

Refining our focus



What are we doing?

Over the past 20 years, we've been proud to partner with a diverse group of incredible organisations and invest in impactful programmes. It's now time to refine and concentrate our efforts to achieve the greatest possible impact. We're making strategic shifts to prioritise and specialise in areas where we can drive meaningful change.

Why are we doing this?

We're focusing on themes within each sector where the need is greatest, and coverage is lowest. Our efforts will centre on 12 priority countries and 4 humanitarian hotspots. By setting clear, multi-year strategic goals, we aim to go beyond individual grants and investments, contributing to a cohesive, long-term vision for systemic change.



What does this look like?

Sectors:

Here's an overview of the direction we're taking across our key areas.



Education: While we've previously supported all levels of education (ages 0-18), we're now prioritising early childhood care and education (ages 0-6) as we believe this stage has the greatest potential for long-term impact.



Enterprise & Livelihoods: After careful consideration, we've made the difficult decision to discontinue funding in this area.



Health: Our focus is shifting from community and primary health care to adolescent health (ages 10-19). We'll prioritise community-based solutions addressing adolescent sexual & reproductive health and rights, mental health and well-being.



Humanitarian & Emergencies: Our approach remains unchanged. We'll continue to fund locally-led initiatives to ensure support reaches those who need it most.



Water, Sanitation, and Hygiene: We're still evaluating our priorities in this area, with a decision on our focus expected later in 2025.

Geographies:

The majority of our funding will be prioritising 12 countries and 4 humanitarian hotspots. We'll continue to support global efforts that align with our goal of driving long-term systemic change.

We remain committed to funding our existing partners across all sectors and geographies, for the duration of their grant, regardless of their alignment with our new strategy.

This evolving strategy reflects our commitment to maximising impact and addressing the most pressing needs in the communities we support.



**Latin America
& Caribbean**
Guatemala
Haiti

**Plus 4
Humanitarian hotspots**
Afghanistan
Myanmar
Sudan
Syria

Africa
Burkina Faso
Democratic
republic of
Congo
Ethiopia
Madagascar
Malawi
Mozambique
Senegal
Tanzania

Asia
Bangladesh
Pakistan