

# Leading practice in community & philanthropy partnerships

Lessons from Community and Philanthropy Partnerships Week 2015-2017



## CONTENTS

Introduction	3
Program Overview	4
List of Projects Funded	6
Partnership Insights	9
Case Studies	12



Australian Government  
Department of Social Services

Community and Philanthropy Partnerships Week was funded by the Commonwealth Government, through the Department of Social Services.

## Introduction

Philanthropy takes many forms, shapes and sizes and is thriving in every community across Australia. In our respective organisations we see first-hand the impressive but often unseen work that takes place across the country to achieve positive social, cultural, environmental and economic change. The greatest impact we see is when philanthropy works in genuine partnership with community, at the grassroots. But it is all too easy to take for granted the relationships that underpin these achievements. The reality is these relationships, which take dedicated time, effort and resources to build and maintain, are fundamental to delivering the positive outcomes which benefit society.

That's why the concept of Community and Philanthropy Partnerships Week (CPPW) struck a chord. Funded by the Department of Social Services (DSS) and supported by the Prime Minister's Community Business Partnership, its purpose was to showcase examples of successful partnerships, celebrate what has been achieved and shine a light on what can be accomplished when community and philanthropy partnerships are harnessed effectively. By doing so, it also provided inspiration and example for others to follow and emulate.

It made sense that Philanthropy Australia, the peak body for the philanthropic community, and the Foundation for Rural & Regional Renewal (FRRR), a key conduit between philanthropy, business, governments and communities, should partner to bring CPPW to fruition.

Over the course of the three-year program with \$456,645 in grants funded by DSS, we enabled 62 community groups to promote their work Australia-wide and strengthen and build on their partnerships.

With the formal CPPW program concluded, it is opportune to capture and share some of the leading practice in community and philanthropy partnerships, for the benefit of community and philanthropic groups for years to come.

This report is based on outcomes reported by the grant recipients, as well as on more than twenty interviews with grant recipients and their partners, capturing their experience and leading practice in addressing some of the nation's most pressing social challenges across rural, regional and urban communities nationally.

There are useful tips and insights on what makes a partnership work, irrespective of the size of your organisation or the type of philanthropic support provided - financial or in-kind.

It was a pleasure and honour for our organisations to have the opportunity to work together to help showcase the selfless work that takes place across our country every day for the benefit of future generations.

We trust you find this report of interest.

Natalie Egleton  
CEO, FRRR



Sarah Davies  
CEO, Philanthropy Australia



## COMMUNITY AND PHILANTHROPY PARTNERSHIPS WEEK

The role philanthropy plays in supporting local community groups is critical to the ongoing improvement of the economic and social strength of our Australian communities – but it often goes unheralded.

**Community and Philanthropy Partnerships Week (CPPW)**, which ran annually from 2015 to 2017, was designed to put the spotlight on these partnerships and:

- highlight community and philanthropy in the areas where it takes place and encourage increased community support
- provide examples to other communities of what can be achieved when community and philanthropy partnerships are harnessed effectively
- demonstrate that philanthropy is not something just done by high-net-worth individuals and corporates – it's something that takes place every day in communities across Australia.

Groups were encouraged to publicly celebrate their partnerships during a designated week each year, and a small number of grants of up to \$10,000 were made available annually to help community groups and their philanthropic partners get involved.

Funded by the Department of Social Services, CPPW was managed by Philanthropy Australia, with the grants administered by the Foundation for Rural & Regional Renewal (FRRR). The project was endorsed by the Prime Minister's Community Business Partnership. It was also actively supported with media releases from the Minister for Social Services.

A website housed information and resources relating to the program, while Facebook and Twitter were used to promote the program. Eighteen partners, ranging from corporate organisations through to business associations, not-for-profit groups and online giving platforms, helped amplify the message. In addition, David Gonski AC and Maggie Beer AM agreed to be ambassadors. There was also good support from local MPs, recognising good partnerships with certificates and helping the community groups to gain exposure.



**“It’s very important that we give people good examples about what can happen and what can be achieved. I think it should inspire others, and we need to inspire businesses and people with the resources and wealth to make a difference, and to step into these gaps and take an active part in what they can achieve. The outcome is a better society for us all, including the businesses that operate in them. We have to acknowledge that everyone has to play a role, and those with more capacity have to take on a bigger role.”**

*Adam Robinson from StreetSmart  
Partner of Eureka Mums (St Kilda Mums)*

## Grants Awarded



Over the three years of the program, 62 groups received grants totalling \$456,645 to implement a wide-range of initiatives to draw attention to the value of community and philanthropy partnerships. The projects included films and books, hosting open days and formal celebratory events.

Grants went to a mix of urban, peri-urban, regional, rural and remote areas.

The size of the organisations supported varied from community groups with just a few members, like the Chapman Valley Menshed, to Victoria University's Sir Zelman Cowan Centre. Most applications were not-for-profit community groups, followed by large charities and foundations.

The nature and sophistication of their partnerships varied too. Some had several small community-based partners, like local sporting clubs and small businesses, while others had well-known foundations and ASX-listed corporations as their partners.

Year-on-year, the diversity of projects funded by the program increased, as understanding of the CPPW program objectives grew and profile of the partnership initiatives being celebrated amplified.

## Applications Received by State CPPW Rounds 1-3, 2015-2017



## Distribution of Grants



## Impact of the program



From the grant acquittal reports and conversations with the 12 community groups and 10 partner organisations consulted for this report, it is apparent that there was value at many levels from this concerted effort to put the spotlight on community and philanthropy partnerships.

CPPW allowed donor partners to see the impact of their support first-hand and encouraged groups to take time out to reflect on their partnerships and what they mean.

Virtually every community group said that CPPW helped them raise the profile of their work, strengthen existing partnerships and, in many cases, secure new partnerships. It also reinforced, and importantly, made public, the fact that philanthropy (in its broadest sense) is critical to the ongoing existence of many community NFPs and to filling gaps and solving local challenges.

Some of the community groups said that the process of applying for a grant encouraged them to take the time to reflect, document and plan their activities more strategically.

While there is no doubt that donations of money are important, there was wide recognition that partners provide much more than just cash. As one group explained, “It opens up access to skills and services that NFPs don’t have,” and another said, “It allows us to be innovative, and move away from the traditional ways of doing things.”

All in all, the program was valuable in putting a spotlight on community and philanthropy partnerships. This report attempts to capture the essence of successful partnerships, from the perspectives of 12 community groups and their partners. It aims to share those lessons as indicators of leading practice, so others can continue to partner successfully to action positive change within their communities.

