

# In Their Lifetime



christian  
**aid**

**In Their Lifetime**

## Starting from a position of strength

Over the past ten years, our **In Their Lifetime** initiative has enabled us to explore the most innovative approaches to tackling poverty.

Together with our supporters and our partners, we have enabled many thousands of people to transform their lives and communities. But we're far from done.

**In the next phase of In Their Lifetime, we will build on everything we have already achieved to catalyse even greater change.**

This brochure tells you how and extends our welcome to all supporters who are keen to both accelerate progress and be closer to some of our most pioneering work.

**Please read on to find out more.**

### Cover image

Jebbeh Konneh goes to work in the rice fields in her village in Pujehun district, Sierra Leone. She is heavily pregnant and carrying her daughter Bindu Binty in her lappa (sling). Access to quality healthcare is a serious concern for mothers like Jebbeh living in rural areas of Sierra Leone.

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**Involvement with In Their Lifetime has been a real life-enhancing experience. We have found it humbling, fascinating, challenging and rewarding on so many levels being involved in something which has the potential to bring about so much change for good. It has been a great privilege and an enormous blessing to both of us and to our family.**

Melanie Farquharson,  
In Their Lifetime supporter

## An unprecedented challenge demands bold action

With a global pandemic to contend with on top of an unfolding climate catastrophe, a future free of poverty and inequality can seem further away than ever. Clearly, we must take every possible step to maximise our impact – and that's what our **In Their Lifetime** initiative is determined to achieve.

**In Their Lifetime** is a powerful way for Christian Aid supporters to come together and amplify their impact. Through this initiative, we will invest in a portfolio of innovative solutions-driven projects, designed to both meet immediate need and to tackle seemingly intractable development issues. At the same time, we'll pioneer a new approach to how the charity learns, influences, and inspires greater change across the sector.

Your support will enable us to become more responsive to emerging needs, more innovative in our approach, and more strategic in how we accelerate progress towards our goal:

- To end extreme poverty
- To expose and dismantle the systems that keep people poor and marginalised
- And to support communities in bringing about the change they want to see

This new initiative will also build on what we learned during the previous ten-year phase of **In Their Lifetime** (see page 7), which proved that when a group of like-minded people come together, with courage, hope and generosity, it is possible to achieve transformative change.

**We're ready now to take the leap. Will you join us?**

This document sets out our plans, so you can determine if this is the type of practical yet far-reaching progress you want to invest in.

As you'll see, this is complex and nuanced work, and it requires a deeper understanding of what innovation really looks like. But what we do and learn over the next five years has the potential to hugely amplify our impact so we can better serve the communities we stand alongside.

We hope you'll be encouraged to take this next leap forward with us by investing in this exciting new phase of **In Their Lifetime**.

# When innovation meets learning, the impact is amplified

Through **In Their Lifetime**, we will invest in solutions-focused pilot projects that address the key challenges of our time. As well as achieving direct human impact, these projects will be seen through a learning lens, with a focus on building the evidence base we need to instigate greater change.

While many challenges are known, having a dedicated fund will allow us to be more agile in the way we respond to unforeseen crises – or emerging opportunities. And it will also enable us to make big strides forward in our understanding.

Just as a successful business will take steps to identify what is and is not working (and why), we'll encourage purposeful experimentation and real-time course correction based on what we see and experience, always in close collaboration with the communities we serve.

By testing different approaches, capturing data, and building our knowledge as to what has and hasn't worked, we'll be able to adapt our own projects and build a compelling evidence base to influence others in the sector.

- We'll be better able to drive conversations with our peers, with governments and multilateral agencies
- We'll be in a stronger position to access the institutional funding required to create change at a global level
- And we'll be able to deliver more change than we ever could simply by replicating and rolling out individual success stories.

For you as a supporter, this means maximum impact for every pound donated as well as a more meaningful insight into the difference you are making.

