



# Webinar for VISTA

# Building Relationships Through Community Partnerships

**This session will begin shortly.**

**Conference Number: 888-982-7295**

**Passcode: 7241615**



# Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- We will open phone lines and microphones later in the presentation for Questions and Answers.

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# Webinar for VISTA

# Welcome to Building Relationships Through Community Partnerships



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# Today's Team...



**Liz Matthews**  
AmeriCorps VISTA  
Alumni Outreach and  
Support Specialist  
CNCS



**Robyn Stegman**  
Project Specialist  
Campaign  
Consultation, Inc.



**Suzanne Knizner**  
Project Specialist  
Campaign  
Consultation, Inc.

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# Today's Agenda

- What is a community partnership?
- Why is it a valuable approach to solving community problems?
- Who can you partner with?
- Building the relationships– critical elements + critical steps
- Success factors + common stumbling blocks
- Examples from AmeriCorps VISTAs
- Q&A

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# Today's Presenters



**Lois Morgan**

Blended Learning  
Instructional Designer  
Bank Street College of  
Education



**Mike Beebe**

Trainer & Consultant  
Leadership for Change

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# Learning Outcomes

At the end of this webinar, you will be able to:

- Recognize the enormous benefits of partnering
- Explore the many options open to you for building relationships
- Identify who you can successfully collaborate with
- Recognize the “success factors” and avoid common pitfalls

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# Mini-Case: The Gaston Community

- **You are an AmeriCorps VISTA at the Gaston YMCA**, a leader in youth development in the community for over 30 years; it provides tutoring and mentoring services and recreational opportunities for young people in the neighborhood.
- **You have been tasked with** increasing academic services for youth and incorporating a “teen hangout” that stays open late.
- **Challenge:** YMCA is rapidly growing out of its current leased space-- you need to find a new space!

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# Mini-Case: The Gaston Community

- ✓ Gentrification process taking place
- ✓ Increased tensions around youth: poor educational achievement and increased delinquency
- ✓ Other non-profits or institutions in the community affected by these conditions:
  - ❖ Gaston Neighborhood Association
  - ❖ Local Presbyterian Church
  - ❖ Parks and Recreation Department
  - ❖ Local High School

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*“If you were to seek to partner with any of these, what common interests/values might you share?”*

**Write your answer in the chat**

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***“How can you find out  
what interests/values  
your organizations  
share?”***

**Write your answer in the chat**

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## So what **is** a community partnership?



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## A Community Partnership is...

A collaborative relationship between entities that work toward shared objectives, through a mutually agreed-upon division of labor.



Adapted from “Partnerships: Frameworks for Working Together”, Compassion Capital Fund

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# Kinds of Partnerships

- Between/among community-based organizations
- Cross-sector– organizations from different arenas
- Public/Private– usually between government organizations and for-profit businesses

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# Many Degrees of Collaboration



Collaboration with sharing of information and coordination of efforts, but no permanent commitment – no shared governance

Collaboration through highly formalized structure, such as a “Funding Alliance” or “Joint Venture”

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# Many words for “collaborative relationships”

- Coalition
- Collaboration
- Cooperation
- Strategic alliance
- Partnership
- Merger



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# Elements of Building a Partnership

- Degree to which you have shared **objectives**
- Amount of shared **decision-making**
- Mutual investment of **resources**
- Level/frequency of **communication**
- Sharing of **activities**/tasks
- **Reporting** techniques/frequency

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# Why develop community partnerships—what's the value?

- Organizational efficiencies and effectiveness
- Greater impact on the community!

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**In what ways,  
specifically, could  
partnerships be  
valuable?**

**Write your answer in the chat**

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# Examples of How Partnerships Add Value

- More clients served
- Decrease in competition for limited resources
- Less duplication of services
- Greater accountability and involvement of the community being served
- Greater variety of services offered

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# Who can you partner with?