Grant Recipient	Project Title	Location	Grant	Type of Celebration
<b>2015 Projects</b>				
BEST Employment Ltd – Inverell Branch	Food with thought	Inverell, NSW	\$ 5,500	Community open day and gala luncheon
Community Foundation for Albury Wodonga Region Ltd (Border Trust)	8 Ways to give	Albury, NSW	\$ 6,500	Developed and launched a video at the annual bigGIVE event
Foundation for National Parks & Wildlife	Plant a tree for me! day	Sydney, NSW	\$ 5,500	Volunteering day, site tour and BBQ lunch
Landcare NSW Inc	Landcare celebrates vitality and versatility through VFFF	Armidale, NSW	\$ 9,850	Afternoon tea and film showing
Pets in the Park Inc	PITP pilot outreach program – helping the homeless care for their pets	Sydney, NSW	\$ 7,500	Picnic in the park
Riding for the Disabled Association – Raymond Terrace and Lower Hunter Centre	Community & horsepower developing abilities	Raymond Terrace, NSW	\$ 5,000	Develop and launch two films at a celebratory event
Ardoch Youth Foundation Ltd	Sunshine stories	Sunshine, Vic.	\$ 5,125	Film showing and storytelling event
Association of Neighbourhood Houses & Learning Centres of Victoria Inc	From little things big things grow	Corio/ Dandenong, Vic.	\$ 8,000	Publication of a booklet and celebration event
Foodbank Victoria Ltd	Feeding our future – a celebration of collaboration	Yarraville, Vic.	\$ 5,000	Developed and launched videos and conducted a site tour and celebratory afternoon tea
Merri Creek Management Committee Inc	Stepping into print – philanthropic support for engaging the community and moving into the literature	Brunswick East, Vic.	\$ 10,000	Roundtable, workshop and luncheon
Ocean Grove Toy Library Inc	Sharing a world of play	Ocean Grove, Vic.	\$ 5,000	Community open day
St Kilda Mums/Eureka Mums	Supporting the belief that every baby deserves to be safe	Sebastopol, Vic.	\$ 6,386	Developed a brochure, held morning tea and gala dinner
The Nappy Collective Inc	Achieving more collectively	South Melbourne, Vic.	\$ 7,000	Developed and launched a film at a celebratory afternoon tea
TTF Lorne Community Arts & Culture Foundation	Stronger together – arts inspires a generation	Lorne, Vic.	\$ 4,400	Created a film to demonstrate value of philanthropy
Buderim Foundation Ltd	Celebrating the vibrant community spirit of Buderim	Buderim, Qld.	\$ 7,000	Giant expo and launch of a new publication
Mackay Regional Council for Social Development Ltd	Giving in our region	Mackay, Qld.	\$ 8,850	Publication of a booklet and celebration event
Chapman Valley Menshed Inc	Let's get real started: the men's shed with a shed – opening celebration	Nabwa, WA	\$ 2,000	Official opening and community celebration
Environs Kimberley Inc	Broome seagrass project	Broome, WA	\$ 6,170	Presentation at partnership celebration
Spastic Centres of South Australia Inc	The power of partnerships – a celebration event	Adelaide, SA	\$ 9,500	Film screening and event to launch new program
The Adelaide Youth Orchestra Inc	Adelaide Youth Orchestra showcases philanthropic impact	Adelaide, SA	\$ 9,460	Developed and launched a video at a dinner
Launceston City Mission Inc	Fostering better futures	Launceston, Tas.	\$ 5,500	Luncheon and tour of city mission facilities and services.

Grant Recipient	Project title	Location	Grant	Type of Celebration
Australian Outward Bound Development Fund Pty Ltd	Onwards & upwards community celebration	Tharwa, ACT	\$ 4,450	Afternoon tea, presentation ceremony and group activities
Western Desert Nganampa Walytja Palyantjaku Tjutaku Aboriginal Corporation	Tjungu (together)	Alice Springs, NT	\$ 10,000	Morning tea, panel discussion and film screening
<b>2016 Projects</b>				
Ashford Business Council Inc	Food for thought	Ashford, NSW	\$ 10,000	Lunch celebrating collaboration with ABC, 2 Rivers Pty Ltd and friends
Just Reinvest NSW (Aboriginal Legal Service NSW ACT Ltd)	Celebrating Bourke – stronger, safer, smarter kids	Bourke, NSW	\$ 10,000	Community celebration
Renew Newcastle Ltd	Renewing Newcastle	Newcastle, NSW	\$ 10,000	Launch of a mobile exhibition and celebration of partnerships
Community Living & Respite Services Inc	Echuca Moama opening doors to opportunity	Echuca, Vic.	\$ 2,590	Produced and launched a digital story at a Christmas party
Kidsafe Victoria	Partnering to make a safer world for kids	Melbourne, Vic.	\$ 5,000	Hosted a partnership and planning dinner to celebrate partnerships
Tarra Festival Committee	Yarram and surrounds community needs and philanthropy register	Yarram, Vic.	\$ 9,700	Development and launch of community website
The Community Foundation for Bendigo & Central Victoria Ltd	Celebrate BigGIVE	Bendigo, Vic.	\$ 9,400	Developed and launched a film at the annual BigGIVE event
Victoria University	Australian law for Islamic community leaders – a dialogue	Melbourne, Vic.	\$ 9,995	Developed and launched a promotional video at an event
Access Community Services Ltd	Partnerships – a building block to success	Logan, Qld.	\$ 9,874	Community open day and celebration
Red Ridge (Interior Queensland) Ltd	Power of partnerships forum at Channel Country Ladies Day event	Betoota, Qld.	\$ 8,000	Development and launch of a short film at a public celebration
Suited to Success Inc	Steps to work – celebrating the power of partnerships for success	Brisbane, Qld.	\$ 10,000	Open day and production of a video
Kalyuku Ninti – Puntuku Ngarra Ltd	Strong partnerships achieve great outcomes	Martu, WA	\$ 10,000	Developed and launched a short film
Otitis Media Group Inc (Earbus Foundation of WA)	Ear-resistible – the Earbus and Starlight partnership in regional WA	Kalgoorlie, WA	\$ 9,800	Developed and launched a short film
Wongan Community Care Inc	Summing it up – how the sum became greater than the parts	Wongan, WA	\$ 2,500	Developed and launched a video at the end of year finale
Anglicare SA Ltd – Acorn Parent Infant Attachment Groups	Growing acorns	Adelaide, SA	\$ 10,000	Development and launch of a short film at a celebratory lunch
Riverland Youth Theatre	Acting up	Renmark, SA	\$ 6,445	Informal showcase and supper
Meercroft Care Inc	Intergenerational music partnership project	Devonport, Tas.	\$ 4,550	Development and launch of toolkit at community celebration
Tamar Region Natural Resource Management Strategy Reference Group Inc	On the right track – North Esk Ribbon of Blue River Trail 25th anniversary	Launceston, Tas.	\$ 4,960	Photographic exhibition, onsite celebration, luncheon and family activities day
Darwin Asylum Seeker Support & Advocacy Network (DASSAN) Inc	The DASSAN story	Darwin, NT	\$ 10,000	Launch of the DASSAN History Project at a community event

Grant Recipient	Project title	Location	Grant	Type of Celebration
<b>2017 Projects</b>				
Central Coast Emergency Accommodation Services Ltd	Partnership ending hardships	North Gosford, NSW	\$ 9,500	Book launch and photographic exhibition
House of Hope Recovery Centre	With food comes hope	Warrawong, NSW	\$ 9,500	Film showing
Prosper (Project Australia) Inc	Family one stop shop showcase	Campsie, NSW	\$ 6,700	Development and launch of publication, site tour and community outreach event
The Reach Foundation	Humans of the Hunter – stories made possible through partnership	Hunter Region, NSW	\$ 9,500	Book launch
CERES Inc	Celebrating 35 years of community and philanthropy partnerships @ CERES	Brunswick East, Vic.	\$ 9,500	Documented the history of philanthropy, launched the CERES sub-fund and bequest initiative at an event
Colman Education Foundation	Together on the Hill	Doveton, Vic.	\$ 9,500	Produced a short film, launched at a joint celebration event
Community Living & Respite Services Inc	The CPPW complimentary cupcake	Echuca/Moama, Vic.	\$ 3,250	Produced a video showcasing the success of the Murray River Tea Rooms, launched at an event
Friends of the Australian Botanic Gardens Shepparton	Reach for the stars	Shepparton, Vic.	\$ 5,000	Commissioned and installed signage, which was unveiled at a celebration event
Inner North Community Foundation Ltd	Leaving a lasting legacy: IntoWork's impact in Melbourne's inner north	Northcote, Vic.	\$ 7,000	Produced and launched a short documentary at a series of celebratory events
Justice Connect - Melbourne Office	Kicking goals with Melbourne's homeless community	North Melbourne, Vic.	\$ 6,500	Developed and hosted webinar series on Social Impact Investment
Longbeach Place Inc	It's our PLACE! Celebrating partnerships with Longbeach PLACE	Chelsea, Vic.	\$ 9,500	Hosted a community open day, including workshops and presentation
Access Community Services Ltd	Building connected communities	Logan, Qld.	\$ 9,750	Research project and report launch
St Vincent de Paul Society Queensland	Vinnies PALS (Partnership Learning Sessions)	Brisbane, Qld.	\$ 8,000	Workshop, networking event and development and launch of a new corporate video
Kimberley Aboriginal Law & Cultural Centre Aboriginal Corporation	Supporting cultural activities in the Kimberley	Fitzroy Crossing, WA	\$ 10,000	Hosted a tour and created a documentary, which was debriefed via a teleconference
Northern Suburbs Community Legal Centre Inc	Older People's Peer Education Scheme (OPPES)	Northern Suburbs of Perth, WA	\$ 4,100	Hosted a celebration luncheon and hosted activities to enhance volunteering experiences
Barossa Region Community Foundation Inc	Concordis harmony project	Nuriootpa, SA	\$ 5,500	Workshop and a 'visual podcast'
The Wyatt Benevolent Institution Inc	Work Pay\$ – celebrating everyday money skills for young people with disabilities	Adelaide, SA	\$ 3,750	Developed and piloted a financial literacy module and launched at a celebration event
Anglicare Tasmania Inc	Community treasure hunts – let's treasure our community	Tamar Valley, Tas.	\$ 9,000	Series of family fun days to create connection
YWCA Canberra	YWCA Canberra Clubhouse – partner or perish	Canberra, ACT	\$ 5,250	Developed, published and launched an impact report at a thank you celebration
Ernabella Arts Inc	For a love of clay! Celebrating the Ernabella Arts/Baillie Longitude 131 Partnership	Ernabella, NT	\$ 9,340	Community film screening and celebration

## LEADING PRACTICE

The following insights are drawn from the conversations that informed the case studies in this report. It isn't exhaustive but captures the collective wisdom of the community groups and philanthropic partners we consulted.

