# Accelerating Impact: Partnering Across Sectors To Achieve Greater Results

CEE Workshop


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# WHAT WE WILL COVER

1. SPEAKERS' EXPERIENCE WITH CROSS-SECTOR COLLABORATIONS
2. WHY ASKING THE RIGHT QUESTIONS IS IMPORTANT TO CROSS-SECTOR COLLABORATION FOR SOCIAL CHANGE
3. COLLABORATING FOR GREATER IMPACT: A SERBIAN NONPROFIT'S ACHIEVEMENTS
4. COLLABORATING FOR GREATER IMPACT: A CALIFORNIA NONPROFIT'S ACHIEVEMENTS
5. KEY SIMILARITIES, AND SOME DIFFERENCES
6. Q & A

# IMPROVING THE EDUCATIONAL SYSTEM

## A SERBIAN CASE STUDY

## CROSS-SECTOR COLLABORATION TO SOLVE EDUCATION ISSUES IN SERBIA

# A BIT ABOUT SERBIA

LANDLOCKED COUNTRY

7 MILLION PEOPLE

NIKOLA TESLA

IT INDUSTRY AND AGRICULTURAL

BAD CONDITIONS IN PRIMARY SCHOOL

# DIVAC FOUNDATION

" UNITING PEOPLE TO TAKE THE INITIATIVE AND WITH MINIMAL EFFORT HELP RESOLVE LONG-STANDING ISSUES, FOR THE GOOD OF PRESENT AND FUTURE GENERATIONS. "

# DIVAC RESULTS 2007-2015

## 2015

- **643** FAMILIES GOT NEW HOMES
- **73** SCHOOLS/KINDERGARTEN/SPORT FACILITIES REBUILD
- **463** EMPLOYMENT INITIATIVES
- **382** YOUTH-LED COMMUNITY INITIATIVES SUPPORTED

## 2007

## OVERVIEW

**$ 13 MILLION DOLLARS**
invested in communities and people throughout Serbia

**350,000+ PEOPLE**
with improved living, working and educational conditions

CROSS-SECTOR COLLABORATION

# EXAMPLES OF DIVAC FOUNDATION'S IMPACT

# MEET THE FUTURE DONOR

# ONE IN A MILLION

## RECONSTRUCTION OF PRIMARY SCHOOLS

### 3 KEY FOCUSES

**1 TO MOTIVATE**
people to take initiative and help build a better future for our kids

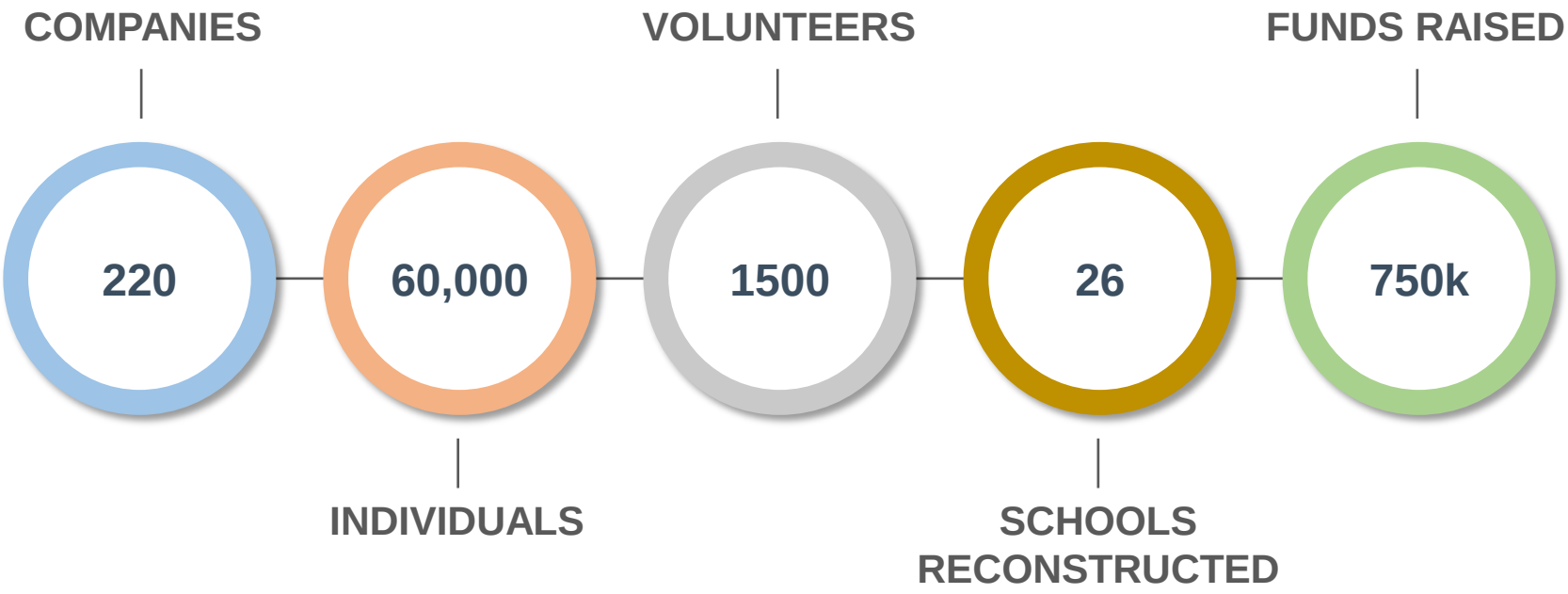
**2 TO IMPROVE**
the education of children through provision of equipment and reconstruction of schools