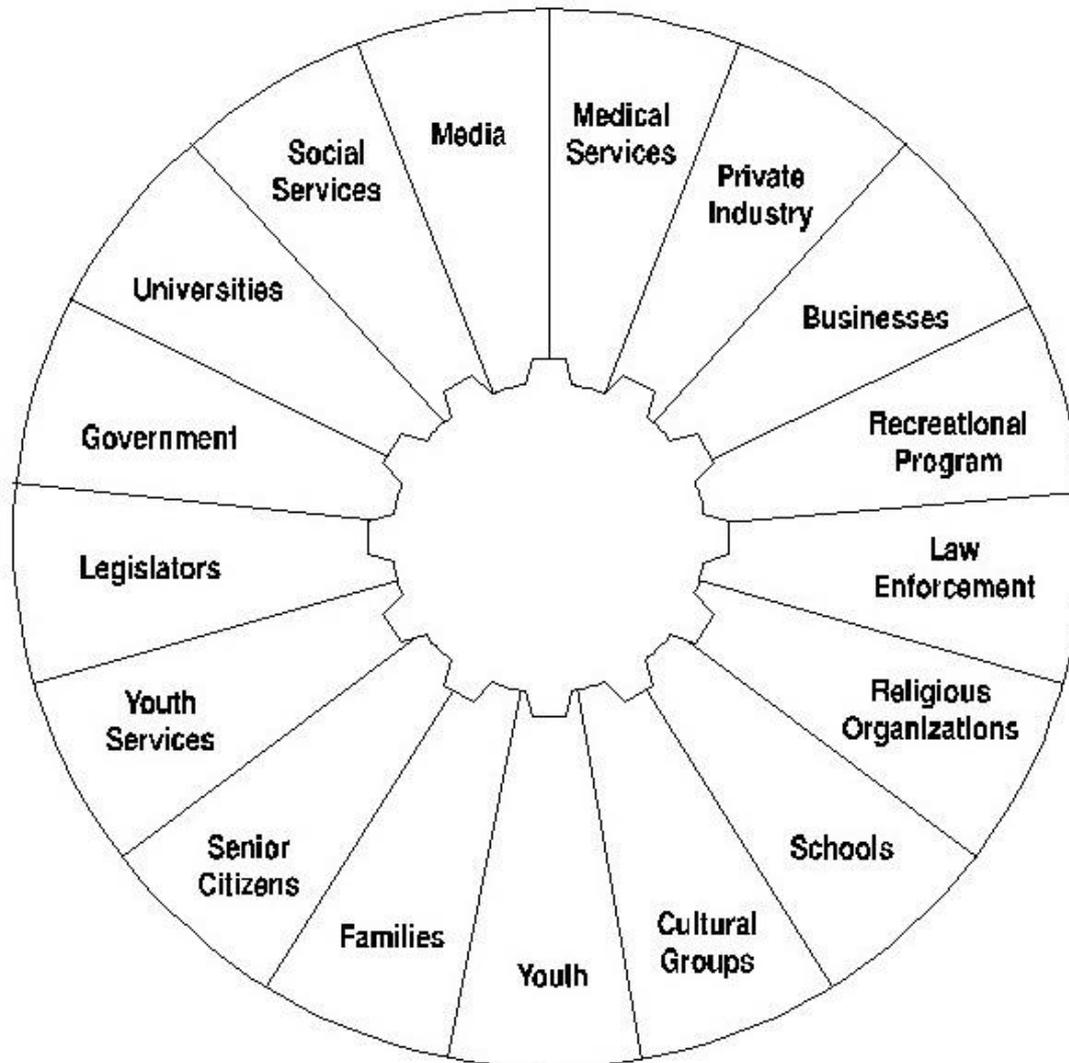
There is a vast array of possibilities..... Who is in your community?



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# Community Wheel



# AmeriCorps VISTA Story: Kathryn Kochan



Program Coordinator

Schools + Communities: Together for Tomorrow

Heart of Florida United Way

Seminole County, Florida

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# Kathryn's Experience

## Kathryn's Challenge:

To recruit volunteers to mentor and tutor kids and serve as classroom assistants in a Title 1 school in Seminole County, Florida: Pine Crest Elementary.

**Goal**= to improve attendance, behavior + classroom performance



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# Kathryn's Experience

## How did she meet this challenge?

In part by finding/engaging/solidifying

- An educational partner: **Seminole State College**
  - Education and psychology professors volunteered to serve as periodic tutors and mentors for students
- A business partner: **Our Hope For Children**
  - Friend of a teacher set up his own non-profit devoted to supporting our effort

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# Kathryn's Experience

## Kathryn's Process:

- I integrated myself into the classrooms by **talking** with teachers and volunteering to tutor when needed in their classes + at lunchtime
- By spending time side by side with the teachers, I gained a real **understanding of their needs**, as well as the students' and the school's needs. (Teachers became my best allies + sources)
- I used all this information to **build the partnerships and to make them stronger**. This is how.....

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# Who might be a good fit?

