

ADELAIDE SANGAT  
SA LIMITED



ABN #37 671 973 103

*BUSINESS PLAN*

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# MISSION STATEMENT

Our mission is to empower and support international students and newly migrated individuals in their journey to settle and thrive in South Australia. We recognise that these individuals are a precious resource and hold the key to a brighter future. Therefore, our dedicated focus is on providing assistance and raising awareness to uplift those who may face disadvantages during the crucial transition to a new country.



# ABOUT US

Adelaide Sangat SA Limited is a non-profit organisation that offers assistance to international students and newly arrived migrants to help them settle in South Australia. We at Adelaide Sangat SA Limited believe that migrated adults and international students are a valuable resource and represent our best hope for the future. That's why our primary focus and aim are to provide help and raise awareness for those who may face disadvantages in various ways, particularly during their settlement in a new country.





# PURPOSE

Our non-profit organisation is dedicated to preserving the health and well-being of new settlers in South Australia.

1. Our primary goal is to offer guidance on health and well-being services to newly arrived young adults, regardless of their ability to pay. We focus on providing quality and sustainable care that leads to better outcomes and an improved quality of life.
2. We also aim to promote and support the basic health needs and training of newly migrated adults while raising awareness of good mental and physical health among those who have recently arrived.



# SERVICES AND PROGRAMS

Adelaide Sangat SA Limited is dedicated to making a difference in the lives of newly arrived adults.

To achieve this, we offer a range of services, including:

- Distribute food and grocery kits to newly migrated individuals, families, and international students who are impoverished and in need. We will ensure they have access to nutritious food.
- Host health and fitness activities for beneficiaries to combat isolation and foster a sense of community belonging.
- Organise excursions and activities for legally and elderly migrated individuals. We will provide opportunities for them to have social engagement and enjoyment.



# SERVICES AND PROGRAMS

- Offer guidance on funeral and repatriation services. We will help legally migrated people navigate end-of-life arrangements and potential repatriation to their home countries.
- Provide support services, essential living needs, and funding for healthcare and pharmaceuticals.
- Provide information to migrants and international students about their rights and responsibilities as migrants to Australia. We will help them integrate and make informed decisions.
- Host seminars and workshops to raise awareness about medical and psychiatric services, mental health, serious and chronic health conditions, domestic violence, LGBTQA+, Indigenous culture sensitivity and respect, blood donations, Fair Work South Australia and neighbourhood events.

We provide these services by recruiting adults from the community and surrounding areas who have achieved personal and professional success in their lives.







## TARGET MARKET & INDUSTRY ANALYSIS

Impoverished international students and newly migrated adults, legally residing in South Australia, who may have severe and chronic health conditions, be victims of violence, face homelessness or be at risk of homelessness, have severe disabilities, experience discrimination, belong to the LGBTQA+ community, are elderly, or live with chronic health conditions.

We operate in the South Australian newly migrated market.

According to BMC Public Health (23/1/2023), international students were significantly less likely than domestic students to report a mental health problem (26% versus 52%), even after adjusting for age and sex.





## MARKETING PLAN

- Develop new fundraising and sponsorship strategies
- Implement strategies to build and maintain long term relationships with donors
- Engage and manage financial sponsors and supporters of the charity
- Establish and maintain a strategic stakeholder engagement process
- Evaluate and re-engineer the role of volunteers across the entire organization (if and when) volunteers are recruited
- Utilize existing donors and leverage relationships
- Engage on social media channels
- Create opportunities for robust partnerships between the charity and governments, NGOs, the corporate sector, industry bodies, the general public and philanthropists.

## EFFECTIVE CORPORATE GOVERNANCE

- The board has diverse experience across the highest levels of government, business and the non-profit sector and is committed to developing and continuously improving effective corporate governance:
  - Ensure the charities operational matters meet all relevant State and Federal legislative requirements
  - Undertake consultative processes regarding the acquisition and distribution of services and solutions

# GOOD GOVERNANCE AND COMPLIANCE

## Introduction:

At Adelaide Sangat SA Limited, we understand that upholding the highest standards of good governance and compliance is crucial for building trust, maintaining credibility, and achieving our mission to empower and support international students and newly migrated individuals in their journey to settle and thrive in South Australia. Our dedicated focus is on providing assistance and raising awareness to uplift those who may face disadvantages during the crucial transition to a new country. This section outlines our commitment to these principles and our strategies for ensuring transparency, accountability, and ethical conduct in all aspects of our operations.

**Our Approach:** At the heart of our approach to good governance and compliance is the dedication to act in the best interest of our beneficiaries, stakeholders, and the broader community. We are guided by the following key principles:

- 1. Transparency:** We believe in open and honest communication with our stakeholders. This includes clear and accessible reporting of our activities, financial information, and impact.
- 2. Accountability:** We take responsibility for our actions and decisions. We are accountable to our beneficiaries, donors, partners, and the public, and we strive to meet or exceed their expectations.
- 3. Ethical Conduct:** We adhere to the highest ethical standards in all our activities. We prioritize integrity, fairness, and honesty in our interactions and decision-making processes.
- 4. Legal Compliance:** We are committed to complying with all relevant laws and regulations that govern our operations. This includes charity laws, financial reporting requirements, and sector-specific regulations, and the **ACNC Governance Standards**.

