



Collaborations

NON-PROFIT AND FOR-PROFIT

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Comparisons

- **Non-profit**

- ✓ Service-centric to GIVE to support change for the public good (services, policy, etc.)
- ✓ Priority is IMPACT
- ✓ Funding is broad
- ✓ Culture is community-focused to advance cause (more emotional fulfillment) with flexible work schedules and volunteers
- ✓ Enjoys tax exemption for organization and donors.

- **For-profit**

- ✓ Consumer-centric to SELL goods and services
- ✓ Priority is PROFIT
- ✓ Funding targeted (consumers)
- ✓ Culture is financial gain for company
 - Employees creativity for profit
 - Defined work schedules and paid
- ✓ Pays taxes are required by law



Differences should be clearly understood and respected

Benefits



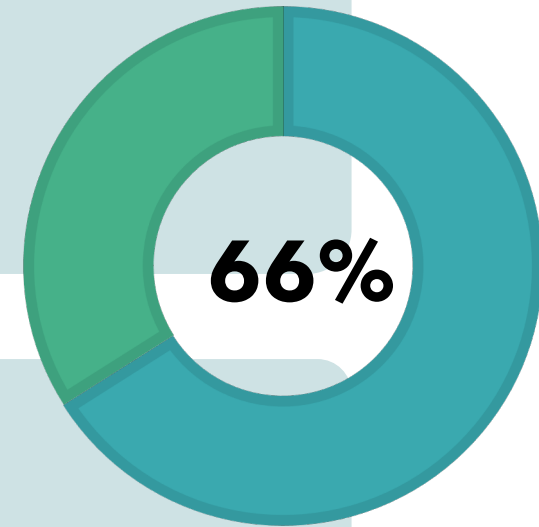
NP

Affords infrastructure enhancements - Mission mindset
Leadership development
Opportunity for access to larger donor networks -
\$\$ or \$ worth
Expands volunteer and advocate base
Marketing and promotions support (creative giving)
Improved efficiencies, impact and sustainability



FP

Customer reach & expansion
Boost company morale and employee satisfaction
Community/ corporate responsibility
Creates awareness of an issues
Allows employees to volunteer/ teambuilding
Brand credibility



Consumers are willing to pay more



Requires openness and confidence

Collaborations

- Joint ventures & partnerships
- Project, campaigns and initiatives
- Maintains corporate autonomy
- Mission and values alignment
- Communication is essential
- Avoid the game of “chess”
- Incompatible collaborations can damage organizational reputation – choose wisely

➡ Impact of COVID has shined a light on corporate values and ethics; prime for collaborations.



*"Society is calling
on everyone to do
their part to help
those in need."*

Opening the door for Non-profit and For-profit collaborations.

THANK YOU!

