| Agenda Item Title: | INPUT TO STRATEGY ON EDUCATION AND FUNDRAISING FROM CEO |
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| Paper Type: | FOR NOTING |
| Sponsor: | CEO |
| Recommendation: | Focusing on gaining national recognition for the efficacy of the Raising Happy Kids program should be the highest priority for 2023. |

**Purpose**

Establishing the RHK program as being efficacious is a precursor to raising funds in any serious manner - fundraising should be paused for 12 months and only grants that are of direct relevance to the current state of the program development should be sought.

**Background**

Fundraising has three main pillars, Government Grants, Private Grants and Private Donations. When seeking any sort of funding it is important to first establish credibility in the domain, to have a certain standing that makes funding MCF or its program/s a viable option for the funder. Whilst there are grants that come available from time to time (see the fundraising proposal for a schedule of those) that suit programs under development or in their nascent stage, most funders seek established programs with a proven evidence based approach.

Discussions with the Parenting Research Council have been started and it has been agreed that Parenting RC will (when commissioned to do so) lay out a way forward for MCF to gain the necessary evidence to prove that the Raising Happy Kids program is indeed an efficacious parenting intervention strategy, making us the first supported playgroup in Australia to do so.

**Discussion**

MCF has limited resources but those resources are sufficient to carry out a focused program to establish the credibility of RHK with Parenting RC, to develop the RHK Parenting Circle and to continue to operate our existing programs.

The purpose of this paper is to provide the CEO’s considered opinion on the ideal overall arcs of the strategic plan with a focus on the next 12-18 months.

If the RHK program is proven out and we have successfully deployed a number of Parenting Circle programs we will have established that the program works, it is evidence based and it is remarkably cheap to deploy.

Finding funding for a program that improves outcomes for young indigenous families that is proven, evidence based and remarkably cheap is not going to be a challenge.

This approach would maximise the probability of success through the corralling of our limited resources toward the attainment of what matters most to the organisation and the community that we serve.

*Paper is for noting only at this stage.*

* Strategy. Focus on credibility, funds are sufficient at this stage
* Resources. NA
* Risk.
* Governance. Strategic plan to be reviewed
* Responsibilities.
* Options..

**Consultation**

Bruce Clarke, Parenting Research Council CEO Warren Cann

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