



Australian Government



Australian  
**Charities** and  
Not-for-profits  
Commission

# Charities and corporate partnerships

Presented by:

**Chris Riches and Linda Garnett**

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[acnc.gov.au/webinars](https://acnc.gov.au/webinars)



# What we will cover today

- What a corporate partnership is
- Partnership preparation and first steps
- Choosing and approaching a partner
- Maintaining a partnership
- Partnership experiences and stories
- Winding up and exit points



# What is a corporate partnership?

**A corporate partnership is a relationship which:**

- Helps a charity deliver on its mission
- Creates social good
- Generates value for charity and corporate partner



# What is a corporate partnership?

**It is more than just a basic device to attract money from a corporate.**

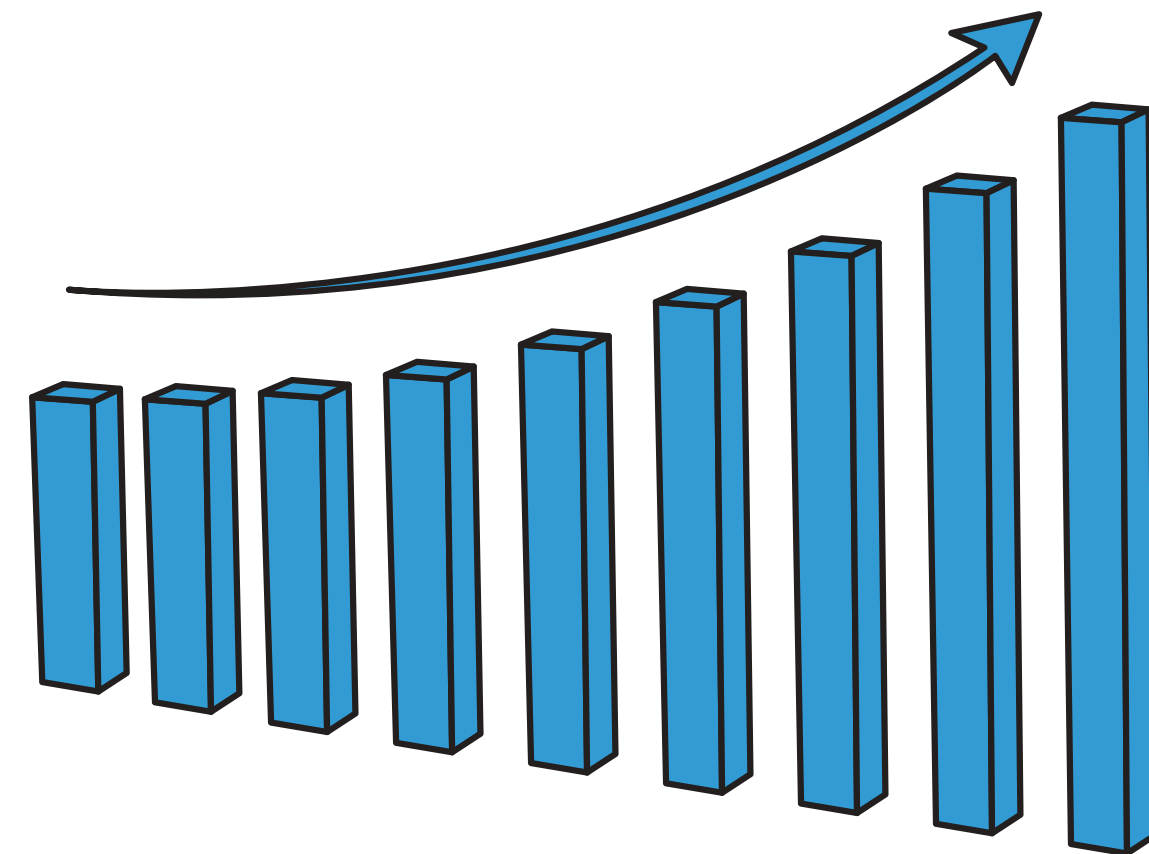
A key consideration should be towards the long-term value a partnership has for you and any prospective partner.