### Planning and process

Before seeking partners, **make a plan** – ideally look two to three years out. Consider how **different partners could be involved at different points in the life-cycle** of a project or organisation.

Be **open with your definition of partnership** – big, small, cash, in-kind, time and connections are all valuable contributions. **Small amounts of money can often be catalytic** and have a ripple effect. Don't underestimate the **value of volunteers**.

**Think laterally** and take advantage of what is on offer. Chapman Valley Mensed had access to free movies, so they set up a free 'shinema' to bring the community together, and a smoothie van to create another income stream.

**To attract support, have a clear mission** underpinned by documented service-delivery models, a verifiable evidence base and strong business case.

**Have a story and be able to tell it** – use facts, figures and personal stories. **Data and critical analysis** can help prove the value of what you do. If you can clearly **communicate what you want to achieve, why and how**, philanthropic partners are more likely to help.

Libby Ferrari from BHP notes **good governance** and **strong organisational leadership are essential** to building trust and commitment with partners. Simply 'doing good' isn't enough.

Show that your **operations are underpinned by sound processes**. Ensure the right systems are in place to track your interactions with and commitments to your partners. Processes to measure your impact are also vital. If your team comprises volunteers, **record the equivalent financial value** and share this with partners and stakeholders.

**Funding application processes should be appropriate to the scale of the support** on offer. The Chapman Valley Mensed says there are easy grants and hard grants. Easy grants are online with only 20 questions; hard ones are long, time-consuming and complex, requiring multiple quotes that are out of date by the time the funds are granted.

**Be really clear about what you need.** For example, Renew Newcastle needed empty properties for their project, while Riverland Youth Theatre needed support for operational costs, and Victoria University needed the Islamic Council of Victoria to endorse their program.

**Partners need to be open to providing support for whatever the community groups need.** Often there are specific areas partners want to support but the greatest need may be different. So, it's important to be open.

**Be realistic** about what you commit to do. Eureka Mums say they tried to do too much during CPPW – a video, publication and three events, with 100% volunteers and no paid staff. It all had to happen in a week and while they



BEST Employment Ltd in Inverell, NSW, planted out their food garden as part of their celebration of social inclusion and collaboration with the partners who have helped make it a community success.

Anthea Hancocks from The Scanlon Foundation says they try to **keep things simple** and ask only for the information they need – and that they have the resources to deal with.

**Tailor the request to the audience.** Make sure you **understand the philanthropic process**, support your idea with a **clear objective**, show **how your project aligns to the partner's interests** and **map out delivery timelines**.

delivered, their CEO says it was too ambitious and left everyone exhausted.

Find a good team to **share the workload**. Also, make sure you **thank and support your volunteers** to minimise volunteer fatigue.

### Finding partners

Being **aligned around the mission and values and having shared beliefs** is critical. 'Fit' is really important.

**Aspirations need to be shared** and partners need to **be in it for the right reasons**.

**Trust and mutual respect are critical** to success and a **common vision is the start and end-point**. Ensure you **understand where there are alignments between partners' plans and strategies and how your program or service delivers on their goals**.

**Support an organisation because you believe in the cause**, not just because you want recognition or something in return. Parmalat offered to provide Community Living & Respite Services (CLRS) with milk for the tea rooms and didn't put conditions on it or ask to be acknowledged. In doing so, they led the way for others to support the social enterprise.

Most organisations have **several partners providing a mix of cash and in-kind support**. CLRS receives support from a range of different partners, including foundations, government and individuals, and they believe there is a better outcome by tapping into each segment.

**Impact can be achieved without any money changing hands**. A deep and genuine shared **commitment to the challenge or opportunity** will deliver benefits and outcomes.

Community organisations can sometimes help partners solve problems – e.g. Newcastle Council had property they didn't know what to do with and Renew Newcastle stepped in.

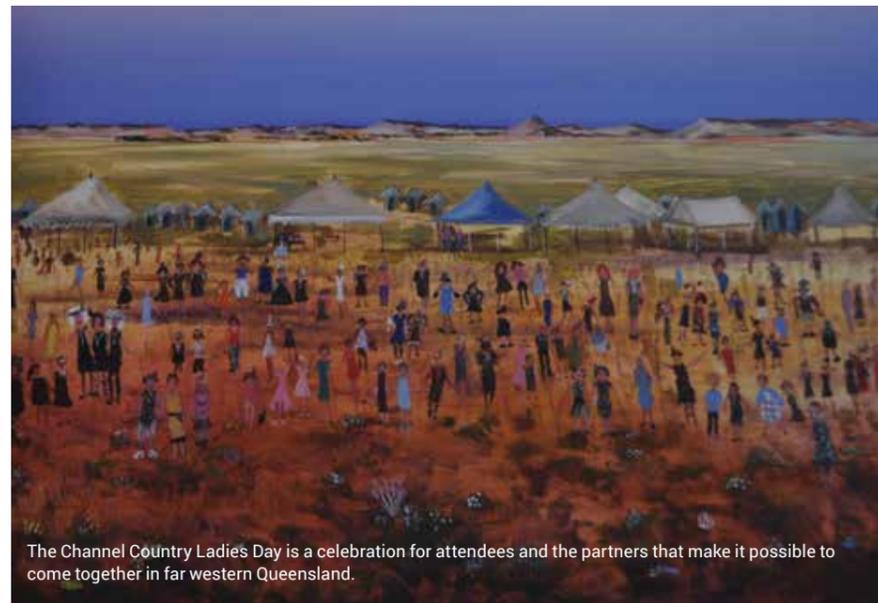
Partnerships formed around solving a common problem can lead to **transformational and multi-faceted outcomes** for partners and beneficiaries. Starting **conversations in the public domain** can **foster a better understanding and empathy** on divisive issues.

**Partners often have valuable insights or research** they can share. Anthea Hancocks from The Scanlon Foundation highlights that philanthropy can be privy to information that small groups can't

access. By **sharing it widely**, there are better outcomes for everyone.

Providing **support over the longer-term removes pressure** and **enables groups to plan with certainty**. It also allows **time to get to know one another** and see the impact of your joint efforts. Sir Zelman Cowan Centre at Victoria University aims for a four-year partnership, with the goal of projects then being self-sustaining.

Donors and supporters need to **be conscious of how they talk about their involvement**. There can be a power imbalance and while funds or in-kind contributions may be critical to success, nothing happens without the community group. So, it shouldn't be about recognising the philanthropic partner alone, but the collaborative effort.



The Channel Country Ladies Day is a celebration for attendees and the partners that make it possible to come together in far western Queensland.

**Ensure common expectations** around reporting and **opportunities to engage**. Some grassroots **organisations are reliant on volunteers** and can find it **challenging to meet the expectations of professional partners**. Professor Kathy Laster from Sir Zelman Cowan Centre at Victoria University notes that **compliance and accountability mechanisms can be onerous and there needs to be a balance**. **Agree the deliverables** and talk through what is realistic **at the start of your relationship**.

