



STRATEGIC PLAN 2019-2021

My name is Hanan Amer,

I am the chair of Amal Women's Association, a single mother of 2 girls and 1 boy. I have lived in Ireland for 27 years through which I've been helping and supporting women in my community to stand on their own feet.

Our story started a little bit before 2013, a group of women, all volunteering in the ladies section of Dublin Mosque, organising community events and activities for women and kids. We knew what we were doing was important but we also knew what we were doing was not enough. So a few of us decided to meet to talk about the problems facing our community.

And there were a lot of problems.

Lots of women in our community are very isolated; maybe they don't speak the language, they don't have many friends and they are far away from their families. We were hearing about a lot of domestic violence that women were suffering alone, they don't know where they can get help and afraid of the stigma from the community of being judged and talked about.



We thought that we can do something to help women, we can create a space for woman to be herself, to stand on her own feet, to know her rights inside the house and outside the house, we can help her get more power and feel stronger.

We do feel that in Ireland not enough is being done by the Muslim community ourselves to speak up against violence and for women's rights, when a woman has a problem she has to step outside the community to get help and support and that's not right. Domestic violence is not acceptable in Islam and Muslim women can work together to end it.

So what is next for us? Well we know we need to grow so we can do the job properly. We can't be a volunteer service for much longer; the plan is to secure funding and find safe and accessible premises.

The most important thing I want to tell you is that we have a dream, we dream to be Irelands first Muslim Women run domestic violence service, we want to open a refuge, a safe place where Muslim women can be, where a woman feels safe and where she feels she belongs and is understood. We want to be there for every Muslim woman who has a problem with violence in her home, with abuse, with isolation.

We are strong and determined and believe that what we want is not a dream but a right that Muslim women have: the right to safety and protection.

In solidarity and unity

Hanan Amer
Chairperson and Founder of AMAL

About

The Amal Women's Association (or Amal for short) is a Muslim women led organisation.

We provide front line services to Muslim women, and women with a connection to the Muslim community nationwide.

Vision

An Ireland where all women, particularly Muslim women, can access the services they need and fully participate in society, free from the threat of violence, from poverty, racism, discrimination and stigma.

Mission

To advance the human rights, health, safety, participation, and dignity of Muslim and non-Muslim women in Ireland.

Values

- » Based in human rights and social justice.
- » We believe that **women are powerful** and should live with dignity and respect.
- » We believe that no woman should live with abuse of any kind or **under threat of violence**.
- » We believe in the **cultural and religious rights** of women and their families to access services that meet their needs.
- » We believe that **women can change the world**.



1

Improve outcomes for women and their families through services and self development and strengthen their position at home and in the community



2

Provide safety for women and children in dangerous situations through provision of culturally appropriate emergency accommodation and refuge



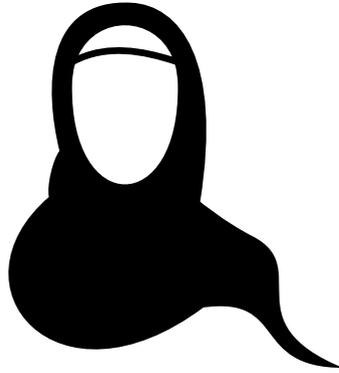
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Represent our community through constructive dialogue and the development of strategic partnerships



4

Ensure Amal thrives and survives into the future by building strong foundations and structures



Improve outcomes for women and their families through services and self development and strengthen their position at home and in the community

- » Provide a culturally competent community-based service of care, support, information, guidance and advocacy
- » Strengthen referral pathways and secure terms of reference and clear agreements with all relevant referral partners
- » Support Muslim and non-Muslim women experiencing violence and homelessness, and seeking asylum
- » Work in partnership with local education providers to source trainings and further education opportunities for Muslim women and youth
- » Provide age specific development opportunities for younger members of our community



Provide safety for women and children in dangerous situations through provision of culturally appropriate emergency accommodation

- » Identify and secure international and domestic funding opportunities to secure a permanent refuge centre
- » Provide emotional support for women and families experiencing domestic violence
- » Strengthen the terms of references, referral pathways and partnership agreements with all relevant services working on gender based violence
- » Provide cultural competency training to key service providers



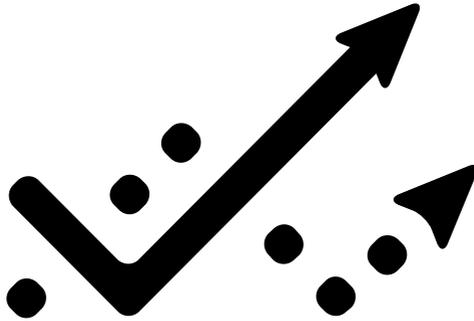
Represent our community through constructive dialogue and the development of strategic partnerships

- » Build and foster connections and relationships with relevant partners
- » Break down cultural stereotypes by acting as ambassadors for our community
- » Represent our community in key fora and on appropriate committees and working groups
- » Identify strategic joint projects to participate in with other key service providers
- » Strengthen and support intergenerational dialogue between Muslim parents and youth



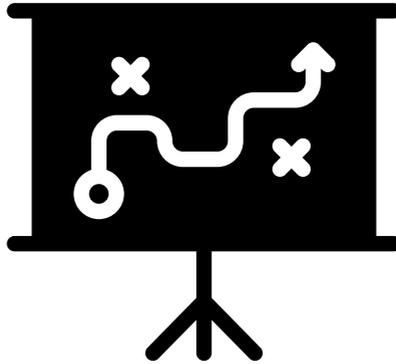
Ensure Amal thrives and survives into the future by building strong foundations and structures

- » Source and secure core funding that will allow us to employ staff to implement our plans
- » Design and implement efficient monitoring and evaluation tools to measure the impact of our work
- » Strengthen and maintain our governance to reach full compliance with the appropriate code
- » Strengthen our financial policies for transparency and accountability
- » Develop relevant policies to support the delivery of the services we provide



We set clear and tangible goals within our business planning to measure the impact and success of our work. At a strategic level, the following indicators will assist us in monitoring progress for the duration of this strategy.

- » Fewer women in our community find themselves without support during times of crisis and difficulty
- » Self development opportunities and uptake for Muslim women and youth have increased
- » Women experiencing domestic violence can access culturally competent emergency care
- » We have grown and developed as an organisation to match the needs of our community



The framework used to develop our strategic plan is Theory of Change, which focuses on desired impact and alignment with activities.

Analysis included PESTEL, SWOT and stakeholder mapping.

We also consulted with our primary stakeholders, the people who access our services, and strategic partners.

The board were presented with a series of questions to guide their thinking, covering the state of play, where we bring value and how we frame and achieve our objectives.

