



help the mother
help the child...

CINI Australia
STRATEGIC PLAN 2018-2020
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1		J Connaughton	The Board

EXECUTIVE SUMMARY

CINI Australia 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 - helping to break the cycle of inter-generational poverty.

CINI Australia was founded in 2010 and was formally launched in April 2011. The inspiration for CINI Australia comes from the Child in Need Institute, India and the positive impact of its work on the lives of women and children in India.

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 over 40 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 collaborates with CINI India in programs which address the fundamentals of poverty and disadvantage. Sustainable community development improves the status of women and results in lasting change in the health, education and independence of future generations.

This Strategic Plan has focused on building the organizational capacity of CINI Australia. This will enable CINI Australia to increase its support base, be sustainable and maintain programs in India with Child in Need Institute.

The Goals are:

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

The plan also outlines the Objective, Actions and Measures required to achieve these goals over the next three years from 2018-2020.

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1. VISION

CINI Australia's vision is to provide sustainable development and benevolent relief of poverty through improved health, nutrition, education and protection of women and their families in India, to help bring an end to the cycle of inter-generational poverty in India.

2. PURPOSE

CINI Australia will enable Australians to contribute to these sustainable development programs so that the lives of women and children in India will be improved through increasing individual and community capacity, skills and dignity.

3. VALUES

CINI Australia will support sustainable programs 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 as per the Australian Charities and Not for Profits Commission (ACNC) requirements.

4. GOALS

CINI Australia's collaboration with Child in Need Institute India (CINI) aims to reduce poverty, improve the health of women and children, save lives at risk of disease, ensure all children are in school and protect vulnerable women and children from exploitation. It will build the capacity of communities, local services and government to achieve these outcomes. It will empower women and children and ensure the Rights of the Child through sustainable community development.

CINI Australia will further develop its capacity to support this development, build its support base and provide donors with transparent and accurate information about the use and impact of their contributions.



Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
<p>4.1. Development in India</p> <p>CINI Australia will support Child in Need Institute to fulfil its mission of “Sustainable development in health, nutrition and education of Children, Adolescents and Women in need”.</p>	<p>CINI Australia will work collaboratively with communities through Child in Need Institute, India</p> <ul style="list-style-type: none"> • Sustainable development in identified villages and communities • Increase the representation of women and children in local government and services • Improve health and education and reduce exploitation • Provide non-discriminatory humanitarian emergency relief to victims of disasters and conflicts 	<ul style="list-style-type: none"> • Regular communication with CINI • Project management, including review of reports, budgets, expenditure and outcomes • Site visits to India • Maintain the MOU between CINI Australia and CINI and update as required 	<ul style="list-style-type: none"> • Continuation of existing programs: CFC, IICCHAA and Sponsorship programs with CINI • Maintain project management process including reports, budgets, expenditure and outcome assessment • Regular communication with donors about projects and impact of their contributions

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
4.2. Organisational Capacity Development	Achieve Deductible Gift Recipient Status for contributions to CINI Australia	<ul style="list-style-type: none"> • Research categories with ACNC • Amend Constitution to meet ACNC requirements • Prepare application and documentation • If not possible in ACNC, revert to OAGDS process 	<ul style="list-style-type: none"> • Prepare and submit application for Tax Deductible Gift Recipient Status with ATO
	Recruit New Board Members	<ul style="list-style-type: none"> • Complete role description/s • Identify sources for recruitment • Advertise • Review/Assess potential candidates • Choose a candidate and onboard them 	<ul style="list-style-type: none"> • New Board members for CINI Australia by the next AGM
	Governance Development	<ul style="list-style-type: none"> • Identify Policies & Procedures required • Prioritise and develop these policies • Develop review and update process • Create library to hold these policies • Collate CINI Policies and procedures required for CINI Australia • Governance Training for Board Members 	<ul style="list-style-type: none"> • Policies and procedures completed by priority • Central repository • Board members informed about NFP governance

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
	Improve Engagement of Board members with India and other stakeholders	<ul style="list-style-type: none"> • More systematic communication • Develop reporting guidelines for information from India • Suggest direct communication (Skype) with India and the Board. • More Board members involved in communication. • Plan for Board member visits to CINI India • All Board members to review & provide feedback on reports & financials received from India. • Save all reports from CINI (including proposals, budgets & expenditures) to Google Drive; notify Board with time frame for response • Identify a Board member/volunteer as Donor/Volunteer Co-ordinator 	<ul style="list-style-type: none"> • Increased Board member communication directly with CINI • CINI Australia Board member visits to programs in India within next 2 years • Regular review of India reports by whole board • Coordinator position filled

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
4.3. Fundraising, Marketing, Public Awareness and Education	Increase Fundraising by 20%	<ul style="list-style-type: none"> • Hold an additional annual fundraising activity • Plan a “Post DGR public event” • Develop a Fundraising Appeal letter • Review previous fundraising plans/ideas/options (FB, Social media, other organizations, grants, foundations, businesses) • Board members to research areas previously identified for fundraising • Research access to other funds with DGR status • Increase Individual personal contacts • Develop donors base by expanding mail out list, invite friends, colleagues • Develop corporate support. • Raise funds for administrative costs 	<ul style="list-style-type: none"> • Increase in funds and activities • Increase donor population
	Develop and implement a Marketing Plan	<ul style="list-style-type: none"> • New Board member to lead plan development and implementation 	<ul style="list-style-type: none"> • Plan finalised for implementation

5. **Headline Indicators**

- Delivered funds for existing projects: CFC, IICCHAA and sponsorships
- Increased CINI Australia fundraising by 20%
- New Board Members