

'Indigenous Midwives for Tomorrow'

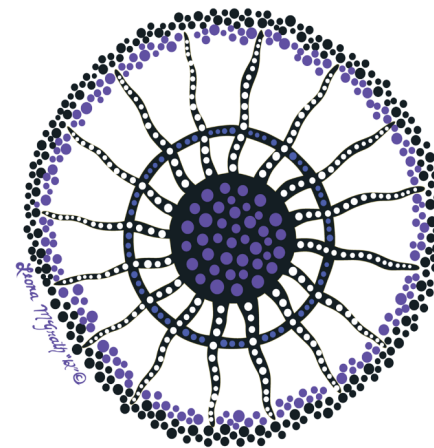
Rhodanthe Lipsett Indigenous Midwifery Charitable Fund

STRATEGIC PLAN

2021-2023

Our Vision

Every Aboriginal and/or Torres Strait Islander student midwife is supported to complete their studies and remain in the profession.



Our Purpose

To increase the number of Aboriginal and/or Torres Strait Islander midwives through the provision of scholarships enabling completion of their midwifery studies and engagement in ongoing professional development.

Key Strategies:

1. Provide flexible scholarships to Aboriginal and/or Torres Strait Islander peoples studying midwifery
2. Provide funding for professional development for practising Aboriginal and/or Torres Strait Islander Midwives
3. Provide incentive payment to Aboriginal and/or Torres Strait Islander graduating midwifery students

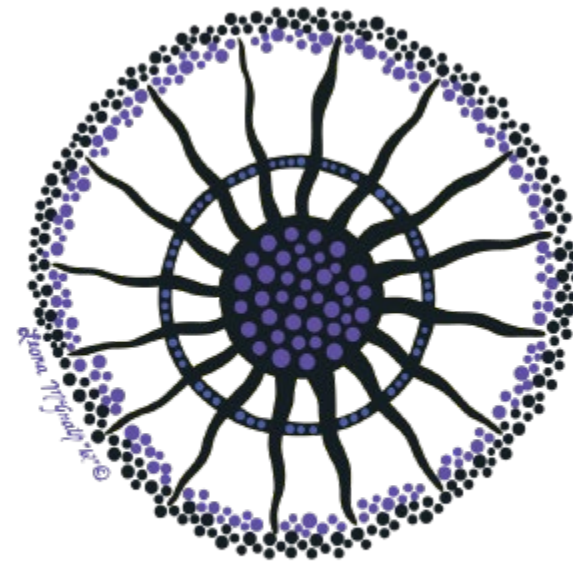


Our Logo

The Fund is indebted to Board Director and midwife Leona McGrath (KuKu Yalanji) who designed the painting of our logo.

The painting is a real representation of what the scholarship fund is all about.

- The centre circle (purple circle) is the fund offering support through the scholarships.
- The purple dots are Aboriginal women wanting to do midwifery.
- The darker purple circle with the blue dots on it is the woman's family and support network.
- The white dots following out are the Aboriginal midwifery student's journey through their studies.
- The larger purple dots on the outside are the Aboriginal midwives working and caring for women and families.



Rhodanthe Lipsett Indigenous
Midwifery Charitable Fund

Leona McGrath, 2012

Our Four-Tiered Approach:

1. Increase Funding Base

2. Maintain High Quality Governance

3. Build an Effective Strategy

4. Increase Visibility and Profile

Tiered Approach 1. Increase Funding Base				
Key Strategies	Actions to Achieve Goals	Timeline	Status	Responsibility
1. Provide flexible scholarships to Aboriginal and Torres Strait Islander people studying midwifery	1. Identify suitable funding sources and make applications to funders and sponsors.	Ongoing	Foster long-term relationship with Kimberley Clark/Phyllis Harris Maintain good relationship with Soroptomists Australia Gain one to two larger sponsors over the next 2 years	Board Directors
	2. Cultivate and maintain respectful relationships/partnerships with key NGO's and other agencies to expand funding opportunities.		Relationship with ACM, conference sponsorship, advertisement, articles for ANMJ Relationship with CATSINaM promotion, conference	Board Directors
2. Provide funding for professional development for practising Midwives.	3. Continue to develop and foster relationships with corporates, government officials and Ministers to identify funding opportunities.	Ongoing	Linked to service reps in 3 Yr NSW Maternity Demonstration Partnership Project \$30K/yr for 3 years – <i>Expires 2021</i>	Board Directors
	4. Continue small donor strategies including crowdfunding, sponsorship	Ongoing	Small amounts from Walk with Midwives; Facebook giving; from individuals; advertise leaflet for ongoing regular donations;	Board Directors

