



help the mother  
help the child...

## **CINI Australia**

### **STRATEGIC PLAN 2014-2017**

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**CINI Australia**  
**Child In Need India**  
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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. With this second strategic plan CINI Australia will build on the foundation created in the period of establishing the organization.

CINI Australia has collaborated with Child In Need Institute India in community development and HIV/AIDs programs in West Bengal over the last 3 years. These development programs address the fundamentals of poverty and disadvantage, and respect for the dignity and rights of those living in poverty. Development that improves the status of women results in lasting change in the health, education, and independence of future generations.

Child In Need Institute (CINI), is an Indian non-government organisation, established in 1974 and working in partnership with Indian communities for 40 years. Its development strategies overcome the devastating effects of poverty and ensure that change is sustainable.

This CINI Australia Strategic Plan is based on an assessment of our status in 2013, with the vision of contributing to change in the lives of women and children in India, maintaining Australian best standards of practice and a having sustainable future in Australia.

The Goals are:

- Development in India
- Fundraising, Marketing, 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 2014-2017.

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## 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.

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## 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 resources.*

#### Actions

- *Review the current Memorandum of Understanding between CINI Australia and CINI India and update as required.*
- *Identify, evaluate and select communities in India for development programs, as needed.*
- *Regularly transfer funds to India to meet the budgets of the programs and sponsorships funded by CINI Australia*
- *Evaluate the efficacy of programs through the analysis of reports and site visits.*
- *Work with CINI India to develop a template for project agreements*
- *Visit to India by CINI Australia for an assessment program, at least bi-annually*

#### Measures

- *To have a reviewed, current Memorandum of Understanding between Child In Need Institute India and CINI Australia and current project specific documents.*
- *Quantifiable positive change in indicators of the health, nutrition, education and protection of communities*
- *Detailed report of 'on the ground' assessment of work in India at site visits*
- *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, Marketing, 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.*
- *Increase sponsorships by 25% per annum and increase recurring donors to \$50,000 per annum by 2017.*
- *Develop and maintain a fundraising plan*
- *Develop and maintain a marketing plan*
- *Develop sustainable sources of funding for administration costs*
- *Provide regular, accurate feedback to donors.*
- *Educate donors about best practice development and aid concepts.*

#### *Actions*

- *Develop a fundraising Plan*
- *Develop a marketing Plan*
- *Develop a Social Media policy*
- *Identify and apply for funding grants.*
- *Develop collaborative relationships with other organisations throughout Australia.*
- *Develop regular fundraising activities as per plan*
- *Hold one major fundraising event per annum and smaller fundraisers.*
- *Provide regular donor feedback by various methods including electronic media and a hardcopy newsletter.*

#### *Measures*

- *Efficient fundraising program including budgets and reporting*
- *Half yearly transfer of funds to India*
- *Events held with or by other organisations in support of CINI Australia*
- *Complete fundraising and marketing plans*
- *Growth of an informed donor population*

### ***Organisational capacity development***

#### ***Objectives***

- *Meet Australian Best Practice Standards of Governance by creating and maintaining 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, volunteers and other 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 DFAT*

### **Actions**

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

*Develop the capacity through the Board, volunteers and other sources of expertise to meet the objectives of CINI Australia*

### **Measures**

- *Completion of the Governance document and a Policies and procedures Manual*
- *An effective online data management tool and a document repository*
- *Completed tasks relating to obtaining DRG status, program development, risk management and compliance*
- *DFAT and ATO assessment for DGR and approval as a signatory to the ACFID code of conduct*
- *An effective team of volunteers and advisors with the skills and expertise to ensure the success of CINI Australia*

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