



ADAPTIVE STRATEGY 2019-2021



Birthing Kit
Foundation
Australia



The challenge we face is great - around 300,000 women and over 3 million newborns still die each year at the time of birth.

**This is preventable.
This is why we exist.**



OUR FUTURE

We have set a huge goal - to reach 1.5 million people around the world in the next three years.



Image credit : Carousel Media, Uganda

HOW WILL WE ACHIEVE THIS?

Being a key partner in three large-scale global collaborations

Being a recommended partner of Australian individuals

Being a recommended partner across business, social & government spheres

Growing in size, capacity and revenue

Innovating new solutions and our business model in response to global need

Being a recognised social innovation and human-centred design organisation

**Everything we do
and everything we are
is in pursuit of our vision
– to positively impact
the lives of women
and newborn babies
around the world**



**Birthing Kit
Foundation**
Australia



Image credit : Z Fisher,



FATIMA'S STORY

Fatima received a Birthing Kit via BKFA partner World Vision.

“Before attending the clinic, I was not aware how to prevent infections during birth. With my midwife Luul’s help, I have learnt to tie the umbilical cord using a clean string.

"If I go into labour and cannot get to the clinic, I can still have a clean birth using the birthing kit”.

Image credit : Courtesy of World Vision Australia



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**" WE RECOGNISE THAT GLOBAL IMPACT CAN ONLY
BE ACHIEVED THROUGH PARTNERSHIP WITH
OTHERS, GROWTH OF OUR WORK, AND INNOVATION
IN ALL THAT WE DO "**

"I am 29 and baby John is my sixth. Just like any other expectant mother in Kenya, one of my greatest concerns was if my delivery will be safe from infection.

"The issue was addressed by Birthing Kits that were given to me when I visited the hospital for my first antenatal clinic.

"During my child birth process, the medics used clean gloves, scalpel blade, and string. I was lying on a clean sheet. I feel very lucky and happy today with my child on my lap".

JENIPHER'S STORY

Image credit : Courtesy of World Youth International, Kenya



OUR WAY FORWARD

IMPACT through

1. Partnership

2. Growth

3. Innovation

Image credit : Carousel Media, Uganda



1. PARTNERSHIP

Stronger together



Image credit : Carousel Media, Uganda

1.1 GLOBAL COLLABORATORS

Our Field Partner relationships are managed effectively with genuine collaboration and strategic partnership at the core.

Locally, we know our customers and understand the contexts in which they exist. We invest in local research to inform activity, sharing those insights along the way.

As a user centric organisation we embed human-centred design in our work, ensuring that our customers are central to all that we do.

3 YEAR GOAL

**To be the partner of choice in at least
3 large-scale global collaborations**

1.2 AUSTRALIAN INDIVIDUALS

Our supporter base is growing, is inspired to give more, and is engaged and positive about our shared mission. Using the Net Promotor Score (NPS) measurement we know that our supporters are prepared to recommend BKFA.

We are represented by effective Brand Ambassadors and advocates with wide ranging reach and influence.

3 YEAR GOAL

To be the partner of choice for Australian individuals

1.3 AUSTRALIAN ORGANISATIONS

We have strong relationships with our community based, business and government partners.

We are approachable, flexible and recommendable.

3 YEAR GOAL

**To be the partner of choice across business,
social & government spheres**

2. GROWTH

Quality and quantity



2.1 GROW OUR IMPACT

Our work is focused in areas of highest need.

We have the most impact that we can in the places we work.

We are always learning and apply that learning in all that we do.

3 YEAR GOAL

To reach 1.5 million people

2.2 GROW OUR CAPACITY

Our organisational structure is robust and lays the foundation for future growth.

Our team is competent and talented with systems in place to best support all operations.

We are represented by a strong and recognised brand.

3 YEAR GOAL

To grow our organisational capacity to achieve our vision

2.3 REVENUE GROWTH

Our overall revenue increases annually.

We build on current and source new revenue streams.

Our revenue model is sustainable.

3 YEAR GOAL

To grow revenue to \$1.6 million

3. INNOVATION

**Seeking new and better
ways to serve our mission**

3.1 PRODUCTS AND SERVICES

We have developed new viable & scalable product and service options.

We have enhanced and strengthened our current birthing kit.

3 YEAR GOAL

To launch four new ethical, sustainable and high impact products or services

3.2 BUSINESS MODELS

We have developed new market leading and scalable social-enterprise business models.

Our current business model is enhanced and strengthened through Innovation.

3 YEAR GOAL

To create multiple business models to support all products and services

3.3 CULTURE OF INNOVATION

Our team are innovators.

We are known externally for our innovative approach.

We champion the innovations of others.

3 YEAR GOAL

**To be recognised for social innovation and
human-centred design**

Our vision is huge and our future is bright - but the only way to achieve this is together with you.

So join us over the next three years, however you can, and together we can reach 1.5 million people around the world.





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