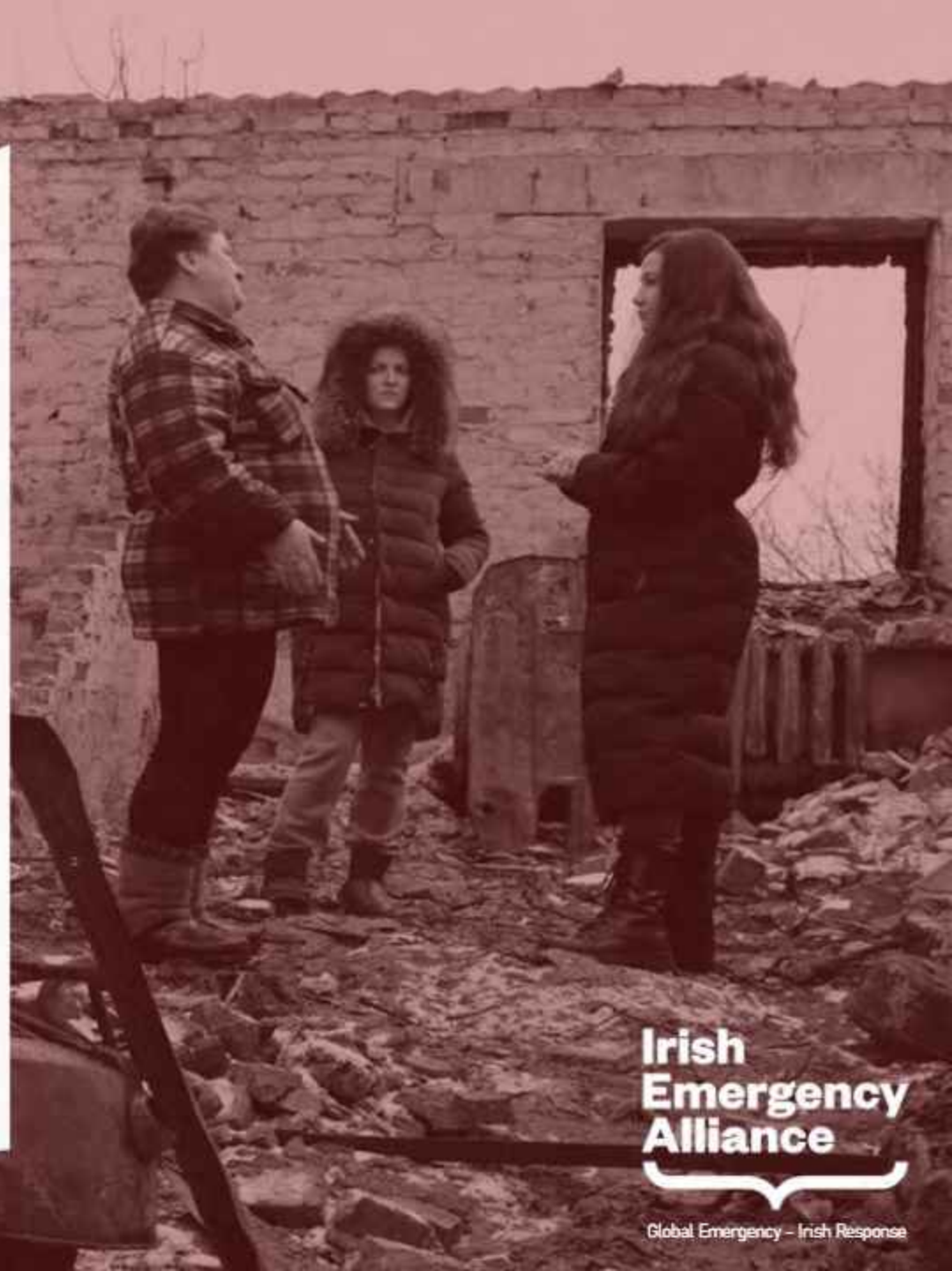
We intend to grow the Irish Emergency Alliance with new members and to progress with matched Irish Government funding. At a time of great humanitarian need in the world and the increasing effects of climate change on many developing countries, there has never been a greater need for a collective, coordinated response to emergencies.

