



EMPOWERING COMMUNITIES. CHANGING LIVELIHOODS.

FOOTSTEPS BANGLADESH

A NEXT GENERATION ORGANIZATION



WHO WE ARE

We at Footsteps are a next generation organization driven by the mission to empower communities to become resilient to social and economic challenges, challenges that hold them back from overcoming their poverty barriers.

A next generation organization is an organization which prioritizes and maximizes future social and economic benefits of individuals and communities, solving social issues for a lifetime through community empowerment. Through innovation and a human centric approach, we are working towards building a world which is empowered in overcoming extreme poverty, injustice and inequality.

WHAT WE DO

We design and implement social programs which empower people and communities in realizing their potential in addressing community challenges to overcome their poverty barriers. We focus on building community resilience through capacity development to create resilient communities free of donor dependency in the long run, free from the shackles of poverty, injustice and inequality.



PRINCIPLES OF A NEXT GENERATION ORGANIZATION

- One must take a human centric approach in understanding, designing and solving complex and interconnected development challenges
- One must mobilize young people's potential in solving global development challenges
- One must ensure every stakeholder participating in a program wins
- One must focus in social programs and product innovation to solve development challenges
- One must adapt to needs and culture ever changing with time to stay relevant and attract participation
- One must build social business and programs which is both affordable and just for the ones created for
- One must design solutions which creates an impact for a lifetime
- One must do it with heart, do it with joy, and never give up





FOOTSTEPS MISSION

Our mission is to build communities resilient to social challenges through innovative social programs and solutions which last for a lifetime, restoring hope and dignity for communities by breaking their barriers to poverty, injustice and inequality.

FOOTSTEPS VISION

We envision a world resilient to every form of poverty, injustice and inequality, where people realize their true potential and has the power to address social challenges with their own capacity.

FOOTSTEPS CORE VALUES

- ☐ Integrity
- ☐ Trust
- ☐ Innovation
- ☐ Empowerment
- ☐ Resilience
- ☐ Impact
- ☐ Hope

FOOTSTEPS **KEY ACTIVITIES**

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01 **PROGRAM DEVELOPMENT**

Our mission is to build communities resilient to social challenges through innovative social programs and solutions which last for a lifetime, restoring hope and dignity for communities by breaking their barriers to poverty, injustice and inequality.

02 **CHANGEMAKER DEVELOPMENT**

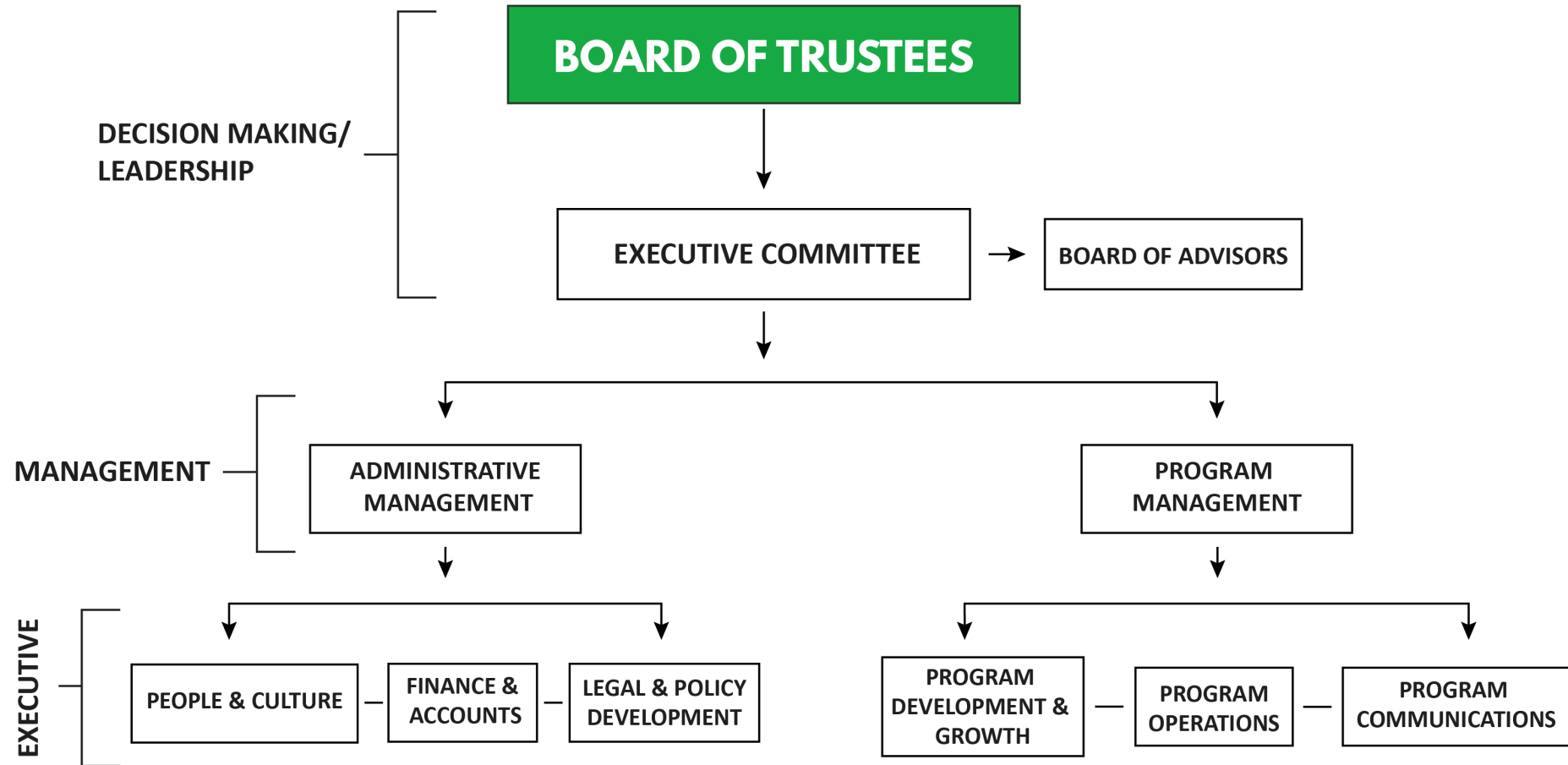
This dimension concentrates on developing an array of skills, knowledge and empathy among the youth in order to turn them into effective Changemakers within and even beyond their society.

