



help the mother
help the child...

CINI Australia
STRATEGIC PLAN 2019 – 2021
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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 45 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 is based on an assessment of our status in 2019 as a not-for-profit organisation, with the vision of a sustainable future in Australia. The goals are:

- Development in India
- Network Excellence and Impact

This Plan also outlines the Objectives, Actions and Measures required to achieve these goals.

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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.

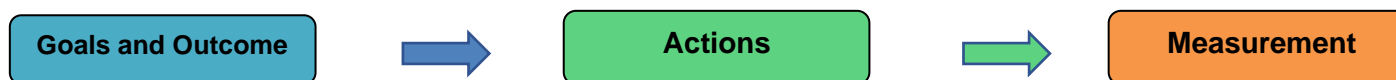
4. GOALS

Over the next 3 years, CINI Australia will strengthen its support network and continue to provide reliable support for programs with Child in Need Institute (CINI) India. CINI Australia will further build its presence throughout Australia as a nationwide Not-For-Profit organisation that will support its projects in India and continue to give children a voice.

The aim of supporting Child in Need Institute India is to empower, strengthen and build the capacity of women and children and their local communities.

This collaboration aims to reduce extreme poverty, improve the health and education status of women and children, save lives at risk of disease, ensure all children are in school, close the gap on gender inequality, and protect vulnerable women and children from exploitation through sustainable change.

The Strategic Plan will be implemented in 3 stages:



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” and operate with integrity in a transparent, trustworthy and ethical way</p>	<p>4.1.1 Raise the profile of CINI Australia to engage stakeholders to support the programs with CINI India</p> <ul style="list-style-type: none"> • Convey the issues facing those living in poverty in India • Communicate how CINI India and CINI Australia are making a difference through their projects • Ensure that the fundraising plan places importance on raising the profile of CINI India and their programs • Meet governance standards, provide an annual report and constant communication with governance online • Transparent and accurate communication with donors and supporters 	<ul style="list-style-type: none"> • Develop an identity that reflects CINI Australia as a trustworthy organisation that works with integrity and compassion • Develop a databank for the capture and presentation of stories • Develop a Social Media Strategy • Continue to produce a newsletter and other media with a focus on local and Indian stories • Measure the performance and delivery of information to donors and supporters 	<ul style="list-style-type: none"> • Set up Databank of information and stories by December 2020 • Social Media strategy to be completed by December 2020 • Newsletter format to be updated and used on December 2020 edition • Timely reporting and preparation of information (including but not limited to annual reports, governance documents, strategic plans financial documents) that upholds the integrity and trustworthiness of the organisation – refer to calendar and objectives for Policies and Procedures • Accurate and transparent feedback to donors and supporters about the use and impact of their contributions

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
	<p>4.1.2 Review future funding state and diversify sources in keeping with board structures and capabilities</p> <ul style="list-style-type: none"> • Increase donations through individual and community sponsorships and donations • Broaden the range of funding sources including grants, foundations and corporate donors • Obtain sustainable sources of funding for administration costs • Provide regular, accurate feedback to donors • Educate donors in the principles of sustainable development and aid concepts 	<ul style="list-style-type: none"> • Develop Marketing, Communication and Fundraising Plans with specific targets (i.e. one major fundraising event per annum and a series of smaller fundraisers) • Develop a Social Media Policy • Identify and apply for grants • Set up and manage a bank account for the purpose of accepting grants, donations, gifts, legacies and bequests • Develop collaborative relationships with other organisations throughout Australia 	<ul style="list-style-type: none"> • Marketing, Communication and Fundraising Plans to be created by December 2020 for Board approval • Social Media Policy to be created by December 2020 for Board approval • Develop a list of potential grants by December 2020 • Bank account to be set up to maintain funds from grants, donations, gifts, legacies and bequests • Develop a list of possible collaborative organisations and initiate contact by December 2020
	<p>4.1.3 Organisational capacity development</p> <ul style="list-style-type: none"> • Incorporate strong governance structures through policies and procedures for guidance for the board and organisation • Incorporate appropriate management systems and databases • Incorporate financial management and reporting processes • Attract and retain appropriately skilled Board Directors, Volunteers and other personnel • Maintain a productive and effective Board with succession planning • Achieve Deductible Gift Recipient status through the ACNC and ATO 	<ul style="list-style-type: none"> • Develop and maintain policies and procedures, as per the ACNC guidelines, whilst ensuring their relevance and accessibility to all board members and stakeholders • Develop and maintain an online tool for database and document repository • Support Board training and development as required • Submit application to Australian Charities and Not for Profit Commission, to achieve Deductible Gift Recipient Status • Develop the capacity through the Board, volunteers and other sources of expertise to meet the objectives of CINI Australia 	<ul style="list-style-type: none"> • Governance Policy completed, and timeline mapped for completion of individual Governance documents. To be updated and refreshed by December 2020 • Online data management tool and a document repository to be completed by December 2020 • Complete tasks relating to achieving DGR status, program development, risk management and compliance by 30/6/20 • Develop an effective team of volunteers and Advisers with the skills and expertise to ensure the success of CINI Australia

