

STRATEGIC PLAN

POMŮŽU JAK MŮŽU ... HELPING PEOPLE IN YEMEN 2018- 2022

1 INTRODUCTION

The foundation of our organisation might seem very spontaneous. Looking back, we were aiming there subconsciously for quite some time. It just had to happen. Our first strategic goal has arisen with humanitarian crisis in Yemen. The motivation was simple – our friend is living in the middle of that crisis. We believe that together – you and us – we can help people in Yemen. We cannot feed 12 million people who are suffering from famine. However, we can buy pots, rice, water, bowls and gas and make food for 50 families.

Our project is not here to supplement the current function systems, we are here to help to bridge the gaps between big organisations and ordinary individuals in places where we have good connections and where we know the local people.

That is our mission we want to accomplish with your help. To stay on track, not to get lost, and to have a clear and sustainable goal we define our strategy for the period 2018 – 2022 on the upcoming pages.

2 PURPOSE, GOALS, AND FOUNDATION OF THE NGO

2.1 PURPOSE

When someone finds oneself in challenging circumstances such as a war or natural catastrophe fighting for survival with no access to water, food, shelter, with no financial resources and with no support from the system, help from friends needs to come. Regardless of the race, religion or nationality.

Help from a friend is crucial to those who have no security in life, who do not know when and where from will the next catastrophe strike. Those living in constant fear as they have no shelter. They have little access to medical care, hence dying from a disease that would be easily curable in other circumstances. They often lose their family and closest friends. They have no security. Then friends come to offer a helping hand.

We want to be these friends who do not turn away but rather create an environment in which more people can gather and help. Anywhere in the world.

2.2 GOALS

We aim to offer help in cooperation with our friends in Yemen. A help that is direct, effective and efficient, saving lives, lightening the burden of survival and giving back hope. All that based on direct contact with locals and good knowledge of the situation. We aim to offer help in cooperation with our friends in Yemen. A help that is direct, effective and efficient, saving lives, lightening the burden of survival and giving back hope. All that based on direct contact with locals and good knowledge of the situation.

Our key priority is involving local people in planning and delivering the aid, while we are responsible for fundraising, overall management and communication.

2.3 WHY TO HELP IN YEMEN NOW?

We are three girls from Ostrava, Czechia – Radka, Taťána, and Šárka. All of us have worked in meaningful and fulfilling jobs for many years. Radka and Táňa worked as project managers in charities and humanitarian aid projects for organisations based in the Czech Republic as well as for international ones. Šárka was focused on organisation of projects within the sports industry. The spirit of a true athlete is fundamentally based on responsibility towards oneself and the surrounding environment as well. Apart from working on these projects, all three of us have always focused on our projects as well.

And then there is Sabina, a friend originally from Prague. Her mother is Czech, and her father comes from Yemen. She has moved to Yemen when she was in her twenties, she got married there and with her husband Khaled they are raising their three sons. For the past years, they have been living in the middle of the war, famine, and injustice.

And so, three things combined – projects Šárka was working on with the potential to reach thousands of people and rise a wave of solidarity, Taťána is an incredibly organised administrator with a big heart, and Radka with Sabina want to help others in the specific place where the help is crucially needed. Radka knows Yemen well as she was working there previously under UN projects before the war started. Sabina is living among children dying from hunger.

General information about Yemen – 2018

Population: 29.3 million

People in need seeking humanitarian aid: 22.2 million (80% of the population). Out of that:

- People directly affected by famine: 14 million
- People needing basic medical care: 16.4 million
- According to WHO reports, Yemen is under the threat of cholera since 2017 as 2 515 people have died of this disease. There are multiple reports on cases of jaundice (both type A and B), leishmaniosis and dengue flu.
- People suffering from a lack of drinkable water and lack of hygiene: 16 million
- People forced to leave their homes (as in UNHCR stats of 9/2018):
- Immigrants from Yemen around the world: 190 352
- Immigrants within Yemen: 2 014 026 (89% of those have been displaced for longer than a year)



According to the UN reports, Yemen is now battling the worst humanitarian crisis in the world, and it is the biggest crisis since the Second World War. According to Office of the United Nations High Commissioner for Human Rights (OHCHR), 6660 civilians were killed since the beginning of the conflict in August 2018 and more than 10 563 civilians were injured (however, the real number of people injured can be even higher). The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) warns that more than 22.2 million people (80% of the population) are dependent on humanitarian aid, half of those are children.

In a country that is being drained by the war and all of the parties involved are violating basic human rights and international humanitarian law (including attacks on civilians and their properties) none of these war crimes are put on trial. The conflict has harmed the whole infrastructure of Yemen, the healthcare system, education, and agriculture. Attacks on hospitals and the fact that state employees including teachers and doctors are not receiving their salaries along with huge brain drain have made the healthcare and social welfare system even less accessible. On top of that, Saudi Arabia is purposefully damaging the economy of Yemen by blockage of the harbours, airports, and supply of food, gas, and medicine which causes further increase of prices that make millions of people from Yemen to suffer and rely on humanitarian aid. The country is facing famine which already threatens 14 million people.

The worst place on earth for children

The merciless conflict has affected children the most. The situation of millions of children in Yemen is alarming, they live in constant fear, they cannot attend school, they are hungry with minimal access to water and medicine. As the leader of the international organisation “Save the Children” has said: “Yemen is now the worst place on earth for children to be at”. The UN statistic confirms 5 million children in Yemen are now suffering from malnourishment and every day 130 children under the age of 5 die due to malnourishment or disease. That adds up to 50 000 dead children a year.