## Governance Structure:

Our governance structure is designed to ensure effective oversight, strategic decision-making, and the protection of our organization's mission and assets. Key elements of our governance structure include:



# GOOD GOVERNANCE AND COMPLIANCE

•**Board of Directors:** Our board is composed of experienced professionals from diverse backgrounds who provide strategic guidance and ensure that our activities align with our mission and values.

•**Committees:** To enhance specific aspects of our operations, we have established committees such as finance, audit, and compliance, each responsible for overseeing their respective areas.

•**Policies and Procedures:** We have developed comprehensive policies and procedures that guide our operations, including financial management, risk assessment, conflict of interest, and whistleblower protection.

## Compliance:

Compliance with relevant laws and regulations is non-negotiable. We are committed to:

•**Staying Informed:** We continuously monitor changes in charity laws, tax regulations, and industry standards to ensure that we remain compliant with the latest requirements.

•**Regular Reviews:** We conduct periodic reviews of our operations to identify areas where compliance can be strengthened and improved.

•**External Expertise:** We seek legal advice and engage with experts in the field to ensure that our activities are in line with the legal and regulatory landscape.

**Transparency and Reporting:** We understand the importance of transparency in building and maintaining trust with our stakeholders. To achieve this, we provide and publish:

•**Annual Reports:** We publish annual reports that provide a comprehensive overview of our activities, achievements, financial statements, and future goals.

•**Financial Transparency:** We disclose our financial information, including income, expenses, and allocation of funds, ensuring that our donors and supporters understand how their contributions are used.

•**Impact Reporting:** We measure and communicate the impact of our programs, demonstrating the positive change we bring about in the lives of our beneficiaries and the community.

**Conclusion:** At Adelaide Sangat SA Limited, our commitment to good governance and compliance is unwavering. We believe that these principles are the cornerstones of a successful and impactful charitable organization. By adhering to the highest standards of transparency, accountability, and ethical conduct, we strive to make a lasting difference in the lives of those we serve while earning the trust and respect of our supporters and stakeholders.

## FINANCIAL SUMMARY AND MANAGEMENT

As a new charity embarking on its mission, we recognize the importance of financial planning, stewardship, and transparency. While our organization is in its early stages and has not yet received substantial donations, we are committed to managing our resources effectively and responsibly to achieve our objectives. The following financial summary outlines our current financial position and projected outlook:

### **1. USE OF FUNDS:**

- **Program Development:** 60-75% allocated towards developing and launching our charitable programs and initiatives.
- **Administrative Costs:** 10% designated for essential administrative expenses such as office supplies, communication tools, and operational expenses.
- **Marketing and Outreach:** 5 - 20% set aside for creating awareness about our charity, engaging potential supporters, and expanding our donor base.
- **Future Planning:** 10% earmarked for future growth, sustainability, and capacity building.

### **2. FINANCIAL PROJECTIONS:**

As a new charity, we are optimistic about the potential growth of our organization. While projections are subject to change based on various factors, here's an outline of our financial expectations over the next 2-5 years, and additionally see forecast on the last pages of this business plan:

- **Expected Donations:** We anticipate a gradual increase in donations as we establish our presence and build relationships with supporters.
- **Projected Expenses:** As our programs and initiatives expand, we expect our expenses to increase proportionally. These expenses will primarily be directed towards program implementation, administration, and outreach.
- **Balance Projection:** Despite expected increases in expenses, we aim to manage our funds effectively, ensuring that we maintain a positive balance that aligns with our mission and strategic goals.





# FINANCIAL SUMMARY AND MANAGEMENT

## **3. FINANCIAL ACCOUNTABILITY:**

We are committed to maintaining the highest level of financial transparency and accountability. To achieve this:

- We will keep accurate and organized financial records, including donation receipts and expense documentation.
- Regular internal reviews of our financial transactions will be conducted to identify any discrepancies or areas for improvement.
- Annual financial reports will be prepared and shared with our stakeholders, providing a clear breakdown of how funds were utilized.

## **4. FUNDRAISING STRATEGIES:**

To ensure sustainable growth and financial stability, we will implement various fundraising strategies, such as:

- **Online Donations:** Providing a user-friendly platform for supporters to donate conveniently through our website.
- **Partnerships:** Collaborating with local businesses, community organizations, and potential sponsors to secure additional funding.
- **Events:** Hosting fundraising events, workshops, or campaigns that engage our community and raise awareness about our cause.

## **5. CONCLUSION:**

As we embark on this journey as a brand-new charity, we are committed to prudent financial management, transparency, and effective use of funds. While our financial resources are currently modest, we are dedicated to maximizing their impact to achieve our mission and create positive change within our community. We look forward to reporting on our progress and growth in the coming years.





