



A Drop in the Ocean



Strategic plan 2023 – 2025

Introduction

This strategic plan is valid from 1.1. 2023 until 31.12. 2025 and is a result of the organisations 4th strategy process. Since the start of A Drop in the Ocean in 2015, the organisation has worked targeted within our strategic areas. As in the previous strategy processes, all members of staff, both in Norway, Greece, Bosnia Herzegovina and Poland have participated with their input and thoughts for the strategic plan. This strategy makes the basis for our priorities and target within the time frame for the strategy period. The strategy is approved by the board of A Drop in the Ocean.

Our vision

«Drop by Drop we will create an ocean of understanding for people forced to flee, and contribute to a world where everyone is met with respect and where human rights are safeguarded and appreciated»

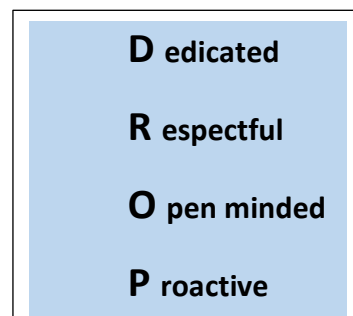
Our vision is our “guiding star” and something we always strive to reach for, as an unreachable ambition for the future.

Our purpose

Our purpose is to provide support to people forced to flee, as well as spread information about the lives of refugees and other migrants. Where relevant the focus will be on helping children and their mothers.

Our values

Through our values all members of staff, employees and volunteers, in all parts of the organization, will feel recognized and united.



Our motto

«Every single Drop of solidarity makes a difference»

Our guiding principles

Our principles serving as guidance for all members of staff of A Drop in the Ocean give us direction and a steady course during the strategic period.

- We must never forget whom we are here for and why we do what we do. Every person has the right for humanitarian support and an existence where human rights are abided.
- Our operational work will be limited to the European continent.
- We aim for creating good collaboration and a strong culture for sharing, learning, and openness between every team and location.
- We will take care of, appreciate, and strengthen our volunteers as one of the core resources of the organisation.
- Our work will always be rooted in the humanitarian principles, humanity, neutrality, impartiality, and independence.
- We will strive to be pro-active, flexible, and prepared for changes, in order to meet new needs and find good solutions to cover these.
- Through our work we will do our outmost to support people with needs so that they quickly can become independent and self-sufficient.
- We will maintain a flat organisational structure where mandate and decision making happens close to our operations.
- We will secure a good financial control in all parts of the organisation.

Our work and the UN Sustainable Development Goals

A Drop in the Ocean will work for improving living conditions and quality of life for people forced to flee, who come to Europe, and support on their way to become self-sufficient.

Our work is channeled through our four program areas:

- Humanitarian aid
- Community empowerment mobilization
- Non-formal education
- Integration support

Our work is closely connected to several of the UN Sustainable Development Goals. Over all we consider that SDG number 10 – Reduced Inequalities and SDG number 16 – Peace, Justice and Strong Institutions are central goals for our work. In our program areas we also focus on the following SDG`s:

- SDG 2 – Zero hunger
- SDG 3 – Good health and well being
- SDG 4 – Quality education
- SDG 17 – Partnerships for the goals

Identified challenges and threats

Through SWOT-analysis the administration, employees and board has identified challenges for the organisation. In our everyday work we will continue to face these challenges and reduce risk. Before this strategy period we consider the following to be our main challenges and threats:

- The uncertain financial situation and recession in Europe.
- Constant changes in the field where we work make long term planning difficult.
- Increased polarization in Europe.
- A low number of employees makes us vulnerable.
- Dependency of external media attention to reach out with our message.

Despite the challenges it is clear that the needs of people forced to flee, and A Drop in the Oceans ability to make a difference will be present, also in the years ahead. We have defined our strategic focus areas in the next section.

Strategic focus areas 2023 – 2025

Area	Focus
The people in A Drop in the Ocean	<ul style="list-style-type: none"> • Strengthen the voluntary contribution with focus also on post field assignments. • Continue to develop our volunteers, and employees, through internal and external capacity building and training. • Involve persons who themselves are refugees and their competence in our work even more.

	<ul style="list-style-type: none"> ● Maintain a good understanding of preparedness and regularly evaluate and exercise our emergency routines. ● Explore new platforms to recruit competent field workers.
Operational work	<ul style="list-style-type: none"> ● Through cooperation and partnerships, secure that the social impact of our work has a high value for people forced to flee as well as for our members of staff. ● Keep Greece as our main operational focus area. ● Actively evaluate needs in new areas in Europe and react quickly should new crisis arise. Always ensure that new projects do not affect negatively existing work areas where we are still needed. ● Strengthen cooperation and sharing culture between locations, and implement best practice procedures where relevant. ● Develop parameters for measuring quantity, quality and social impact of our programs.
Communication	<ul style="list-style-type: none"> ● Develop our communication channels to share more of the stories from people forced to flee, and make sure they have ownership to the storytelling. ● Ensure clear, honest, and understandable communication in all our channels and to all stakeholders. ● Hope, unity, and care should be visible in all communication. ● Continue to evaluate and test new communication channels.
Economy	<ul style="list-style-type: none"> ● Ensure good cost control and secure predictable income. ● Secure a comfortable liquidity buffer and take action if needed. ● Ensure that a minimum of 88% will be spent directly on the purpose, annually in the strategy period, and keep the administration costs under 8%. ● Through direct and close contact with donors, both private, businesses and institutions, ensure loyal supporters and avoid churn. ● Continue developing our fundraising opportunities from our sister organisation in the US.