PAKISTAN RED CRESCENT

بلالِ احمر پاکستان

TRANSFORMATION PLAN 2030

SUMMARY

Transforming for Effective Response & Organizational Resilience

A Strategic Roadmap to modernization, sustainability and amplified humanitarian impact.

CORE VALUES

- Agile
- Accountable
- Transparent

> **"A Commitment to the people of Pakistan to evolve our decades long legacy into a future-ready force for good"**

Scan QR Code to read the PRCS Strategic Plan 2030

www.prcs.org.pk

STRATEGIC FRAMEWORK

Why We Must Transform

Fix the bucket before pouring in more

PRCS faces a critical mismatch between growing humanitarian demands and its internal capacity to respond effectively and sustainably. Like a leaking bucket, resources drain away through systemic shortcomings without modernized systems, streamlined processes and strong digital capability, extra resources alone will not deliver lasting impact.

FIVE PRESSURE DRIVING CHANGE

Shrinking Funding
Declining, unpredictable donor support leaves program costs unmet.

Evolving Context
Climate change, urbanization and recurring disasters keep changing needs.

Inadequate Systems
Outdated processes hinder timely, coordinated action.

Lacking Digitalization
Slow adoption of modern tools delays reporting and limits transparency.

Financial Stability
Positioning PRCS for sustainability and growth, not crisis-to-crisis survival.

BUILT ON OUR STRENGTHS

- Decades long legacy of humanitarian service
- Auxiliary status to Government
- Part of the global RCRC Network
- A large volunteer base
- Strong community trust

STRATEGIC FRAMEWORK

Three Objectives, Seven Agendas

THREE STRATEGIC OBJECTIVES

Bridging Humanitarian Gaps
Stronger, integrated links among communities, government and partners for coordinated, inclusive response.

Elevating Organizational Capacity
Digital innovation and volunteer empowerment to adapt to climate change, fragility and future shocks.

Cascading Impact for Sustainability
Mainstreaming localization, inclusion and risk reduction for lasting, community-owned change.

SEVEN AGENDAS IN FOUR CLUSTERS

Foundation first, then viability, then the frontline, then trust.

1. **Building the Foundation** — Digital & Systems · Agendas 1, 2
2. **Ensuring Sustainability** — Finance & Governance · Agendas 5, 6
3. **Strengthening the Frontline** — Operations & Safety · Agendas 3, 4
4. **Building Trust** — Visibility & Communication · Agenda 7

1 CLUSTER 1: BUILDING THE FOUNDATION

Digital Transformation & Data Management

GOAL

We will integrate advanced digital tools, AI and data analytics across PRCS so that decisions, reporting and aid delivery are faster, more accountable and driven by real-time data.

DESIRED OUTCOMES

Digital Tools & AI
Modern platforms and AI built into everyday work to raise efficiency and spark innovation.

Data & Analytics
Data-driven insight into humanitarian trends for faster, better-targeted aid.

Accountability & Transparency
Timely digital reporting that strengthens accountability and visibility.

THE SHIFT
From manual, slow processes
→ **To real-time response capability**

2 CLUSTER 1: BUILDING THE FOUNDATION

System Development (Finance, HR, Logistics)

GOAL

We will build robust, integrated systems for our core functions, replacing weak, personality-driven ways of working with processes that are transparent, efficient and institutional.

DESIRED OUTCOMES

Finance & Audit
Integrated financial and audit systems that promote sound control and transparency.

People & Volunteers
HR and volunteer systems that retain skilled people and strengthen institutional memory.

Logistics
Streamlined logistics systems for timely, efficient operational delivery.

THE SHIFT
From weak, personality-driven systems
→ **To robust, integrated, institutional systems**

3 CLUSTER 3: STRENGTHENING THE FRONTLINE

Branch Development and Enhanced Operational Capacity

GOAL

We will strengthen provincial and district branches through decentralization and the Preparedness for Effective Response (PER) approach, so equitable aid reaches every region of Pakistan.

DESIRED OUTCOMES

Preparedness
Branches ready to anticipate and act, guided by Preparedness for Effective Response (PER).

Response
Effective, widespread and timely response, including where access is difficult.

Branch Development
Stronger, decentralized branches that lead locally and deliver equitable reach.