# Growth in corporate partnerships

## Corporate involvement in partnerships with not-for-profits has grown:

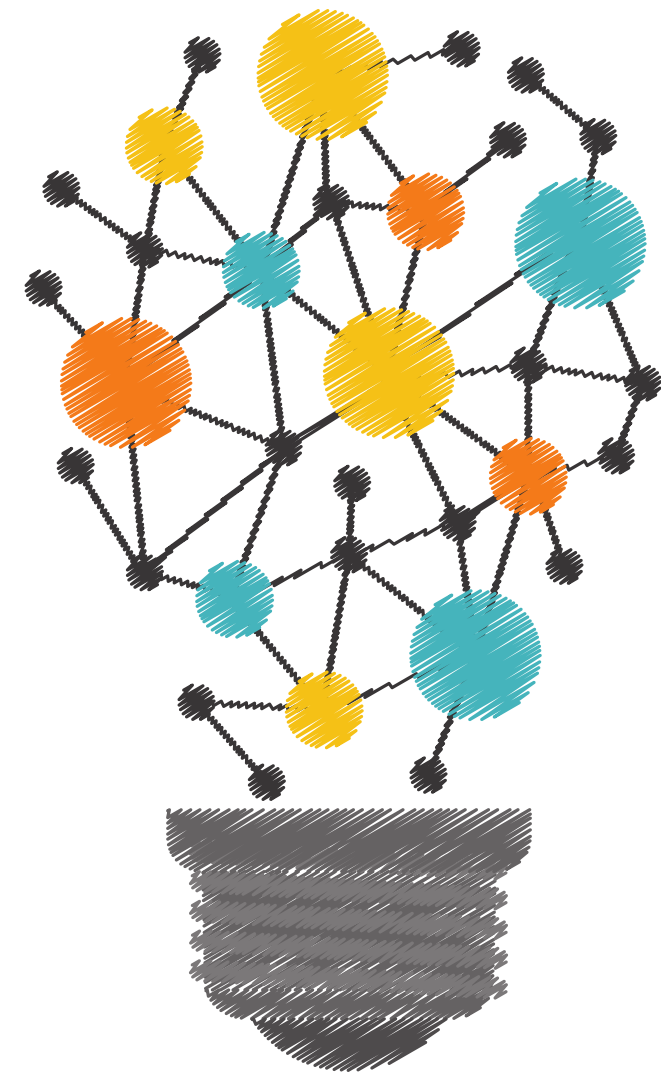
- From 17% of corporates in 2005 to 44% in 2016
- Large corporates are more likely to be involved in partnerships ... but SME involvement is growing.



# Partnership models

## Examples include:

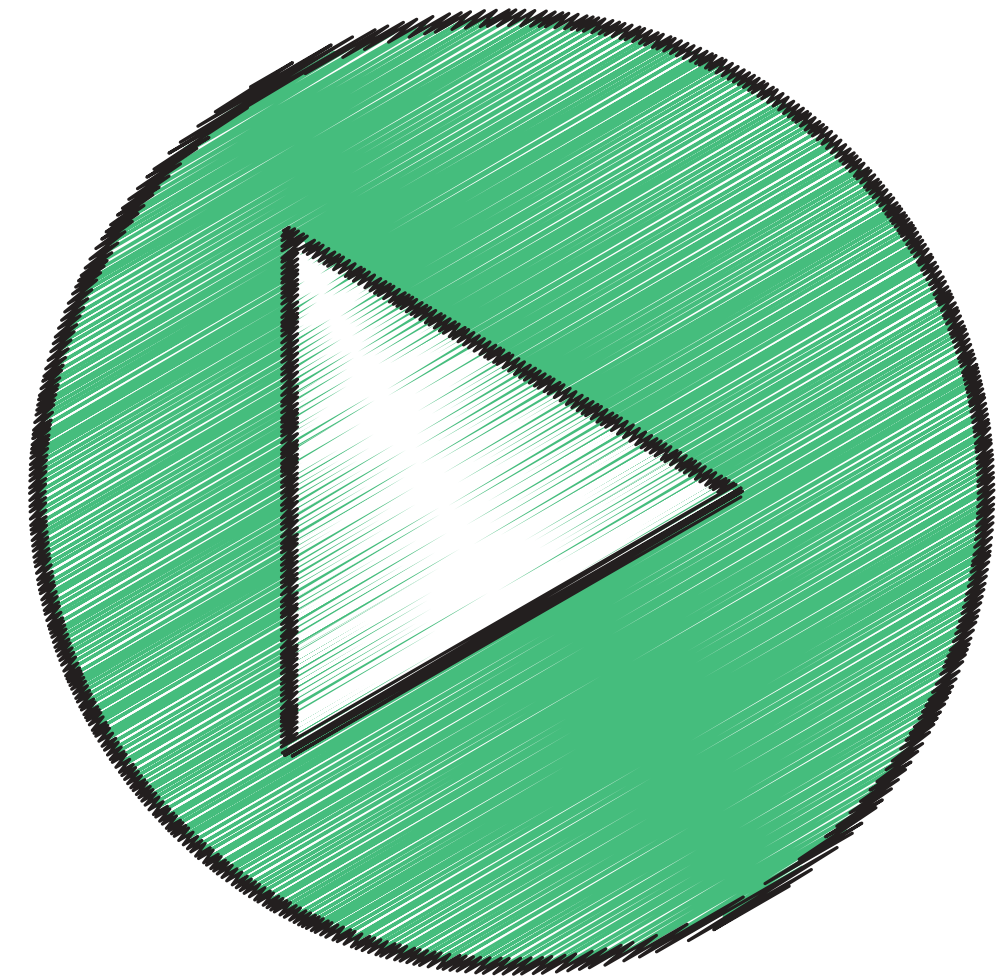
- Volunteering or staff engagement
- In-kind support - goods, services, resources
- Pro-bono support
- Sponsorships
- Premises, infrastructure, place-based solutions
- Mentoring, training, skills-based options



