

## EU-CORD Member NGO USP's (Unique Selling Points)

You are being asked to complete your NGO profiles for sharing to help members identify potential consortia members and to identify agencies with expertise which may assist one another.

Please write no more than three pages adding notes under the suggested headings below. Please feel free to amend the headings to suit your NGO.

### Name of NGO:

1. **Introduction:** *(Say something about your Christian identity, year founded and country where your HQ is located).* Mission East is a faith based international relief and development organisation founded in Denmark. We work with the vision of empowering people and communities to lift themselves out of crisis, poverty and marginalisation.
2. **Main Objectives:** *This may include localisation of aid, working through the local church etc.*  
**We do:** Disaster Response and Rural Community Development

### Our key approaches:

*Disaster Response:* Aiming to assist the most vulnerable, we try to ensure that no one is left behind on the basis of gender, disability or other discriminatory factors. In our development programming we use a rights-based approach and seek attitude change to enable women's empowerment.

*Resilience:* Working to support durable improvement in lives and livelihoods, we try to link relief, recovery and development. Taking a context-specific approach to analysing and preparing for natural hazards, we work towards Disaster Risk Reduction. In climate vulnerable locations we will try to integrate Climate Change Adaptation approaches into local development where possible.

*Accountability and Partnership:* Responding to community needs, we try to be accountable to those we help and those who fund our work. We collaborate with other local and international partners and take a planned approach to capacity building of civil society.

3. **Areas of expertise in Programming:** *(Comment on particular areas where your NGO has expertise and the programming approaches usually adopted such as self-help groups, cash programming etc.).*

### Our main sectors:

- Emergency relief
- WASH
- Food security
- Livelihoods
- Disaster Risk Reduction
- Disability and inclusion

4. **Capacity:** *Income in 2018 and key donor awards including key consortia with other peer NGO's.*

Income in 2018 56,857,018 DKK (760,917 EUR)

CHS certified

Integral Alliance members

5. **Which donors** do you receive most finance from?  
Danish State, German state, US state, ECHO/EU

6. **Reach:** Say something about the key countries you work in and the main areas of programming.  
Afghanistan, Armenia, Iraq, Myanmar, Nepal, North Korea (DPRK), Syria and Tajikistan

7. What are the **three main value adding areas** where your NGO contributes to consortia?  
Programming experience, thematic collaboration, fundraising

8. **Innovations:** Say something about areas where your NGO has developed or is developing something innovative.  
Digital baseline data collection to share with clusters and alliance/network members.

9. **Contract person and e-mail:**  
[Peter.drummondsmith@missioneast.org](mailto:Peter.drummondsmith@missioneast.org) for programming  
[Vibeke.forrisdahl@missioneast.org](mailto:Vibeke.forrisdahl@missioneast.org) for marketing

When you have completed this sheet please return to Adrian who will upload all those received on the EU-CORD shared hub under Programme Resourcing and Collaboration for access by members.

Thank you