03 **ADVOCACY DEVELOPMENT**

This facet focuses on creatively conducting events, workshops, videos and promotional material to raise awareness on certain topics and practices within our society.



FOOTSTEPS ORGANOGRAM



FOOTSTEPS POVERTY ALLEVIATION STRATEGY

Footsteps has developed five key strategy points in challenging poverty barriers for individuals and communities. Social Programs and interventions are designed by integrating one or more of the following strategy points:

- 1. Ensuring Access to Basic Rights:** Ensuring access to basic rights such as water, sanitation, food, housing, healthcare, energy, etc.
- 2. Building Resilience to Disasters:** Creating safety nets for individuals and communities from falling back into extreme cases of poverty catalyzed by various forms of natural and human induced disasters.
- 3. Promoting Equality and Justice in Communities:** Empowering disadvantaged groups experiencing gender, religion, geographical and physical inequality and injustice
- 4. Promoting Harmony between Human and Environment:** Creating and promoting practices which improves human-environmental relationship and preserves the well-being of our surrounding environment
- 5. Community Advancement and Graduation from Extreme Poverty:** Empowering financial and economic well-being of an individual and community to become self-reliant and resilient towards extreme poverty challenges



FIVE STEPS TOWARDS BUILDING COMMUNITY RESILIENCE



STEP 01

Establishing relationship with target community; understanding and exploring their challenges and designing solutions with local knowledge and experience

STEP 02

Mobilizing implementation funding from CSR or Donor Agencies

STEP 03

Conducting community level awareness building sessions and workshops to build value for solutions and programs

STEP 04

Teaching community on financial and technical skills required to run solution independently without further donor support

STEP 05

Achieving community resilience in program sustainability

CHANGEMAKER DEVELOPMENT AND LEADERSHIP PROGRAM (CDLP)

Changemakers are people who uphold the core values of Footsteps and execute its mission, vision and strategy points through its social programs and interventions. The Changemaker Development and Leadership Program is a platform which involves people irrespective of their socio-economic status, gender, age and religion, making it an all inclusive platform where people empower people in overcoming poverty, inequality and injustice.

PROGRAM COMPONENTS

- Leadership Training
- Leadership Mobilization
- Leadership Dialogue

CHANGEMAKER ACTION POINTS

- Conduct mass level advocacy and dialogue in own communities to promote the values of Footsteps among individuals and communities
- Mobilize people in executing social programs and interventions designed by Footsteps to achieve its mission and vision
- Design own solutions with Footsteps values, mission and vision to build resilience in own communities
- Advocate and mobilize ideas to promote equality and justice within own communities



QUERIES
ARE ALWAYS WELCOMED

