



# **Third Webinar**

**Next Steps: Follow up with the Private sector**

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U.S.-Middle East Partnership Initiative



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# Synopsis & Outline

This webinar is part of the Vital Voices Global Partnerships Webinar series on CSR- PPP.

## The second webinar covered:

- Before approaching the Private Sector
- How to approach the Private Sector?
- Things to do and things to avoid
- Examples: stories , flashes , ideas

Today we will cover:

- Follow up with the private sector
- Strategic relation
- Reporting
- Examples , stories , flashes , ideas

# Follow up with the Private Donor

- There are many ways to follow up with the private sector, now that you have secured a grant.
- Essentially you should keep the private sector posted providing periodic reports as you would do with any donor.
- Remember to report on the results.
- Don't assume that the relation between your program and social problems are always obvious.
- Companies function on a faster pace than NGOs. Ensure speedy response to their requests for information at all times.
- If the request is made by telephone, always ensure follow up by e-mail correspondence repeating what was decided upon during the telephone conversation.
- If you get other support for your project make sure that you mention it to the company. Make sure that other financial support figures in your financial reports.

# Follow up with the Private Donor

## Short term:

- Once you receive an approval for your grant , the letter of agreement is signed, and the money is transferred, provide the donor with a receipt;
- Remember to express your thanks during the event, any public speech, on products posters publications related to the activity or project in question.
- Keep the donor posted about the timing of certain activities. Invite their donation officer before hand ( weeks ahead).
- Some companies would like to plan a press conference, coordinate the press release with the donor officer, make sure that you go over and understand their communication requirements before hand.
- Check with company in terms of any publications , posters, etc. Ensure that the quality of the media products are adequate. Check with the company where they want their logs, share drafts with them before hand. Share information with them in a timely manner (two hours before going to printing press is NOT timely)
- In case of an event or an activity, give thanks (in writing) to the company 2 days after the event.
- Provide donors with a tax receipt on time

# Follow-Up With Private Donor

## Midterm:

- If the project is along term project and not an event or an activity, you should provide the private sector company with periodic reports like you would do with any other donor.
- If it is an event or an activity you should provide donor with a timely report one week after the activity.

# Follow up with the Private Donor

## Long term

- Mention the donor (company) in your annual report.
- Provide the donor with company of you annual report.
- Include them on your mailing list ( send them your News letter, website updates, e-mail lists), remember to ask them before, this is a balancing act, you do not want to flood them also .
- Even if the activity, event, project or program is over. You want to invite the company to other events. Keep them in the loop.

# What makes a Relationship Strategic?

- There are many forms of giving
- The nature of giving differs: Charity approach versus a CSR approach
- A charity approach:
  - Supports activities and events
  - Bound in time, resources, outlook.
  - May well dry up in hard times
  - Little interaction between donors and recipients.

# What makes a Relationship Strategic ?

- Organizations are moving beyond corporate philanthropy to partnerships with NGOs that have a strategic and long-term purpose to advance both social development and business objectives.



# Elements of Strategic Relationships

- Strategic integration of social development and business goals
- Trust and Respect
- Commitment

# Strategic integration of social development and business goals

Before embarking on the partnership, both parties must identify their own goals and communicate that information to each other. While the goals can and are likely to be different, a common objective must be established.

# Trust and Respect

Trust and respect are key elements of a successful partnership that are often the hardest to develop. A clear and transparent contract with a fair distribution of roles and responsibilities sets the foundation for the partners to interact on mutually agreed terms. While the exact dynamics differ on a case-by-case basis, the partnership should avoid heavily skewed relationships in which there is a severe imbalance of ownership and resource or operational contribution

# Commitment

Commitment through thick and thin can be a demanding task that gets easier once the above two criteria are fulfilled. For the company to remain active and committed, support from the senior management is necessary.

# Case Studies from the Region

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# CISCO

One of first programs that Cisco became involved with in the region was the Jordan Education an e-learning project that aims to leverage technology and transform the country's development and delivery of education.

The program has provided technology and training to 100 specially selected "Discovery Schools," and it has developed a unique e-curriculum for key subjects such as math, science, information technology, Arabic, and English.

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# CISCO (Continued)

Building on the success of the Jordan program, Cisco has taken the lead on a similar initiative in Egypt, where it is establishing 1,000 "Networking Academy" sites across the country to bring information technology to underprivileged communities.

Using specially equipped vans outfitted with satellite Internet connections and data projectors, the company takes its five-week "Cisco IT Essentials" course on the road to the local communities. About 16,000 participants, nearly 45 per cent women or girls, have taken the course.

# CISCO Continued

Another key area that Cisco's CSR team focuses on is relief efforts, In September 2006, Cisco was one of five U.S. companies that teamed up to form the Partnership for Lebanon. Working through public private partnerships and with the Lebanese people, the program focuses on expanding the reach of education and workforce training, creating jobs, building out the country's technology infrastructure, and connecting communities and government.

- <http://www.cisco.com/web/about/citizenship/index.html>
- <http://www.ameinfo.com/132189.html>



# YEMEN (MTN and Shamlan Water)

In Yemen, the local business community is partnering with the United Nations Girls Education Initiative (UNGEI) in an innovative program called “Let Me Learn” which aims to reduce the gender gap in the country’s educational system. The project includes public awareness campaigns spearheaded by the private sector partners. MTN Yemen planned to send out 1.5 million text messages to rural subscribers in the summer of 2008, urging parents to keep their girls in school.

Another partner, Shamlan Water, agreed to carry an advocacy message supporting girls education on 10 million water bottles

<http://www.mtn.com.ye/ar/MTNFoundation.html#1>

[http://www.hsagroup.com/en/social\\_activities.php](http://www.hsagroup.com/en/social_activities.php)

# Centennial Fund Saudi Arabia

In Saudi Arabia, the Centennial Fund is working closely with Youth Business International as well as local companies and banks to support young entrepreneurs from disadvantaged backgrounds. Each participant is paired with a business mentor, and receives training and business advice over the first few years of activity.

<http://www.tcf.org.sa/ar/pages/default.aspx>



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