



Transaid's strategy summary

Our goals for 2021-2023.

Transaid transforms lives through safe, available and sustainable transport.

We work with communities, partners, and governments, to solve transport challenges throughout sub-Saharan Africa.

Our 2018 – 2020 strategy saw a record number of individuals and communities reached, an increase in Transaid's unrestricted income, heightened brand awareness and an increased number of partnerships with African-based organisations.

Transaid transforms lives through safe, available and sustainable transport.

We are committed to sharing expertise through our Knowledge Centre and our values of **Partnership**, **Optimal Impact** and **Innovation** • UK Registered Charity Number: 1072105 | Patron: HRH The Princess Royal

We are particularly proud that in the last three years:

- Due to our strong relationships with local partners, we were able to quickly pivot, adapt and respond to COVID-19, ensuring prevention, training and support could be delivered to drivers, supply chain workers and communities in Uganda and Zambia
- 25,203 people were transferred to health facilities in Madagascar, including 3,606 who used a new public transport-based emergency transport innovation to make their journey, widening accessibility and availability of emergency transport
- 4,193 children with suspected severe malaria were able to reach life-saving treatment in Zambia. One of these children was two-year-old Wiseman who used the community managed emergency transport system to access life-saving care. Wiseman's father said: 'previously, there were so many cases of severe malaria here and there was nothing anyone could do. Now, I am very happy, without this project, anything could have happened to my son'
- A new Ugandan driver training centre in collaboration with the Ugandan private sector has been established, from which 100% of trainees interviewed felt they were safer drivers and equipped with job ready skills
- Ground breaking research into the role of motorcycle taxis in the Democratic Republic of Congo, Ghana, Kenya, Uganda, Tanzania and was undertaken to assess their benefits and disbenefits in a rural context; the largest study of its kind
- In the last three years we have scaled up the MAMaZ Against Malaria programme from a small pilot reaching 54,000 people to one that reaches 895,000. This is equivalent to a 1,557% increase in population coverage.
- 529 motorcycle riders were trained in Uganda and Sierra Leone by trainers from Transaid's partner in Zambia, the Industrial Training Centre (ITC)

In more than 20 years as an independent organisation, we have become increasingly well-recognised for both the quality and impact of our work in sub-Saharan Africa, for our commitment to sharing our expertise and for our strong partnerships both in the UK and across Africa.



*Wiseman (centre)
with his parents,
Betshaba (left) and
Anshal (right)*

Now is the time to scale our programmes, increase our impact and continue delivering quality interventions across sub-Saharan Africa.

To do so, we have identified four areas for growth:

1. Leadership

Our aim: to become recognised leaders in:

Road safety

To achieve this we will:

- Continue to build local skills and expertise in sub-Saharan Africa
- Create an evidence based model for scaling and international influencing
- Work with governments to support them in achieving their road safety objectives
- Utilise corporate supporters' expertise and seek new collaborations from these relationships in sub-Saharan Africa

We are committed to sharing Transaid's and our partners' expertise through our knowledge centre, webinars and thought pieces

Access to healthcare

- Continue to implement impactful programmes to improve access to health services across Africa
- Test new ideas, prove concepts and advocate for scale
- Work with ministries of health to support them in achieving their health care goals and roadmaps

2. Impact

We will deliver a step change in impact and scale over the next three years by:

- Growing our team, particularly within Africa
- Focussing on the development of more strategic relationships at a global level in order to mobilise resources
- Harnessing our corporate partners' expertise and continuing to develop long term strategic partnerships

3. Engagement and inspiration

We will engage with and inspire partners across both the corporate and international development sectors to build strong, robust and effective partnerships by:

- Placing communication, inspiration and innovation at the heart of the current corporate partner scheme
- Influencing other implementing partners and donors to adopt Transaid's proven models as a route to scale

4. Resilience

We will ensure Transaid is a strong and sustainable organisation by:

- Ensuring overheads are proportionate and making sure that we deliver value for money across our programmes
- Implementing an approach which prioritises the recruitment of Africa-based team members
- Ensuring that our board of trustees is representative of the countries where we work

These goals will be delivered with a commitment to environmental mitigation wherever possible and with equal opportunity and diversity at the heart of what we do and all we stand for.