

# WHAT CAN YOU SEE?

Our Strategy 2010-2012



**Retrak**  
inspiring street children

## 1. Our Vision

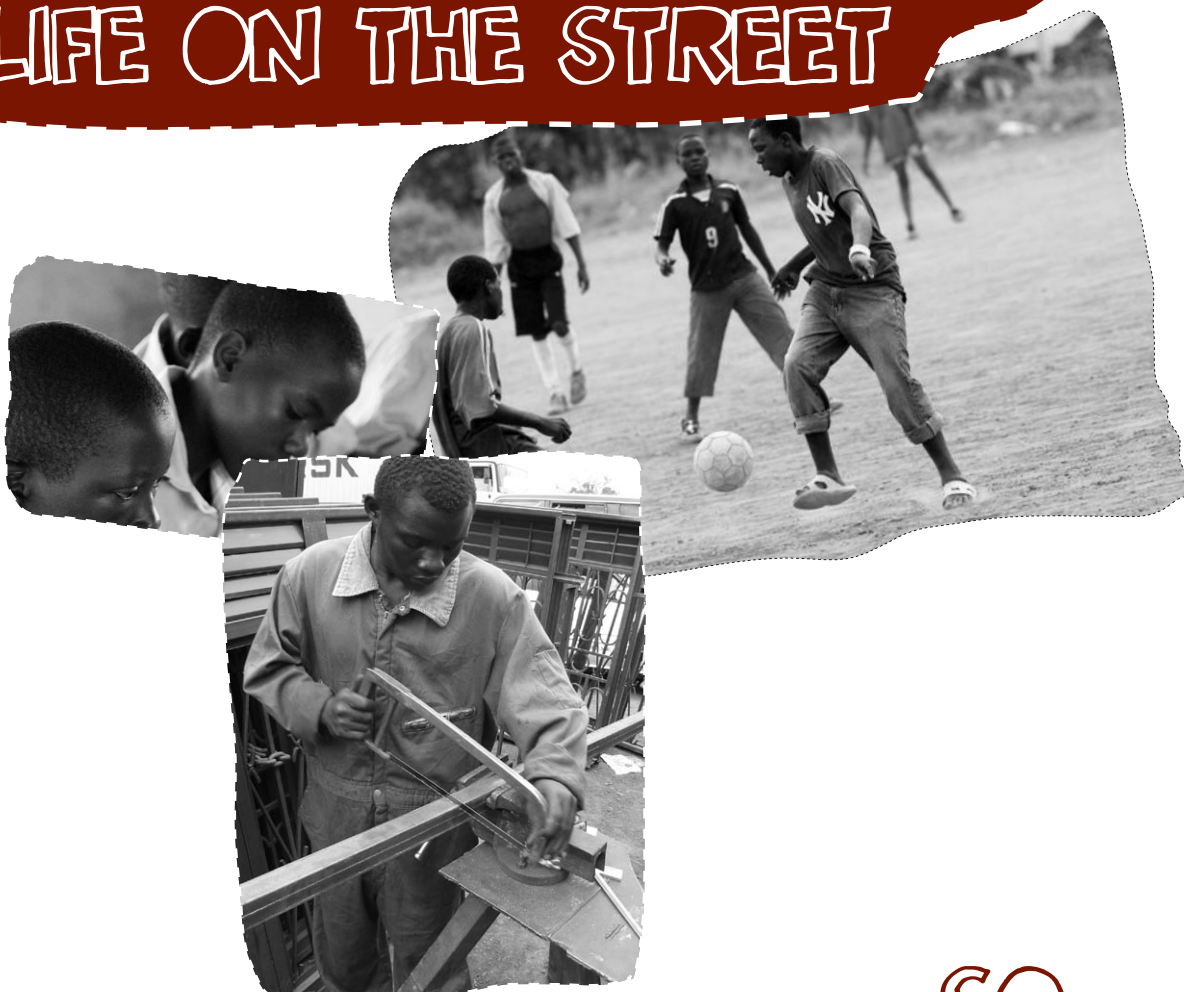
---

STREET  
CHILDREN  
REALISE THEIR  
POTENTIAL  
AND DISCOVER  
THEIR WORTH.

## 2. Our Mission Statement

---

THROUGH ITS WORK  
RETRAK WILL ENABLE  
STREET CHILDREN IN  
AFRICA TO HAVE A  
REAL ALTERNATIVE TO  
LIFE ON THE STREET



SO...

## 3. Our Core Values

---

### RETRAK BELIEVES THAT

- 1. Every child is a unique and valuable gift to be loved and cared for as an individual - childhood is not just being prepared for adulthood.**
- 2. Safe family is the preferred environment for the child to grow and develop.**
- 3. The community has a vital role to play in the protection and development of the life of its children.**
- 4. Our ethos is motivated by our Christian faith through which we embrace peoples of all tribes, creeds & cultures.**





## 4. Retrak is:

A social work organisation operating in Africa, which provides street children with:

1. Support in the transition to a self sustaining life in the community.
2. Healthcare, refuge, education, employment opportunities and sports.
3. Long term care as they rediscover their identity and purpose.
4. Foster care placements and/or resettlement to their family/community of origin.
5. A voice that speaks up on their behalf.