**3 TO BRING TOGETHER**
people with same values and goals to make a real and lasting change in the lives of people in local communities

# THIS IS WHY WE DECIDED TO RAISE
## FUNDS FOR SCHOOLS

# ONE IN A MILLION

## RESULTS IN NUMBERS



# PROFILE OF MAJOR DONOR

## MAJOR DONORS ARE THOSE INDIVIDUALS WHOSE

GIFTS RANGE FROM
$ 5,000 – 100,000

GIVE ANNUALLY

## TYPICAL MAJOR DONOR

BUSINESS PERSON

DIASPORA

PHILANTHROPIC BACKGROUND / FAMILIARITY
WITH PERSONAL GIVING

WANTS TO / IS MOTIVATED TO GIVE MONEY

BELIEVES STRONGLY IN THE MISSION OF THE  FOUNDATION

# WEB-BASED PROMOTION
## AND GIVING TOOLS

www.fondacijadivac.org

86,106 fans from 65 counties worldwide, 50 people joining daily

regular updates, increase of giving

globalgiving, kickstarter

# TOOLS FOR ENGAGING CORPORATIONS

| | |
|---|---|
| DONATIONS | Traditional and with greater impact |
| INKIND (GOODS/SERVICES) | Equipment, lawyers, PR services, advertising |
| MONTHLY GIVING | By employees and matched by the companies |
| TAILOR-MADE CAMPAIGNS | Created with companies |
| BUSINESS CHAMBERS | Awareness-raising events |
| PARTNERS DATABASE | For spreading the philanthropy message |

# TRUST AND ETHICS
## AND GIVING TOOLS

**1**

**TRANSPARENCY – KEEP DONORS INFORMED AND SATISFIED**

**2**

**REGULAR UPDATES**

Sending emails

Organizing networking events

Annual event – presenting results of the year

**3**

**ORGANIZING REGULAR PRESS CONFERENCES OR EVENTS**

**REPORTING ON DISTINCT MILESTONES**

# SOLVING ENVIRONMENTAL ISSUES

## A US CASE STUDY

## CROSS-SECTOR COLLABORATION TO SOLVE ENVIRONMENTAL ISSUES IN CALIFORNIA

# A BIT ABOUT CALIFORNIA

7TH LARGEST ECONOMY IN THE WORLD: GROWS 50% OF US FRUITS, NUTS AND VEGETABLES AS WELL AS LIVESTOCK AND DAIRY (1 IN 4 GLASSES OF MILK IN THE US COMES FROM CA)