The Irish Emergency Alliance is now a full member of the Emergency Appeals Alliance, which is an umbrella group of other established joint appeals alliances in other countries, such as UK, Canada, Germany, Sweden and the Netherlands.

We recognise the public's desire for collaboration among humanitarian agencies, especially at times of major international crises. Working together in this way reduces competition between charities, reduces confusion for the public, increases available funds, improves accountability to donors and enables quick response to those affected by disasters.

Within the next phase of our growth, and working with the Irish Government, the Irish Emergency Alliance will continue to strengthen our position as the agent of unified humanitarian response within Ireland. By working together, we can achieve more.

Liz O'Donnell, Chair of the Irish Emergency Alliance



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WHY DOES THIS STRATEGY MATTER?

MESSAGE FROM OUR EXECUTIVE DIRECTOR

We have mounting evidence of the vital difference we make. We have proven that national level collaboration works. We know that 'together we are stronger', hence the name of this strategy.

This is a transformational strategy that focuses on growth: growing bigger, growing better, growing our influence and, most of all, growing our impact. Our clarity about growth is because needs are escalating, and collective action is the best way forward. Repeating successes from our previous strategy is not enough. Our world is facing immense challenges. Complex and interrelated issues – like poverty, hunger, conflict and climate change – are causing enormous pressures for the world's most vulnerable communities. Our work directly contributes towards the UN Sustainable Development Goals (SDGs). In particular SDG 17 – Partnership for the Goals.

In day-to-day life - where everyone's attention can switch quickly - we need to be bold and step up. We need to be seen and heard in more compelling ways. We need to react quickly and be ever more incisive when disaster strikes. Our intention is to be seen as the 'go-to agency' for a united Irish response to global emergencies. To achieve this, our level of recognition needs to undergo a transformation. In doing so, we want to highlight our distinctive Irish identity.

As you will read, we have three goals that involve growing our public engagement, partnerships and alliance. To do this in the ambitious ways that are set out, we will need many more people and organisations to contribute even more than before. I hope you will join us or continue to support us. I thank everyone in advance for helping make this strategy a reality.

Brian Casey

Executive Director of the Irish Emergency Alliance

WHAT IS OUR COMMITMENT AND HOW WAS THE STRATEGY DEVELOPED?

MESSAGE FROM THE CEOS OF OUR MEMBER AGENCIES

We have come together because we believe that it is the right thing to do, the only thing to do. We commit in this strategy to do even more for people whose lives have been devastated by emergencies; to act faster and work together more effectively so that the people of Ireland can enable even more people to rebuild their lives. Together we can do that.

- We can raise more money for people affected by disasters and make even better use of those funds by working more efficiently, so Irish contributions go even further and have even more impact.
- We can enable more vulnerable people to be resilient in the face of complex and interrelated challenges.
- We can put our heads, hearts and hands together, to pool our knowledge and share our resources.

Our strategy was renewed in 2023. It involved assessing our progress, our potential and external considerations.

- The process benefited from a comprehensive study: this included research with members of the public across Ireland on factors that would influence their support; also, interviews with the CEOs of 14 joint appeal mechanisms internationally. It was independently facilitated by Captor Horizons.
- At each point we kept challenging ourselves to think about what we could do differently and better to grow our impact.

We are excited by the result and will use this strategy as a framework for the coming three years. Each year we will form an annual plan that is aligned to it. We will keep our strategy alive. We will be agile and flexible and change as necessary to ensure we are relevant to changing circumstances.

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IRISH EMERGENCY ALLIANCE – SUMMARY STRATEGY: TOGETHER WE ARE STRONGER (JAN 2024 – DEC 2026)

OUR STORY

We are seven leading Irish humanitarian agencies who are committed to joint action in the face of disasters, emergencies and crises.

We combine our expertise and resources so that we can do more and respond faster than by acting alone.

Collective action means more people can re-build their lives and communities when they are devastated by emergencies.