## 5. Our Operating Principles

Street children are on a prolonged, tough and irregular journey of restoration and as such our paradigm for supporting them must reflect that. Our aspiration is to measure our effectiveness by the impact street children have on themselves and their communities through accessing Retrak's provision.

Retrak shall engage with society to see that street children are defined as human beings in need of the same care, love and support as all of humanity. Therefore, in order to achieve that we will

1. Make a long term commitment to support street children, which is not bound by a formula of activities, rather it is a promise to help them to make progress, wherever they are, at their pace and ability in the way that they need.
2. Tailor our programmes so that each street child is recognised as an individual, with unique needs, so that we are not purely results orientated and driven. Their destination will be influenced by their starting point: not determined by ours.

3. Equip and empower street children with the skills and emotional literacy so they know they have choices, and are able to make positive contributions to their own lives and their community.

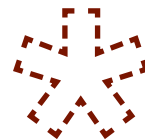
4. Reach out to street children, particularly those most at risk, so that no one is forgotten or without hope.

5. Excel in the provision and delivery of services for street children and follow an exemplary approach to safeguarding them.

6. Change the landscape and attitude in the public domain so that street children are no longer exploited, viewed as a commodity, or treated as despised objects.

WHICH  
BRINGS  
US TO...

# 6 Our Strategic Priorities



## 01.

**Increase the outreach of Retrak to reach more street children in Africa.**

### Activities

1. Become a street child centred, street child led organisation by designing programmes with an emphasis on street children's participation and empowerment.
2. Carry out a feasibility study to investigate opening a centre in Kenya in 2009. Then use this method to investigate opening several new centres, in new cities during 2010 - 2012.
3. Investigate setting up a Retrak funding stream to support smaller street children's projects who find it difficult to access funding.

## 02.

**Become an acknowledged leader in the provision of foster care and resettlement of street children.**

### Activities

1. Implement a foster carers recruitment and training drive to increase the number of placements we can offer children.
2. Formalise and codify our social work practices and training processes to ensure a consistent standard of care for the children across the services we provide.
3. Recruit volunteers (Mentoring Scheme) to enable the follow-up and support of resettled street children to take place over longer periods of time in a local community setting.
4. Implement policies and processes that mean we work to the highest possible standards of safeguarding for the street children in Retrak's care.

## 03.

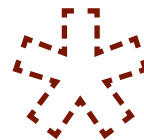
**Develop our capacity to deliver services to children that are of the highest quality with the optimum impact and a premium standard of care; and create a culture that strives for excellence.**

### Activities

1. Enhance our sports and counselling provision so it offers a range of outcomes for street children. Develop our arts programme as a story telling tool.
2. Put the organisation through the Investors in People kite-mark.
3. Develop a Retrak leadership academy to facilitate succession planning for all senior staff.
4. Ensure each member of staff will have a training budget as a reflection of our commitment to being a learning organisation.
5. Become a charity of choice for prospective employees and graduates. Offer people a career with Retrak through clear progression routes and competitive packages.

## 05

# 6. Our Strategic Priorities



## 04.

**Build a sustainable organisation to ensure provision for street children is guaranteed.**

### Activities

1. Build a fundraising, marketing and communications team.
2. Create a broad and loyal funding base through the implementation of a distinctive brand identity.
3. Increase Retrak's profile, prayer support and the number of private individual givers to Retrak.
4. Build up a reserves policy that covers 6 months operating costs.
5. Develop a Retrak social enterprise. Campaign for commissioning services from local Governments.

## 05.

**Grow to be a trusted source of expertise and research on street children issues in Africa.**

### Activities

1. Be a champion of street children by addressing negative stereotypes and stigmatisation of street children through effective PR, marketing, and production of educational toolkits.
2. Publish dynamic and credible research on education, economic impact, healthcare and social work from our experience with street children.
3. Through partnerships develop models of good practice and learning for working with street children, including child protection, youth representation, TB and HIV/AIDS, and youth employment.
4. Foster relationships with national and international policy makers, government agencies and institutional donors.

# 7. Our Resources

We recognise that Retrak alone is not able to provide all street children in Africa with the tools and solutions to help them achieve their hopes and aspirations. Retrak needs partners. We also recognise that Retrak is entirely dependent on the passion and commitment of our staff, carers, volunteers, supporters and funding bodies. We could not do what we do without that loyalty and nor could we do what we do without such reliability and generosity.

If you want to find out more about Retrak and how you can get involved please visit our website

[WWW.RETRAK.ORG](http://WWW.RETRAK.ORG)



THIS IS NOT THE  
END. IT IS ONLY  
THE BEGINNING.  
WHAT DO YOU  
WANT TO SEE?

If you have any further  
enquiries about this  
document or our organisation  
call +44 (0)161 486 5104  
or visit [www.retrak.org](http://www.retrak.org)



RETRAK  
Landmark House,  
Station Road, Cheadle Hulme,  
Cheshire, SK8 7BS, UK  
Telephone: +44 (0)161 486 5104  
Email: [mailbox@retrak.org](mailto:mailbox@retrak.org)  
[www.retrak.org](http://www.retrak.org)

Charity No. 1122799  
Company No. 6424507