**Seek partners who can add credibility**

to your work and help engage others. For example, Kanyirrinpa Jukurrpa (KJ) made a video showcasing their philanthropic partnerships, which they then shared to build their reputation and attract new partners. Leverage your existing relationships. **Ask your current partners to introduce you to others** that might support you. For example, Parmalat tried to link CLRS in with others who might help.

**Two-way dialogue is critical, especially before putting forward a formal request. Actively listen to what partners want. This can vary greatly**, from increasing customers or profile and engaging with employees, to connecting to their community, supporting start-ups or wanting their money to stay local.

For BHP, for example, giving back to the community provides a social licence to operate. Their support is important to KJ, and the partnership has enabled BHP's staff to understand the strength and power of Indigenous people and learn about things they don't see in their day-to-day life.

Identify and work with potential partners from where they are at – **don't assume everyone is ready to give or partner in the same ways**. Conversations in different formats can take prospective partners on a journey and help them find their own motivations.

If your organisation is offered **feedback** about why you didn't get a partnership, take up the opportunity and **learn from it**. Most importantly, **be persistent – don't give up**.

Groups will have **varying capacity to form partnerships**, and some may not realise philanthropy might be willing to help. There is a **role for all philanthropists in reaching out, educating and offering support**, not waiting to be asked.

Anthea Hancocks from The Scanlon Foundation notes sometimes smaller community groups need a little wiggle room in delivering on their projects. The Foundation tries to be encouraging and supportive and **plays a mentoring and capacity-building role**.

**Recognise that working with communities takes time** and often evolves. Community organisations often have more complex and slower governance/approval processes, and rely on volunteers, so things can take longer. **Success may look different in small communities**; the numbers may not be big, but the impact is deep and life-changing.

### Engaging and retaining partners

While not all partnerships are equal, **all partners are important. Acknowledge all partnerships**, no matter their size or scale, and **say thank you often**.

**Keep partners informed**; it **creates trust. Transparency** is imperative to partnership success. Be **open, honest and proactive**, and be open to new ideas.

**Cross-cultural issues** can lead to misunderstanding, but they can be overcome by **meeting regularly and learning how to work together**.

**Establish relationships at all levels** – not just CEO to CEO. This means that if people move on, you still have relationships within the organisation.

**Give people the opportunity to see first-hand the impact of what you do together**. Creating opportunities to connect directly **deepens relationships, fosters new ideas and opportunities and builds momentum**.

Different partners are exposed to different aspects of a project – providing ways for **partners to get together, learn more, build networks** and appreciate all the factors that enable the outcomes will **help to strengthen and sustain partnerships**.

St Kilda Mums CEO, Jessica Macpherson, encourages groups to invite people in, make them feel welcome, let them know their support is crucial. **Showcase the impact of what you do**, especially by **telling personal stories. Creating opportunities for the beneficiaries' stories to be heard**, both in reports and face-to-face at events, can help to attract new partners and supporters.

Partners need to **make the effort to get involved, to come along to events** – that's just as important as the cash in some cases, plus it's a missed opportunity for the partner.

**Celebrate the shared wins** – mark the milestones and acknowledge those that helped you get there. **Don't take**



Inner North Community Foundation in Melbourne showcased its impact and thanked their numerous partners during CPPW.

**their support and your partnership for granted**. Taking time to stop and celebrate provides an opportunity to learn about the benefits and value beyond the day-to-day work.

**Consider funding evaluation** so there is time and money set aside to undertake a thorough independent analysis of the work you do together. But only **evaluate things that can be acted upon**. Having an **event and producing a report** can help keep your organisation and project at top of peoples' mind. It is something **tangible**.

**Respect what each partner brings to the table**. Jessica from St Kilda Mums puts it well: Deep genuine partnership and a genuine commitment and value sharing between philanthropy, business and the third sector doesn't demand anything in return. It's the connection and shared values and vision for change, for a way of doing things differently.

At its essence, a shared vision for change is exactly what community and philanthropy partnerships are about.

## Partnerships in Action

The following case studies are just some of the groups that celebrated their partnerships during CPPW. These projects represent a cross-section of organisations over the three years of the program, and showcase the diversity of the great work that happens when communities and philanthropy collaborate.

### COLMAN EDUCATION FOUNDATION

#### *Together on the Hill*

**Doveton College has the whole community at its core, and it is this community spirit that forms the essence of the way it works – together as one.**

The Colman Education Foundation received a \$9,500 CPPW grant to produce a short video, titled *Together on the Hill*, celebrating the unique Doveton College model, and its philanthropic and community partnerships, which provide integrated education and family support service for local children, young people and their families.

In 2009, the Colman Education Foundation commenced a partnership with the **state government's Department of Education and Early Childhood Development** to support the education of children in Doveton, a suburb of Melbourne that is nationally recognised for its significant social disadvantage, having a substantial migrant and refugee population.

Greg McMahon, Executive Principal of Doveton College, explains that the school was established in a community that didn't have trust in institutions, so they had to find a way to gain that trust by setting themselves up as a Community Hub.

"A first for Australia, the Doveton College model minimises the barriers to entry for those new and disadvantaged in the community. For example, a parent may bring their child to the Early Learning Centre but needs mental health support themselves. All it requires is a walk across the corridor to introduce a parent to that support service.

"We have an open-door policy and work with a number of service providers on an MOU arrangement to provide services to the whole of the community. A good example is our partnership with **Save the Children**, who run our playgroups."

Rae Kori, a team leader for Save the Children, explains that the partnership with Doveton College works well, as they are aligned with their overall mission and objectives.

**"Having a mission is really important. Your philanthropic partners may have different ways of doing things but as long as you have shared aims and goals, are open and honest, have mutual respect for each other's expertise, and above all trust one another, then you will be successful."**

"The impact of our partnership since 2012 has been beyond what was originally intended. Now, we have approximately 130 different families attending playgroups each week, and the same number on a waiting list. We have simply run out of room to expand the operation."



01



01. Working together in Doveton's garden.  
02-04. Learning and interaction for all ages.



03



[View the video here](#)



04

**\$9,500**  
GRANT

### Partnership Insights

A clear mission is important. If you can communicate what you want to achieve, why and how, then philanthropy will help.

Building trust and mutual respect is critical to success and requires a common vision as the start and end point.

Tell the complete story, not just the numbers. Explain what it means for that child or family.

Celebrate achievements, and don't take the partnership for granted.

## LAUNCESTON CITY MISSION

### *Fostering better futures*

Increasing demand for their services led LMS to explore new funding sources and seek new partners.

Launceston City Mission (LCM) supports around 10,000 Tasmanians each year – people marginalised by poverty, addiction, social isolation, abuse or homelessness. Their services include emergency relief for families; youth services; trauma, grief and loss support for children; accommodation for the homeless; and drug and alcohol rehabilitation.

Some of the funding for these vital programs comes from social enterprises, which also provide support and employability skills to recovering addicts, recently released prisoners and long-term unemployed clients.

Historically, most of LCM's funding has come from **government programs** but generous community partners – including **individuals, community groups, churches and schools** – also contribute valuable donations or in-kind support.

LCM CEO Stephen Brown says they recognised that with more and more people relying on their services, they needed a broader and more sustainable funding base.

"We had a few bequests, and several local businesses provide cash, in-kind goods and pro bono services. But we wanted to secure more long-term philanthropic partnerships."

"We saw CPPW as an opportunity to acknowledge and showcase what we'd been able to achieve with our community partners, but also to engage new partners.

**"So, we applied for a grant. The process of writing the application helped us define and focus on what we wanted to do. It would have been worthwhile, even if we didn't get the grant. But we did, and we were able to do a number of different things."**

They used the grant to host a mix of existing supporters and others they considered might become a supporter at a celebratory luncheon with the theme 'Fostering Better Futures'.

The former CEO of the Sidney Myer Foundation, Christine Edwards, led an informative session about philanthropy – what it is and how it works. They also heard first-hand from people who have benefited from the centre, and from a partner who supports LCM about the positive impacts that their funds have on the organisation, and on the futures of the individuals it serves.

"We had about 50 people attend the luncheon, where we acknowledged the support that has got us to this point. About the same number participated in behind-the-scenes tours of our homeless shelter, drug and alcohol rehabilitation centre and eWaste recycling centre to see first-hand what we do," Stephen explained.

