



help the mother
help the child...

CINI Australia

STRATEGIC PLAN 2021 – 2024

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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 intergenerational 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 47 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 2021 as a not-for-profit organisation, with the vision of a sustainable future in Australia. The goals are:

- Development in India
- Awareness and Advocacy

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 intergenerational 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, thereby contributing to the relief of poverty in India.

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.

Strategic Plan 2021 – 2024: The strategic plan will be implemented through the following **Balanced Scorecard**

STRATEGIC GOALS	STRATEGIC OBJECTIVES	KEY ACTIONS & MEASURES	
<p>Development in India</p> <p>Provide funding to support Child in Need Institute to fulfil its mission</p>	<p>Key Stakeholders and Donors</p> <p>Expand support to CINI India and improve relationships with donors</p>	<p>1.1 Maintain MoU with CINI India and update as required</p> <ul style="list-style-type: none"> MoU reviewed for appropriateness <p>1.2 Support project implementation/development & provide required funding</p> <ul style="list-style-type: none"> Agreement between parties regarding funding allocation and funding transferred Relevant evaluations undertaken <p>1.3 Measure and report the impact of funding to relevant stakeholders</p> <ul style="list-style-type: none"> Report developed and provided to donors and other stakeholders as required 	
	<p>Funding</p> <p>Increase funding secured and diversify funding sources</p>	<p>2.1 Update fundraising plan with focus on expanding corporate donor support base</p> <ul style="list-style-type: none"> Plan developed and new corporate donors secured Existing fundraising programs maintained, and new programs activated ++ incentive plan 	
		<p>2.2 Develop plan to increase grant funding and monitor on an ongoing basis</p> <ul style="list-style-type: none"> Plan developed Additional grant funding obtained 	
		<p>2.3 Investigate options to fund additional paid staff / contractors</p> <ul style="list-style-type: none"> Options developed 	
	<p>Awareness and Advocacy</p> <p>Raise awareness of poverty, education and health issues confronting women and children in India</p>	<p>Governance and Execution</p> <p>Improve governance and executions processes</p>	<p>3.1 Maintain effective organisational governance</p> <ul style="list-style-type: none"> Policy and governance documentation completed and reviewed as required Operations plan developed Board roles reallocated / reconsideration Annual reports and other documentation completed
			<p>3.2 Develop options to obtain pro-bono corporate support</p> <ul style="list-style-type: none"> Plan developed
<p>3.3 Review and deploy technology solutions required/available to support management</p> <ul style="list-style-type: none"> Review undertaken and solutions deployed 			
<p>People and Other Stakeholders</p> <p>Build capacity, expand our network and better empower our people and stakeholders to support the CINI Vision</p>		<p>4.1 Raise profile of CINI Australia and raise awareness of the impact of funding</p> <ul style="list-style-type: none"> Social media strategy developed Statement of capability and impact developed Plan to obtain support from key influential bodies/individuals developed 	
		<p>4.2 Update marketing and communication plans</p> <ul style="list-style-type: none"> Plans developed 	
		<p>4.3 Explore options to expand volunteer base and recruit paid staff</p> <ul style="list-style-type: none"> Options developed 	
	<p>4.4 Ensure all Board members and staff are appropriately informed and trained, and have the skills and capacity to represent and advocate for CINI</p> <ul style="list-style-type: none"> Review of requirements undertaken 		