Tiered Approach 1. Increase Funding Base				
Key Strategies	Actions to Achieve Goals	Timeline	Status	Responsibility
3. Provide incentive payment to midwifery students who have met all requirements of their course and are ready to graduate as midwives.			crowd fund – My Cause & Go Fund Me Plan for conference tour, Directors to represent RLIMCF eg. CATSINaM conference series 2021 will be held in every State & Territory	
	5. Identify high wealth individuals and corporates who may support the Fund; make direct approaches, write letters to	Ongoing	To approach the Press Club, Rotary, AFL, NRL; Indigenous Marathon Foundation -Rob DeCastella and 'Deadly Running Australia'. Consider Fundraising ball or major event. (Phyllis Harris of Kimberley-Clarke will assist) Consider University approach	Board Directors
	6. Treasurer and Senior Project Officer to achieve	Ongoing	<ul style="list-style-type: none"> Simple automated processes; Receipting process for donations; Maintenance of donor database; Ongoing distribution of thank you letters for donors; 	Treasurer, with support from bookkeeper

Tiered Approach 1. Increase Funding Base				
Key Strategies	Actions to Achieve Goals	Timeline	Status	Responsibility
			<ul style="list-style-type: none"> Implement a process for the payment of scholarships 	
	7. Ongoing Marketing Strategy	Ongoing	<p>Maintain contact through a donor database to secure further donations; write letters of thanks; annual request for additional donations.</p> <p>Newsletter sent tri-annually, pre-scholarships, post-scholarships & end of the year, mailing list previous recipients, universities, larger donors and sponsors, generate email list</p>	Board Directors
	8. Develop script for conversations with potential donors.	Complete	Preparations made for Kimberley-Clark approach; pitches could be reused for other donor approaches	Board Directors
		Ongoing	Revision of script	
	9. Commencement of Sponsorship Committee	Ongoing	<p>Identify Sponsorship Committee Chair</p> <p>Maintain activities related to identifying and developing relationships with donors</p>	<p>Board Directors,</p> <p>Sponsorship Committee Chair</p>

Tiered Approach 2. Maintain High Quality Governance				
What	Actions to Achieve Goals	Timeline	Status	Responsibility
1. Provide flexible scholarships to Aboriginal and Torres Strait Islander people studying midwifery	10. Roles, responsibilities of Board Directors and conflicts are well managed	Ongoing	In place Develop conflict resolution pathway	Board Directors
	11. interest register updated each meeting	Ongoing	Chair updates Interests Register each meeting as declared by Board Directors	Chair
	12. Meetings – frequency, mode and attendance.	Each Meeting	4-5 meetings via Zoom 1 face to face strategic planning (end of year) Zoom account is activated making it easier to schedule and hold meetings	Board Directors, decided by Doodle Poll at beginning of the year
2. Provide funding for professional development for	13. Standardised agenda items: Finance Scholarships NSW Maternity Demonstration Project (until December 2021) Social Media Sponsorship Strategic Plan Revision	Each meeting	Part of meeting process	Chair, with support from Board Directors

Tiered Approach 2. Maintain High Quality Governance				
What	Actions to Achieve Goals	Timeline	Status	Responsibility
3. Provide incentive payment to midwifery students who have met all requirements of their course and are ready to graduate as midwives.	14. Developing/reviewing governance policies	In progress	To review existing policies and determine work plan for future policies	Chair with support from Board Directors
	15. Form three subcommittees to progress work between meetings. <ul style="list-style-type: none"> Scholarship; Sponsorship; Social Media 	Ongoing	Scholarship Committee & Social Media Chairs commenced Formation of fundraising committee – marketing skills Identify Sponsorship Committee Chair; fundraising, marketing as key skills; maintain activities related to identifying and developing relationships with donors	Board Directors
	16. Partnering with key organisations to develop position statements and adopt (with permission) relevant position statements in line with other key organisations.	Ongoing	Some ideas include- CATSINaM, for example Birthing on Country Position Statement Joint Statement with CRANaplus & ACM	Board Directors
	17. Develop succession plan for continuing effective leadership; review composition of Board, increasing Aboriginal and/or Torres Strait Islander	Annually	Currently all Board Members are Aboriginal	Board Directors

Tiered Approach 2. Maintain High Quality Governance				
What	Actions to Achieve Goals	Timeline	Status	Responsibility
	representation and growing skills mix based on needs		Skills matrix to be updated January 2021, stored on Dropbox	
	18. Ensure Board Directors have Governance Training, or reviewed training	Ongoing	Plan for 2021 for all Directors	Board Directors
	19. All RLIMCF documents, policies, financial records stored in a secure space, accessible to all Board Directors	Ongoing	Dropbox is currently accessible to all Board Directors through their provided email addresses	Board Directors