It was an effective strategy, as they now have five foundations supporting them, plus more individual and community support. Overall, the activities conducted with the help of the CPPW grant helped them feel more connected and has resulted in more collaborations.

Stephen says that he believes success has been due to having the right people in place and having the right conversations.

**"You have to take time to discuss things – find out what interests potential partners. You need to have a conversation, not just rock up and present your biggest need. You need to understand what motivates them, understand their needs, and why they are doing it."**



- 01. City Mission's Community and Fundraising Manager, Brian Roach, with long-time supporter, Ms Colleen McGann, who is a member of the Prime Minister's Community Business Partnership.
- 02. Current and potential partners at a CPPW lunch function at City Mission's Missiondale Drug and Alcohol Rehabilitation Centre.
- 03. LtoR: City Mission CEO, Stephen Brown, Guest speaker (former CEO of Sidney Myer Foundation) Christine Edwards, Greens Senator Peter Whish-Wilson.

**\$5,500**  
GRANT

### *Partnership Insights*

If you want support, you need a clear story – documented service-delivery models, a verifiable evidence base and clear business case.

Identify and work with potential partners from where they are at – don't assume everyone is ready to give and partner when and in the ways that your organisation is. Conversations in different formats and contexts can take prospective partners on a journey and help find their own motivations.

Tailor your request to your audience – philanthropists are usually quite sophisticated and so expect more professional responses.

Keep your partners informed – and ensure the right systems are in place to underpin that.

# KALYUKU NINTI - PUNTUKU NGARRA LTD

## Cross-sectoral partnerships support strong knowledge & culture

A successful and true partnership is about working, and teaching each other, or as the Martu people refer to it, as a ‘family.’ This approach has resulted in significant social, cultural, economic and environmental benefits for the Martu and their country.



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[View the video here](#)

01-05. The Martu people working as a “family” with KJ and its partners to protect their land and the life contained within it.



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**“We have a direct partnership with KJ, and our current agreement is for five years. Ensuring that people go into the partnership for the right reason is vital. You need to be clear on the collective impact, and base it on respect, honesty, truth and open communication.”**

“When BHP is considering a community partnership, good governance is essential. Before approaching organisations for funding, community groups should know their numbers, outcomes, impacts and be able to explain the social return. We don’t only support things because they are ‘nice to do’ – we want our money to make a real impact”.

“The intended reach for our partnership was regional WA, but it is now nationally recognised. At federal government level, this is a gold class partnership example, and groups across Australia are looking at our model.

“We’ve achieved phenomenal results together – conserving at-risk species like the bilby and black flanked rock wallaby and reducing camel populations, at the same time as creating hundreds of jobs and increasing children’s engagement at school. We’ve also seen incarceration rates decreasing, as a result of young men being back on country.”



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Photos courtesy KJ

**\$10,000**  
GRANT

### Partnership Insights

Transparency is important to partnership success, as is giving people the opportunity to see first-hand the impact of what you do together.

Your aspirations need to be aligned and all partners need to be in it for the right reason.

Good governance and organisational leadership of not-for-profit organisations non-profits is essential to building trust and commitment with partners – doing good isn’t enough.

## RENEW NEWCASTLE LTD

### *Renew in a Box*

Creatively and engagingly changing the face of a regional city and other communities that are confronting economic decline.

Renew Newcastle is a not-for-profit company that works to revitalise Newcastle's CBD by brokering agreements between short-term tenants requiring an affordable space (such as artists and arts/community groups) and owners of buildings that are vacant or awaiting development. Founded in 2008 to help solve the problem of Newcastle's empty CBD, it has since supported over 220 creative projects, leading to increased tourism, reduced property vacancy and crime.

Its core partner is **GPT Group (General Property Trust)** but it also has strong relationships with the **local Council and government**.

Christopher Saunders, General Manager Renew Newcastle, explains what is particularly unique about the partnership is that no money changes hands.

"It is a true collaboration based on the provision of services, access to property and opportunities to experiment with creative ideas.

"We wanted to share this unique model of partnership and collaboration between corporate entities, philanthropic organisations and community partners. We applied for a CPPW grant to develop a transportable, interpretive exhibition, which is called 'Renew in a Box' to highlight the successful outcomes to both prospective landlords and community groups.

'Renew in a Box' has been very successful and is now rolling out to other communities in NSW. It is a conversation starter, helping communities to come together and work out ways to renew their towns.

**"From my experience, the challenge of working from the grassroots up, which is our approach, is managing the expectations of your partners. Working with communities takes time and often evolves. It needs to be a collaboration of everyone working together."**

"Helping to renew Newcastle and share those lessons is the result of what we have achieved together."

'Renew in a Box' is the gift that keeps on giving. Amber Dale, a Communications and Engagement Manager working on the NSW Government's Revitalising Newcastle program, explains that 'Renew in a Box' provided a legacy and education opportunity that communicated the city's transformation across a particular point in time.

"Renew Newcastle has played a significant role in attracting people back into the city centre, and it is important that their efforts are recognised as Newcastle continues to evolve," she said.

The 'Renew in a Box' concept was a good initiative that allowed Renew Newcastle to capture the history of its work over the years, that also doubled as a mobile education piece to be rolled out across the community.

**"As a community organisation, Renew Newcastle had a robust concept for 'Renew in a Box', with clear timelines and objectives."**



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01-05. A snapshot of the Renew in a Box launch celebration with all generations gaining inspiration from the various displays and providing their own personal story to rebirth of their home city.

06. A community member reading the stories of regeneration captured in the transportable 'Renew in a Box' display

**\$10,000**  
GRANT

### *Partnership Insights*

Innovation from the ground up takes time and it is vital that all partners understand what that means for them and for the broader outcomes.

Consider how different partners can be involved at different parts of the life-cycle of a project or organisation.

Impact can be achieved without any money changing hands.

It is important to get your key stakeholders and donor partners in the room – engage with them and celebrate what you have achieved together.

Understand the philanthropic process. Ensure you support your idea with a clear objective and set of delivery timelines.

# VICTORIA UNIVERSITY – SIR ZELMAN COWEN CENTRE

## *Collaborating to build capacity*

Drawing on the strengths of each partner to achieve sustainable change.

The Sir Zelman Cowen Centre (SZCC) at Victoria University delivers programs that enhance community understanding of the law and deepen the legal profession's knowledge of community issues. It has a particular focus on initiatives that promote multiculturalism, social cohesion and equal opportunity.

SZCC received a CPPW grant to celebrate its partnerships with **the Islamic Council of Victoria (ICV) and the Scanlon Foundation**. Together, they trained 32 faith-based leaders to build the knowledge and skills required to effectively manage their organisations and deal with vulnerable sections of their communities.

Nail Aykan from the ICV says that the project was about capacity building – skilling people up so they understand the system, can make a contribution and be a role-model and a leader.

The Scanlon Foundation funded the program, which was designed by SZCC. As part of a strategy to ensure sustainable change, SZCC developed and delivered two training programs: one for Imams from various Muslim communities to familiarise them with critical principles of Australian law; the second for female Muslim community leaders, who could then serve as a contact point for other women in their communities experiencing family violence and/or family law issues.

The ICV provided advice to ensure the program appropriately addressed cultural sensitivities, and sourced guest speakers. Their most important role, however, was endorsing the program, thereby giving the Islamic community confidence to participate in the training.

The CPPW grant helped to showcase the outcomes of this work through a video, an event for key stakeholders, and attracting media coverage.

CEO of SZCC, Professor Kathy Laster, said that showcasing the event to a broad group of stakeholders, including other philanthropists, was designed to demonstrate what's possible when the philanthropic, community and university sectors collaborate.

**All three partners say that trust has been the key factor in their successful collaboration and that ultimately, it's all about relationships.**

"Mutual respect and understanding each other's roles is critical," says Kathy Laster.

Nail Aykan, Executive Director of ICV, says that leadership like this is a collective activity.

"You can't do things on your own, so you need to be able to partner with other groups to achieve outcomes. Someone may have the funding, others the expertise, and others – in this case the ICV – has the relationships and access to the community.

