COMMUNITY PARTNERSHIPS

Rethinking the “Pie”adigm in grant funding
Old school.....
Changing “pie”adigm

When partnering, your pie can get bigger, making your slice bigger and more sustainable!
A little history....

- 70s&80s saw the development of **PUBLIC, PRIVATE, PARTNERSHIPS or P³**

- Government efficiency and accountability efforts in the 90s required consolidation of efforts for most non contracted funding.

- Turn of the century – emphasis on community partnerships that cross sectors. Government, Corporate, Nonprofit, and Funding agencies.

- Economic crisis requires even greater emphasis on partnerships.
Federal Government – consolidation of funding – more interagency efforts

State Government – less funding more reliance on federal pass through

Local Governments – less funding more emphases on public private partnerships

Private foundations – more accountability, performance measures, sustainability

Corporations – more capital projects, less program
Lots of good, proactive reasons to partner....

- Cost sharing
- Expertise
- Direct service provision
- Oversight /management
- Greater efficiency
- Improved client/customer service
- Political connections
- Greater success rate in achieving goals/performance measures
Non-Profits
- Human Services
- Environmental
- Arts & Culture
- Education
- Health
- Animals

For Profit Corporations
- Service
- Product

Government
- Federal
- State
- Local
- Tribal Councils

Associations
- Providers
- Funders

Policy Makers
- Funders
- Provider
- Planners
- Associations

Associations
- Providers
- Funders
What we know

- Entities that are also funding agencies are placing a high priority on partnerships that create better outcomes, greater efficiencies, and sustainable programs.

- There are lots of good reasons to form partnerships.

- There are many potential partners both near and far.
What do we do with what we know? Two approaches....

- Just you and me.....identifying partners for your own purposes and projects.

- It’s a party! Everyone’s invited....identifying local needs, priorities, potential partnerships, and ways to move forward.
Identifying Potential Partners

- The obvious choices – entities with mutual interests:
  - Funders who support the work you want to do
  - Entities with shared needs or outcomes

- The not so obvious choices
  - Entities with expertise and history of success
  - Your competitor or the “other entity” doing what you do
  - The entity with a “friend of a friend” relationship
Let’s give it a try – just you and me

- Town of NoWater Mayor ran and won on a platform that promised new park with real trees, swimming pool, and safe play space for children, dogs, and wildflowers.

- Town Manager and Community Development Director are told by Council to “Get it done”. It’s August and there’s nothing in the budget for the current year.
What are some of the components of this project that help you identify potential partners?

- Land
- Trees
- Swimming pool
- Children
- Dogs
- Wildflowers
- Design
- Maintenance
- Operations
- Tax credit or write off
- Legacy
- Infrastructure
- Public space
- Jobs
- Political clout
- Shared resources
- Technology
- Friend of friend – Competitor
  - Expert
• Who are the obvious potential partners and why?

• Who are the not so obvious potential partners and why?

• What is each partner’s role?

• What’s in it for them?
Throwing the Party

- Community Focus on the Future - An annual gathering of community stakeholders from all sectors and the public to review unmet needs, prioritize projects, identify partners, and identify potential funding sources.

- Who benefits and how?

- Who leads?
Take your time....

- Kick off
- Sector based sub-committees work prior to gathering
- Public input – diversify the outreach
- Brainstorming the possibilities
- Prioritize
- More public input
- Common interests
- Partner up

Questions to ask....

- What are the unmet needs in each sector?
- How is one sector’s needs tied to another’s
- Is there capacity, willingness or leadership in the community to meet the need?
- What are our current strengths, weaknesses, opportunities, and threats in meeting the need?
Let’s do this now.....

- Charrette style planning
  - Three days
  - Graphics based
  - Public input
- Outcomes planning
  - Start with the desired outcome
  - Determine interest
  - Establish priorities
  - Identify partners

Questions to ask....

- What are the desired outcomes?
- What are the priorities among those outcomes?
- What are the ideas, projects, programs, capital improvements that will achieve the outcome?
- What’s the timeline?
- What’s the cost?
- Who are the potential partners?
- What’s in it for the partners?
Let’s try it…

- Who could lead the party approach in your region?
- Which might work well, the slower, more thoughtful approach or the faster – details later approach?
- Who should be invited?
- Are there entities that can help collect or assemble data and recent planning documents (school/university, chamber, city, county, etc...)?
- What are the barriers to making this happen?
- How might you overcome the barriers?
Recap

- Partners can make the pie bigger, and build sustainability
- Funders are looking for partner based proposals
- Potential partners are everywhere – some obvious, some not so obvious
- Looking at “all” the components of a project, outcome or need help you identify partners

Planning to partner builds relationships, commitment, and sustainable outcomes
Want more information?

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