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**In Their Lifetime is a trailblazing programme – it provides investment for country teams and local partners to purposefully experiment with new ideas and approaches and to grow and learn from that experimentation. This makes it a unique programme for Christian Aid, and one that is needed now more than ever.** Karimi Kinoti, Head of Africa Division



Joyce Waceke is a member of the Bairunyi Bee Keepers Association and works in the association's refinery. She is one of 300 members operating within Mount Kenya National Park, tending over 30,000 hives. Through our 'honey hubs' project, we enabled poor farmers to come together to access bigger markets, as well as finance and services. By providing a platform for bee keepers, we also influenced the government to allocate more funds to the sector.

## In their Lifetime is for...

### ...the forward-thinking...

People who want to be part of shaping future approaches to eradicating poverty...

### ...the committed

People determined to stand with us as we tackle some really tough problems, because this is the work that most needs to be done...

### ...the courageous

People who understand that quick fixes and the path of least resistance will not get us where we need to go and that we need to take bolder action...

### ... and the engaged

People who not only choose to give generously but who want to be closer to our work and the impact we are making together...

**If you are one of these people, we'd love to hear from you.**



*"Power to Women was the right project at the right time to inspire me. I have opened the door to let other women through... I'm winning for every woman in Kono."* Rebecca Yeï Kamara

## Power to Women in Sierra Leone

**Goal:** Improving the participation of women in local and national government and tackling the culture of gender-based violence.

In a society where women are often marginalised and subject to violence, this project worked with existing networks of women's groups to champion women's rights, support female political candidates, campaign against violence, and ensure women's voices are heard.

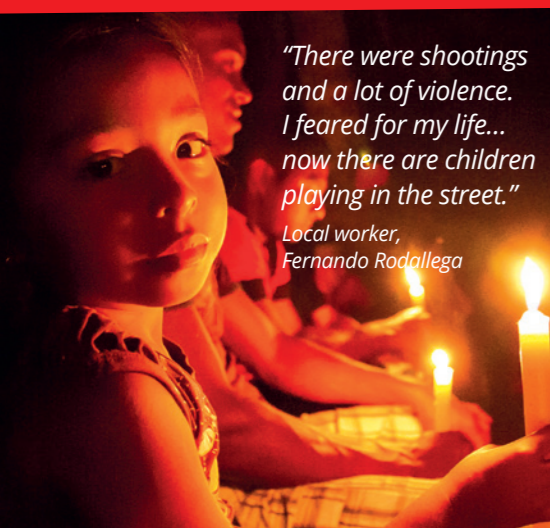
In total, the project worked with 12,000 members, across over 300 women's groups, provided training to over 5,000 women and supported the election of three women MPs – including Rebecca Yeï Kamara, who made history by becoming Kono district's first ever female member of parliament.

## New markets for hibiscus in Nicaragua

**Goal:** Establishing a cooperative to empower small-scale farmers to grow and commercialise hibiscus flowers.

Having identified a huge overseas demand for hibiscus, we worked with our partner, the NGO Nochari, to establish a cooperative and empower small-scale farmers to grow and commercialise this hardy crop. Funding was provided to help the cooperative build their business capacity. Just two years in, they signed a contract with Walmart to supply hibiscus juice across Central America.

The cooperative is now a fully independent and profitable business with a consolidated market and an international distribution network. Producers enjoy an average annual income boost of \$1,000 per family, more than doubling their previous income.



*"There were shootings and a lot of violence. I feared for my life... now there are children playing in the street."*

Local worker,  
Fernando Rodallega

## Humanitarian safe spaces in Colombia

**Goal:** Creating the first-ever urban humanitarian spaces in Buenaventura to protect families from extreme gang violence.

In Buenaventura, known as the most violent region in Colombia, we created two humanitarian safe spaces, modelled on the humanitarian zones already established in rural areas. As well as psychological, educational, and spiritual support, these spaces offered communities

more protection, rooted in international humanitarian law.

No killings took place in these spaces during the project. This should not be underestimated, given the prevalence of brutal criminal gangs and paramilitaries.