We cannot save all 22 million people who desperately need help. However, we can raise enough money to start a small canteen, to buy rice, water, and gas to be able to help as many people as possible in the local area. At this point, the locals are in the neighbourhood of Sanaa where Sabina lives.

All the work is done by our husbands, our families, and our friends. They donate their time, work and skills. Anything they can.

It is natural to help. And it is not necessary to explain “why to help” but rather “how to make it happen”.

That’s why we are here, and we are ready to cook for Yemen, right now. Next time, it can be anywhere else in the world.

3 STRATEGY

The primary focus of the organisation for 2018-2022 is to ensure elementary regular meals for as many people in need as possible in Sanaa through financial donations from crowdfunding, grants, general donations and sponsoring. All financial resources are used toward this goal.

Secondary focus is on the education of women and on spreading knowledge about Yemen in the Czech Republic.

3.1 LOGISTICS

2018 – goals and procedures

a) Start an organisation – as a charity in the Czech Republic which can secure transparent financial resources for the goals it has set. Those include (apart from other actions) – hiring a cook for the canteen, kitchen porter, cleaner, coordinator, groceries, energies, dishes, and all necessary materials. The proposed budget is a part of the Appendix section of this document.

2019 – goals and procedures

- a) Ensure transparent transfers of finances between Czechia and Sanaa.
- b) Create a secure place for the canteen and get necessities to start regular food supply for locals (groceries, cooks, material, energies). The food is given only to people with a special certificate from the city council.
- c) Give one warm meal a day to those suffering the most. The number of people we will be able to feed is dependent on the financial support we will receive.
- d) Inform the general public about Yemen through our webpage, social media and media partners – describe and explain current situation vs. tourism, natural heritage, local crafts, and local products.
- e) Start cooperation with relevant NGOs based in the Czech Republic, Yemen and all around the world.
- f) Purchase reusable food boxes to be used instead of plastic bags and start an awareness programme to motivate our clients to use the food boxes.
- g) Environmental benefits: instead of disposable plastic bags that are used in Sanaa to deliver the food we will be using reusable food boxes. Every family registered in our program gets one set of boxes to be used every day. Motivational system: those who bring their boxes every day will have a chance to participate in a draw for extra food package.

2020 – goals and procedures

To continue in fulfilling our goals set in 2019.

- a) Set the plan for regular food supply for children and teachers in at least one school from the neighbourhood. It should motivate parents to send their children to school, and teachers to keep on doing their job which is not financially appreciated but it is crucial to have a sense of “a normal life”.
- b) Set the plan for starting an e-shop with products from Yemen – coffee, jewellery – to finance the project
- c) Set the plan for opening seminars for women in 2020 to support education of local experts (online seminars with international certificates ex. Coursera.org, Udemy.com or in a cooperation with an NGO), organisation of the seminars led by experts on life within and after a war conflict.
- d) Set the plan for opening seminars for women to support the education of local experts (online seminars with international certificates ex. Coursera.org, Udemy.com or in cooperation with an NGO), organisation of the seminars led by experts on life within and after a war conflict. Seminars will focus on upbringing children in a war conflict, Narrative Exposure Therapy, growing plants, health, nourishment, etc.

2021–2022 – goals and procedures

To continue in fulfilling our goals set in 2019 and on.

To start the realisation of projects according to the plan in 2020, points a) – d)

Means of procedures

Financial and material donations

- Charity: approaching the wider public through Donor’s text messages, donations through our website and through advertising these at public events
- Donations: financial and material from both companies and individuals
- Sponsoring: companies (advertising contracts)
- Grants: foundations, foundation grants (Czechia, international)

Personnel

- Organisation members
- Volunteers

Monitoring



- Monitoring of fulfilling our goals and commitments will be done through:
- Newsletter and news on our website (transparent account, reports from our administrator in Sanaa including photo documentation, regular accountancy reports, visit in Yemen)
- Analysis of statistics of purchase, meals prepared, number of volunteers
- Long-term impacts (sustainability of the project, empowerment of locals to participate in the project. The project should be sustainable even without being financed by Pomůžu jak můžu).

4 CONCLUSION

The aim of this report is to communicate the strategy of Pomůžu, jak můžu to a wider audience.

The strategy gives a clear, understandable and feasible framework for the future of this project. You can check our progress on individual steps of the plan on our website and social media. All our efforts will be summarised in an annual report and press releases.

We believe that our strategy and goals are clear and will have a positive impact, even though it can be on a small scale, but it will be a specific help at a specific place to individuals who need it the most.

We cannot promise 100% of success in every step, but we give all we can to get as close to that goal as possible.

Join us in our efforts. Everybody can help, so why not to say: I can help as much as I can, too!

With sincere gratefulness,

 **POMŮŽU JAK MŮŽU.**
Pomůžu jak můžu, z.s.
Dvořákova 15, 702 00 OSTRAVA, ČR
IČ: 075 95 930, +420 773 004 098
info@pomuzujakmuzu.cz,
www.pomuzujakmuzu.cz

Šárka Mokrý, Radka Chobotová, Táňa Boháčová
In Ostrava, November 2018