



transaid

# STRATEGY OVERVIEW

2024 - 2026

**Transforming lives through  
safe, available, and sustainable  
transport.**

Rabbecca Chisenga, a Community  
Health Volunteer, Zambia



## OBJECTIVE

# To be recognised leaders in **road safety** (professional driving training) and **access to health**

## FOCUS 1

Transaid's primary focus is to continue to design, deliver and advocate for programmes delivering sustainable improvement in road safety and access to health across sub-Saharan Africa where there continues to be tremendous unmet need.

## APPROACH

### Road Safety



We will continue to focus on professional driver training and two and three-wheeler safety; building local capability and capacity.

We recognise the dynamic space of global road safety and will continue to align our efforts to key trends related to transport and wider development topics such as green supply chains, gender equity, new technologies and the UN Sustainable Development Goals.

We will draw on the knowledge established within our existing partnerships and seek new collaborations within sub-Saharan Africa.

### Healthcare



We will use Transaid funds to catalyse our health programmes, investing in business development resource to strengthen this area of our work.

We will use Transaid's innovation fund to test new ideas, build a case for intervention and lobby for scale, carrying out relevant research.

We will recognise the evolution of malaria, maternal new-born and child health, HIV/AIDs and TB, responding according to need and where Transaid can have strong impact.

## KEY ACTIONS

- Four NEW multi-year road safety programmes secured and delivered with local partners.
- Quarterly webinars held and bi-annual think pieces published.
- Technical expertise harnessed from a minimum of 10 corporate partners.
- Further develop private sector collaboration in Africa with at least three companies providing substantive support to Transaid's programmes by the end of 2026.
- Investment of Transaid's funds in access to health programmes in rural Zambia in 2024, and at least one multi-year health programme secured.

WITH OVER

**1.19 MILLION**

people killed on the roads each year and a

**17%** increase in the number of road deaths in Africa, there **urgent need for action.**

## OBJECTIVE

# To increase our impact and scale

## FOCUS 2

By saving more lives through the reduction of death and injury on the road and preventable deaths from lack of safe and sustainable transport.

## APPROACH

- ✓ We will ensure that at least 90% of our programmes in Africa are delivered with local partners.
- ✓ We will have robust monitoring, evaluation and learning (MEL) application across all programmes.
- ✓ We will differentiate our offering by harnessing specialist expertise through our corporate partners.
- ✓ We will raise the profile of Transaid on a global scale and within the wider private sector.

## KEY ACTIONS

- We recognise an urgent need to increase our income from grants for our access to health programmes as this has declined in the last 12 months.
- Attend at least three global meetings and strategic conferences that are of significant relevance to our work.
- Ensure Transaid's materials and resources are readily available to all via our Knowledge Centre.





We will trial select new approaches such as growing Transaid's individual and legacy giving.

Tazghani Muwowo, a student at the Industrial Training Centre, Zambia

## OBJECTIVE

To engage and inspire our supporters (corporate and development sector) to build strong partnerships

### FOCUS 3

For long-term strategic partnerships that maximise impact and generate more funding.

### APPROACH

- ✔ We will develop new engagement programmes and attend new events, especially when targeting the next generation.
- ✔ We will continue to develop Transaid's website and provide up-to-date content and consideration for all audiences.
- ✔ We will use events to increase fundraising efforts and long-term support.



### KEY ACTIONS

- Ensure that we continue to increase our level of unrestricted income year-on-year.
- New website and associated communication programme developed in 2024.

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

## OBJECTIVE

# To be established as a resilient and sustainable organisation

## FOCUS 4

With sufficient funds to sustain its work with an increasing local presence and strength in Africa.

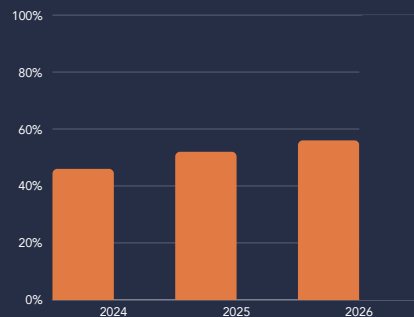
## APPROACH

- ✓ We will build the capability and strength of Transaid's programmes team.
- ✓ We will maintain the strong finance capability already established.
- ✓ We will recruit new programmes colleagues in Africa.

## KEY ACTIONS

- Programmes income target to increase as per the graph below.
- Full roll out of new accounting system by August 2024.
- Regular wellbeing surveys conducted and continued assessments of our cyber security.

### Total of funds raised





transaid

[www.transaid.org](http://www.transaid.org)

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