# The strongest platform from which to leap forward

This new iteration of **In Their Lifetime** builds on a successful first phase, which tested innovative approaches to tackling poverty, directly impacting the lives of tens of thousands of people. The wealth of insights we gained has helped to shape the priorities and practice for this ambitious phase two.

On the facing page, you can see just three examples of how we've been able to take risks, to react quickly to opportunities, and to scale-up successful projects by having a dedicated **In Their Lifetime** fund.

This same spirit of innovation, courageous decision-making, and the willingness to adapt will all be taken forward into this new phase, but with a greater emphasis on funding projects that answer specific and necessary questions and build our learning.

This matters because answering the same long-standing development questions in more innovative ways will only take us so far. To dramatically change outcomes, we first need to identify the questions with the greatest potential to catalyse meaningful long-term change and then set about answering them.

The projects we plan to fund will be rooted in these questions, radical in approach and rich in learning potential.

So, what starts small, right here, with us, has the capacity to become very big indeed.

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**Without answers to questions such as this we will not make the big leaps forward required in such a fast-changing world. Yet teasing out the answers is complex. It requires dedicated funding to allow for innovation and risk-taking so we can build our learning across the spectrum, not just in tried and tested areas.'**





With the livelihoods of vulnerable communities hit hard, we supported Imote so he could continue to provide for his young family during the COVID-19 pandemic. With your help, we can carry on supporting the long-term recovery and rebuilding process for communities like his around the world.

## The most pertinent answers come from a questioning mindset

Through **In Their Lifetime**, we'll fund projects that specifically address the most pressing questions we face as a global community. Given the extraordinary impact of COVID-19, we'll initially focus on how we address the many impacts of this global pandemic, so we can build resilience to future crises in a fast-changing world that is already contending with climate change.

COVID-19 was originally seen as a health emergency. Now we understand that the effects are diverse and far-reaching, from an increase in gender-based violence to a catastrophic loss of livelihoods.

Real change cannot be fostered in silos, so we want to fund projects that look at recovery holistically in order to stop the negative domino effect that COVID-19 has had – and will continue to have – on people's lives. We also want to fund projects that help us to identify the early warning signs of health emergencies, and ways of enabling communities to become more resilient.

- Projects will be selected for funding on the basis of how effectively and creatively they can address the fundamental questions raised,
- They must deliver maximum human impact, both from the work on the ground with communities and from the learnings generated,
- To ensure sustainability, every project must also have a clear exit strategy, relevant for the particular situation and context.

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**The social and economic fallout of COVID-19 is immense. And while none of us know how prolonged and widespread the damage will be, we do know that the poorest and most marginalised people will be hit the hardest - and against the backdrop of an unprecedented climate emergency.**

Ray Hasan, Head of Asia, Middle East, Latin America and Global Programmes

In addition, we will 'leverage through learning', so the benefits from each project and from the project portfolio can grow exponentially, enabling us to secure funds for future projects, to influence wider change in our own approaches and crucially, to accelerate change across the sector at a national and international level.

We have already identified two such projects and now we need your support to bring them on board:

- 1 Resilience and recovery among conflict and disaster affected communities in Myanmar**
- 2 Investing in early response systems for health emergencies in Ethiopia**

Find out more about these projects on the following page.

# Our launch projects

## Myanmar

### Resilience and recovery among conflict and disaster affected communities

**Why:** Global displacement and humanitarian needs resulting from conflict are soaring – and now COVID-19 presents an escalated threat to the health, security and resilience needs of vulnerable communities. In Myanmar, critically affected ethnic minorities and internally displaced people are struggling to cope and to access services that will meet their health and protection needs. In addition, local economies have been undermined and communities need support to rebuild.

If we are going to bring an end to the cycle of aid dependency and reduce the likelihood of fragility here and elsewhere, we need to find ways of developing resilience and preventing conflict as we build back better during the COVID-19 recovery phase.