- A person, group, or organization whose **mission/vision** is similar to yours! Alignment on vision and goals is crucial
- Other factors can vary, such as resources, specific focus of services, areas of expertise, etc.

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# How to Identify Potential Partners

- Start with **understanding your own organization**—its goals, resources (financial, personnel, expertise) and culture
- Get to know **the community's** needs, what the community wants, and who is getting things done right now—do some asset mapping!

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# How to Identify Potential Partners

- Visit and **talk with people** in the community who are affected in some way by your focus issue. Be a strong “networker”.



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# Building the Relationships

## Five Critical Steps:

1. Determine if your organization is ready to partner
2. Assess the needs and motivation of potential partners
3. Align interests, mission and goals
4. Plan the work
5. Agree on roles, tasks, responsibilities

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## Managing the Relationships

**“Successful  
partnerships manage  
the relationships, not  
just the deal”**

The Points of Light Foundation

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# AmeriCorps VISTA Story: Rachel Maimon



Business Development Coordinator  
BiGAUSTIN  
Austin, Texas

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# Rachel's Experience

## Rachel's challenge:

To expand the organization's reach by getting funding and grants, developing existing programs and creating new programs.

## How did she meet this challenge?

In part by **seizing an opportunity**: participating in **Ebay's Small Business Challenge: "What Technical Challenge do you Face as a Nonprofit?"** which led to the development of a partnership with Ebay and PayPal.

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# Rachel's Experience

## How is the partnership working now?

A team of 6 members from Ebay and PayPal has been working with BiGAUSTIN for 3 months (out of a total of 6) to improve the technology through which BiGAUSTIN can carry out its services....

- What we've achieved so far...
- What Ebay has gotten out of the partnership...
- How the partnership has evolved/changed over this time...

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# Key Success Factors

- Shared purpose and outcomes
- Clear process and structure
- Positive climate, communication and relationships
- Resources and support



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# Common Stumbling Blocks



- Partnering to “Chase the Dollar”
- Good partnerships take time and money. Larger organizations will likely have more than smaller ones. Be realistic!
- Culture clashes

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# Conclusion: Factors that make or break a partnership

- Ideology
- Leadership
- Power
- History and relationships
- Competition and resources
- Time

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## GAIN KNOWLEDGE

### Blogs

#### Focus on...

- The Economic Crisis
- Foundations for Education Excellence
- Funding for the Arts
- Funding for Education
- Global Issue - Access to Water
- Global Issue - Climate Change
- Global Issue - Education
- Global Issue - Food Security
- Global Issue - Health Care
- Global Issue - Post-Conflict Countries
- Global Issue - Poverty
- Haiti Earthquake Relief

## Nonprofit Collaboration Resources

Welcome to the Foundation Center's nonprofit collaboration resource page! We have gathered a wealth of information about the ways that nonprofits can collaborate to achieve their missions — through mergers, joint programming, and other forms of collaboration.



**Search the Nonprofit Collaboration Database**

The **database** is a resource for everyone seeking real-life examples of how nonprofits are working together. Find information from more than 650 nonprofit collaborations drawn from the 2011 and 2009 **Collaboration Database**, created by the Leadership Foundation.

# Foundation Center's Nonprofit Collaboration Site



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## Nonprofit Collaboration Database



[More search options»](#)

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# Campus Resources

- “Leveraging Partnerships for Community Impact” (course)
  - Path: VISTAs-The Work-Building Relationships
- “Tools for True Collaboration and Partnership Success” (PDF)
  - Located in “Building Community: The 5C’s Model” (Course)

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***“What is one action  
you will take to build  
partnerships in your  
community?”***

**Write your answer in the chat**

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# Next Steps

1. Review the responses your fellow VISTAs submitted to the last question (which we'll be sending to all of you)
2. Determine if your organization is ready to partner
3. Referring to the community wheel, think about a broad variety of sectors as potential collaborators
4. Remember the two distinct phases in process:  
finding the partners and building the relationships

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1. To participate by phone, press \*1.
2. To participate using your computer headset or microphone, raise your virtual hand.
3. To participate electronically, use the Q&A feature located below the video screen.



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# Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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# **THANK YOU**

## **for your participation!**

If you have further questions or for more information,  
contact us:

**VISTAWebinars@cns.gov**

**Planning Your Post VISTA Career**  
**November 14, 2013 at 2pm**

Visit the Ongoing Learning page on the VISTA Campus  
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