# Getting started

## Consider your situation

- Your charity's aims and direction
- What have you got? What can you offer?
- How are you unique or different?  
Distinguish your charity from the pack
- Where are your limits? What are your no-go zones?



## Your situation and offer



### **Know yourself, then stand outside yourself**

What is your charity's strategy, mission and work? What can you offer, and why do you need that corporate on board?

Stand outside yourself and think about the corporate. What might they want, and how can they benefit?

**Don't be the world's worst speed date! Don't just talk about yourself - have some perspective and insight.**



# Choose partner and model

## Look for alignment

**Shared values, priorities, interests**

**Start with the familiar** - someone you know, someone in your area, someone you have a relationship with

**Use your networks** - those you know, those with past knowledge and experience of your charity



# Choose partner and model

**Small and medium enterprises can represent an untapped partnership opportunity.**

- Local organisations who know you, know your work and are located nearby
- They might be existing supporters or have natural links to your charity
- Desktop research can help as well



## Know your no-go-zones

Identify and avoid bad fits, possible problems and 'nasties' that might go under the radar.



# Define the agreement

Develop a **written agreement** which **gives direction** to partnership aims, roles and tasks.

The agreement should set out **your partnership terms** - expectations, deliverables, timeframes, responsibilities.



# Define the agreement

Agreements keep things on track when there is turnover in charity staff or volunteers.

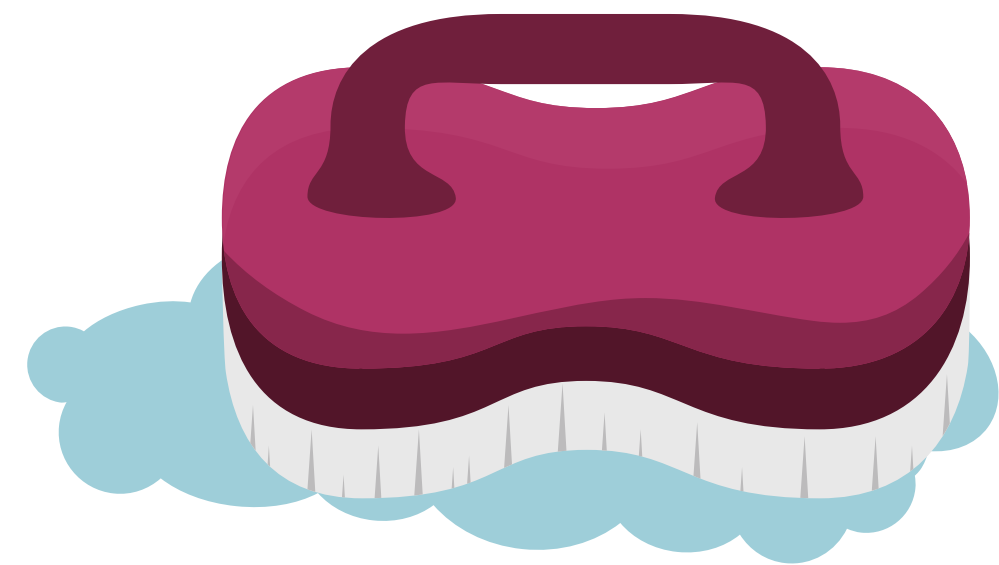
Agreements provide triggers for partnership review, or even a decision to end the arrangement.



# Maintaining the partnership

**Partnerships need maintenance to thrive, grow and continue to produce benefits.**

- Regular reviews - expectations and goals, measurements and milestones
- Extras and value adding
- Triggers for changes in direction
- Maintain and update contact points
- PR and sharing stories



## Maintaining the partnership

Ensure everyone understands the key components to maintaining the partnership, and then include them in your partnership agreement.



