A group of young children, likely in a rural school, are seated at wooden desks. They are looking towards the camera with various expressions. The setting is outdoors or semi-outdoors, with wooden structures and greenery visible in the background. The children are dressed in simple, everyday clothing.

SEAPC LIMITED

**SEAPC Sustainability
Strategy**



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I. Document Information

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2. Purpose

The SEAPC Sustainability Strategy aims to ensure the long-term viability and success of our children’s homes by securing consistent and diverse funding sources. This strategy focuses on sustaining existing children's home needs, annual home maintenance, investment in sustainable projects, and covering staff salaries.

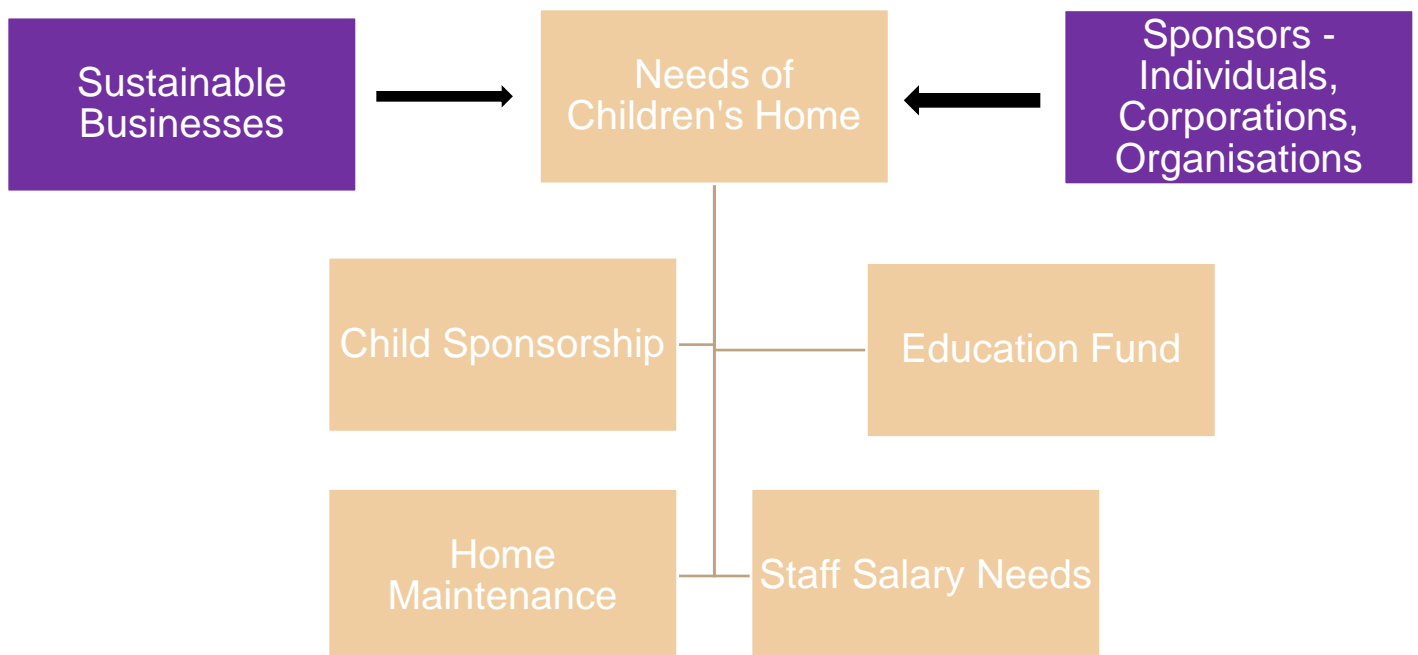
3. Types of Financial Needs

The following are types of financial needs that have been identified to provide sustainability for the children’s homes in Cambodia.

- 1) Child Sponsorship Needs
 - \$100 per child per month for daily expenses such as food, clothing, education, and healthcare.
- 2) Funding for repairs, vehicle expenses, upgrades of furniture, and other assets.
 - Comprehensive annual budget and partnerships to secure funding.
- 3) Investment in Sustainable Projects
 - Capital for sustainable business projects like farming and tutoring schools.

- Reinvestment of profits to cover child sponsorships, home maintenance, and staff salaries over time.
- 4) Staff Salary Needs
- Funding for salaries of staff members for each home.

FIGURE 1. SUSTAINABILITY DIAGRAM



3.1. Sustaining Existing Children’s Needs

Sponsor Per Child

- **Objective:** Secure sponsors for each child to cover their monthly expenses.
- **Target:** \$150 AUD per child per month.
- **Actions:**
 - **Identify Potential Sponsors:** Engage with individuals, corporations, and organisations interested in supporting children’s welfare.

- **Marketing Campaigns:** Launch targeted campaigns to attract sponsors, highlighting the impact of their contributions.
- **Personalised Engagement:** Provide sponsors with regular updates, letters from the children, and detailed reports on how their contributions are making a difference.

