



**Birthing Kit  
Foundation**  
Australia

# Adaptive Strategy

2021 - 2023





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.

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This is preventable.  
This is why we exist.







## OUR FUTURE

We have set a huge goal, to reach 1.4 million people around the world in the next three years.



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## HOW WILL WE ACHIEVE THIS?

Being a key partner  
in three large-scale global  
collaborations.

Growing in revenue, come  
in on budget in 2022, 5%  
growth each year after.

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





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## OUR VISION

A world in which all women  
and girls have access to a clean  
and safe birth.



## Hasna's Story - Afar region, Ethiopia

Hasna suffered three miscarriages, which brought about a lot of stress as she wanted to have more children. Eventually, she was connected with a trained birth attendant, Amiina, who visited her on a monthly basis throughout pregnancy.

When Hasna went into labour, Amiina conducted a check and tried to convince the family to take her to hospital as the babies were not positioned properly. After a lot of discussion, including discussion with the Sheik (traditional leader), the family agreed to take her. Following the 8-hour trip to hospital, Hasna had a caesarean section and gave birth to two healthy babies.

Now Hasna is the proud mother of 5 children. She often goes house-to-house with Amiina telling people about the importance of having a trained birth attendant. She tells other women, if a trained birth attendant had not come to check her, she and her two babies would have died.



## OUR MISSION

To positively impact the lives of mothers and babies in developing countries.

Partner with organisations and communities to advocate, educate and provide resources to improve outcomes for expectant mothers.

Enable systems where women and girls become truly empowered.





A man in a blue and white checkered shirt is seen from behind, carrying a large cardboard box on his head. The box is labeled with 'BIRTHING KITS HUMANITARIAN AID' and the 'Birthing Kits Foundation Australia' logo. The background shows a lush green landscape with trees and foliage. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

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**OUR WAY FORWARD**  
**IMPACT through**

1. Partnership
2. Growth
3. Innovation





## 1. PARTNERSHIP

Stronger together





## 1.1 GLOBAL COLLABORATORS

We foster our Field Partner relationships with care and genuine collaboration.

### 3 YEAR GOAL

Create two quality international partnerships.





## 1.2 AUSTRALIAN INDIVIDUALS

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

We will maintain and build our supporter base.

### 3 YEAR GOAL

To be the partner of choice for Australian individuals, Zonta Clubs and other community organisations.



## 1.3 AUSTRALIAN ORGANISATIONS

We have strong relationships with our business and community-based supporters.

We are approachable, flexible and recommendable.

### 3 YEAR GOAL

To establish a relationship with two significant partners.







## 2. GROWTH

Quality and Quantity





## 2.1 GROW OUR IMPACT

- Our work is focused in areas of highest need.

- We are constantly adapting to new challenges.

## 3 YEAR GOAL

- To reach 1.4 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

5% revenue growth per year,  
15% over three years.







### 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 two new ethical, sustainable and high impact products or services







## 3.2 BUSINESS MODELS

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

Our current business model is enhanced and strengthened through innovation.

We constantly review our impact and search for creative solutions to improve the survival rates of mothers and newborns in developing countries.

### 3 YEAR GOAL

To create multiple business models to support all products and services.





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