



Special Olympics
Unified Champion
Schools®

BEST PRACTICES

Best Practice at a Glance

1.1 Title

Fundraising Best Practice: Corporate Partnerships

1.2 Developed By

Special Olympics Caribbean Initiative

1.3 Purpose

Fundraising is more than a donation. Fundraising and partnership are about coming together to make a difference and make real change in people's lives. Within the SO Caribbean Initiative, we found a partner who has the same passion that we do. Our partnership is centered on our deep relationship. In this best practice, we will show how this partnership includes real relationships and changes the lives of others.

1.4 Results

1	A regional corporate partnership supporting Unified Champion Schools
2	A partnership that aligns with our values and accomplishes the partner organization's goals
3	A partnership that has lasted over 20 years and continues to impact the lives of others

Best Practice in Detail

2.1 What Did Your Program or Region Do?

In 2001, Digicel, a telecommunications corporation came to Jamaica interested in forming a partnership with a non-governmental organization. There are hundreds of NGOs in Jamaica. We were determined to knock on the doors of Digicel and move every stone possible for a partnership.

We have a great relationship with our law enforcement officers in Jamaica. When Digicel first came to Jamaica looking for a charitable partner, the law enforcement officers in Jamaica were able to arrange our first meeting with Digicel. The law enforcement officers in Jamaica recommended that Digicel partners with Special Olympics Jamaica – that is how the great partnership started.

The police brought awareness to Special Olympics Jamaica for Digicel and communicated that Digicel wanted no fanfare, Digicel just wanted to help. Digicel's team was able to see our athletes, parents, and interactions with the police. After seeing our event in action, Digicel decided to fund our trip to the 2003 World Summer Games in Ireland.

The founder of Digicel believes in our mission and vision. Through our hard work and mutual trust, Special Olympics became the organization's major charity.

2.2 Advice to Other Programs

If you want to develop this best practice in your Program, these are three critical pieces of advice:

1	It is important to build relationships. Funds are not easy to come by. The best partnerships begin with strong relationships between the Special Olympics team and the partner organization.
2	Investors like to see action. Invite partners to your events. They want their brand to be associated with a well-run organization. Show them the great work happening at Special Olympics.
3	Accountability. Partners want to see the people benefitting from their partnership. Many partners want to be close to the activities as volunteers. Make sure our partners are included. We have Digicel staff as volunteers, Unified Partners, and cheerleaders.

2.3 Dos and Don'ts!

Dos!	Don'ts!
Find a partner with the same passion as your Special Olympics team.	Utilize a partnership just for the recognition or fanfare – it should always be about making a difference.
Utilize existing connections to make an introduction, if possible.	Form a partnership without saying thanks. It is important to recognize our partners.
Listen to other partners and stay determined towards your goal.	Hide the partner organization's brand. They want their brand to be associated with your well-run events. They must stay informed.

Appendixes



Notice all smiles with the Special Olympics, Digicel partnership. These are real relationships!