



# STRATEGY 2006 - 2011

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BOND is an independent charity established, and governed by its member organisations. Through its growth in membership BOND has become the UK's primary civil society network of international development organisations. This strategy sets out what 'we' the collective members want to achieve through BOND.

The strategy will direct the work of the BOND Secretariat.

**BOND STRATEGY**

# Raised Stakes and Fresh Challenges

2005 has raised the stakes for international development in the UK. The MAKEPOVERTYHISTORY campaign, alongside a series of other international events, has heightened international development as a priority for politicians; hugely increased the willingness of the UK public to engage in the issues; and demonstrated the potential and power of civil society organisations pooling their expertise in collective activity. The next few years present a unique opportunity for UK civil society organisations, and the raised stakes bring fresh challenges.

This new political and public priority for development must be consolidated, or it will be lost. Collectively we have the opportunity, and responsibility, to embed policies for the poor in government practice, and to convert UK citizens' willingness and awareness into global citizenship. BOND's next few years must ensure that its members, in alliance with other civil society organisations, are able to deliver on that challenge together.

We also recognise that with this new public and political interest in development will come much closer scrutiny of international development and the role of NGOs. Already there are growing demands for transparency and accountability;

these will result in increased expectations for the quality of our work. BOND's programmes to enable organisations and their staff to achieve excellence, need a fresh focus and impetus.

This strategy takes up these central challenges for our collective efforts. As we move into this new strategic period the rationale for BOND is stronger than ever and our purpose continues to be 'to work collectively as UK international development NGOs for sustainable development, the eradication of extreme poverty and attainment of human rights'

Outlined in this document is what BOND aims to achieve over the next 5 years.

*For further details on BOND member organisations and international development NGO Networks:*  
[www.bond.org.uk/database/members](http://www.bond.org.uk/database/members)

*BOND Statement of Principles*  
*All BOND members aspire to implement the Principles in their day-to-day work. To view the statement of principles:*  
[www.bond.org.uk/aboutus/principles.html](http://www.bond.org.uk/aboutus/principles.html)  
*Or, contact BOND for a hard copy.*



## BOND's STRATEGIC AIMS AND DIRECTIONS



Strategic Aim 1: Building our influence and holding to account



Strategic Aim 2: Building our capacity



Strategic Aim 3: Strengthening our membership and networks



Strategic Aim 4: Strengthening BOND

## BUILDING OUR INFLUENCE AND HOLDING TO ACCOUNT

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Goal 1.1 To facilitate effective collective influence on the policy and practice of governments and international institutions.

Where we want to be:

- UK: government policies and practice based on the interests of poor people, influenced by coalitions of members and wider civil society, facilitated by BOND.
- UK: effective policy dialogue between government and civil society organisations, that combines inclusive participation by civil society with transparent and cost-effective engagement by government.
- EU: institutional policies and practice based on the interests of poor people, influenced by European coalitions in which BOND and its members play a leading role.
- UK and EU: a regulatory and funding environment for civil society that promotes diversity, independence and quality.
- International: global institutional policies and practice based on the interests of poor people, influenced by global alliances of civil society in which BOND and its members work in solidarity with others.

Goal 1.2. To promote and enable effective engagement in advocacy and campaigning by all UK civil society organisations committed to poverty eradication.

Where we want to be:

- UK civil society organisations effectively participating in the planning and delivery of collective advocacy and campaigns, with the information and tools to do so.
- UK civil society organisations better able to advocate on their specialisms, individually and in alliance with others.
- Civil society organisations effectively promoting the activism of UK citizens for poverty eradication.

## BUILDING OUR CAPACITY

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Goal 2.1 To develop and deliver a relevant and accessible professional development programme.

Where we want to be:

- Preferred providers of a structured, quality assured, needs-led programme of learning interventions for the International Development Sector.

### STRATEGIC AIM 1:

As BOND members to influence the policy environment that impacts on the lives of poor people and hold those in power to account.



### STRATEGIC AIM 2:

As BOND members, we aim to improve the quality of UK-based civil society's performance in international development through mutual learning, the sharing of knowledge, experience and ideas.

- Delivering learning through a varied range of learning intervention mechanisms, to better target members' specific needs and to maximise learning impact.
- A source of a comprehensive range of courses at a variety of learning levels.



## Goal 2.2 To promote and support organisational learning and development.

Where we want to be:

- A high quality and diverse programme of organisational learning interventions tailored to the needs of different stakeholders (learning professionals, senior managers, staff and different types of member).
- BOND members are enabled to respond effectively to demands for accountability and transparency.
- An innovative and dynamic forum for the exchange of ideas.
- BOND members have a collective approach to quality and best practice in the sector.
- BOND members understand, shape and respond effectively to a changing environment including UK, EU and internationally.

## STRENGTHENING OUR MEMBERSHIP AND NETWORKS

### Goal 3.1 To build a diverse, inclusive, informed and active membership.

Where we want to be:

- Better depth of engagement by members, guided by a clear strategy to encourage relevant and effective participation within each member.
- BOND services are diversified to allow access at relevant levels by members.
- Other sector actors are accessing BOND services.

### Goal 3.2 To ensure efficient and effective civil society relationships for international development in the UK.

Where we want to be:

- A more structured arrangement of networks with increased awareness, learning, collaboration and influence over international development, which maximises efficiency of efforts.
- BOND playing a leading role in the oversight and facilitation of these structures, including acting as a central information and

## STRATEGIC AIM 3:

As BOND members we aim to strengthen our networking with each other and with our counterparts in the UK, Europe and internationally.



signposting service for all networks related to International Development.