THE SHIFT
From fragmented response capacity
→ **To unified, decentralized, equitable reach**

4 CLUSTER 4: STRENGTHENING THE FRONTLINE

Safety & Security

GOAL

We will protect our staff and volunteers in high-risk environments through comprehensive duty-of-care protocols and risk management, keeping operations running when it matters most.

DESIRED OUTCOMES

Duty of Care
Comprehensive protocols that safeguard the wellbeing of every staff member and volunteer.

Risk Management
Risk-informed planning, safety protocols and training for high-risk settings.

Operational Continuity
Protected people and assets, so services continue in insecure contexts.

THE SHIFT
From exposure in high-risk settings
→ **To protected people, assets and continuity**



5 CLUSTER 5: ENSURING SUSTAINABILITY

Financial Sustainability

GOAL

We will diversify our funding through grants, innovative partnerships and resource mobilization to counter fluctuating donor landscapes and move beyond crisis-to-crisis survival.

DESIRED OUTCOMES

Diversified Funding
Grants, new and non-traditional partners, and innovative sources of income.

Resource Mobilization
Strategic mobilization of resources for long-term stability and growth.

Predictable Operations
Reliable funding that sustains programs, including in underfunded areas.

THE SHIFT
From donor dependency
→ **To self-reliance**
2030 target: **US$10** million mobilized annually

6 CLUSTER 6: ENSURING SUSTAINABILITY

Strategic Alignment & Legal Base

GOAL

We will update our legal base, the 1920 Act, to clarify our auxiliary role and promote agile management, with clear and distinct roles for governance and operations.

DESIRED OUTCOMES

Legal Framework
A revised 1920 Act that fits today's humanitarian realities and enables agile operations.

Auxiliary Role & Diplomacy
A clear auxiliary role to Government and effective humanitarian diplomacy.

Governance & Compliance
Distinct governance and management roles, strategic coherence and compliance.

THE SHIFT
From indistinct governance and operations roles
→ **To clear roles and agile, compliant management**

7 CLUSTER 5: BUILDING TRUST

Effective Communication

GOAL

We will use multi-channel communication for transparent internal coordination and external outreach, building trust and visibility with the public, youth, partners and stakeholders.

DESIRED OUTCOMES

Diversified Funding
Grants, new and non-traditional partners, and innovative sources of income.

Resource Mobilization
Strategic mobilization of resources for long-term stability and growth.

Predictable Operations
Reliable funding that sustains programs, including in underfunded areas.

THE SHIFT
From comfort-zone mindsets
→ **To visible, trusted, widely supported PRCS**

MEASURING SUCCESS

2030 Targets

Guided by IFRC Strategy 2030, from reactive to anticipatory.

30%
Reduction in disaster vulnerabilities.

95%
Immunization coverage achieved.

$10 Million
Mobilized annually in sustainable funding.

INTERNAL REFORMS, EXTERNAL BENEFITS

Disaster Response
Faster, data-driven decisions for accurate, timely action.

Community Resilience
Inclusive, preventive approaches that reduce long-term vulnerabilities.

Health Services
Better delivery through improved logistics and resource management.

MAKING IT HAPPEN

Monitoring
Tracking KPIs and milestones, with annual reviews to adapt to new threats and donor changes.

Risk Mitigation
Managing internal resistance to change and external shocks such as donor fluctuations.

The Way Forward
Embedding reforms, investing in people and systems, sustaining change beyond rollout.

OUR VISION

To become a self-reliant, digitally empowered and inclusive National Society that leads humanitarian efforts in Pakistan, strengthening community resilience and global partnerships.

Communities leading their own recovery

Every volunteer brings change

A more humane and equitable Pakistan

OUR JOURNEY TO NATIONWIDE RESILIENCE

- **Current State** — Disconnected communities, limited response.
- **Bridging Connections** — Communities, government, partners.
- **Elevating Capacity** — Digital innovation, empowered volunteers.
- **Cascading Impact** — Inclusion, localization, prevention.
- **Nationwide Resilience** — Agile, equitable, sustainable operations.

Humanity
Impartiality
Neutrality
Independence
Voluntary Service
Unity
Universality

PAKISTAN RED CRESCENT

بلالِ احمر پاکستان

Tansforming Within. Serving Beyond.
Always There When it Counts



Pakistan Red Crescent Society

Transformation Plan 2030

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