40 MILLION PEOPLE

INDUSTRIAL AND AGRICULTURAL LIVE SIDE BY SIDE

CO-EXISTENCE OF AGRICULTURE AND INDUSTRY IS DIFFICULT

SUSTAINABLE CONSERVATION
” UNITING PEOPLE TO SOLVE THE TOUGHEST CHALLENGES FACING OUR LAND, AIR AND WATER. “

# A BIT ABOUT
## SUSTAINABLE CONSERVATION

PIONEERS IN WORKING ACROSS SECTORS

APPROACH THEIR VISION WITH AN UNDERSTANDING OF WHAT IS IMPORTANT TO THE ORGANIZATIONS THEY ARE WORKING WITH

WORK WITH INDUSTRY, LARGE FARMING, LOCAL GOVERNMENT TO SOLVE ISSUES OF MUTUAL CONCERN

CREATE WIN/WIN OUTCOMES EACH TIME, EVEN WHEN THE OUTCOME TAKES YEARS TO RESOLVE

CONDUCTED A SUCCESSFUL $14.5 MILLION CAMPAIGN
(1/2 FOR CONTINUING WORK, 1/2 FOR NEW PROJECTS),
CAMPAIGN WAS CALLED: “MAKING BIG IDEAS WORK”

CROSS-SECTOR COLLABORATION

# EXAMPLES OF SUSTAINABLE CONSERVATION'S IMPACT

# CONSERVATION TILLAGE:
## CLEAN AIR

**BEFORE**

**AFTER**

# CULTIVATING CLEAN WATER

## BEFORE

## AFTER

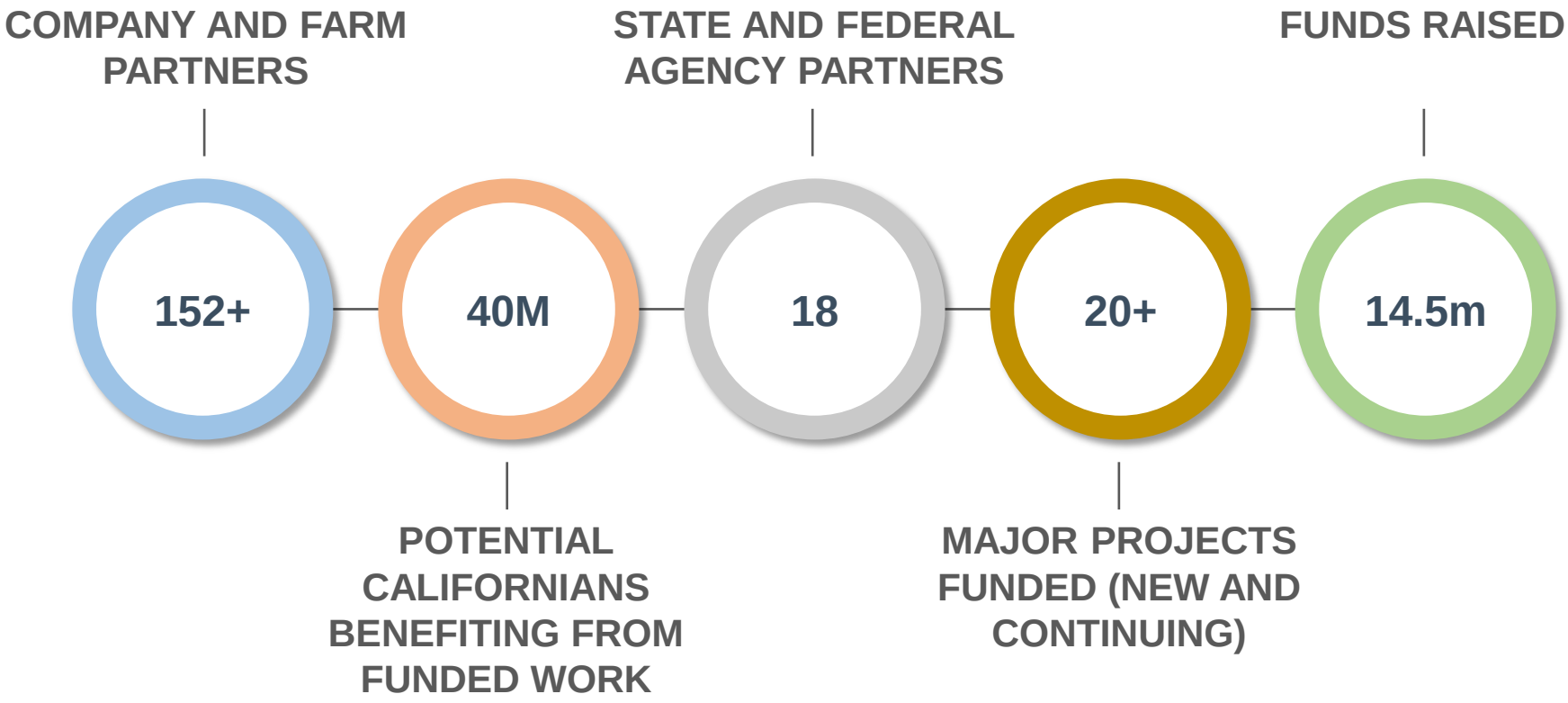
# PRESERVING THE LAND

## BEFORE

## AFTER

# MAKING BIG IDEAS WORK

## RESULTS IN NUMBERS



# PROFILE OF MAJOR DONOR

## MAJOR DONORS ARE THOSE INDIVIDUALS WHOSE

GIFTS RANGE FROM
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## TYPICAL MAJOR DONOR

PHILANTHROPISTS WITH ENVIRONMENTAL PASSION

LIKES BUSINESS APPROACH TO ENVIRONMENTAL ISSUES

PRAGMATIC:  LIKES “COMMON GROUND” SOLUTIONS” MORE THAN CONFRONTATIONAL ADVOCACY

ECONOMIC APPROACH IS APPEALING

BELIEVES STRONGLY IN COLLABORATIVE APPROACH

# WEB-BASED PROMOTION
## AND GIVING TOOLS

**www.suscon.org**

**1,538 fans/followers; 881 followers on Twitter; 720 followers on LinkedIn**

**Monthly newsletter (email), Welcome Series for new donors**

**kickstarter**

# TOOLS FOR ENGAGING DONOR PARTNERS

| | |
|---|---|
| DONATIONS | Traditional but with greater potential impact |
| INKIND (GOODS/SERVICES) | None |
| CAMPAIGN PLEDGES | By individuals, foundations, associations, corporations and local/state/federal government |
| TAILORED GIVING OPPORTUNITIES | Created with donors with special interests |
| CULTIVATION | Awareness-raising events, gatherings, materials |