## Ending the partnership

When it comes time to end a partnership, the process to do so should be clear and well defined.

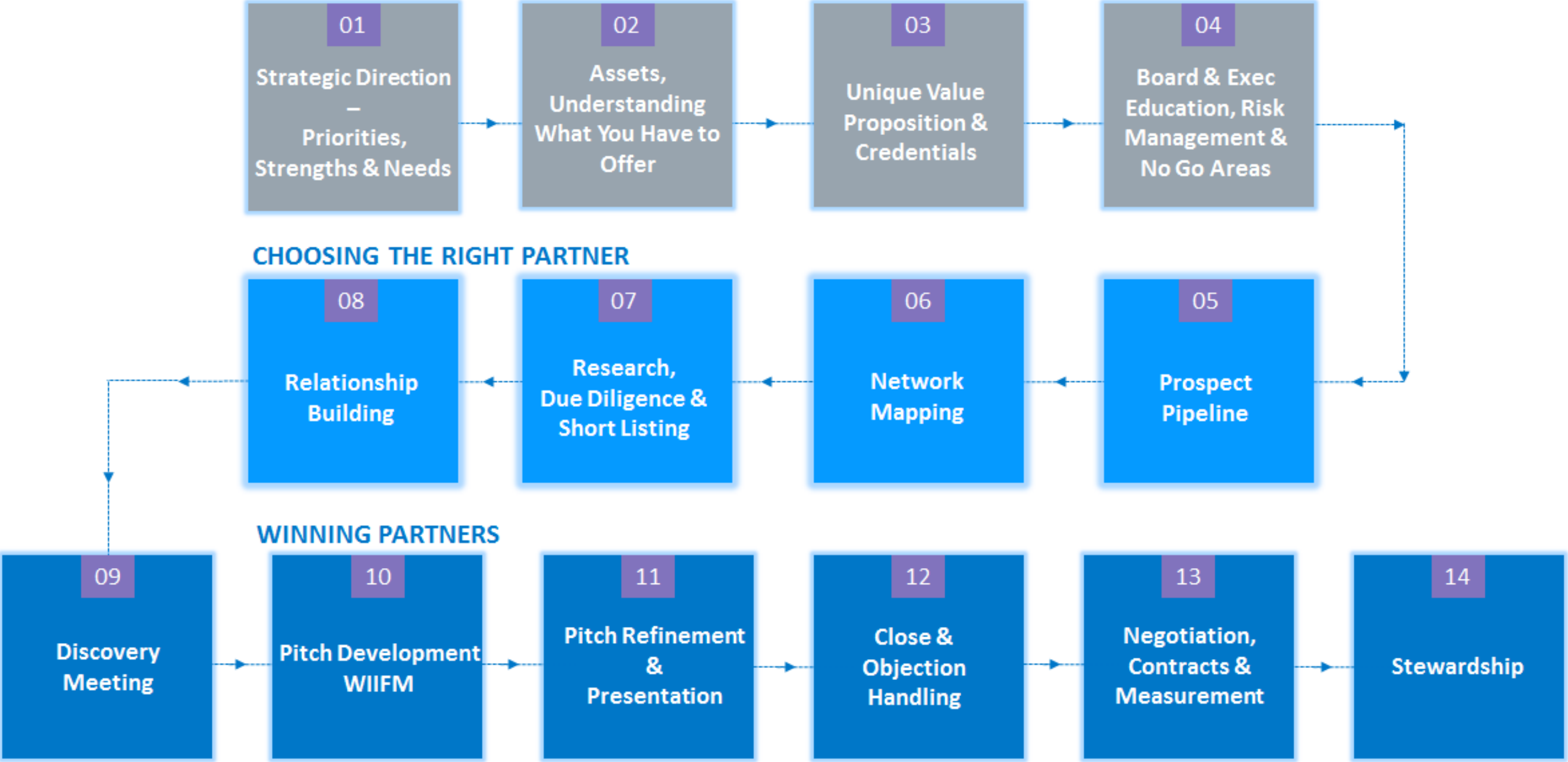
- Clear review points
- Agreed-on end triggers
- Wind-up processes and notice periods
- Report on the partnership - successes, learnings