Our membership organisations are ActionAid, Christian Aid, Plan International, Self-Help Africa, Tearfund, Trócaire, and World Vision.

We have decades of combined experience. We are active in 93 countries, often working closely with local partner organisations.

WHY DO WE EXIST?

To enable Irish people to contribute in the most impactful ways possible through responding collectively to global emergencies.

OUR VISION

People facing emergencies are better supported by the collective action of Irish agencies.

OUR MISSION

To transform our capability to respond quickly and effectively when disaster strikes.

OUR BELIEFS

- We believe that the people of Ireland have a deep understanding, and desire to help in the face of emergencies.
- We believe in rapid, appropriate and needs-based joint action.
- We believe that connecting the head, the heart and the will strengthens our resolve and resilience.

OUR VALUES



Solidarity

We value an Ireland that stands shoulder to shoulder with people in crisis.



Collective Action

We value collaboration in the face of emergencies.



Commitment

We value timely and impactful action when disasters strike.



Compassion

We value empathy, care and the courage to take action.

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Photo: Plan International/Turkey Syria Earthquake Response

IRISH EMERGENCY ALLIANCE – SUMMARY STRATEGY: TOGETHER WE ARE STRONGER (JAN 2024 – DEC 2026)

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Photo: Tearfund Ireland / Turkey Syria Earthquake Response

**BY THE END OF 2026
WE WILL HAVE ACHIEVED
OUR OVERARCHING
AMBITION TO HAVE
SIGNIFICANTLY
INCREASED OUR IMPACT**

WE WILL KEEP TO OUR OPERATING PRINCIPLES

To do this we will..

- Enhance impact through collective effort and coordinated action.
- Build trust.
- Act with integrity, transparency and accountability.
- Make swift and robust decisions when an emergency strikes.

OUR STRATEGIC GOALS

1 TRANSFORM PUBLIC ENGAGEMENT

- **Visibility & Awareness** – We will amplify our presence, capture public attention, and inform the public about our mission and impact.
- **Deepened Engagement & Increased Support** – We will foster meaningful interactions and encourage active participation and support from individuals and communities across the country.

2 GROW OUR PARTNERSHIPS

- **Build Stronger Partnerships** – We will reframe how we collaborate, focusing on more meaningful and supportive partnerships.
- **Extended Network** – We will extend our network, creating the potential for more partnerships in the future.

3 STRENGTHEN THE ALLIANCE

- **Improved Capacity** – We will hone our capacity to run highly efficient and effective appeals.
- **Effective Governance** – We will challenge ourselves to learn and continuously develop at Board level.



OUR VALUES AND BEHAVIOURS



Solidarity

We value an Ireland that stands shoulder to shoulder with people in crisis.

- We develop strong and strategic partnerships.
- We recognise and nurture the importance of unity and the strength of togetherness.



Collective Action

We value collaboration in the face of emergencies.

- We commit to strong leadership, uniting diverse expertise and innovation, and fostering continuous learning for greater collective impact.
- We know coordinated action increases impact – reducing duplication of effort and wasting of resources – so our actions enhance this.
- As members we balance a dual loyalty to our individual agencies alongside the Irish Emergency Alliance.



Commitment

We value timely and impactful action when disasters strike.

- We ensure we act with integrity, accountability and transparency.
- We actively safeguard our reputation and the trust placed in us.
- We know the importance of clarity when it comes to communications, leadership and direction, and therefore act consistently.
- Our systems and procedures are designed to honour and respect all members and stakeholders.
- We are committed to putting the Irish Emergency Alliance first during appeal periods.



Compassion

We value empathy, care and the courage to take action.

- Our efforts are dedicated first and foremost to assisting those most in need.
- We ensure equal participation and care for wellbeing – including among members of the Board, Staff and Working Groups.
- We give care and consideration to when we should or should not act when emergencies happen.



GOAL 1: TRANSFORM PUBLIC ENGAGEMENT

Specific Objectives:

- Visibility & Awareness
- Deepened Engagement & Increased Support

How will we transform public engagement?