**How:** This project will employ an **innovative and integrated approach to supporting the communities who are most affected** by COVID-19 and the impact of armed groups and communal conflicts. We will focus on **addressing critical health needs** in the post COVID-19 recovery phase, **enabling access** to health and other essential services, and **strengthening the resilience of communities** to future risks. For example, we will establish **community-based early warning systems and the capacity to share timely information** on public health, e.g. via SMS and social media. We will also establish community business plans to mitigate the impact of COVID-19 on local businesses to build economic resilience to future shocks.

**This is the first time Christian Aid has adopted an approach combining humanitarian actions, development actions and peace-building actions in a health emergency.** The potential for learning is huge. In particular, on how best to undertake longer-term planning in fragile contexts – not just in Myanmar but wherever in the world communities are at risk.

## Ethiopia

### Investing in early response systems for health emergencies

**Why:** COVID-19 has shone a light on what can happen when repeated health emergencies collide with an already weak healthcare system.

This is especially true in Ethiopia, where periodic outbreaks of infectious diseases are stretching the capacity of Government health facilities to the very limit. And that's not all. With health and climate change intrinsically linked, disasters such as recurrent drought and flooding mean increasing incidence of climate sensitive diseases such as malaria, meningitis, and diarrhoea, intensifying the strain on overstretched services. This dual issue now demands a more integrated approach.

**How:** This project seeks to **strengthen resilience to health emergencies**, by supporting the local community to **predict health hazards**, to **design preventive interventions** that limit susceptibility to future threats, and to **act as quickly as possible when disasters occur**.

Alongside this, the project will **build the capacity of local health services** to ensure that they can be better prepared to deal with health emergencies and better able to minimise the loss of life.

The project will also aim to **define thresholds for climate sensitive diseases** and use them to produce health-meteorological information for accurate prediction and detection of such health hazards nationally.

**This work is vital.** What we learn here about predicting and preparing for health emergencies could help to build the long-term resilience of communities worldwide and ultimately save many lives.

## After year one...

If you come on board or rejoin us as an **In Their Lifetime Supporter**, you will have an insider's view of the project portfolio as it grows.

**In future years**, we will address a broad spectrum of priorities, such as Climate Change, Markets & Livelihoods, Gender, Health and Governance; areas where we have already identified clear opportunities for greater innovation, learning and impact.

**For example**, in Markets & Livelihoods, we will look at new approaches to climate resilient agriculture, food security, financial inclusion, and social protection, so that communities can become economically resilient and thrive.

We will do all this with a **clear focus** on having the biggest impact possible with the funds you have entrusted to us.



# Sharpening our focus on continuous improvement

When dealing with very complex contexts, such as the power imbalances that underpin the root causes of poverty, it's not always clear how change can best be achieved. Often it is often necessary to change tack and swim against the tide of conventional practice, so this second phase of **In Their Lifetime** will have additional flexibility built in.

Through **In Their Lifetime**, we will work with our partners on the ground to continually innovate and respond to what is most effective in reality rather than sticking doggedly to a rigid plan.

For example, while we will be really clear as to what 'success' might look like at the outset of each project, we will always seek to learn and do better. This means responding swiftly to the changes we see on the ground and continuously adapting our approach.

This drive towards ongoing improvement requires teamwork, humility, and the courage to swim against the tide of conventional practice. It also requires communities to have more agency and a louder voice, so they can influence the dynamics of a project while it is happening and not just comment retrospectively.

A level of unpredictability is unavoidable, but if you choose to take this journey with us, you can rely on us to be open, responsive and accountable as we never forget that it's your gifts that make all this possible.

## Why Christian Aid?

At Christian Aid, we have exceptionally strong relationships with the local partner organisations we work with around the world as well as our colleagues in the sector.

We've always pushed the boundaries of what partnership is, and we will continue to do so, by placing communities right at the heart of the learning agenda.

We also have fantastic, committed supporters who are already standing alongside our global brothers and sisters and eager to be part of all we can achieve through In Their Lifetime.