**Include this process in the partnership agreement.**

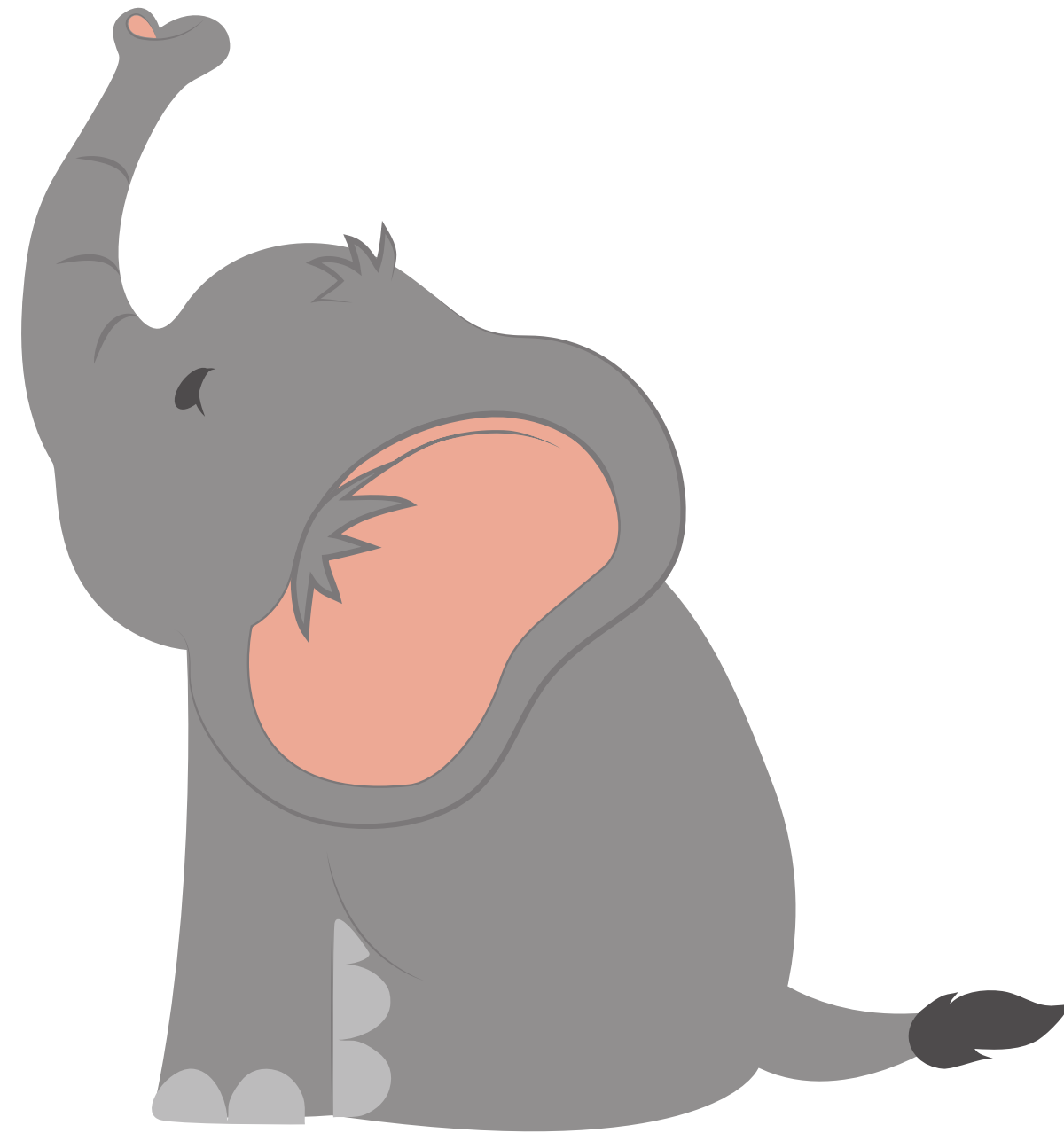




# Partnership engagement cycle



# Key points to remember



## Key points to remember

- 1.** Corporate partnerships are not like other types of fundraising.
- 2.** Partnerships can transform your charity - think about total value.
- 3.** Be strategic. It is a relationship, not a transaction.



## Key points to remember

- 4.** Start with the familiar- relationships, donors, networks.
- 5.** Think about what you have to offer and who might be interested.
- 6.** Look for the best alignment and then put solid foundations in place.



## Key points to remember

- 7.** Put everything in a written agreement.
- 8.** Set clear goals and expectations.
- 9.** Maintain and nurture the relationship.
- 10.** Have a clear 'end and exit' strategy.



# Questions



## Associated resources

- [acnc.gov.au/partnerships](https://acnc.gov.au/partnerships) - ACNC's Corporate partnerships and charities guide
- [acnc.gov.au/partnershippodcast](https://acnc.gov.au/partnershippodcast) - ACNC Charity Chat podcast episode on partnerships



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