| REGIONAL COUNCILS | For engaging around local issues and funding |

# TRUST AND ETHICS
## AND GIVING TOOLS

**1**

**TRANSPARENCY – KEEPING DONORS INFORMED AND SATISFIED**

**2**

**REGULAR UPDATES**

Sending emails

Organizing networking events

Newsletter changed to reflect big ideas at work

Annual Report:  Big Ideas At Work

**3**

**ORGANIZING REGIONAL AND STATEWIDE MEETINGS OR EVENTS**

**REPORTING ON DISTINCT MILESTONES**

# OTHER ISUES THEY ARE SOLVING

1

Drought has led to incursion of salt water into fresh water table:  working to create “water banks” with farmers, local governments

2

Over 11 years, they worked with the state government and private manufacturers to find a substitute for copper in brake pads on autos and trucks (the copper caused salmon mutation and was killing the fish).  They found the substitute and now it is California state law.

3

They worked with the California Coastal Commission (government) to consolidate the permitting process for land restoration.

# SERBIA AND CALIFORNIA

KEY SIMILARITIES IN COLLABORATION
KEY DIFFERENCES

# PUTTING THESE
## IDEAS TO WORK FOR YOU…

- How will you expand your potential for community impact through cross-sector collaboration with new partners?
- What are the “right questions” to ask?
- Work with one or more participants to review and answer the questions on this worksheet and then be prepared to share your answers with the class. Thank you!

# INNOVATION

## SUMMARY: WHY COLLABORATION IS CRITICAL

Social, environmental and other community-based change is faster and more effective when business, NGO/nonprofits and government work together to achieve a larger vision than any could achieve alone.

When resources are gathered and distributed based on a collaborative plan, the impact is greater and the work more effective.

As NGO/nonprofits, we can be leaders in effective change, inspiring others with our ethics, values and commitment.

WHAT ARE YOUR QUESTIONS?

# CLOSING COMMENTS AND QUESTIONS

# THANK YOU

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