



help the mother
help the child...

CINI Australia

STRATEGIC PLAN 2011- 2014

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WA Charities Licence: 21143
OLGR NSW Fundraising No: 21754

Executive Summary

CINI Australia, Child In Need India, enables Australians to contribute to effective and sustainable development programs in India. These programs address the health, nutrition, education and protection needs of women and children and help to break the cycle of inter-generational poverty.

CINI Australia was established in 2009 and was formally launched in April 2011. The inspiration for CINI Australia comes from Child In Need Institute, India and the impact of its work on the lives of women and children in Kolkata.

Child In Need Institute (CINI), is an Indian non-government organisation which was established in 1974 and has now been working in partnership with Indian communities for 37 years to overcome the devastating effects of poverty. Its development strategies are founded on respect for the dignity and rights of those living in poverty.

CINI Australia will collaborate with CINI India in programs which address the fundamentals of poverty and disadvantage. Sustainable community development that improves the status of women results in lasting change in the health, education, and independence of future generations.

This CINI Australia Strategic Plan is based on an assessment of our status in 2011 as a relatively new not-for-profit organisation, with the vision of a sustainable future in Australia. The Goals are:

- Development in India
- Fundraising, Public Awareness and Education
- Organisational Capacity Development

The plan also outlines the Objectives, Actions and Measures required to achieve these goals over the next three years from 2011 to 2014.

Vision

Sustainable development in the health, nutrition, education and protection of women and their families in India will help to bring an end to the cycle of inter-generational poverty in India.

Purpose

CINI Australia will enable Australians to contribute to these sustainable development programs in India.

The lives of women and children in India will be improved through development that increases individual and community capacity, skills, and dignity.

Values

CINI Australia will support development that:

- renders aid in a manner appropriate to the needs of the recipients
- fosters an atmosphere of partnership and self-determination
- increases individual and community capacity and skills
- recognises the sovereignty of the recipients

CINI Australia will be recognised as a trustworthy, reliable and effective organisation that meets or exceeds best practice standards.

Goals

Development in India

Objectives

CINI Australia will work collaboratively with communities and organisations in India to:

- develop skills and resources that increase self-reliance in those communities*
- increase access to quality education for disadvantaged women and children through rights-based programs*
- establish preventive and educational healthcare programs that improve health outcomes for women and children*
- improve access to quality healthcare and provide primary health care programs for those in need*
- promote the safety and protection of children*
- provide non-discriminatory humanitarian emergency relief to victims of disasters and conflicts through the provision of shelter, nutrition, healthcare and other resources.*

Actions

- Document the relationship between CINI Australia and CINI India.*
- Identify communities in need in India for The Child and Women Friendly Communities program and other programs as needed.*
- Regularly transfer funds to India with an initial aim of \$60,000AUD per annum.*
- Evaluate the efficacy of programs through the analysis of reports and site visits.*

Measures

- Memorandum of Understanding between Child In Need Institute India and CINI Australia*
- Quantifiable positive change in indicators of the health, nutrition, education*

and protection of communities

- *Reporting mechanisms that include:*
 - *an initial assessment of the needs of the community*
 - *monitoring of CINI India activities*
 - *evaluation of outcomes against United Nations Millenium Development Goals*

Fundraising, Public Awareness and Education

Objectives

- *Increase donations through individual sponsorships and donations.*
- *Develop a range of funding sources including grants, foundations and corporate donors.*
- *Manage a public fund for the purpose of accepting grants, donations, gifts, legacies and bequests.*
- *Develop regular fundraising activities.*
- *Increase sponsorships to 50 in first 12 months and increase recurring donors by at least 25% per annum.*
- *Provide regular, accurate feedback to donors.*
- *Educate donors about best practice development and aid concepts.*

Actions

- *Identify and apply for funding grants.*
- *Increase contact with other organisations throughout Australia.*
- *Hold two major fundraising events per annum and smaller fundraisers.*
- *Provide regular donor feedback by various methods including electronic media and a hardcopy newsletter.*
- *Visit to India by CINI Australia for an assessment program, at least bi-annually*

Measures

- *Efficient fundraising program including budgets and reporting*

- *Quarterly transfer of funds to India*
- *Detailed report from ‘on the ground’ assessment of work in India*
- *Growth of an informed donor population*

Organisational capacity development

Objectives

- *Meet Australian Best Practice Standards of Governance by creating good governance structures and processes*
- *Review, update and document all management systems and databases*
- *Maintain best practice financial management and reporting standards*
- *Attract and retain appropriately skilled CINI Board Directors and volunteer personnel in Australia*
- *Maintain a productive and effective Board with succession planning*
- *Comply with the Australian Council for International Development (ACFID) code of conduct*
- *Achieve Deductible Gift Recipient Status through the Australian Taxation Office and AusAID*

Actions

- *Develop policies and procedures that are relevant, appropriate and accessible to staff and volunteers*
- *Develop a database and document repository*
- *Support Board Training and development as required*
- *Submit CINI Australia profile to AusAID with a view to achieving deductible gift recipient(DGR) status*
- *Pursue the option of a partnership with another Australian Aid Organisation which has DGR status*

Measures

- *Policies and procedures Manual*
 - *Effective database*
 - *Committees to undertake key tasks including accreditation, program development, risk management and compliance*
 - *AusAID assessment for DGR and approval as a signatory to the ACFID code of conduct*
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