By having improved ways of connecting with the Irish public and demonstrating the significant impact of our collective efforts

By becoming the 'go to' agency for Irish people who respond to global emergencies.

Visibility & Awareness

Achieved by:

- Developing highly compelling engagement strategies that make our mission stand out and connect with more people.
- Significantly increasing brand recognition, public profile and engagement.
- Growing the number of ambassadors and influencers who advocate about our work

Deepened Engagement & Increased Support

Achieved by:

- Developing an ambitious and robust fundraising strategy and following through effectively on this.
- Increasing the strength of our supporter base and continuously nurturing trust and quality of engagement with our donors.
- Significantly increasing the level of funds available to respond to emergencies.

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GOAL 2: GROW OUR PARTNERSHIPS

Specific Objectives:

- Build Stronger Partnerships
- Extended Network

How will we grow our partnerships?

By reframing how we collaborate, focusing on more meaningful and supportive partnerships.

By extending our network, creating the potential for more partnerships in the future.

Build Stronger Partnerships

Achieved by:

- Building partnerships across local, national, and international levels, focusing on the Department of Foreign Affairs, media, businesses, foundations, trusts, philanthropists, and other Emergency Alliances.
- Seeking collaborative funding agreements with the Government and other partners.
- Collaborating with strategic partners to help fulfil a shared commitment to the UN Sustainable Development Goals by establishing an Investment Fund.

Extended Network

Achieved by:

- Reaching out to people across Ireland, continually challenging ourselves to identify fresh ways to generate new relationships.
- Increasing our profile and presence through extending links with the media.
- Connecting with different organisations that can enable us to reach new horizons; including leveraging our membership of the Emergency Appeals Alliance and engaging with the most successful joint appeals mechanisms from across the globe.



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GOAL 3: STRENGTHEN THE ALLIANCE

Specific Objectives:

- Improved Capacity
- Effective Governance

How will we strengthen the Alliance?

By honing our capacity to run highly efficient and effective appeals.

By challenging ourselves to learn and continuously develop at Board level.

Improved Capacity

Achieved by:

- Supporting and motivating our team both within the secretariat and those from our member organisations, particularly during active appeal periods
- Ensuring all our management systems, procedures and protocols are up-to-date, fit for purpose and immediately ready to respond to a sudden onset emergency.
- Providing the opportunity to strengthen and grow our membership base, and resulting capacity, by providing evidence that demonstrates that 'together we are stronger'

Effective Governance

Achieved by:

- Maintaining the highest accountability and governance standards including full compliance with the Charities Governance Code and accreditation to the triple lock standard.
- Continuously reviewing our decision-making processes to ensure we respond quickly and effectively when disasters strike
- Given the ever-changing context and overarching ambition to increase our impact, have periodic conversations about our strategy, proactively adjusting the way forward when it is relevant to do so.

CASE STUDY



Photos: Caritas Ukraine

THE WAR IN UKRAINE: HOW TRÓCAIRE IS RESPONDING

With funding from the Irish Emergency Alliance, Trócaire and the Caritas network provided humanitarian assistance to more than 5.3 million people within the first 6 months of this conflict.

On February 24th 2022, when Russia invaded Ukraine, Iryna Pysarenko (31), a nurse from the Donetsk region in Ukraine, knew she had to make an urgent and challenging decision to leave her home.

Iryna, who was six months pregnant, and her daughter Elyzaveta (6) gathered some clothes and important documents and left the basement of their family home to reach safety at the border with Romania.

"It was very challenging because I had to leave my husband behind and I was pregnant with our second child," Iryna said.

On April 4th, Iryna reached Romania with her daughter, sister-in-law and two nieces. They were met by Caritas with food, accommodation and information on what to do next. Caritas found a doctor for the family and accompanied Iryna to a maternity unit for a check-up. Elyzaveta was registered in school and in activities run by the local Caritas centre.

Iryna said she is very grateful for Caritas support, but she stills misses her family in Ukraine and is eager for her husband to be with his daughters.

