



# ShelterBox Australia

2022-2027 Strategic Plan



ShelterBox  
Rotary



Item: KITCHEN SET TYPE B  
QTY: 1 pc / ctn  
G.Wt/ctn: 7,000 kgs  
N.Wt/ctn: 6,550 kgs  
Size/Ctn: 29x29x19cm





# Who we are

**ShelterBox Australia is an affiliate of the ShelterBox Trust. We share its vision of a world where no one is without shelter after disaster.**

ShelterBox is a global organisation comprising people who believe in shelter as a human right and raise funds to facilitate shelter. Its early beginnings as an innovative Rotary project, ShelterBox has grown to become a prominent international charity, incorporating 14 affiliated countries.

As an affiliate, ShelterBox Australia is an integral part of the ShelterBox family. Our support comes in many forms, including fundraising, volunteering and help in getting aid to the right people.

ShelterBox is Rotary International's project partner in disaster relief.

This document presents our strategy for the next five years. Whilst closely aligned to the overall global ShelterBox Trust strategy, ours has been adjusted to reflect our uniquely Australian contribution.





БЕЗ ШИНО  
РЕПРАТОР









# Our vision

No one without  
shelter after  
disaster.











## Our mission

We provide shelter, essential items and technical assistance to help some of the world's most vulnerable people recover and rebuild their homes after disaster.



## Values

Our values underscore who we are, the way we work, and how we would like to be recognised, as an organisation and as individuals.

**Integrity**  
**Flexibility**  
**Collaboration**  
**Learning**









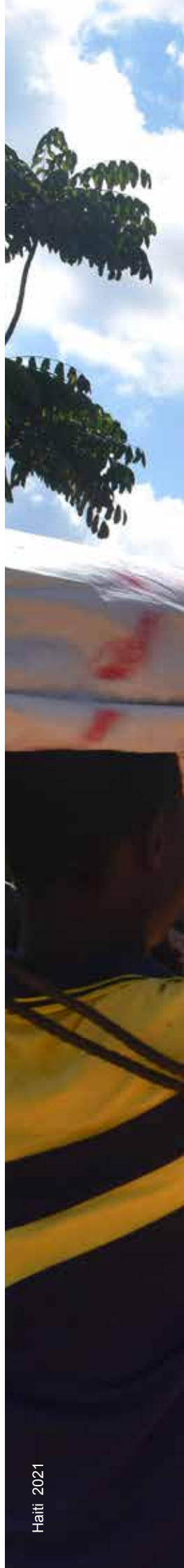


## Integrity

We commit to the highest ethical standards and strive to be honest, straightforward and fair. We hold ourselves accountable for doing the very best we can for those affected by disaster and for each other.

## Flexibility

We adapt and overcome challenges to achieve shared goals. We approach our work with an open mind and the willingness to find the right solution.











## Collaboration

We put people and their needs at the heart of what we do. We work together with people affected by disaster, our volunteers, partners and supporters. We support each other. We are inclusive.

## Learning

We champion continuous growth and development. We are driven to keep improving and exploring what we could do differently. We ask ourselves how we can be better for the people we serve, our volunteers and supporters, and each other.





**ATONG AMIGO!**

**#1 EDSEL  
GALEOS  
CONGRESSMAN**





## What sets us apart

### **We put people first.**

Talking with communities to understand what they most need to support their own recovery after disaster.

### **We are specialists in emergency shelter.**

We work with communities to provide the essential tools needed to help rebuild homes as quickly as possible after disaster.

### **We go further.**

We go to hard to reach communities, often those that are overlooked by others.

### **We are part of a global network.**

We have a network of affiliates and supporters around the world. We are official project partners with Rotary International, and Rotarians around the world help us to connect with local communities more quickly when disaster strikes.







IOM  
INTERNATIONAL ORGANIZATION FOR  
MIGRATION







## **Our ambition**

In an increasingly complex world, more and more families are in desperate need of emergency shelter.

We must do more. We have a long-term ambition to provide emergency shelter to at least 1 million people globally (that's around 200,000 families) every year.







## **Our strategies**

To guide us towards achieving our ambition we have four key strategies for the period 2022-2027

- Increase recognition of ShelterBox in the community.
- Develop and maintain a high performing organisation.
- Grow and diversify our fundraising.
- Contribute towards the Global ShelterBox network.









# Strategic Objective 1: Increase recognition of ShelterBox in the Community

## Goals (sub-objectives)

- Build the ShelterBox brand
- Build and sustain a national community of supporters and volunteers
- Maintain and expand our Rotary footprint
- Explore opportunities to develop partnerships with other charities and government





## How might success look?

- Increased awareness of ShelterBox in the Australian community
- ShelterBox supported by more Rotary Clubs
- An agreed partnership model so ShelterBox can be called upon to assist as part of regional disaster response
- Enhanced size and activity of our volunteer network





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## **Strategic Objective 2: Sustain and expand our national community of supporters.**

Expanding our national community of supporters will sustain our capability to support ShelterBox beneficiaries.

### **Potential Goals (sub-objectives)**

- Develop our people (staff, volunteers and Board members) to best practice not-for-profit standards
- Minimise our environmental impact
- Measure what we do and learn for the future
- Build internal capability to support our growth
- Hold administration costs to revenue ratio at an acceptable level to stakeholders





# How might success look?

## We will measure our progress through:

- High engagement level of our people
- Consistently reduce our environmental footprint
- Improved outcomes through effective data-led decisions
- Uplift in Digital capability
- Flexible resourcing models
- Maintain administration cost ratio within target range
- Maintain compliance with industry standards]
- Infrastructure in place to meet our growth ambitions





## Strategic Objective 3: Grow & Diversify our fundraising

Expanding our national community of supporters will sustain our capability to support ShelterBox beneficiaries.

### Potential Goals (sub-objectives)

- Grow giving programs with small –to medium size corporates
- Expand Rotary fundraising beyond traditional base.
- Increase annuity income from individual giving
- Source additional Government grants
- Launch innovative fundraising initiatives to expand our donor base
- Implement a multi-channel marketing and communications strategy





# How might success look?

**We will measure our progress through:**

- 10% fundraising growth p.a.
- Increased diversity of our funding sources
- Increased engagement through our selected media and on-line channels
- Increased annuity income stream





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## **Strategic Objective 4: Contribute towards the global ShelterBox network.**

### **Potential Goals**

- Liaise and share best practice learnings with other global affiliates
- Undertake feasibility study for onshore aid distribution capability
- Promote and encourage Australian ShelterBox Response Team member (SRT) activity
- Strengthen regional community's disaster resilience through skills and knowledge sharing





# Measures

## We will measure our progress through:

- ShelterBox Australia is an active contributor to the broader ShelterBox organisation
- Improve Asia Pacific reach and responsiveness of ShelterBox
- Strong pipeline of Australian SRT members
- Increase resilience of local communities to disasters





# ShelterBox

AUSTRALIA

For more information about  
ShelterBox Australia  
or to donate refer to:  
[www.shelterboxaustralia.org.au](http://www.shelterboxaustralia.org.au)  
Tel: 1300 996 038

or write to us at:  
ShelterBox Australia  
PO Box 6623 Norwest,  
NSW 2153

ShelterBox Australia  
is a registered charity and  
a company limited by  
guarantee with DGR 1 status  
and is recognised by the ATO  
under the Overseas Aid Gift  
Deduction Scheme (OAGDS).

ABN: 21 143 129 220



ShelterBox and Rotary are project partners in disaster relief. ShelterBox is a charity independent of Rotary International and The Rotary Foundation