



International Blue Cross Strategy 2016-2020

IBC Vision & Mission

Alcohol and illicit drug misuse afflicts innumerable individuals and families. It also costs societies around the world billions of dollars in health and socio-economic costs. This growing burden is worthy of everyone's attention. The International Blue Cross constitutes a credible and renowned organisation driven by the values, the sort of professionalism, governance, and local community connections needed to effectively address this global challenge.

Our Vision

- We see a world where everyone can choose a life free of addiction.
- We see a world where everyone harmed by addiction has access to treatment.

Our Mission

- Our mission is to prevent and reduce substance abuse among the most vulnerable people around the world.
- Drawing on the global diversity, experience, and passion of the Blue Cross members, we mitigate the harmful consequences related to addiction.

Who we are

IBC is a Christian value based non-governmental umbrella organization working in the field of addiction and social care. The International Blue Cross wears two hats – the **umbrella organisation** for its members and that of an **international actor**.

At the Umbrella level

- We are a non-governmental umbrella organisation that brings together over 40 national Blue Cross societies – called member organisations (MOs). These organisations are independent, non-denominational Christian organisations.
- We are a networking hub and coordinator between organisations inside and outside the Blue Cross.

At the level of the international actor

- We are a project management and implementation organisation.
- We are representatives of the national Blue Cross organisations in international networks.
- We are the fundraising body for substance abuse related activities to ensure sustainability of core activities.

International Blue Cross Values

Liberating spirituality, solidarity, excellence, respect, empowerment and inclusiveness

Strategy 2016-2020

Based on the previously clarified principles IBC implements the following strategy during the period 2016-2020.

IBC structure and Sustainability

- a) IBC implements a Network Model for the organisation
- b) Promotes the role of Christian faith based organisations in the field of substance abuse
- c) IBC is a financially healthy and sustainable organisation

As a Federation for Member Organisations:

- a) IBC develops and engages in collaborative networks with MOs and external bodies
- b) Drawing on the global diversity, experience, and passion of its members, IBC promotes research and evidence-based policy development in the field of addiction
- c) IBC encourages MO's to get involved to tackle alcohol related harm in programme areas of development work (self help, life skills, alcohol policy)

International Development work:

- a) IBC runs bilateral development programmes with organisations that fulfil development corporation standards
- b) IBC strives to mainstream substance abuse into development programs based on UN sustainable development goal 3.5.1 in order to reduce alcohol related harm. International Blue Cross supports the development of National Alcohol Policies and promotes a programmatic approach (life skills, alcohol policy and self help) in its development work in order to increase impact and refine expertise on reducing alcohol-related harm.