3.2. Education Fund

Education is a critical pathway to breaking the cycle of poverty, but many children in Cambodian orphanages face significant barriers to accessing quality education. These challenges underscore the urgent need for education funding to support their development and future opportunities.

1. Limited or No Prior Schooling

Many children entering our orphanages or sponsored children's homes have never attended school or have had very limited access to education. Due to poverty, displacement, or lack of local resources, they often arrive without basic literacy or numeracy skills. Education funding allows us to provide tailored tutoring and remedial programs to help these children catch up and build a strong foundation for their learning journey.

2. Bridging Educational Gaps

Children who have experienced inconsistent schooling often face significant learning gaps. Without additional support, they risk falling further behind in standard educational settings. Funding enables us to offer tutoring, personalised learning plans, and extra resources, ensuring that every child has the opportunity to thrive academically and gain confidence in their abilities.

3. Access to Higher Education and Vocational Training

For many children in our care, dreams of higher education or vocational training remain out of reach without financial support. Education funding provides scholarships, covering costs such as school fees, textbooks, uniforms, and transportation. This support empowers children to pursue further study or career pathways, equipping them with the skills needed to lead independent and productive lives.

4. Breaking the Cycle of Poverty

Education is not just about learning—it is a tool for transformation. By providing education funding, we enable children to acquire the knowledge and skills they need to secure meaningful employment and break free from the cycle of poverty. In turn, they are better equipped to support their families and contribute to their communities as empowered, educated individuals.

5. Restoring Hope and Dignity

For children who have faced trauma, abandonment, or extreme hardship, education offers hope and a sense of purpose. It instills self-worth and opens doors to opportunities they never thought possible. Education funding allows us to invest in their futures, giving them a chance to dream, grow, and achieve their potential.

Through education funding, we can provide these vulnerable children with the resources and support they need to overcome their challenges and succeed in life. By investing in their education, we are investing in a brighter future—not just for the children, but for the communities they will one day lead.

3.3. Annual Home Maintenance

Maintenance Sponsorships

- **Objective:** Obtain sponsorships to cover annual maintenance, including repairs, vehicle expenses, and upgrades of furniture and other assets.
- **Requirements:** Adhere to the standards outlined in the "Residential Care Facilities Policy and Procedure."
- **Actions:**
 - **Annual Budgeting:** Develop a comprehensive annual maintenance budget detailing all expected expenses.
 - **Corporate Partnerships:** Form partnerships with businesses willing to sponsor maintenance activities or donate materials and services.
 - **Grant Applications:** Apply for grants from foundations and government programs aimed at supporting maintenance and infrastructure improvements.

3.4. Investment Sponsors for Sustainable Projects

Sustainable and Feasibility Projects

- **Objective:** Secure investment sponsors for sustainable projects such as farming and tutoring schools.
- **Target:** Raise capital for initial setup and ongoing operations.
- **Actions:**
 - **Feasibility Studies:** Conduct thorough feasibility studies to demonstrate the potential success and sustainability of projects.
 - **Investment Proposals:** Create detailed investment proposals outlining the benefits, expected outcomes, and financial projections.
 - **Investor Engagement:** Host meetings, presentations, and site visits to engage potential investors and showcase project plans and potential impacts.

Use of Profits

- **Objective:** Utilise profits from sustainable projects to eventually cover costs in item 1 (child sponsorship), item 2 (home maintenance), and item 4 (staff salaries).
- **Plan:**
 - **Reinvestment:** Initially reinvest a portion of the profits into the sustainable projects to ensure growth and stability.
 - **Allocation Strategy:** Gradually allocate a percentage of the profits towards covering the monthly expenses of child sponsorships, annual home maintenance, and staff salaries.
 - **Timeline:** Establish a timeline for profit distribution, starting with small allocations and increasing as the projects become more profitable.
 - **Monitoring and Adjustment:** Regularly monitor the profitability of the projects and adjust the allocation strategy to ensure that it meets the financial needs of the homes.

Overarching Points and Plans:

- **Diversification:** Diversify the types of sustainable projects to mitigate risks and ensure a steady flow of profits.
- **Capacity Building:** Invest in training and capacity building for local staff to manage and scale the projects effectively.
- **Community Involvement:** Engage the community in the projects to ensure local support and sustainability.
- **Partnerships:** Form strategic partnerships with businesses and organisations that can provide expertise, resources, and market access.

3.5. Salaries for Staff Members

Staff Salary Sponsorships

- **Objective:** Ensure funding for salaries of staff members for each home.
- **Actions:**

- **Detailed Salary Plans:** Develop transparent salary plans showing the necessity of each staff position and the impact on the children’s well-being.
- **Sponsorship Packages:** Offer specific sponsorship packages dedicated to covering staff salaries, ensuring sponsors understand the direct benefits of their contributions.
- **Recognition Programs:** Establish recognition programs for sponsors who contribute to staff salaries, such as naming opportunities and public acknowledgements.

4. Implementation and Monitoring

Implementation Plan

- **Timeline:** Establish a clear timeline for each objective with specific milestones.
- **Responsibilities:** Assign responsibilities to team members for each action item.
- **Communication:** Maintain open communication channels with all stakeholders to provide updates and gather feedback.