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
	<p>4.1.4 CINI Australia will work collaboratively with communities and organisations in India</p> <ul style="list-style-type: none"> • Develop skills and resources that reduce poverty and increase self-reliance in those communities • Increase access to quality education and health care for disadvantaged women and children • Establish preventative and educational healthcare programs that improve health outcomes for women and children • Work collaboratively to build the capacity of primary health care programs for those in need • Promote the safety and protection of children • Build the capacity of local government, local schools and local services and facilitate their collaboration with the community • Increase the representation of women and children in local government and service • Provide non-discriminatory humanitarian emergency relief to victims of disasters and conflicts through the provision of shelter, nutrition, healthcare resources 	<ul style="list-style-type: none"> • Maintain an MOU 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 impact and efficacy of programs through the analysis of reports and site visits • Visit to India by CINI Australia to identify and assess programs, at least every other year • Review narrative and expenditure reporting twice a year • Manage and assess programs and projects through assessment of needs, site visits, proposals, budgets, capacity-building, monitoring and evaluation 	<ul style="list-style-type: none"> • Review MOUs every two years (next one due in June 2020) • Quantifiable positive change as indicators of the health, nutrition, education and protection of communities • Select programs based on CINI India's assessment at monthly board meetings • Reports of 'on the ground' assessment of work in India at site visits bi-annually • Visit every 2 years - write report and summary disseminated to Board for review within 30 days of completion of visit • Reporting mechanisms that include an initial assessment of the needs of the community, monitoring of CINI India activities and evaluation of outcomes

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
<p>4.2 Network Excellence and Impact</p> <p>CINI Australia will collaborate and increase its Volunteer support base, Partners and Stakeholders to build commitment.</p>	<p>4.2.1 Increase member support to prepare for the future and get the best outcomes</p> <ul style="list-style-type: none"> Determine how CINI Australia will work with future funding partners and how acknowledgement will be given to corporate sponsors, stakeholders and partners. <p>4.2.2 Increase communication pathways and mechanisms to help build capacity within the network so that members can support each other</p> <ul style="list-style-type: none"> Develop communication with CINI Australia volunteers and stakeholders so they know how much they are valued, what they are being asked to do and how to offer support e.g. forums for interested parties to communicate with each other and bring people together (See Communication Plan) Improve the use of technology platforms to strengthen these connections 	<ul style="list-style-type: none"> Develop a statement of capability – what is needed, what CINI Australia will do to acknowledge, support and work with volunteers and stakeholders Marketing and Fundraising Plans will outline the approach to work with future partnerships Develop a strategy to identify those who CINI Australia may target for support Include statements outlining the purpose and importance of the activities Develop a databank of research about ongoing technology and latest developments on health and issues facing the community in India Ensure database is current and up to date Create a repository of local good news local stories and stories from India Develop a Social Media Policy Measure increase in the reach of promotions 	<ul style="list-style-type: none"> Statement of capability and action plan outlining the areas of support and who will be involved to be completed by Dec 2020 Marketing and Fundraising Plans will be completed by 31/10/20 and fundraising events and actions to be monitored and evaluated Completion of Marketing and Fundraising Plans by 31/10/20 to ensure functions are carried out Evaluate actions and functions – outline purpose, importance and outcomes Ongoing research into trends and developments that may drive future strategies Check and update database quarterly Maintain social media good stories from India for future newsletters/reports Develop a Social Media Policy by 30/12/20 Evaluate effectiveness of communications and response to activities

Goals & Outcome	Objectives and Strategies	Actions	Measurement of Strategies
	<p>4.2.3 Gain support for issues relating to poverty in India</p> <ul style="list-style-type: none"> • Develop and implement key messages and opportunities for advocacy for educational awareness 	<ul style="list-style-type: none"> • Develop actions to approach key influential bodies/people to gain support • Contact potential supporters and build relationships • Set up a process for review and measurement 	<ul style="list-style-type: none"> • Evaluate which organisations/individuals help influence and raise awareness of the issues in India and assess outcomes • Evaluate communication

5. Headline Indicators

- Deliver a minimum \$115,000 of funds
- Expand CINI Australia donor base by 20%
- Secure funding from alternative sources