

**VISION**  
A world in which everyone can thrive

**PURPOSE**  
We support local efforts that challenge poverty and inequality in Bangladesh. We extend access to education, improve health and promote sustainable livelihoods, using evidence from our work to inspire and influence others.

- VALUES**
- Determined
  - Accountable
  - Collaborative

**OUR STORY**

- In 1996 a group of experienced development workers put their commitment to Bangladesh into practice by establishing Dhaka Ahsania Mission (DAM), an independent UK-registered charity.
- DAM UK focuses efforts on supporting partner Dhaka Ahsania Mission, a leading Bangladesh-registered charity, which has provided quality development programmes nationwide since 1958.
- Grounded in our strong partnership & links with Bangladesh & supported by a range of donors, DAM UK is an experienced, flexible & resilient organisation.
- Our strategy is formed at a time of change, uncertainty & volatility in the UK, Bangladesh & globally. Bangladesh’s economic growth has lifted some out of poverty, but many are being left behind, lacking access to education, health care, a decent livelihood & support at times of crisis. Climate change risks undermining hard-won development gains. The funding context continues to change.
- Against this backdrop, DAM UK re-doubles its efforts to achieve greater programme scale & quality to maximise its impact on the lives of people living in poverty. DAM UK will increase & diversify resources mobilised for Bangladesh, improve impact & strengthen organisational systems.

**OUR PROGRAMME THEMES**

Ensuring that ‘no-one is left behind’, we will support DAM’s work in Bangladesh to:

- extend access to quality **education**;
- improve **health** outcomes, particularly by the provision of clean water & sanitation;
- promote sustainable **livelihoods**; and
- respond to **humanitarian** crises.

**OUR STRATEGIC OBJECTIVES**

**Resources: Increase & Diversify**

We will increase the scale of DAM UK’s support to DAM by raising more funds and by diversifying the nature of the resources that we mobilise.

We will give particular focus to:

- extending DAM UK’s network of grant funders;
- developing new financing options as an alternative to grant funding; and
- seeking skills-based technical support.

**Impact: Improve & Extend**

We will ensure that we reflect on our work, deliberately using the lessons learnt where appropriate to inspire changes in policy and practice across our network.

We will give particular focus to:

- ensuring we understand our work’s impact, including on the environment;
- developing our network of collaborating organisations; &
- identifying targets for our advocacy.

**Capacity: Strengthen & Promote**

We will continue to improve our internal systems and processes to ensure that DAM UK remains an effective, resilient and trusted development partner.

We will give particular focus to:

- continuing to develop our human resources;
- ensuring that our procedures and policies remain fit for purpose; and
- building our organisational profile.