



Targeting Policy

Aidlink's Strategic Plan 2017 - 2021¹ identifies Aidlink's target group as:

People, especially women and girls, living in the poorest communities in Africa who are unable to achieve healthy and fulfilling lives as a consequence of interconnected deficiencies in basic resources, facilities and services, self-efficacy, social capital, organisational capacity, law and rights and fundamental security.

This can be broken down on 3 separate levels:

Africa

In partnership with local NGO partners², Aidlink currently works in 3 African countries: Kenya, Uganda and Ghana. There are no plans to expand operations outside of these 3 countries within the timeline of the current Strategic Plan.

Poorest Communities

Within Kenya, Uganda and Ghana, Aidlink identifies its target group as the 'poorest communities'. For Aidlink, the term 'poor' denotes a condition characterised by social, political and economic disenfranchisement. That means that we specifically target communities that have been "left behind", i.e. those that have not met national progress targets in terms of access to basic needs and resources (access to water, health facilities, education and agriculture).

In both Kenya and Uganda, this leads us to target the rural poor, with a specific focus on nomadic pastoralists (notably the Turkana and the Masai in Kenya and the Karamojong in Uganda) who, as the below tables highlight, score poorly on development indicators in comparison to the national average:

Table 1: Kenya (Data taken from Kenya Demographic and Health Survey 2014 and Uganda National Census 2014)

Indicator	Key Indicators				
	KENYA			UGANDA	
	National Average	Kajiado (Masai)	Turkana	National Average	Napak ³ (Karamojong)
Access to a Protected Water Source ⁴	71%			71%	59%
Access to Improved Toilet Facility ⁵	23%	33%	7%	34%	23%

¹ [Aidlink Strategic Plan 2017 - 2021](#)

² Aidlink currently has 5 partners across the 3 target countries: Caritas Lodwar (Kenya), Girl Child Network (Kenya), Caritas MADDO (Uganda), EMESCO Development Foundation (Uganda), Voluntary Action for Development (Uganda), The Spiritans Province of Ghana (Ghana). Criteria for the selection of partners is outlined later in this document.

³ Statistics for Napak in relation to access to protected water source and an improved toilet facility have been provided by the Napak District Water Office for 2016

⁴ Protected water source includes piped water, borehole, protected well/spring, gravity flow and bottled water.

⁵ Improved toilet facility includes flush toilet, VIP latrine, covered pit latrine with a slab, compost toilet that is not shared with other households.

Adopted 2017

Literacy Rate	92% (male) / 88% (female)	89% (male) / 83% (female)	53% (male) / 25% (female)	77% (male) / 68% (female)	26% (male) / 13.6% (female)
% of Population who have Completed Primary School	26% (male) / 27% (female)	16% (male) / 18% (female)	8% (male) / 3% (female)	59% (male) / 58% (female)	13%
% of Children aged 6-13 Attending Primary School	85% (boys) / 87% (girls)			87%	19.7%
Formal Employment Rate	80% (male) / 61% (women)			27% (male) / 26% (female)	21%

Whilst Aidlink does not currently work with poor communities in an urban context, our definition of 'poor' as outlined above does not exclude them from future projects/programmes should suitable partners be identified and funding be available.

People

Although targeting can be refined for each operational area based on the specific aims of the project/programme in question, Aidlink expects communities, households and individuals to meet certain criteria in order to be targeted under its interventions. These include:

- Access to safe water is at a distance greater than 1.5km;
- Access to a public health facility is at a distance greater than 5km;
- A high incidence of preventable diseases within the community (verified by local health facility records);
- A poor standard of housing (characterised by poor ventilation, roofing and walls, and poor hygiene and sanitation conditions including semi-permanent latrines, lack of hand-washing facilities and the prevalence of open defecation etc.);
- Households with an income of less than \$1.25 per day;
- Households with a low education status (failed to complete secondary school) or no education at all;
- Households headed by the vulnerable, notably: female-headed households, the elderly (60+ years), PLWHA⁶, the physically disabled, orphans and child-headed households that have no other support⁷.

