



OUR VISION

To be a well-functioning National Society with the capacity of providing humanitarian services to the most vulnerable people in Myanmar and beyond.

OUR MISSION

To develop safe and resilient communities through integrated community based initiatives, by promoting humanitarian values via our network; and playing an auxiliary role to the State in the humanitarian field through a strong legal base.

OUR STRATEGIC GOALS

Goal 1: Build healthier and safer communities, reduce their vulnerabilities and strengthen their resilience.

Goal 2: Promote understanding and respect for the Red Cross Principles, Humanitarian Values, and International Humanitarian Law as a means to promoting social cohesion and non-violence.

Goal 3: Strengthen understanding of the MRCS' auxiliary role among the humanitarian sector by developing a strong, well-functioning and resourceful National Society.

MAINSTREAMING THEMES

Community engagement and accountability

Our signs of success:

- Communities better informed with life-saving and life-enhancing information.
- Integrated Community Assessment for Building Resilience (ICABR) approach used in all community based programmes, and CEA minimum standards and guidelines actively practiced in all programmes and operations.

Planning, monitoring, evaluation and reporting

Our signs of success:

- A more efficient and effective MRCS through strengthened PMER capacity at all levels.
- Improved information sharing across the National Society and with partners; and increased use of information management and availability of disaggregated data across programmes and operations.

A STRONGER NATIONAL SOCIETY

Branch development and decentralisation

Our signs of success:

- Stronger MRCS branches enabled through the development of a Branch Development strategy and model underpinned by a 'minimum package' implemented at all levels.
- Decentralisation strategy terms of reference and plan of action developed and implemented.

Volunteer and youth management and capacity building

Our signs of success:

- Vulnerable communities better supported through increased diversity of volunteers and youth nationally who are connected and engaged in MRCS activities.
- Communities better supported through improved MRCS volunteer and youth management system and increased numbers of volunteers and youth adept in social media and technology use.

Resource mobilisation and human resource management

Our signs of success:

- Increased and sustainable MRCS funding and an increased number of non-Movement partners enabled by a resource mobilisation plan that outlines a clear understanding of resource mobilisation roles and responsibilities between headquarters and branches.
- A more sustainable National Society human resource base enabled by improved staff and volunteer satisfaction and well-being, supported by appropriate human resource policies and guidelines.



STRATEGY

2025

Summary of the MRCS strategic framework 2025

Vision | Mission | Strategic goals and objectives



OUR STRATEGIC GOALS AND OBJECTIVES

GOAL 1:

Build healthier and safer communities, reduce their vulnerabilities and strengthen their resilience.

Strategic objective 1.1 To enhance support for affected communities as a means of helping mitigate the impacts of climate change, health emergencies, disasters, conflicts, and situations of violence.

Strategic objective 1.2 To strengthen the resilience of communities and fulfil their needs related to health, first aid, water, sanitation and hygiene, psychosocial support, disaster risk reduction, climate change, shelter, and livelihoods.

Strategic objective 1.3 To ensure MRCS has well-preparedness capacity at all levels for effective response.



GOAL 2:

Promote understanding and respect for the Red Cross Principles, Humanitarian Values, and International Humanitarian Law as a means to promoting social cohesion and non-violence.

Strategic objective 2.1 To promote understanding and respect for the Red Cross Fundamental Principles, Humanitarian Values, humanitarian diplomacy and IHL at all levels.

Strategic objective 2.2 To strengthen National Society information technology and information management capacity at all levels to ensure effective communication of information and reporting in normal times and during emergencies.

Strategic objective 2.3 To mainstream gender and diversity, violence prevention, psychosocial support, social inclusion, and community engagement and accountability as cross cutting issues into all humanitarian activities.

GOAL 3:

Strengthen understanding of the MRCS' auxiliary role among the humanitarian sector by developing a strong, well-functioning and resourceful National Society.

Strategic objective 3.1 To continue developing and strengthening the National Society and its auxiliary status at all levels according to the MRCS existing Law.

Strategic objective 3.2 To improve the capacity and systems at state, region, Nay Pyi Taw, council, districts, branches and sub-branch levels to better respond to humanitarian needs and more effectively deliver MRCS core services.

Strategic objective 3.3 To empower and mobilise Red Cross youth to take a lead and active role in the promotion of humanitarian activities.

Strategic objective 3.4 To scale-up resource mobilisation capacity at all levels as a means of becoming an independent, self-sufficient and financially sustainable National Society.

Strategic objective 3.5 To support MRCS capacity in organizational management at all levels to ensure improved transparency, accountability, efficiency and effectiveness of services.

Strategic objective 3.6 To expand national and international cooperation, coordination and partnership mechanisms through the existing partnership framework.

OUR RESPONSE TO THE HUMANITARIAN CHALLENGES FACING OUR COMMUNITIES

Disasters and emergencies

Our signs of success:

- Improved community resilience to the effects of climate change and other disaster related risks.
- Enhanced MRCS emergency response support to disaster affected communities.

Health and well-being

Our signs of success:

- Improved health and well-being among target communities.
- Increased National Society capacity to support communities during public health emergencies.

Migration and displacement

Our signs of success:

- Increased MRCS capacity to support migration and displacement issues.
- Continued humanitarian support to target migratory and displaced affected communities.
- Clear strategy, policy and guidelines that outline our support for migratory and displaced affected communities in accordance with the MRCS mandate.

Values, power and inclusion

Our signs of success:

- Increased application of values, power and inclusion approaches at community level.
- Increased representation and participation of women and youth at all levels of the National Society, including increased number of women in decision-making roles.
- Increased representation and participation of diverse groups within the National Society, particularly among the volunteer network.

Dissemination of Red Cross principles, Humanitarian Values and our auxiliary status

Our signs of success:

- Improved and increased MRCS humanitarian access.
- Increased awareness of MRCS's work among stakeholders accompanied by an increased understanding and acceptance of our Red Cross values and auxiliary status.
- Increased application of Red Cross principles, humanitarian values and IHL by volunteers and staff leading to communities being better informed on relevant humanitarian issues.