5. SEAPC Sustainability Strategy: 3-Year Action Plan

Year	Objective	Action	Description	Position Description
Year 1	Foundation and Initial Implementation	Establish Child Sponsorship Program	Identify and engage potential sponsors, launch marketing campaigns, set up personalised engagement strategies. See Sponsor Partnership Engagement Strategies Policy and Procedure.	Child Sponsorship Coordinator, Marketing Specialist
		Develop Annual Maintenance Plan	Create maintenance budget, form partnerships, apply for grants, begin initial repairs and upgrades	Maintenance Manager, Grant Writer

Year	Objective	Action	Description	Position Description
		Initiate Sustainable Projects	Conduct feasibility studies, prepare investment proposals, secure initial capital, begin project setup. Please refer to Farming Business Feasibility Report and Tutoring Business Feasibility Report.	Project Manager, Investment Analyst
		Staff Salary Sponsorships	Develop salary plans in accordance to market rates, offer sponsorship packages, secure funding for staff salaries.	HR Manager, Sponsorship Coordinator
Year 2	Expansion and Growth	Expand Child Sponsorship Program	Increase number of sponsors, enhance engagement strategies, provide detailed impact reports. See Sponsor Partnership Engagement Strategies Policy and Procedure.	Child Sponsorship Coordinator, Sponsor Account Manager
		Ongoing Maintenance and Upgrades	Implement annual maintenance plan, continue partnerships and grants, monitor and evaluate maintenance activities. See Residential Care Facilities Policy and Procedure.	Maintenance Manager, Grant Writer
		Scale Sustainable Projects	Monitor and evaluate initial projects, reinvest profits, expand farming and tutoring schools. Please refer to Farming Business Feasibility Report and Tutoring Business Feasibility Report.	Project Manager, Investment Analyst

Year	Objective	Action	Description	Position Description
		Enhance Staff Support	Review and adjust salary plans, continue securing sponsorships, provide professional development for staff	HR Manager, Training Coordinator
Year 3	Sustainability and Evaluation	Sustain and Optimize Child Sponsorship Program	Maintain sponsor base, optimise engagement strategies, implement feedback and continuous improvement. See Sponsor Partnership Engagement Strategies Policy and Procedure.	Child Sponsorship Coordinator, Sponsor Account Manager
		Sustainable Annual Maintenance	Refine maintenance plan based on feedback, secure long-term partnerships and funding, ensure compliance with standards	Maintenance Manager, Compliance Officer
		Maximize Sustainable Project Impact	Fully integrate profits into child sponsorships, home maintenance, and staff salaries, evaluate long-term project impact. See Sponsor Partnership Engagement Strategies Policy and Procedure.	Project Manager, Investment Analyst
		Long-Term Staff Development	Implement ongoing professional development, ensure competitive salaries, foster a supportive work environment.	HR Manager, Training Coordinator

6. Position Descriptions

1. Child Sponsorship Coordinator

- Responsible for managing and expanding the child sponsorship program.
- Engages potential sponsors and maintains relationships with existing sponsors.
- Provides regular updates and detailed reports to sponsors.

2. Marketing Specialist

- Develops and implements marketing campaigns to attract sponsors and promote SEAPC's initiatives.
- Works on branding, outreach, and communication strategies.

3. Maintenance Manager

- Oversees the development and implementation of the annual maintenance plan.
- Coordinates repairs, upgrades, and ongoing maintenance activities.

4. Grant Writer

- Identifies and applies for grants from foundations and government programs.
- Develops grant proposals and manages grant reporting.

5. Project Manager

- Manages the setup and execution of sustainable projects such as farming and tutoring schools.
- Conducts feasibility studies and monitors project progress.

6. Investment Analyst

- Prepares investment proposals and secures funding for sustainable projects.
- Monitors and evaluates the financial performance of projects.

7. HR Manager

- Develops and manages staff salary plans.
- Ensures competitive salaries and professional development for staff.

8. Sponsorship Coordinator

- Offers specific sponsorship packages and engages potential sponsors.
- Works closely with the HR Manager to secure funding for staff salaries.

9. **Sponsor Account Manager**

- Enhances engagement strategies and maintains relationships with donors/sponsors.
- Provides detailed impact reports and implements feedback for continuous improvement.

10. **Training Coordinator**

- Develops and implements professional development programs for staff.
- Ensures ongoing training and skill development opportunities.

11. **Compliance Officer**

- Ensures that all maintenance activities comply with the "Residential Care Facilities Policy and Procedure."
- Monitors and enforces compliance with relevant standards and regulations.

7. **Monitoring and Evaluation**

- **Regular Reporting:** Produce regular reports to evaluate the progress of the sustainability strategy.
- **Impact Assessment:** Conduct annual impact assessments to measure the effectiveness of sponsorships and investments.
- **Continuous Improvement:** Use feedback and evaluation results to refine strategies and ensure continuous improvement.



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