

BKFA STRATEGIC PLAN

1 JULY 2015 – 30 JUNE 2020



- PURPOSE** **The purpose of the Foundation is to eliminate or reduce infant and maternal morbidity and mortality in developing countries. The Company may undertake any activity to promote this purpose, including commercial ventures.**
- GOAL 1** **BIRTHING KITS - BKFA PRODUCES AND DISTRIBUTES BIRTHING KITS TO ASSIST CLEAN AND SAFE BIRTHING PRACTICES**
- OBJECTIVE 1.1* *Kit Production - BKFA's kits are produced in a cost-effective manner*
- Strategies
- 1.1.1. Engagement of supporters to produce kits
 - 1.1.2. Continuous improvement of kit production methods
 - 1.1.3. Regular review of kit contents
- OBJECTIVE 1.2* *Kit Distribution - BKFA's kits are distributed to women in developing countries to assist the provision of a clean and safe birth, in a timely and cost-effective manner*
- Strategies
- 1.2.1. Continuous improvement of kit distribution methods
 - 1.2.2. Grow a portfolio of partners with capability to distribute kits
 - 1.2.3. Develop defined distribution protocols
- GOAL 2** **COMMUNITY DEVELOPMENT PROGRAMS (CDPs) - BKFA AIMS TO EFFECT SUSTAINABLE IMPROVEMENTS IN MATERNAL AND INFANT HEALTH OUTCOMES**
- OBJECTIVE 2.1* *Partners & Alliances - BKFA actively seeks partnerships and alliances with NGOs in target countries*
- Strategies
- 2.1.1. Expand community development expertise
 - 2.1.2. Identify, target and establish preferred partners and alliances
 - 2.1.3. Develop in-country presence in target countries
 - 2.1.4. Create a framework for partner capacity assessment and development
- OBJECTIVE 2.2* *Community Development Programs (CDPs) - BKFA develops in-country programs to address community maternal and infant health needs*
- Strategies
- 2.2.1. Develop a CDP framework from scoping to exit
 - 2.2.2. Identify areas of need (target countries) and types of programs
 - 2.2.3. Develop models for in-country kit production
 - 2.2.4. Explore alternative solutions for CDPs regarding maternal and infant health
- OBJECTIVE 2.3* *Monitoring & Evaluation - BKFA programs are monitored and evaluated to ensure success and benefit realisation*
- Strategies
- 2.3.1. Develop M&E policies, procedures & techniques
 - 2.3.2. Align M&E with research objectives

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GOAL 3 PROMOTION & AWARENESS - BKFA IS AN ACTIVE ADVOCATE IN MATERNAL AND INFANT HEALTH

OBJECTIVE 3.1 BKFA Promotion - BKFA activities and interests are actively marketed and promoted

Strategies

- 3.1.1. Develop marketing staff capability
- 3.1.2. Develop a marketing strategy

OBJECTIVE 3.2 Fundraising - BKFA actively raises funds to support its work

Strategies

- 3.2.1. Develop fundraising staff capability
- 3.2.2. Develop a fundraising strategy
- 3.2.3. Identify grants for which to apply
- 3.2.4. Monitor trends in not for profit & international aid fundraising to ensure most effective and current mechanisms and systems are being used

OBJECTIVE 3.3 Awareness (Advocacy) - BKFA is involved and consulted on issues of maternal and infant health

Strategies

- 3.3.1. Develop domestic and international advocacy strategies

OBJECTIVE 3.4 Research - BKFA obtains and analyses data to demonstrate the efficacy of our programs

Strategies

- 3.4.1. Develop research collateral (papers, clinical data etc) to strengthen BKFA advocacy and CDP initiatives
- 3.4.2. Capture and collate statistical datasets to monitor dispersion and use of kits and effectiveness of CDPs, and trend over time
- 3.4.3. Monitor methods used to ensure data is being collected efficiently and effectively

GOAL 4 GOVERNANCE - BKFA CONSTANTLY STRIVES TO ENSURE IT OPERATES EFFICIENTLY AND WITH INTEGRITY

OBJECTIVE 4.1 Operational Infrastructures - BKFA is administered with integrity, efficiency and accountability to ensure operational sustainability

Strategies

- 4.1.1. Develop and document sustainable staffing structures
- 4.1.2. Develop and implement policies and procedures covering all BKFA operations (internal & external)

OBJECTIVE 4.2 Governance - BKFA monitors and maintains appropriate board and membership structures to support operational outcomes

Strategies

- 4.2.1. Develop and implement policies and procedures covering all BKFA governance
- 4.2.2. Develop and document sustainable Board structure (ie capability)
- 4.2.3. Develop individual membership model
- 4.2.4. Develop corporate membership model