


# 2020 STRATEGIC GOALS



**Goal 1 – Remote Community Development: Mitigate and prevent the spread of COVID-19 as much as possible, protect health workers, and ensure continued access to essential services for communities in need, including health, education, nutrition, and psychosocial support**



**Goal 2 – Maternal, Newborn and Child Health: Mitigate and prevent the spread of COVID-19 as much as possible, support Kiwoko Hospital to respond to COVID-19, protect health workers, undertake public health awareness campaigns, and ensure continuity of essential MNCH services**



**Goal 3 – Monitoring & Evaluation: Establish a sustainable M&E system for tracking progress and demonstrating the results of Adara programmes and for ensuring evidence-based decision making**



**Goal 4 – Innovation and Best Practice: Integrate innovation and best practice into the work of our teams worldwide**



**Goal 5 – Operations: Provide exceptional operational, legal and compliance services in support of the Adara Group's mission, and manage and mitigate financial, legal and governance risk**



**Goal 6 – Partnerships and Communications: Inform, connect with and encourage new and existing donors to fund our critical work, and raise awareness of Adara's work around the world**



**Goal 7 – Adara Businesses: Provide first class advice to our corporate clients and fund Adara Development's critical work**