- BOND working in partnership with key civil society umbrella bodies with International Development interests eg. TUC, Development Education Association, Development Studies Association.

### Goal 3.3 To support the sector in developing effective international networking.

Where we want to be:

- Sister networks developed in each EU member state, supported by an effective and influential CONCORD.
- BOND supporting and participating in effective international networking structures and initiatives.

## STRENGTHENING BOND

Goal 4.1 - To strengthen BOND's financial position to ensure its sustainability and independence of action.

Where we want to be:

- A more diversified funding base.
- Maintaining appropriate levels of reserves through controlling income and expenditure.

Goal 4.2 - To ensure that BOND is governed prudently and effectively on behalf of its members.

Where we want to be:

- High levels of participation by members in direction-setting and oversight.
- High levels of engagement and participation of Board members.
- Implementation of a review of Governance arrangements.

Goal 4.3 - To ensure that BOND's Secretariat has an effective staff team with the support needed to enable the network to deliver this strategy.

Where we want to be:

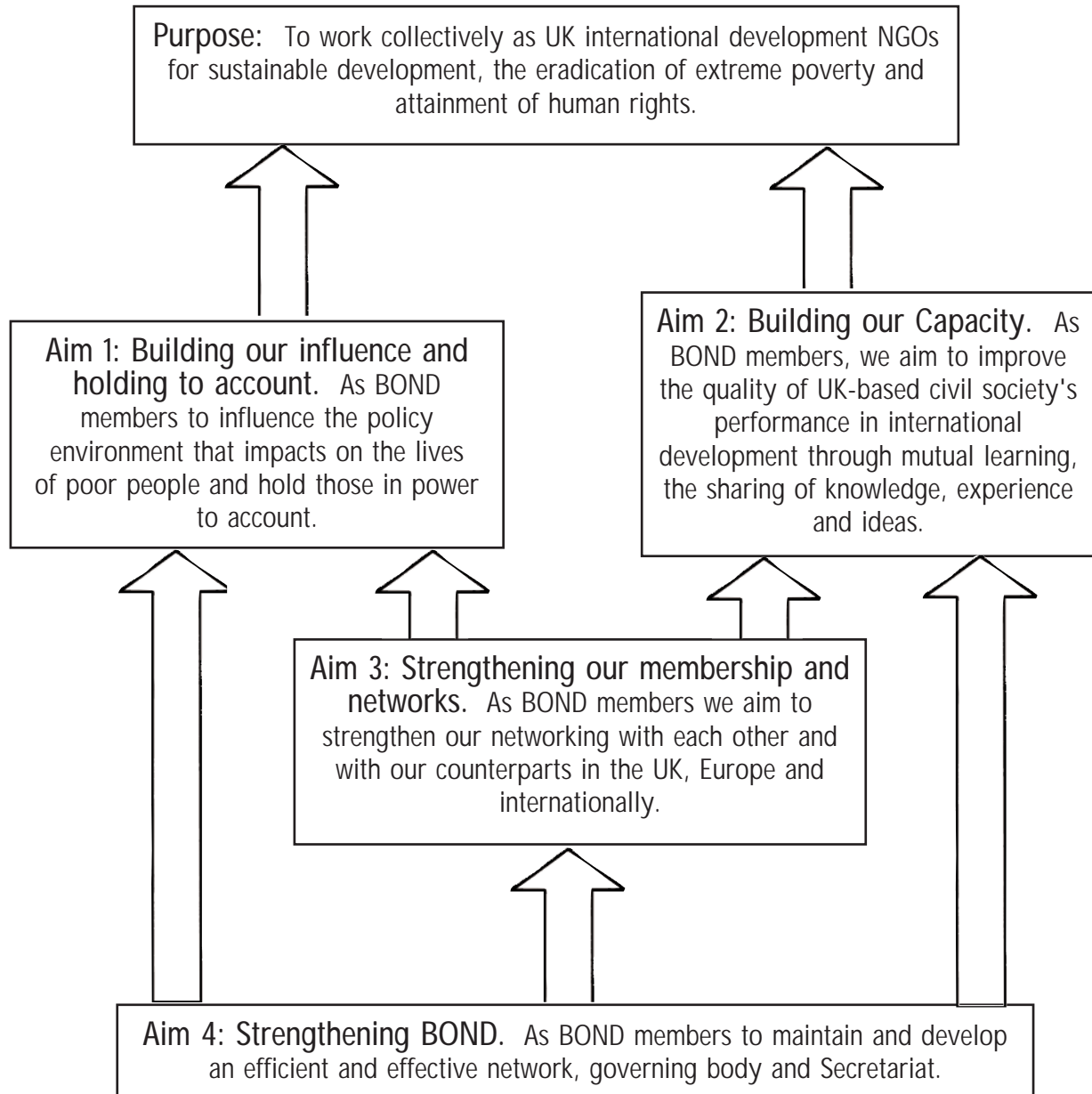
- BOND is recognised as a good and progressive employer.
- BOND secretariat is clearly accountable for its performance.
- BOND is committed to modelling organisational learning within the secretariat and providing learning and training opportunities for all staff.

### STRATEGIC AIM 4:

As BOND members to maintain and develop an efficient and effective network, governing body and Secretariat.



## BOND's Purpose and Strategic Aims 2006 - 2011



### ABOUT BOND

BOND is the network of over 290 UK-based non-governmental organisations (NGOs) working in international development and development education.