

Family Care International

Strategic Framework 2012-2015

During 2011, FCI undertook a comprehensive review of our organizational mission and strategy. After intensive discussions involving FCI staff in six countries on three continents, our Board, and a range of colleagues, donors, and peers, we refined and agreed on an institutional strategic framework to guide our work in the crucial period from 2012 through 2015, the deadline year for achieving the Millennium Development Goals. This framework is founded on FCI's unique mix of institutional experience, relationships, and skills; on the niche that we have carved out through more than two decades of work at the global and country levels; and on an assessment of what needs to be done in order to achieve our vision.

VISION

FCI envisions a world where no woman suffers preventable pregnancy-related injury or death, where childbirth is safe for mothers and their babies, and where all people are able to enjoy their sexual and reproductive health and rights

FCI's vision expresses the overarching goals that have animated and motivated our staff and supporters for a quarter century. It has evolved to reflect the integral links between maternal and newborn survival.

MISSION

FCI seeks to improve the health and well-being of women, girls, and newborns in the developing world by working to:

- Make pregnancy and childbirth safer
- Ensure universal access to reproductive health care and information
- Empower women, young people, and communities

Our refined mission places FCI's core issues of maternal and reproductive health at the heart of a broader commitment to providing universal access to essential services, to empowering individuals and communities, and to improving the lives of women and families.

CORE STRATEGIES

FCI works to improve reproductive, maternal, and newborn health by:

- Advocating for increased financial and policy commitments, and for fulfillment of those commitments
- Building communities' capacity to advocate for equitable access to health services and information
- Designing, implementing, and monitoring evidence-based programs, in collaboration with local partners
- Educating and empowering individuals and communities to use available services and adopt healthier behaviors
- Promoting stronger health systems and more integrated services to improve maternal and newborn health, reduce the spread of HIV, and prevent and manage unintended pregnancy

These five core strategies define the ways and means by which FCI seeks to fulfill our mission and contribute to achieving the future world that we envision. They reflect a theory of change that has inspired and guided FCI's work since our founding in 1986. Achieving concrete progress toward realizing our vision requires consistent, forthright advocacy; empowered communities that hold governments accountable for keeping promises and respecting their rights and cultures; policies and programs built on evidence of what really works and a recognition that services must be used to be effective; and health systems that efficiently and effectively treat the whole person rather than just a single disease or condition.

EXPECTED RESULTS

Through our advocacy and capacity-building programs, FCI works to achieve the following results:

- Increased investment in reproductive, maternal, and newborn health by national governments, donors, and NGOs
- More efficient and strategic use of these investments at the global, regional, and national levels
- Better access to high quality reproductive, maternal and newborn health services, information, and commodities
- Stronger engagement of civil society in advocacy and in policy and program design, implementation, and monitoring
- Increased and better-informed participation by women and young people in their own health decisions

In conceiving of, developing, and implementing our projects, we always focus on generating identifiable and measurable impact. As part of FCI's strategic review, we identified the objectives that we seek to achieve through our advocacy and capacity-building programs.

GUIDING PRINCIPLES

FCI's work is guided by these fundamental values:

- Work collaboratively
- Strengthen capacity of local partners
- Ensure participation of key stakeholders
- Base strategies on research and evidence
- Promote gender equality
- Focus on equity and human rights
- Engage marginalized groups
- Respect indigenous cultures and values

These principles provide the ethical and conceptual foundation for all of FCI's programmatic work, and for our interactions with our partners and with the communities and people we serve. We are dedicated to working in partnership, to basing our programs on evidence, to ensuring that the voices of the marginalized are heard and their cultures respected, and to recognizing the importance of gender, equality, and human rights.

Our Board, staff, and supporters are committed to building and strengthening Family Care International as an organization whose work reflects these values, focuses on achieving these results and objectives, and contributes to the ultimate fulfillment of our institutional mission. Working collaboratively with our many partners at the global and national levels, and in the humble and remote villages where too many women and their newborn babies still die every single day, we remain fully dedicated to realizing our vision – a vision that seemed impossibly distant when we first articulated it 25 years ago and is today acknowledged as both realistically attainable and urgently important.