"We express our deep gratitude to the Caritas centre. I gave birth to a child here. The centre's staff helped me with picking up the documents and drawing up the medical documentation. Thank you for the opportunity to go to school with a full program. My eldest daughter attends first grade and goes to school as she would in Ukraine," Iryna said.

With funding from the Irish Emergency Alliance, Trócaire and the Caritas network in Ukraine and in the neighbouring countries of Poland, Romania, Moldova, Czech Republic, Slovakia, Bulgaria and Hungary, have provided humanitarian assistance within the first 6 months of this conflict to more than 5.3 million people impacted by violence and unrest in the eastern European region.



Iryna and her children

CASE STUDY



Photos: World Vision Ireland/Baker



THE TURKEY SYRIA EARTHQUAKE: WORLD VISION IRELAND'S RESPONSE

Children Bearing the Brunt After the Earthquake

Like thousands of other children who lost their families to the earthquakes in Turkey-Syria in February 2023, 10-year-old "Baker's" life was turned upside down in seconds. He lost his entire family: his mother, his father and three siblings. The child was taken in by his uncle, but while clinging to his memories, he began losing himself and felt more alone than ever. He began isolating himself and even dropped out of school. He didn't want to go out with friends, let alone meet new people and create new relationships. Psychologically, Baker was falling apart as he tried to pick up the pieces.

Baker needed support, help and care. That's why World Vision Ireland and their partners stepped in, providing whatever we could to stand with Baker and many children like him.

World Vision Ireland and their partners appreciate the need for psychological support in such challenging contexts. In response to the Turkey-Syria earthquakes, and with support from UNICEF, they implemented an education and protection project which has created a safe space for children to learn and recover from the catastrophe. Baker is one of approximately 12,000 children enrolled in education now, with 6,230 enrolled in psychological support sessions to help them work through their trauma.

HORN OF AFRICA DROUGHT: ACTIONAID IRELAND'S RESPONSE

Preventing gender-based violence

The impact of the drought on women and girls in Somaliland has been devastating. Gender-based violence has been exacerbated by hostilities, a spiralling economic crisis, displacement, and catastrophic food and commodity shortages. As a result of the drought and food crisis, domestic violence, denial of access to resources to women and girls, abandonment, sexual violence, rape, and early/forced marriage increased in the region significantly.

Thanks to funding from the Irish Emergency Alliance, ActionAid built safe spaces for women, which are women-led centres that work on preventing and responding to gender-based violence. The safe spaces have violence against women and girls watch groups, and cases of gender-based violence are managed and referred through the safe spaces. Thirty local women were trained to manage the Safe Spaces, which included preventing gender-based violence, women's leadership, communication, networking, and understanding the role of women in safe space management.

In addition, 200 people (100 men and 100 women) took part in gender-based violence awareness sessions. The goal was to increase local community knowledge on and recognise the impact of gender-based violence and female genital mutilation. Following the training, participants agreed to hold further meetings and engage in gender-based violence prevention at the community level.

Photo: ActionAid/Somaliland/Nimco Mohamud Ali



CASE
STUDY

CONCLUSION

The Irish Emergency Alliance has set out a bold and ambitious strategy for 2024 – 2026 which we believe will transform how Ireland responds collectively to major international disasters.

Our first strategy, which ended in 2023, set out to respond to the public's call for the formation of a joint appeal mechanism in Ireland. This has been achieved.

Moving forward from this strong foundational work, our plans evolve around growing the Alliance and making it the 'go-to' entity in Ireland when disasters strike globally.

By the end of 2026, we will assist more people affected by disasters through increasing the amount of money we raise per appeal by growing our donor base and further developing our partnerships with government, the media and corporate sectors.

During the strategy period, we will build the capacity and depth of our Alliance by running highly efficient and effective public appeals with support from our motivated and passionate team, action-orientated decision-making and fit-for-purpose systems and procedures.

We would like to thank our extremely generous, caring and compassionate public supporters who, together with our media and corporate partners, have helped us respond effectively, as illustrated in the case studies.

Together we are stronger. Please continue to enable us to do even more to support communities devastated by disasters.



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