**We'd love to count you among their number.**

# This is such a powerful way to increase the impact of your funding

## As a supporter...

- You'll be directly funding projects that answer the most pressing questions affecting the global community
- You'll be enabling Christian Aid to embed robust evidence-based learning approaches that will advance our work and leverage additional funding from other sources
- And you'll be part of a movement that's committed to eradicating poverty and injustice, with a frontline view of the successes and challenges along the way

## For the communities we serve...

- Populations will be empowered to become stronger and more self-sustaining, with future opportunities and choices

## For the sector as a whole...

- Information will be generated to improve best practice and influence policy

## For the global community...

- Progress will be made towards ending severe poverty in the lifetime of those most affected by it, so their children and grandchildren don't just survive their situation, but have the chance to actively thrive



# Will you stand with us as an In Their Lifetime supporter?

**In Their Lifetime** is ideal for those of a philanthropic mindset who are interested not just in addressing the present realities but in achieving longer term change.

Our aim is to create a fund of £5m over 5 years (2021-2026), so we can fully align this initiative with our global strategy.

Individuals, trusts and foundations, and businesses are invited to initially pledge a minimum of £15,000 over three years to establish this fund.

Naturally, we hope supporters will want to stay with us for the full five years – and to give as generously as possible as the more funds we raise, the more hand-picked projects we can bring on board. However, if you have just £5,000 to invest in one year and are as excited about the potential of **In Their Lifetime** as we are, **please do speak to us.**

## This is about so much more than just giving

### It's about impact – with the chance to make a meaningful contribution

By connecting with others to support high-impact projects that tackle poverty, inequality, and injustice, while also helping to shape Christian Aid's work – and the work of others in the sector – for years to come.

### It's about Insight – with a closer view of the difference you are making

Via regular in-depth reports and updates from the field that give a transparent view of the successes, the challenges, risks and setbacks and any revisions we need to make.

### It's about engagement – with a deeper exchange with Christian Aid

With regular project updates, invitations to events, briefings and meetings with key Christian Aid and project staff, so you can clearly see the transformational impact your support is making



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**In Their Lifetime supporters in the UK and Ireland played a critical and life changing role for our people and culture. Women are now experiencing reduced levels of GBV and we stand a better chance of fostering a new culture of dialogue and resolving disputes amicably. Women who will never know you in person like my wife, will forever cherish how you changed their value in our community.**

Clement Gudza, beneficiary of In Their Lifetime Addressing Gender Based Violence project in Zimbabwe

**In Their Lifetime**

Beatrice Mwendu Ngumbi stands in one of her sorghum fields. The quality of her crops and her yields have greatly improved since adopting techniques she acquired from our Sustainable Agriculture and Livelihood Innovation (SALI) project. SALI provided training in farming techniques such as crop rotation and also assisted farmers in marketing their produce. In addition, SALI provides up to date weather forecasts via SMS, allowing farmers to plan their planting and weeding schedules according to predicted rainfall.





# Find out more...

**In Their Lifetime** offers a powerful way to join with Christian Aid and fellow supporters as we use our collective resources, skills, energy, and determination to make a big leap forward in our efforts to end extreme poverty.

To find out more, please talk to your personal contact or email [ITL@christian-aid.org](mailto:ITL@christian-aid.org)

**In Their Lifetime**



Christian Aid is a key member of ACT Alliance.

Eng and Wales charity no. 1105851, Scot charity no. SC039150

Company no. 5171525

Christian Aid Ireland: NI charity no. NIC101631, Company no. NI059154 and ROI charity no. 20014162, Company no. 426928.

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Photography

Cover: Christian Aid/Tom Pilston, page 5: Christian Aid/Matthew Gonzalez-Noda, page 6 top: Christian Aid Sierra Leone, middle: Christian Aid Nicaragua, bottom: Christian Aid/Mauricio Morales, page 7: Christian Aid Nicaragua, page 8: Latitude Space Africa, page 10: Kaung Htet page 13: Adam Finch, page 15: Christian Aid/Sarah Rowe, inside back flap: Christian Aid/Matthew Gonzalez-Noda.

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