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# Developing Partnerships



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# Developing Partnerships Overview

- How to establish & maintain solid partnerships.
- Takes you from the pre planning stages to evidence of success
- This presentation will give you an idea of how to develop & build partnerships, examples of the benefits for both partners, how to find the right partnerships & to maintain them

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# What is a Partnership?

A partnership is an agreement to work together in a manner that benefits all parties

If designed properly, partnerships empower people & systems to change for the better

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# Why Develop Partnerships?

- To find solutions to complex issues
- Make money or share resources
- Combine efforts to take advantage of opportunities
- Add value to services, activities or programs
- Increase lobbying ability
- Do more with less by sharing costs or skills
- Attract expertise, specific knowledge or experience
- Eliminate duplication or overlap among groups

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# Preparing for Partnerships

- Does the organizations mandate fit the primary interest of the proposed partnership?
- Are the organizations values compatible with the work that is to be undertaken?
- What resources might be available for the partnership?
- Are there staff who can be spared to nurture the partnership & how will they be supported?



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## Preparing for Partnerships

- How will the partnership benefit the organization?
- How much time will it take & how will it relate to the other organization activities?
- Is there a reason the organization would not want to be involved?
- Is there support for this partnership in the community?
- From a community perspective, what is the best that can happen & what is the worst.

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# Is There?

- Consensus on big goals?
- Trust
- Transparency
- Clear roles & agendas
- Mutual benefits
- Playing to strengths & work with differences
- Acknowledging what is already there

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# The Partnership Process

## STAGE 1: Initial Development

1. Vision: Creating a common picture for the future
2. Goals: Identifying desired outcomes for the partnership
3. Understanding the situation: Assessing the current situation
4. Commitment: Confirming the desire to work together understanding what is involved
5. Implications: Considering the impact of the partnership & possible legal issues

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## Stage 2:

# Making it Happen

1. Action Plans: Identifying the specific steps that are required to reach the goals of the partnership
2. Resources: Identifying the resources that are required & how they will be obtained
3. Roles & Responsibilities: Identifying who will do what
4. Capacity Building: Building upon the partnerships strengths & addressing areas of weakness

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## Stage 3:

# Accountability & Future Directions

- Evaluation: Determining the success of partnership activities
- Future Directions: Maintaining momentum & determining what needs to happen next
- Revision, Renewal & Closure: Identifying how to adjust & move on or end the partnership



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# Partnership Checklist

- Created a vision
- Defined our goals
- Established membership
- Designed communication strategy
- Developed an action plan for our goals
- Established roles & responsibilities

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# Partnership Checklist Con't

- Created group norms & ground rules
- Established information & reporting systems
- Develop resource plans
- Established evaluation & revision mechanisms
- Discussed renewal & revision/closure of the partnership



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## An Example of Partnerships

- Regional Health Authority/Health: Adult Day programs stream unique funding options for ongoing programs can be accessed
- HRSD (Youth Initiatives): Career Start summer student funding is available for start up & ongoing health/wellness/recreation & leisure
- Education, Training & Youth: Youth Services, offer summer student support
- Culture, Heritage & Tourism: Partners in Leisure
- United Way: Frequently offer development funding for new projects

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## An Example of Partnerships

- Regional Services: Healthy Communities, Recreation Opportunities, Skills Programs
- Arts Council: Offers resources in diversifying consumer options in leisure such as “REEL Celebration”, a video event highlighting the work of people with disabilities
- Foundations: Can supply equipment such as computers, furniture, video cameras to support program implementation & development
- Like-minded service providers have resources they can lend/share & contribute in-kind support to projects

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## A Sample of What Has Worked?

- Community agencies willing to support access & inclusion assessments of programs/services, staff & facilities
- Organizations working together to meet a common need i.e.. Family Services, Alzheimer, Age & Opportunity & ILRC working together to support a “friendly visitors” home activity program
- Numerous agencies willing to offer complimentary passes to support the financial barrier facing people with disabilities
- Networking with schools to access work placement students that greatly decrease program work load while increasing program possibilities & awareness
- Utilizing the in kind support of other agencies to offer staff training & support to program efforts

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# IL Can Be Everywhere

Partnerships in leisure offer hope for a positive future for people with disabilities as we begin to discover greater networks that belong together in creating communities that include everyone.

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# Summary

Understanding the elements of partnership development brings organizations closer to a common goal. and maintaining a positive relationship through your respective partnerships increases changes of sustainability of new relationships.

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# Thank You

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