"Ultimately, it's all about relationships. All community work is a social space, and you have to be prepared to engage, to build relationships, test the relationships and then take them to different levels.

**"It's about trust, and you can only build trust once you get to know someone."**

Nail explains that before they partner with someone, ICV needs to be confident in their ability to deliver and that they are doing it for the right reasons.

"It's about credibility and integrity. In this case, SZCC is very professional and has a proven ability in capacity building. And The Scanlon Foundation is a supporter of many meaningful programs – if they are involved, you know it's for a good reason. They know what they are doing."

As Anthea Hancocks, CEO of The Scanlon Foundation, says, "Whoever you are working with, it needs to be a partnership where everyone recognises they can learn from each other and has something to bring to the table. If all parties bring something of value to help make the program better, that's a great thing and should be celebrated and profiled appropriately."

This program has had some great outcomes and is continuing to have a ripple effect, as The Scanlon Foundation is now supporting a project that enables the women who were trained initially to share their knowledge in their communities in 'kitchen-table' gatherings.



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01-02. Program participants celebrating what they have achieved with support from SZCC and its partners the Islamic Council of Victoria and The Scanlon Foundation.

03. Faith-based women leaders learning skills to help members of their community experiencing family violence and/or family law issues.



[View the video here](#)



**\$9,995**  
GRANT

### *Partnership Insights*

Partner with others who can add credibility to your work and help to give confidence to those you aim to engage in your work.

Think about how partnerships can start new conversations in the public domain and foster better understanding and empathy on divisive issues.

Talk to potential partners – multiple times – before you put in a formal proposal. Explain what you're working on, as your objectives align.

Keep your partners in the loop – be proactive and be open to other ideas and suggestions.

## RIVERLAND YOUTH THEATRE

### *Acting up: Riverland Youth Theatre gives thanks*

Support from local government helped secure the future of regional arts training.

For young people living in rural areas, access to the arts can be limited. Knowing the value of giving young people the opportunity to practise the arts, the Riverland Youth Theatre (RYT) made it their mission to provide creative opportunities for young people in their community, servicing over 24,000 km<sup>2</sup> of rural South Australia.

In 2015, RYT's funding from the Australian Council for the Arts ceased, which threatened to shut down the program. This would have been devastating for the community, as RYT is the only youth arts company in the region. However, through persistence, resourcefulness and the commitment of local government, the rural arts organisation was kept alive.

**RYT partnered with the three local councils** in the area, who now contribute annually to assist RYT to keep their doors open. The Councils' support is important in other ways too, providing reassurance to other funders, as well as discounted access to local facilities. Individual community members and businesses also make an important contribution.

To show their appreciation to their generous partners, RYT used a CPPW grant to host a forum, showcase and luncheon. This was designed to let partners see first-hand the impact of their support. This informal event for all donor partners was a major success, providing donors with a chance to speak directly with the young people involved in RYT.

Danyon De Buell, the Company Manager of RYT, says it is important to maintain a strong communication channel with partners so that they can see the 'bang for their buck'.

**"The CPPW grant was important in helping us to do this properly. Tailored communication is the key to healthy philanthropic partnerships. You need to identify the needs of your partner and what they would like to see as outcomes from their investment."**

"We know that RYT partners respond well to the personal stories of young people and can see directly the impact their support has, which is why the showcase did so well."

Councillor Rhonda Centrofanti, from Berri Baramba Council, says that RYT's program is a valuable activity for young people across the Riverland.

"Supporting local youth is a key part of our Council's business plan, so we are happy to support RYT as it's such a popular program. One young person travels around 200 kilometres just to participate. By keeping RYT here, we keep arts training in the region, as well as give young people something to do."

She said that seeing how their donation benefits the community is extremely important.

**"It was great to hear the stories of the young people and to watch them perform. It really showed that our contribution makes a difference for so many students!"**

The showcase was such a success that RYT has since attracted twenty new partners, providing both cash and in-kind support. This commitment means that RYT can ensure young people can continue to practise theatre well into the future. They will also continue to acknowledge the amazing donations from their partners and to celebrate these relationships.



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**\$6,445**  
GRANT

### *Partnership Insights*

Understand where there are alignments between partners' plans and strategies and where the program or service provides a response or delivers on a specific goal for a partner – and celebrate the shared wins.

Local government are critical friends in local community development programs – nurture relationships and use partnerships.



[View the video here](#)



01-04. RYT students 'Acting Up' in front of key stakeholders and potential partners at their CPPW event.

## ACCESS COMMUNITY SERVICES LTD

### *Hubs connect partners and community*

Collaboration and strong partnerships have proven to be a critical part of the success of the Community Hub concept.

Access Community Services Ltd. (Access) is the coordinating and support agency for the **Queensland Community Hubs program**. The Hubs are spaces where vulnerable families, often newly arrived in Australia, can come together to connect and access various services provided by partner NGOs and service providers in a local community setting.

In 2013, Access partnered with **The Scanlon Foundation** and local schools to create spaces where 24 external organisations connect with local families and support their varied needs.

In Logan, Queensland, there is a relatively high proportion of migrant parents who hold their children back, or don't send them to school, as Australia's education system can be quite different from their country of origin. The Logan Community Hubs help with the transition into school, including building parents' capacity to support their child's learning. The Hubs allow them to see how the school runs, and at the same time, build local connections and access other support.

The CPPW grant allowed Access to assess the impact of the Hubs program and to celebrate the community partnerships generated through the Logan Community Hubs.

Annie Rutherford, Project Development Manager at Access, explains that the research project confirmed that families have improved their wellbeing, become more socially connected, gained confidence and new skills with more children starting school at the appropriate time.

"The data enabled us to show how the community is getting more connected and helped us expand the Community Hubs concept, with five Hubs now in Ipswich, plus we now have a state-wide reference group.

"The report also generated valuable evidence and insights to continue improving the program, as well as strengthening the partnerships across the community and attracting additional philanthropic support.

**"We kicked off the research during CPPW, with an afternoon tea for 54 people representing 31 different Community Hub partners. It was really great to connect services involved in the Hub as they don't always get to see each other. Some stakeholders didn't know that some of the programs and support existed in the community. Some new partnerships were formed afterwards."**

Annie says that philanthropic support has been critical and without the funding from The Scanlon Foundation, these Community Hubs would not have been established.



01-05. Community Hub partners connecting with each other – some for the very first time – at the launch of their CPPW research project during CPPW.



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"It has helped to get children into schools, and families feeling more connected. It's been successful because we have a coordinator working across the various partners."

The schools involved are critical partners. Matt Mackinlay is Principal of St Paul's Catholic Primary School, which hosts one of the Community Hubs and helps fund a teacher.

He says that working with Access, Community Hubs Australia (CHA), and service partners is helping to create strong community connections.

"Partnering with CHA is a great way to mix our skills. Together, CHA and Access provide practical support and cut out a lot of the red tape and forms. CHA secures the funding and provides a baseline of services that work in most contexts, but they allow us to make the decisions on-the-ground that meet the community needs. It's a great way to operate.

"Through the Hub, we're establishing relationships with parents so that they engage with education in a safe and trusted environment. The Hub adds value to the whole school community and is also a feeder for enrolments."

Matt goes on to explain that when working in partnerships, maintaining strong consultation and communication is key.

**"At times, it can be a real balancing act between our partners and the day-to-day reality. You have to 'play the game' a bit. Be in tune with what your philanthropic partners are trying to achieve and then create dialogue. Explain what you are seeing and hearing at the coalface and ask what they can offer. Often you can solve problems as a team in a creative way."**



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**\$9,750**  
GRANT

### *Partnership Insights*

Having an event and producing a report really helps keep your project at top of peoples' mind. It is something tangible and showcases your work to others.

Data and critical analysis can help prove the value of what you do, and attract further support.

Different partners will be exposed to different aspects of a project – providing ways for partners to get together and learn more, build networks and appreciate all the factors that enable the outcomes, will help to strengthen and sustain partnerships.

## COMMUNITY LIVING & RESPITE SERVICES INC

### *From little things ...*

The Murray River Tea Rooms is an example of community-wide collaboration at its best – support comes from individuals donating their time and money, the Council, various local businesses, service and registered clubs.

