



Community Engagement through

Corporate Community Partnerships





Overview

- ▶ What exactly is a corporate community partnership?
- ▶ Lessons for not-for-profits looking for corporate funding
- ▶ Case study: Mentally Healthy WA

WHAT IS A CORPORATE COMMUNITY PARTNERSHIP?



Driving change and new ideas

Strategic

Mutually-beneficial

Shared communities

Key focus areas

Long-term and measurable outcomes

Long-term – shortest range three years – some are in the 30+

Increasing monitoring, evaluation and reporting requirements

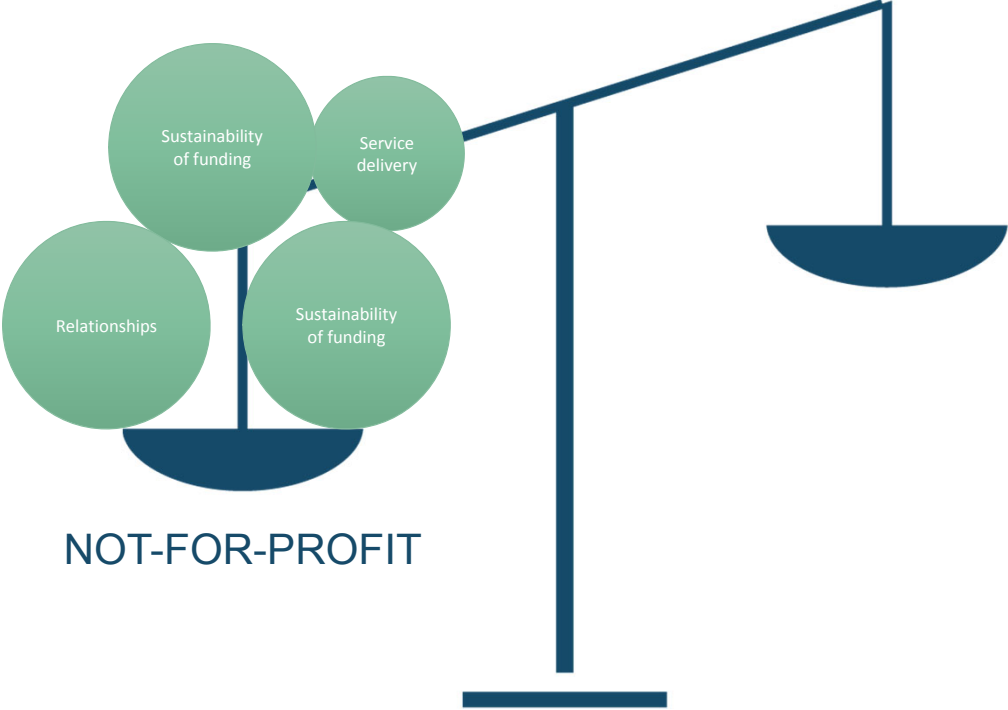
Heavy governance footprint



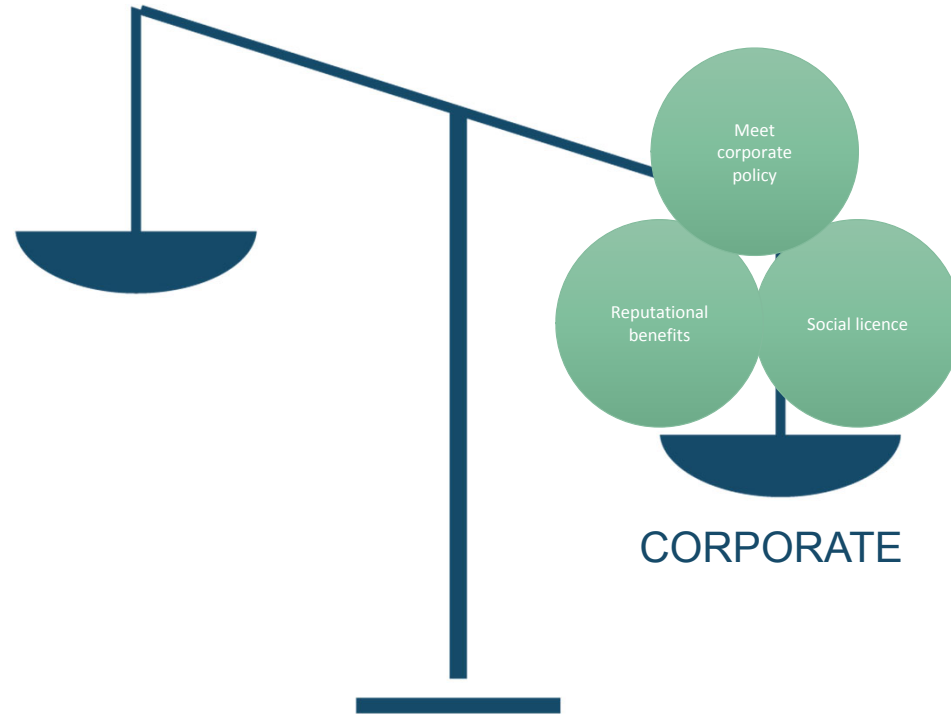


**SO HOW IS IT
DIFFERENT TO A
SPONSORSHIP?**

Corporate Community Partnerships - Balancing the different drivers



Corporate Community Partnerships - Balancing the different drivers



SO WHAT? LESSONS FOR NOT-FOR-PROFITS

looking for corporate funding



**Show me the
money!**

Compliance and cost of delivery burden



JUST DO IT!

**MENTALLY HEALTHY WA –
ACT BELONG COMMIT**

Let's chat!



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