Tiered Approach		3. Build an Effective Strategy		
What	Actions to Achieve Goals	Timeline	Status	Responsibility
1. Provide flexible scholarships to Aboriginal and/or Torres Strait Islander peoples studying midwifery 2. Provide funding for professional development for practising Aboriginal and/or Torres Strait Islander Midwives 3. Provide incentive payment to Aboriginal and/or Torres Strait Islander graduating midwifery students	20. Maintain scholarship recipient database.	Ongoing	Maintained by Scholarship Committee	Scholarship Committee Chair
	21. Maintain donor database.	Reviewed quarterly	Maintained by Treasurer	Treasurer, with support from Board Directors
	22. Document and implement clear process for advertising, selecting and awarding scholarships	Ongoing	Scholarship timeline maintained by Scholarship committee Review and develop policy Aim for workshop in February 2021 to develop flowchart	Board Directors
	23. Each year aim to award a minimum of: <ul style="list-style-type: none"> ▪ 5 Category A Scholarships ▪ 5 Category B Scholarships ▪ 1 Category C Scholarships - \$20,000 	Ongoing, May each year	Seek larger-scale funding to commit more time to scholarships	Scholarship sub committee Board approval

Tiered Approach 4. Increase visibility and profile				
What	Actions to Achieve Goals	Timeline	Status	Responsibility
1. Provide flexible scholarships to Aboriginal and Torres Strait Islander people studying midwifery	24. Update website regularly and track visits, shares, etc.	Ongoing	Updated regularly	Social Media Committee
	25. Maintain strong social media presence	Ongoing	Updated regularly	Chair and Social Media Committee
	26. Gather and publish testimonials from scholarship recipients and donors.	Ongoing	Part of scholarships process Publish testimonials via social media, website, newsletter	Scholarship Sub Committee Social Media Committee
2. Provide funding for professional development for practising Midwives	27. Ensure all recipients are photographed in RLIMCF Shirt.	Ongoing	Part of scholarships process	Scholarship Sub Committee
	28. Update website for applications and announcement	Ongoing	Updated regularly	Scholarship Sub Committee
	29. Support and link with key Events: e.g. Walk with midwives; NAIDOC week	Ongoing	Ongoing	Board Directors
3. Provide incentive payment to midwifery students who have met all requirements of their course and are ready	30. Tri-Annual newsletter	Ongoing	1 st issue complete, 3 times per year	Social Media Committee
	31. Board members to wear RLIMCF T-Shirts.	Ongoing	T-Shirts needed to be ordered, details on Dropbox of T-Shirts distributor	Board Directors
	32. Seek a Partner membership with CATSINaM	To commence Jan 2021	TBC	Chair and Board Directors

Tiered Approach 4. Increase visibility and profile				
What	Actions to Achieve Goals	Timeline	Status	Responsibility
to graduate as midwives.	33. Develop TORs and guidance document for Ambassadors	To commence Jan 2021	Not completed	Board Directors
	34. Secure a small number of ambassadors	To commence Jan 2021	Inaugural Ambassador 2021 – Approach Pat Brodie, Ann Kinnear, other previous Directors if capacity	Board Directors
	35. Friends of RLIMCF on website	Ongoing	To be developed -Virtual badges, signature block -Social Media, frame for Facebook	Board Directors
	36. Contribute and support 'BOOST' – the NHMRC funded partnership project aiming to implement and evaluate 'Birthing on Country Need an update on BOOST BoC	Ongoing	Participate in BOOST meetings, review of policies and provide support to the BoC Movement 1-2 members to attend each meeting as required	Board Directors

The Rhodanthe Lipsett Indigenous Midwifery Charitable Fund (RLIMCF) is led by an all-Aboriginal Board of midwives it aims to increase the number of qualified First Nations midwives by providing financial support to enable them to achieve their midwifery goal. It also provides some financial support for qualified First Nations midwives to undertake professional development. Consistent with the goals of Birthing on Country models of care, by increasing the number of Aboriginal and/or Torres Strait Islander midwives the trust aims to contribute to improving the quality and cultural appropriateness of maternal and newborn care provided to First Nations women and ultimately, to giving Aboriginal and/or Torres Strait Islander babies the best start in life.

To make a donation to RLIMCF visit **MyCause**

<https://www.mycase.com.au/charity/9538/RhodantheLipsettIndigenousMidwiferyCharitableFund>, or to contact them directly email info@indigenoumidwives.org.au .

More information on RLIMCF "Indigenous Midwives for Tomorrow" can be found on the website <http://indigenoumidwives.org.au/>.

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Twitter- @IMWsForTomorrow

Instagram - @indigenou_midwives_rlimcf