Community Living & Respite Services Inc. (CLRS) is a community not-for-profit organisation that supports people with disability and their families. They provide numerous services, including a supportive learning environment through their Social Enterprises: Recyclability and the Murray River Tea Rooms.

Suzanna Barry, CLRS CEO, explains that the Murray River Tea Rooms provides a supportive environment for their clients who have a disability to develop skills and confidence in customer service, retail and hospitality.

“The work that we do at Murray River Tea Rooms has confirmed for me that **businesses love the opportunity to provide in-kind support and recognition is secondary. Support isn’t always about money.** If you can find other ways, in our case it has been a couple of loaves a day or even a slice or two, then that is a partnership.

“Any opportunity to showcase to your sponsors the impact of their work and for them to feel part of it can really help strengthen and extend their involvement. A prime example for us is when we held a sponsors’ night and we supported one of our clients to present and explain what the Murray River Tea Rooms meant for her. The next day she got a call from the local bakery and now has a permanent job. This would not have happened if we hadn’t held our event.

“This proves that something small can lead to something bigger, which has also been the case with our partner **Parmalat**, who has increased their support for other CLRS projects and initiatives.”

Kate Wholagan, Territory Manager for Parmalat, explains that one day she went out with her boss searching for an opportunity to support the Moama community and came across the Murray River Tea Rooms.

“They were a viable coffee shop with both proven success and proven need. They were structured and already had good processes in place. We could help them with their need by providing them with dairy products.

**“It is important to have the right fit in a partnership. Going for the right partner is essential and you must have all your ‘ducks in row’ with a reason, need and expectations all outlined.”**

“The video they produced with the CPPW grant has given them greater opportunity to share their success and go out to other groups. We have shared it amongst our staff and suppliers. It helps both reinforce what they have done and provides a form of thanks to us and our contributors.”

Following the launch of the CPPW video, other **suppliers** and volunteers approached the Tea Rooms’ project manager to offer their support, including the multi-national company **Unilever**, who now donates Iced Tea and other products. The video had more than 6,000 views via Facebook, and 150 shares in the eight months after it was first posted. This is extremely high reach for a very small organisation.



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01-04. The Murray River Tea Rooms in action. Happy customers, happy staff.



[View the video here](#)

**\$3,250**  
GRANT

### *Partnership Insights*

Be open with your definition of ‘partnership’ – big, small, cash, in-kind are ALL valuable contributions.

Providing opportunities for partners to connect directly with your work (like via this showcase) deepens relationships, fosters new ideas and opportunities, and builds momentum for the future.

It is important to have the right fit in a partnership.

## YWCA CANBERRA

### *Partner or perish*

YWCA Canberra appreciates the importance of ongoing, regular communication with their partners who are critical to their existence. Having an Impact Report helps to strengthen their partnership bonds and provides a vehicle to attract new partners.

YWCA Canberra is a feminist, secular, not-for-profit organisation that has provided a range of community services, including training, advocacy and emergency support, for young women in Canberra since 1929.

One of their most successful programs is the YWCA Canberra Clubhouse, established in 2014. It is an out-of-school learning space for young people aged between 10-18, allowing them to gain skills in science, technology, engineering, arts and mathematics (STEAM), and empower themselves through creativity.

The Community Clubhouse program is unique to the YWCA Canberra, and it is their only non-government funded program, forcing them to find in-kind and financial support from other avenues.

The initial funding (and ongoing support) came from **The Snow Foundation**, who donated \$50,000 to help the program get up and running. YWCA also received in-kind support from **Microsoft**, **Canberra Data Centre** and **Dimension Data**, while **ACT Education and Training** provides the space.

Katherine Higgins, Manager at YWCA's Mura Lanyon Youth and Community Centre says the support has been integral to their success.

**“Without our partners we simply could not continue to run and support the youth in our area access this unique delivery of education. It was either partner or perish.”**

Katherine believes that the key to fostering a good relationship between partners is understanding what everyone brings to the table, and ensuring ongoing communication showcasing the tangible outcomes of their partners' investments.

**“Partners can't be there all the time, so it is extremely important that they have something tangible that makes them see the value in their contribution.”**

To do this, the YWCA Canberra regularly uses social media and publishes a weekly blog and a quarterly newsletter, as well as inviting their partners to open events and a yearly celebration.

With the support of a CPPW grant they produced an Impact Report to celebrate and acknowledge the contribution of their partnerships with local businesses and philanthropists to the Community Clubhouse program.



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The Impact Report, which was created by Clubhouse members and staff, with the support of the YWCA communication, advocacy and fundraising team, was designed to showcase the full scope of what The Clubhouse achieves, explained Katherine.

**“The Impact Report really showcased the personal stories of the students, and the work that the students have achieved. It helped show our partners the real-life person that their support impacts. It also helped to confirm that no community partnership can work in isolation.”**

The report was launched at a celebration with partners, government officials and other key stakeholders. Clubhouse members were able to interact with partners and explain the things they enjoyed about the space. The event also gave the Clubhouse an opportunity to engage local school partners. Richardson Primary School provided speakers who highlighted the impact the Clubhouse has had on their students, and the difference it has made in their lives.

There have been several long-term benefits, including helping attract potential partners and mentors.

YWCA says that having a document that showcased existing partnerships side-by-side with stories of the successes achieved by Clubhouse members showed the grassroots effects of the support partners provided to young people in the underserved Tuggeranong community.

01-02. Capturing the outside world learning to use new equipment to develop skills in STEAM.

03. The Clubhouse is an engaging learning environment for youth interested in building their skills in STEAM.

**\$5,250**  
GRANT

### *Partnership Insights*

Creating opportunities for the beneficiaries' stories to be heard, both in the report and face-to-face at the event, has been important to attracting new partners.

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Partner or perish – working solo is not going to get results or sustainability and partnerships deepen and extend the value of the work.

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It takes different kinds of partners and different contributions to ensure the success of a project – financial, in-kind and the gift of time.

# WESTERN DESERT NGANAMPA WALYTJA PALYANTJAKU TJUTAKU ABORIGINAL CORPORATION

## *Purple House partners*

Purple House, owned by WDNWPT Aboriginal Corporation, has embraced the importance of really listening to the needs of the people they support and understands the importance of enabling partners to immerse themselves into what they do.

The Western Desert Nganampa Walytja Palyantjaku Tjutaku (WDNWPT) Aboriginal Corporation is a community-controlled health service that allows Indigenous people to receive treatment for end-stage renal failure, without moving away from community. Treatment can be accessed in eight remote communities, as well as at The Purple House in Alice Springs, and via a mobile unit. The WDNWPT extends its service by providing safe travel to communities for funerals and community events, social support, advocacy and wellbeing activities for dialysis patients dislocated from their community, as well as health promotion and education, primary health care and allied health services.

WDNWPT received a CPPW grant to celebrate its partnerships with the **Business Council of Australia (BCA)** and **Australian Unity (AU)**. An event at the Alice Springs Convention Centre was designed to bring together around 200 people from the community, philanthropic partners and WDNWPT staff for a round table discussion on focused partnerships for excellence in Indigenous health.

“Over the years, collaborations with **communities, corporates and service clubs** have been absolutely critical,” says WDNWPT CEO, Sarah Brown.

“We are a bottomless pit of need; the need for people to be back on country and having good dialysis that they can have some control over is growing, and Purple House doesn’t fit neatly into one pigeon hole for funding.

“We’ve always had this big push on innovation and making partnerships and sucking people into the Purple House vortex to help and to learn and, hopefully, we give back too – we’re not just passive recipients. We’re helping people to build relationships and to think about different ways to do things because we’re a bit of a disrupter.

“The funding that we got was to really celebrate those partnerships and make a fuss about them. We had a rollicking good time and people are still talking about it.”

It was a memorable event. An important local man who was in palliative care was able to attend the celebration and left a lasting impression as he gave his final words of wisdom and instructions to community about what was important. He passed away later that night.



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01-05. Celebrating what had been achieved together at WDNWPT’s CPPW event in 2015.



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“Everyone was in tears. Because of the event, everyone got the opportunity to come and say goodbye to him, where they might not have felt comfortable in going up to the hospital to do that.”

