



2026–2030: Towards a Future-Ready and Relevant Singapore Red Cross

Singapore Red Cross 5-Year Strategic Plan

Over the next five years, Singapore Red Cross will build on our strong foundations to strengthen our role as a leading and distinctive humanitarian organisation — bringing people and institutions together to protect human life and dignity, relieve human suffering and respond to emergencies.

Our strategy focuses on making a meaningful difference to vulnerable communities in Singapore and beyond, while building a future-ready organisation that is resilient, connected and relevant to the needs of tomorrow.

***Vision:** A future-ready and relevant Singapore Red Cross — one that is trusted by our stakeholders, responsive to emerging humanitarian needs, and able to mobilise people, resources and partnerships for greater impact. Together, we can build more resilient communities, strengthen humanitarian action and ensure that no one is left behind.*

Our Five Strategic Priorities

1. Building Resilient and Prepared Communities

Strengthen Singapore's readiness and resilience through blood donation, first aid, mental wellbeing, community health outreach and emergency response

2. Serving the Underserved and Overlooked

Expand and strengthen support for persons with disabilities, the elderly, disadvantaged families and caregivers, ensuring that those who may be overlooked have access to meaningful and sustained support

3. Enhancing Humanitarian Diplomacy and Building Coalitions

Work with partners and stakeholders to strengthen humanitarian capacity, volunteer mobilisation and regional preparedness, particularly across Southeast Asia

4. Advancing Humanitarian Thought Leadership

Grow Singapore's role as a platform for humanitarian dialogue, advocacy and knowledge-sharing, including through the Singapore Humanitarian Conference and greater awareness of International Humanitarian Law



5. Strengthening Our Community and Organisational Capabilities

Build a stronger ecosystem of youth, volunteers, members, donors and staff; deepen stakeholder engagement; strengthen our brand and communications; and harness digitalisation and AI to make Singapore Red Cross more effective, secure and future-ready