# FUNDING

**Funding for the charity will come from:**

- (a) Private individuals, members of the general public;
- (b) Crowdfunding campaigns run through the charity's website and social media platform, engaging corporate 'reporting entities' into campaigns to fund programs to address modern beneficiaries in the supply chains of these reporting entities;
- (c) Government grants;
- (d) Grants from puAF's and PAF's;
- (e) Corporates who engage the charity to assist them in addressing modern beneficiaries in their supply chains;
- (f) Corporate donations and Corporate Social responsibility
- (g) Family offices
- (h) Bequests and Gifts in Will



# OUR COMMITMENT

**The charity is committed to providing services that are:**

- Well planned, accountable, evaluated, efficient and effective
- Professional and of high quality
- Based on the needs of modern beneficiary victims and the people and organizations collaborating to help them
- Establish and implement comprehensive continuous improvement and service feedback mechanisms for all charity services
- Sustain a culture of integrity
- Develop a comprehensive staff recruitment and selection strategy to develop, attract, retain and engage highly respected and credentialed staff to the organization
- Establish an organization wide performance management system that is integrated with staff training and development
- Ensure learning and knowledge are shared across all areas of the organization
- Maintain the highest standards in occupational health and safety
- Investigate new and better ways to provide coordinated, well-resourced and comprehensive services to satisfy the diverse and changing needs of modern beneficiary victims



# TEAM

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# HOW WE WILL ACHIEVE OUR MISSION

## **We will maintain a highly capable organization by:**

- Delivering efficient services to support programs and ensure they meet quality accreditation standards.
- Establishing and implement comprehensive continuous improvement and service feedback mechanisms for all services.
- Promoting a culture of integrity, equality and anti discrimination.
- Developing a comprehensive staff recruitment and selection strategy to develop, attract and retain and engage highly respected and credentialed staff to the organization.
- Establishing an organisation wide performance management system that is integrated with staff training and development.
- Ensuring that learning and knowledge are shared across all areas of the organization.
- Maintaining the highest standards in occupational health and safety.

## **Our Charity will improve the quality of projects and services by:**

- Investigating new and better ways to provide co-ordinated, well resourced and comprehensive services to satisfy the diverse and changing needs of beneficiaries and our charitable work
- Provide opportunities to develop innovative models and services to our benefactors
- Undertake a biennial review of service standards and a 6 monthly review of projects, programs, services and study their effectiveness in our board meetings and AGM each year.

## **We will be dedicated to building a robust organisation and sustainable business by:**

- Delivering services through an integrated organisational model ensuring collaboration and maximizing the quality of services provided.
- Enabling client, stakeholder and support worker participation in the planning and development of services and programs.
- Ensuring recommendations of external assessments of programs and services are implemented.
- Ensuring the charity has sustainable funding and financial resources to support and further develop activities in the short and long term.
- Developing new streams of revenue to mitigate dependence on one income source.
- Utilisation of assets and investments effectively to ensure long term viability.
- Maximising information technology to improve the management of business processes.
- Improving facilities and capital assets for the effective and efficient delivery of services.
- Being well governed, and maintaining compliance with our policies, procedures and governing laws.



# 6 MONTH PLAN

## **Establish Legal Structure and Governance:**

- Register as a nonprofit organisation.
- Form a board of directors and outline their roles.
- Develop and adopt bylaws.

## **Mission and Strategy:**

- Finalise our mission statement.
- Create a clear, short-term strategic plan.
- Define the specific issue or cause we will address.

## **Fundraising and Awareness:**

- Launch a website and set up social media profiles.
- Commence a crowdfunding campaign.
- Host a launch event or fundraiser to raise initial funds and awareness.

## **Program Development:**

- Identify and plan the initial programs or services.
- Establish partnerships with other organisations.
- Commence recruiting and training volunteers.





# 2 YEAR PLAN

## Program Expansion:

- Implement and refine the initial programs.
- Evaluate the impact and gather feedback.
- Develop new programs based on needs and resources.

## Fundraising Growth:

- Diversify fundraising efforts (grants, major donors, events).
- Cultivate donor relationships and establish a donor management system.
- Set fundraising goals to support ongoing operations and expansion.

## Community Engagement:

- Strengthen relationships with beneficiaries and the community.
- Increase volunteer engagement and training.
- Collaborate with other NGOs for support.

## Sustainability:

- Assess and adjust the budget to ensure long-term sustainability.
- Explore partnerships for in-kind donations and resources.
- Continue to refine organisational processes.



# 5 YEAR PLAN

## **Impact and Reach:**

- Measure and communicate the impact of your programs.
- Expand or replicate successful programs.
- Collaborate with other charities for a broader impact.

## **Fundraising and Sustainability:**

- Build a network of major donors and institutional supporters.
- Establish an endowment or reserve fund for long-term stability.
- Continuously evaluate and adjust fundraising strategies.

## **Advocacy and Policy Influence:**

- Engage in advocacy efforts related to your cause.
- Influence policy changes at the local, state, or national level.
- Collaborate with other nonprofits on advocacy initiatives.

## **Organisational Development:**

- Employ key staff members as needed.
- Invest in staff training and development.
- Continuously assess and improve governance and leadership.

## **Long-Term Vision:**

- Develop a 10-year strategic plan.
- Explore opportunities for international partnerships and impact.
- Set ambitious goals for the future while staying true to your mission.