Philanthropic partnerships are integral to WDNWPT’s success as an NGO, with Sarah stressing that giving partners the opportunity to see the program at work allows a deeper understanding of the unique challenges.

“At Purple House, they come to a place that has cultural priorities front and centre. They can see people who are obviously on dialysis but have some agency over their lives and have really clear ideas about what they want for their community and what’s important.”

Sarah says its important potential supporters take time to listen and really understand what’s going on and why the service has developed as it has. “Otherwise you just won’t get it!”

“We understand that people (clients and partners) are going to want to ask lots of questions, so we need to be a safe space for them to be able to ask and not feel stupid. It’s all about relationships.”

This two-way dialogue was evident at WDNWPT’s CPPW celebration and highlighted **the importance of listening for a relationship to reach its potential. This has since lead to the formation of the consumer group Central Australian Renal Voice.**



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**\$9,500**  
GRANT

## *Partnership Insights*

Putting the beneficiaries at the centre of partnerships and partnership activity builds mutual respect and appreciation for context and the reality of the need.

Two-way dialogue – it is really important to listen for a relationship to reach its potential.

## EUREKA MUMS (A BRANCH OF ST KILDA MUMS)

### *Mums get hands-on*

**“You invite everybody in, you’ve got a broad base of community support and it’s out of that that those relationships and possibilities will grow.”**

Eureka Mums, which is a branch of St Kilda Mums, collects nursery equipment and other baby essentials from the public, then sorts, quality-checks and safety-checks them, before giving them to families in need. The organisation **partners with more than 20 welfare agencies, healthcare providers and community organisations, as well as more than 238 case-workers** across Victoria’s Grampians region, and supports more than 1,500 children and babies a year.

“Until we came along, people took their prams to the op shop, and the op shop said take it to the tip. Now people bring them to us,” says CEO Jessica MacPherson. She says the \$6,386 CPPW grant went toward hosting two events and producing a booklet, enabling their fledgling organisation to build awareness and to grow. A morning tea acknowledged their hardworking volunteers, while a gala dinner for 52 guests celebrated their work and the contributions of their supporters and partners, and the booklet – ‘Achieving More Together’ – has become an important part of Eureka Mums’ media kit.

“We have a much larger service offering in Ballarat today than we had three years ago. The CPPW grant was really part of that. Those events put us on the map and the brochures became an important calling card.

“We had only been going for a year when it happened. We were brand new, so it was a great launching platform.”

Eureka Mums is funded by members of the public, major donors and grants from businesses and foundations. Jessica finds the acquittal process just as valuable as the funding, as it forces her to stop and reflect.

“A grant requires a lot of information to be shared up front, a promise to be made and an acquittal at the end. The most important thing is the learning. Philanthropy is all about learning and sharing that learning as well. That becomes an important measurement of impact when you talk to other funders.”

Many of Eureka Mums’ partners give time and talent, rather than money.

“When you have volunteers sorting baby clothing, cleaning prams or running a safety assessment on car seats, they see first-hand how they can make a difference, how they can take something that is somebody else’s rubbish and turn it into something valuable, and that’s where the real magic happens.”

This investment has created some new opportunities, such as speaking at meetings, making the organisation known to workplaces with CSR programs and prompting donation drives.

Jessica says that the organisation seeks deep partnerships, rather than just a marketing opportunity or sponsorship.



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**“A genuine deep commitment between philanthropy, business and the for-purpose sector actually doesn’t demand anything in return. It’s just about the connection and the shared values and vision for a change, for a way of doing things differently.”**

One partner well-aligned to that view is StreetSmart, an organisation that addresses homelessness and its contributing factors. It fundraises via cafes and restaurants and directs money into projects as close to where funds are raised as possible.

An early partner of St Kilda Mums, they seed-funded Eureka Mums in 2014, and have donated \$11,000 via small grants. CEO and Founder of StreetSmart, Adam Robinson, said they support smaller organisations that slip through the funding net, particularly in communities like Ballarat where there aren’t a lot of funding opportunities.

“By funding St Kilda Mums (and in turn Eureka Mums), we get to impact on a lot of other organisations. We now fund a number of organisations that are modelled in the mirror image of what they have done.”

Adam says publicly acknowledging partnerships is a valuable source of learning.

**“It’s very important to give people good examples of what can be achieved. We need to inspire businesses and people with the resources and wealth to make a difference to step into these gaps and take an active part in what they can achieve.”**

“The outcome is a better society for us all. We have to acknowledge that everyone has to play a role, and those with more capacity have to take on a bigger role.”

01-04. Recycle-reuse-rehome – Eureka Mums takes a hands-on approach, which has seen them help at least 1,500 children a year.



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Photo courtesy of Kate Healy, The Courier

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**\$6,386**  
GRANT

### *Partnership Insights*

Partnerships formed around solving a problem together can lead to transformational and multi-faceted outcomes for partners and beneficiaries.

Partnerships don’t always need money to make them effective – a deep and genuine shared commitment to the challenge at hand will deliver benefits and outcomes.

Focus on learning together and sharing the learnings with others for greater benefit.

Keep your partners informed. It doesn’t have to be a huge report.

# CHAPMAN VALLEY MENSHEDED INC

## *A place to create community*

Chapman Valley Menshed is more than just a place for people to meet. They find and create opportunities for the surrounding community to strengthen connectedness and foster community pride and wellbeing for isolated residents.

Bringing people together is critical, given the Chapman Valley is a farming community spread over some 3,965 km<sup>2</sup> and lies 440 km from Perth, WA. The township of Nabawa has seen some general economic decline in recent years and now only 72 people live there, with 30 students attending the primary school.

Ralf Mulks, who helped set up the Men's Shed, explains that they found people came together for sport but didn't really have a chance to have a conversation, which is why they set up the Men's Shed.

The Shed was established in 2012 to bring together local men, connecting them to vital services that don't often reach rural areas. Their programs attract and support men, reduce social isolation and provide them with a safe place to connect and learn new skills.

The Men's Shed partners include **the Shire of Chapman Valley, Lotterywest and a host of local community organisations and service providers.** Each partner organisation either delivers a service to the community via the Men's Shed, provides funding for events and training or works with the Men's Shed on local projects.

The Men's Shed has worked particularly closely with the Shire Council to find land, construct the shed and secure tools and equipment.

"The CPPW grant gave us an opportunity to formally open the Shed and, more importantly, to get together, celebrate and have a party. Over the past five years, since the concept of the Men's Shed in Chapman Valley started, there has been around \$1.2 million given in volunteer hours! We need to recognise this work and give thanks.

**"To be a successful community organisation you need to stick to what you start. [You need to] make a two or three-year plan, then get support, otherwise it fizzles out. Find a good team and share the work load. Work with local Shire/government – they have more resources than you can Google."**

Solataire Cameron, Chapman Valley Shire Community Officer, explains the fundamental role the Menshed has in their community.

"We can clearly see the benefits of the Shed. Older generations are coming off farms and retiring to Nabawa. Adjustments need to be made from the routines of farm life, and we see the Shed filling some gaps for generally very active older men. The Menshed really helps with this transition.

"The Shed would not have happened without grants, but in-kind support is important as well. The Shire Council was also able to boost the grant by providing skills and equipment to help them build the Shed.

**"It is important, however, that community groups applying for grants have a proper budget and are able to demonstrate benefits to the Shire."**

The Men's Shed has seen continued growth and expansion of its membership since it showcased the shed at the celebratory event, using the CPPW grant – a significant achievement in such a small and isolated community.



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View the video here



01-04. The community across all generations coming together to celebrate the opening of their new Menshed during CPPW.

**\$2,000**  
GRANT

### Partnership Insights

Recognise that success looks different in small communities: the numbers may not be big, but the impact is deep and life-changing.

The value of volunteer time and skill cannot be underestimated. The equivalent financial value is important to record and share with partners and stakeholders.

Taking time to stop and celebrate brings with it an opportunity to learn about the benefits and value beyond the day-to-day work.

Make a two or three-year plan; find a good team, share the work load.

Feedback is particularly important to an organisation that has been unsuccessful in obtaining a grant.

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