Schools-based interventions target:

- Government-aided or community-owned primary schools;
- Schools with poor or inadequate sanitation facilities (defined by the pupil-stance ratio being over 1:40);
- Schools without access to an improved water source within 30 minutes walking distance and where the journey is unsafe for children;
- Schools which express a willingness to contribute to capital investments as well as Operation and Maintenance.

Agriculture-specific interventions generally target small-scale adult farmers who are already engaged in agriculture. They must:

- Have at least 1.5 acres of land available to farm;
- Be willing to work in a group structure;
- Live in an area that is not being served by government or NGO agricultural extension services.

Targeting at this level is carried out by partners in coordination with key stakeholders including local government to ensure aid harmonisation and consistency with national and local development plans. For in-community interventions aimed at vulnerable households and individuals, partners engage local community leaders who have specific knowledge of the vulnerability status of the household.

⁶ PLWHA: People Living with HIV/AIDS

⁷ These are the households targeted for specific, in-community interventions

Adopted 2017

The identification of vulnerable households and individuals is validated by partner staff to ensure that the targeting criteria have been strictly adhered to and that those chosen are indeed eligible. Aidlink tracks the process from its Dublin base through partner proposals and reports with assessment and verification of targeting taking place during annual site visits.

Women and Girls

Traditional roles and cultural norms in our target communities mean that women lack access to the capabilities, resources and opportunities that permit the enjoyment of social, economic and political power, as well as health and well-being. In line with our Rights Based Approach (RBA) to Development and Gender Policy (2016)⁸, Aidlink mainstreams gender equality and the empowerment of women and girls. This is realised by identifying the underlying causes of gender inequality in target communities, and addressing them through targeted interventions covering the three main domains in which women and girls are disadvantaged, namely: capabilities; access to resources and opportunities; and security.

Humanitarian

Aidlink is not a humanitarian agency; our primary focus is on long-term development projects/programmes to support people in our programme areas to achieve *healthy and fulfilling lives*. That being said, when a humanitarian emergency begins to threaten the communities with whom we are working and impact upon our projects/programmes, Aidlink feels a moral obligation to respond.

In recent years, Aidlink has supported school and supplementary feeding programmes in Kajiado (2011, 2014) and Turkana (2017) in response to drought in these areas. In the same way as our long-term development projects/programmes, any humanitarian interventions are implemented through our local partners according to the principles set out in Aidlink's Partnership Approach to Development⁹. Given their position "on the ground", their understanding of the local context and needs, and capacity to reach the most vulnerable, partners are responsible for the identification of beneficiaries and the most appropriate means of intervention in collaboration with local government and Aidlink.

Partners

Since its establishment in 1982, Aidlink has worked through a partnership approach to development that is defined by:

A shared vision and a commitment to work together to bring real and sustainable benefits to the poor and marginalised; a long-term commitment; clearly defined expectations and shared responsibility for achievements; valuing of the unique contribution and strengths of all partners; working together in an open, accountable and transparent manner.

Aidlink has been working with its current 6 partners in Kenya, Uganda and Ghana for at least 10 years and is now exploring exit strategies and the potential for some of these partnerships to evolve in new directions. Within this context, there is potential for new partnerships to be formed with emerging CBOs/NGOs. In identifying potential new partners, Aidlink will target smaller, indigenous NGOs who are working with the 'poorest communities'¹⁰. Once identified, these potential partners will be assessed by Aidlink based on:

- Their fit with the values and ethos of Aidlink
- Their fit between the organisation and the overall aims and priorities of Aidlink (geographic focus, theme, scale of project)
- The fit between their work and Aidlink's thematic priority areas (WASH, Education, Agriculture, Human Rights)
- An assessment of their readiness to engage in long-term capacity building work and partnership arrangements.

⁸ [Aidlink Gender Policy](#)

⁹ [Aidlink Partnership Approach](#)

¹⁰ As defined by this policy.

Adopted 2017

Recognising that it is not possible to support every organisation, those with particularly low capacity are excluded, irrespective of who they are working with.